The factors of consumer behavior and the sharing economy

A quantitative study

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Abstract

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Purpose: The purpose of this study is to investigate the relationship between consumer behavior and the business (B2C and C2C) in the sharing economy.

Research questions: What factors of Consumer behaviour effect C2C business in sharing economy?

What factors of Consumer behaviour effect B2C business in sharing economy?

Methodology: A descriptive research design with a quantitative approach was conducted, utilizing an online questionnaire with a total of 120 respondents in China.

Conclusion: the finding from the study demonstrates that all of the adopted variables (psychological, personal, social and culture) had a close link and impact on the B2C business based on a shared economy. the findings indicated that with the exception of the ‘social’ variable, the others had a considerable impacts on the business strategy, despite the existing variability. The research shows that most of the elements of the consumer behavior affect both B2C and C2C. The applicability of the model is essential to the multinational firms.

Keywords: Sharing economy, consumer behavior, social, culture, B2C, C2C, collaborative consumption, marketing strategy.
Acknowledgement: I would like to thank Professor Anders Pehrsson, Tutor Rana Mostaghel all the participants in the survey. I truly appreciate their support, help, advice and time.

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1 Introduction

*This chapter provides a brief background on consumer behaviour as well as in sharing economy. The discussion of these topics leads to the purpose of the present study.*

1.1 Background

In recent years, market conditions have changed quickly due to the influence of globalisation as well as sociological, technological, economic, and political factors. Therefore, a new economic model is called the sharing economy has emerged in order to get certain of reward from short-term by transfer of goods and most of these transferred goods are traded online. (Kathan, Matlzer and Veider, 2016). The development of the Information Communication Technology (ICT) and the high rate of the assimilation of the web 2.0; this has enhanced the increase of the user information, sharing and affiliation (Cohen and Kietzmann, 2014). Notably, the emergence of the Sharing Economy s as a result of the evolving of the technological aspect (Slee, 2017). Furthermore, Felson and Spareth (1978) state that the main feature of sharing economy is a platform that based on information technology created by a third party. Therefore more than forty years use the sharing economy model to gained significant influence in today (Kathan et al, 2016). The aim of the sharing economy is to integrate the information such as idle items, labour force, education, medical resources, and then put all these information on the platform. Accordingly, Bostman and Roger (2010) defined that sharing economy can be called collaborative
consumption. Overall, according to Möhimann (2015), the sharing economy is “based on rational reasoning, seeking the maximisation of utility and cost savings or the minimisation of transaction costs. However, based on different business strategies such as business-to-consumer (B2C) and consumer-to-consumer (C2C), there are different factors that will influence the satisfaction with a sharing option or the likelihood of using a sharing option again (Möhimann, 2015).

Moreover, a main feature of marketing is figuring out the consumer demand and maximum benefits (Möhimann, 2015). Facing more and more comparative, the platform cannot get demand and supply relationship balances. And set up the business-to-consumer (B2C) (Malhotra and Van Alstyne, 2014). Especially the auto manufacturers though B2C BM is sharing cars, Car2Go and Zipcar, which has resources to share that will be not only the consumer has more choices to compare, but the company also better regulation (Provin, Angerer and Zimmermann, 2016). Based on those two business strategies of sharing economy, consumer’s aspect has a decisive role.

According to Mont (2004), consumer’s behaviour could change the environment of the economy. Consume behavior as an important perspective for the marketing researcher is selection, purchase and consumption of goods or services in order to fulfill their demand. There are four factors will influence the consumer purchases: social, cultural, personal and psychological (Gajjar, 2013). There have many reviewed articles to research the consumer purchase intention and sharing economy. For instance, Østbye (2015) provides a point of view to explain the relevant relations
between consumer behaviour and the sharing economy, and they create a new model to describe the decisions to purchase and use shareable goods. In addition, they figured out several benefits of consumer behaviour in sharing economy such as higher saving cost, more business chances and lower ownership, among others.

The applicability of the model is essential to the multinational firms (Bardhi et al., 2012). The model will enhance sharing of the resources with the host state; this is to say, there is a lot of diversification integrated within the sharing businesses (Lamberton and Rose, 2012; Chen et al., 2007). Consequently, this application impacts the scalability, profitability, the range of the invest, and the impacts emanating from the social and environmental to the consumer and the overall society (Chen et al., 2007). The local and regional government that is the host of the multinational firm needs to understand the process of the model if they want to regulate Sharing Economy. Bardhi et al. (2012), stated that the governments need to conceptualise on the underlying dimensions of the model, as to develop sound policies that enhance the Sharing Business desired, whereas governing the elements that are slightly desired (Belk, 2014). However, Belk (2014), stated that sharing economy is a hybrid market model that involve merging of the renting and the gift giving. More so, the concept can be characterised with the peer to peer exchange, which involves the transaction of the business functions under the management of the community-based online services (Carbone et al., 2015). Notably, the concept can take a variety of forms using the application of the technological aspects as to equip the optimisation of the resources via exploitation of the excess goods and services
(Kathan et al., 2016). Agreeably, the parties must understand the limits to prevent the excess exploitation (Belk, 2014).

Sustainable development of sharing economy depend on the balance of supplier and demander (Kumar and Dogan, 2017). Based on sharing economy through online, Chang and Wu (2015) mentioned that marketing messages are presented can impact consumers’ purchase decision-making. As before mentioned, social, cultural, personal and psychological that four factors impact consumer behaviour, the consumer of sharing economy want to reduce pollution, save cost or create high-quality travel, etc. (Slee, 2017; Cannon and Summers, 2014). On the other hand, those concepts changed consumers’ lives and promoted sharing economic development. In addition more and more B2C form of films expanding, the strategies of the shared economy are also constantly improving. However, there is a research gap with regards to combining consumer behaviour and sharing economy, especially for C2C and B2C (Malhotra and Van Alstyne, 2014; Möhimann, 2015). There is the fact that the leverage that is attained from the model is the reduction in the environmental consumption while countering the income inequities (Lamberton and Rose, 2012).

1.2 Purpose and research questions
The purpose of this study is to investigate the relationship between consumer behavior and the business (B2C and C2C) in the sharing economy. The researcher will base on sharing economy, research the relationship among consumer behaviour and C2C business and B2C business.
Q1. What factors of Consumer behaviour effect C2C business in sharing economy?

Q2. What factors of Consumer behaviour effect B2C business in sharing economy?

1.3 Delimitation

In this research, it focuses on two tapes of business (C2C and B2C) of sharing the economy with the consumer behaviour. But in Demary (2015) referred to sharing economy also have business to business (B2B), its way is sharing machinery, workplace and services to other companies. Again, both B2B and B2C appear to possess almost the same in terms of them.

1.4 Structure

In chapter 2, it will start by expounding the sharing economy. Then, it will definite the consumer behaviour and mention the consumer purchase what factors influence the consumer. In this study sharing economy have two form of business strategies how to impact sharing economy and importance will be under that part. The researcher will introduce other scientific articles about relationship consumer behaviour and sharing economy in deeply. In chapter 3, the researcher will develop the conceptual framework with respect to the consumer behavior and the business strategies. The four elements of consumer behavior that will be considered in this particular research are; psychological, personal, cultural and social orientations. This will be assessed on its effect to B2C and C2C business. Chapter 4 provides the methodology of the study, which will be a descriptive quantitative research based on the positivist paradigm. Chapter 5 present the results of the study as well as various interpretations on the data.
generated from the study. Chapter 6 provide a discussion on the research questions, linking it with the current and previous studies. And chapter 7 gives the researcher’s conclusion on the influence of consumer behavior to the business based on the sharing economy. Chapter 7 provides the theoretical and managerial implication of the current study. Chapter 8 gives the limitations of the present study and ultimately provides the recommendations on the future studies. Finally, the last part include the reference and bibliographies consulted by the researcher in the course of this study.
2 Theoretical Framework

2.1 Sharing Economy

According to a study by Rauch and Schleicher (2015), the conventional method of conceptualizing the consumption has undergone various shifting levels. These levels have raised concerns about the ecological variants of social influence as well as the development impacts. Sharing economy is defined as the “people coordination in the acquisition and distribution of resources for a fee or other form of compensation.” (Belk, 2014). The sharing economy is an emergent economic-technology occurrence that is fuelled by the presence of the rapid development of information and communication technology, which has increased the consumer’s awareness (Bardhi et al., 2012). Therefore, the sharing economy has increased the rate of prolificacy of the community-based website (Matzler et al., 2015; Cohen and Kietzmann, 2014). Much upheaval has been raised as a result of the sharing economy, which has domains of the population that afflictively exploit the used inventory through Fee-Based sharing (Schor, 2016). On the supply segment, individuals can give out their merchandise like the vehicle on the rental basis, instead of not making use of the utility (Cohen and Kietzmann, 2014). With respect to the demand segmentation consumers have an advantage as a result of the sharing of the utilities the low cost and the lowered transactional cost of the renting with the traditional means (Cannon and Summers, 2014).

During the sharing process of the age-old occurrence, the core grounds for the phenomenon is the operating scale of the market in the incessant integration of the
online market that has made the transactions most effective (Zervas et al., 2017). The presence of the technological assimilation in all parts of the globe has reinforced the development of the sharing economy concepts (Slee, 2017). According to Willis (2004), sharing economy includes sale from consumer (C2C) and business (B2C).

2.1.1 The sharing economy

2.1.1.1 Consumer-to-Consumer

According to Deloitte (2015), in 2014 the sharing platform raised approximately 6 billion US dollars and interestingly most of these are from consumer-to-consumer (C2C) business strategies. The consumer can use other consumer’s underutilized products. The websites of platforms have addressed more intensive issues like sharing problematic. These may include purchasing of goods, and maintenance of post transactions that are of the paramount significance to the owner (Bardhi et al., 2012; Botsman and Rogers, 2010). As a result, they established trust and communication between collaboration partners (Cox et al., 2009). That C2C business in a sharing economy not only overcome obstacles of communication and building trust but also promotes collaborative consumption (Möhimann, 2015). This section empirically explores the impacts that emanate from the sharing economy, especially the emerging market for the short-term retails (Bardhi et al., 2012). The aim of sharing economy is to synthesise information and labor force, and put all the information to a single platform (Bardhi et al., 2012; Cannon and Sumers, 2014).

In the C2C business approach, the affiliated parties have to consider the terms that will be based on the regulations of the host (Hamari et al., 2016.). For instance, when
Airbnb firm rents the runway to the consumers, the firm (consumer) must observe the regulations that have been established by the host government and the host airport (Cohen and Kietzmann, 2014). The sharing of the resources enables the mutual relationship to advance, and ultimately the attainment of consumer's satisfaction. Outstandingly, this relationship has made the company to develop a high rating by the consumers (Hamari et al., 2016).

2.1.1.2 Business-to-Consumer

The development of the ICT and the high rate of the assimilation of the web 2.0 has enhanced access to user information, sharing and affiliations (Cohen and Kietzmann, 2014). With the increasing competitions from consumer-to-consumer sharing, firms will make their business strategies suitable for a considerable benefits (Mont, 2002; Owyang et al. 2013). Notably, the emergence of the B2C Sharing Economy was as a result of the evolving technology (Slee, 2017). According to the reviews about B2C sharing platforms, there are three beneficial owners: the policy maker, the platforms of sharing and the producer. That is to say, the producers decreases the quality of products to achieve benefits or profit. Every participant want to increase and bring maximal profit (Provin, Angerer and Steffen, 2016). B2C sharing has lowered cost and has changed the relationship between the consumer as well as the producer (Rifkin, 2014). Although there is a gap on literature about B2C sharing platform and consumer behavior the integration of the other businesses strategies has strengthened the concept of a sharing economy (Cannon and Summers, 2014). Sharing economy is a rigid model that has enabled the thriving of the business, for example, Mobike firm
has enabled the renting of the bicycle from the locals (Zervas et al., 2017). The B2C has enabled sharing of the resources with the firm, and the locals are in control of the resources; they benefit from the cheap services (Tussyadiah, 2015) Also, the core feature of marketing is to validate the consumer request and make them know that they necessitate the product from the market, even though there is no assurance of the validation and usability to the consumer (Möhlmann, 2015).

2.2 Consumer behavior

A study by Cohen and Kietzmann (2014) indicates that consumer behavior defines the state and the shape the business will take. Moreover, consumer behavior provides the direction that the business will follow (Tussyadiah, 2015). In the sharing economy concept, the consumer has the mandate to control the business’ direction as they state the stability of the business this means that businesses that have integrated the model ensures that they maintain the public image (Matzler et al., 2015). The consumer's conceptualization of the business is vital to the business. In a broader sense, consumer behavior are the decisions and actions the affects the purchasing behavior of the consumer. Simply put, this is what drives consumer to choose particular product with respect to others. Consumer behavior focuses on how consumers think and feel about a various alternatives and their consumer reasoning. It is the behavior of the consumer when researching and shopping, and how this is affected by the environment. It is based on how the marketers can adapt and enhance their marketing strategies to enable the customer have access to the products or services (Cannon and Summers, 2014).Consumer behavior further denotes the various steps a consumer goes through
before they make the actual purchase of a product or services. Again, consumer behavior includes the mental and emotional process and the physical activities of the people who purchase and use goods and services to satisfy their wants or needs (Slee, 2017).

2.2.1 Social
The environment impacts consumer’s status and life. Consequently, all the multinational companies that are involved in the sharing economy model have to implement the policy of conservation of the environment. As this can change the behavior of the consumer which eventually affects the economic environment (Martin, 2016). Following the law creates a positive image of the company to the surrounding community (Zervas et al., 2017; Martin, 2016). This enables the balancing of the exploited resource and the profit margin, for instance, the Uber firm assures the rate of carbon emission as a result of the driving. The company ensures it gives back to the society as this reinforces the mutuality of the sharing concept (Martin, 2016). The social factors may also include the peer groups and the social networks. According to Martin (2016) consumers are largely influenced by people they interact with. This mean that social environment that promotes a particular business strategy may affect the subsequent behavior of the consumers. For example, Amazon understand the impacts of Facebook and Twitter to the consumer behaviors. The social networks play a critical role in shaping the consumer behavior by enabling them to learn about new developments in tastes and preferences and thus firms must utilize it appropriately (Möhimann, 2015) Also, customers from a higher social class may have a different
certain behavior with respect to buying products and services. In fact, these tend to have a greater awareness of products and services, perhaps because of their social views.

2.2.2 Culture

Culture is a very complex belief of human behavior. It involves the human society, the role that the society plays, the behavior of the society and the customer or traditions, Culture is the set of beliefs and values that are shared by most people within a group (Botsman and Rogers, 2010). Culture influence the consumers’ rate of purchase, since it has been something that the society upholds even before the inception of the company in the region. Furthermore, these factors influence the relation of the business and the consumers in the sharing economy. The cultural forces shapes the lifestyle of the society. (Hamari et al., 2016.). For instance, in the Uber firm, the beliefs regarding services from its vehicles influence the stability of the work in the region. For instance, this is experienced in India, as a result of traffic jams, a high percent of the people opt for the tricycle due to its ease of use when transverse the city (Zervas et al., 2017).

2.2.3 Person

Person’s interest and opinions towards a business strategies may influence the willingness to purchase. These are affected by the demographics such age, gender, culture, profession and background (Cohen and Kietzmann, 2014). Most businesses in the fashion industry, for example, focuses on the young people as they have inclination to buy the products. Young people are more outgoing compared to the
senior consumers, Comprises of the attitude of an individual towards particular item. In cases where an individual had a bad experience with the service, the individual may dislike the entire firm, hence affecting the purchase of a service or a good (Bardhi et al., 2012). One of the factors that affect personal attitude toward a purchase is the level of confidentiality whereby if the policies that are made by the firm impact on the privacy of an individual, this may result to a failure in purchase (Matzler et al., 2015; Cohen and Kietzmann, 2014). For Uber to be more efficient it focuses on enhancing its confidentiality in order to maintain a sustainable consumer’s demand by adjusting its business strategy (Hamari et al., 2016.). This enables the company to adjust the legal pillars which guide the company and this makes it to effectively satisfy consumer’s confidentiality (Botsman, 2015). The company has integrated the business into the business strategy and the business to consumer, and this hybrid approach attains the company leverage to the firm, further maintaining the consumers purchase (Cannon and Summers, 2014).

2.2.4 Psychological

Individual’s response to a particular marketing complain in a sharing economy or other types of economy is based on their perception as well as attitudes. An individual with a good psychological attitudes towards a product will definitely purchase it (Möhimann, 2015) Convincing the consumers that the firm sells goods or services that the consumer need require it to find out what the user needs are. Also, the core feature of marketing is to validate the consumer request and make them know that they necessitate the product from the market, even though there is no assurance of
the validation of the usability to the consumer (Möhlmann, 2015). Therefore, the marketer should ensure they motivate and find the need of the user and conceptualize the perception, attention, distortion and retention effects of the consumer. For instance, Uber focuses on the use of blogging, and this has enabled the company to attain the popularity as it has a platform to explain to the consumers all the services the firm is offering (Zervas et al., 2017). Uber Company respond to demand and supply by conducting a surge price in order to influence the consumer psychological views. This means that the consumer feels the aspect of price reduction especially in high seasons, which may improve their perception on the company. (Cannon and summers, 2014).
3 Conceptual Framework

This paper aims to answer the research questions:


With respect to the sharing economy, the literature focuses on the broader aspect of C2C and B2C, and how collaborative partners obtain satisfaction during sharing (Möhimann, 2015). While the literature on consumer behavior has a large reaching influence from sharing economy (Botsman and Rogers, 2010), there is a gap on literature about consumer behavior and sharing economy. And the motivational factors that have been derived from a broad literature review.

Based on the definition of sharing economy and consumer behavior in the theoretical framework, this model of framework will be about the motivation factors of consumer behavior and the sharing economy, which are on the C2C and the B2C businesses strategy. As in the conceptual framework model showed in Figure 1, the consumer behavior will be influenced by four determinants; social, culture, personal and psychological (Slee, 2017).

*Figure 1: Conceptual framework*
In this paper, the hypotheses will be based on the four variables. Personal, social, culture and psychological issues are the core aspects of the customer behaviors that affect how influences the two business that is B2C and C2C, which are based on the sharing economy. According to Botsman (2015), the personal issues can influence the customer in engaging towards a certain transaction in the sharing economy. An individual attitude are paramount in compelling the customer to engage in purchasing an item. Again, the social orientations of the customers plays a critical role in influencing them to engage in a certain activities. When a customer believes that a company is engaging in activities such as CSR, then they are likely to engage in both B2c and C2C. Bardhi et al., (2012) notes that the cultural inclinations may cause positive or negative views towards a certain business activity especially in the shared economy. In addition, the psychological issues are fundamental in determining the customer’s preferences towards a particular product or service. By convincing the customers that the products and services are good in terms of the psychological needs, they freely engage in the purchases. The following illustrates that the relationship between the four principles

H1: Customer social’s orientation has a positive influence on B2C business in a shared economy
H2: Customer’s culture has positive influence on B2C business in a shared economy.
H3: Customer’s personal status has positive influence on B2C business in a shared economy
H4: Customer’s psychological view has positive influence on B2C business in a shared economy.
With respect to business strategy, it has been shown that social orientations have a positive relationship with the consumer behavior in a sharing economy. That is to say, the social environment influences whether a consumer will engage in a particular transaction. Likewise, it appears that customer may influences the extent at which the customer buys or refuse to buy a product or service. Personal conditions can also influence the consumer behaviors to engage in a particular business model. Finally, the psychological inclination has a greater role in directing whether a customer will participate in a business transaction or activity.

With that, it is clear that the four variable influences the business in the economy. To arrive to a better conclusion, it is important to develop another hypothesis derived from the four variables in the C2C business

H5: Customer social’s orientation has positive influence on C2C business in a shared economy

H6: Customer’s culture has positive influence on C2C business in a shared economy.

H7: Customer’s personal status has a positive influence on C2C business in a shared economy

H8: Customer’s psychological view has positive influence on C2C business in a shared economy.
4 Methodology

This part demonstrate how the current study was carried out. In addition, it provides a description of the theoretical approaches as well as practical foundations in which the research was based on. Also, this section indicates the rationale for different methods and the paradigms integrated in the research.

4.1 Research Approach, Design and Data Sources.

Cannon, and Summers (2014) assert that positivist approach emphasizes on the empirical and scientific methods of enquiry. Owing to the nature and characteristic of the present study, positivism approach has been integrated to assist in gaining the appropriate conclusions. The researchers started by conducting an extensive research in the relevant literature, making it easier to derive a direction for the study. In line with positivist paradigm, a quantitative research will be utilized in determining the relationship between the four variables as well as the resultant variables from a group. In a quantitative researcher, the researcher aims at getting a generalized results that is step by step quantified (Bryman, and Bell, 2015). This means that data will be measured to make it possible for quantification and ultimately the comparison of the subsisting knowledge. Considering that the sharing economy is dynamic, primary data will be used as it provide more concrete data on the consumer with respect to B2C and C2C business. Further, this will also help in the collection of the relevant data (Mont, 2002).

A quantitative descriptive method especially correlational was chosen as the most appropriate methods in responding to the aforementioned hypothesis (Bryman, and
Bell, 2015). Basically, the method was chosen because it helps in the formulation of principles and ultimately give a prediction on the outcomes to the independent variables. With the use of quantitative approach based on the positivism paradigm, it will be easier to assess the relationship between the human behaviors and the business strategies based on the views of the shared economy. Moreover, semi structured questionnaires will be used to collect the primary data (Bryman, and Bell, 2015).

4.2 Methods of Collecting Data

Questionnaires is one of the widely attributed methods of data collection especially in the quantitative data approach. They are less biased as the research and it is also appropriate in collecting comparatively comprehensive data. In support of this, Deanktr (2008) argues that a questionnaire promote comprehensive results of as the respondent’s reactions may be received promptly. Also, since it is grounded on the quantitative approaches, it will be easier to collect data on the foundation of authentic efforts and finally depict a clear visions on what is anticipated. Cannon, and Summers (2014) observes that quantitative research needs to be taken seriously as the existence of certain abnormalities can affect the operations.

The online questionnaire were posted on Facebook during 5 days in order to get sample that will be distributed. The first part of the questionnaire consisted of brief illustration of the topic and a description of what it was about. However, this research will be limited to respondents from China. This is part of exerting diversity in the data collection process, which is imperative in ensuring that the chosen cohort acts as a perfect representation of the online communities. To avoid the skewedness of the
data, the data will then be compared with the existing literature. The questionnaires
could be designed in two different parts that is, with open and closed ended questions.
According to Mont, (2002), the use of a questionnaire makes the respondent in
genuine and most important, provide a constant information. In particular, this
questionnaire will focus on understanding the effect of consumer behaviors to C2C
and B2C business in the context of a sharing economy. Put simply, the questionnaires
will be structured in a way that that facilitate the respondent’s views on the variables.
In this research, the researchers adopted 5-point likert scale, ranging from strongly
disagree (1) to strongly agree (5). This will be used to measure all the variables. In
the questionnaires, the responded were required to indicate the person, cultural,
psychological and social view that appears to influence the views towards B2C and
B2B. To set the questionnaires in line with the hypothesis, it is important to separate
the two tapes of business, and therefore, it was crucial to avoid assumptions (Bryman,
and Bell, 2015). However, it was difficult to get a more distributed data from the
participants. And this may not give the general view on the research.
4.3 Sampling
Generally, sampling connotes the choices of participants that takes part in the study or
research. By understanding the sample that will be used, the researchers will be better
positioned to make generalization of the results. In this research, a convenience
sampling method will be used, meaning that the respondents has equal role in the
research. In most cases, it is desirable to develop considerable number of participant
to facilitate the integration of the various issues. A large sample helps in the
generalization of data. The study will adopt the formula (60 respondents + (V*8)) where V represent the variable. Since the variable are four, the sampling size will translate to 92 (Möhimann, 2015). However, the general process will involve about 120 respondents in China who will play a critical role in making generalization on the findings. During the data, the same number was involved.

4.4 The operationalization

In this connect, it denotes the ability to take a look at the real world by testing the relationship between human behaviors and the business strategies that are founded on the sharing economy. By operationalizing the various theoretical approaches. It becomes clear that the activities needed restructuring.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Conceptual Definition</th>
<th>Measurement Items</th>
<th>Questions</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharing Economy</td>
<td>Participants</td>
<td>This is measured</td>
<td>The sharing economy promote sustainability and other benefits to an</td>
<td>(Möhimann, 2015)</td>
</tr>
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<td></td>
<td>sharing economy</td>
<td>by the statistical</td>
<td>individuals. I have a preference for the shared economy. The sharing</td>
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<td></td>
<td>is sharing based on</td>
<td>tools such as</td>
<td>economy lead to strong business strategies.</td>
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<td>sharing network</td>
<td>test-scale for</td>
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<td>platform, will spare</td>
<td>classification.</td>
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<td>resources to be</td>
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<td>Shared with others in</td>
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<td>order to get returns</td>
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<td>of a business strategy.</td>
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<tr>
<td>B2C business</td>
<td>This is the business between a business s and the customer through the online communities.</td>
<td>Measured by the likers scale to validate or extend of validation.</td>
<td>B2C influences me to realize or one up my mind in the future. B2C is becoming integral in customer interactions Online transaction are satisfying</td>
<td>(Möhimann, 2015)</td>
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<tr>
<td>C2C business</td>
<td>This is a business strategy where consumer participate in selling their product to the sellers, making it easier to interact at a remote areas.</td>
<td>Measured by the interactions with interfaces between the service provider</td>
<td>Integrate new strategies in the development of the system. I chose who I make my transactions with. I often participate in this transactions</td>
<td>(Belk, 2014).</td>
</tr>
<tr>
<td>Social behavior</td>
<td>The social issues that influenced the decisions on engaging in B2c</td>
<td>Mostly compared to the listener.</td>
<td>I engage in a business that promotes the environment</td>
<td>(Möhimann, 2015)</td>
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and C2c, which help to in the remote transactions.

<table>
<thead>
<tr>
<th>Culture</th>
<th>Personal</th>
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<tbody>
<tr>
<td>Cultural orientations that influences how individuals make divisions regarding B2 C and C2 C</td>
<td>Personal attributes that coerces an individual to approach a particular discussions</td>
</tr>
<tr>
<td>Measured by the discussion on the relevant methodologies.</td>
<td>These contributes to the support of the online subjects.</td>
</tr>
<tr>
<td>I like engaging in business that are in line with my culture. My culture allows me to engage in the transaction. My beliefs affects my buying.</td>
<td>My personal’ views influences the buying inclinations. I am outgoing and I like shopping around I have a passion for the new shopping</td>
</tr>
</tbody>
</table>
Psychological   Customers need   Psychological   technologies  
   to have a clear   imbalances the   I buy from the  
   definition of the   two aspects   market that   
   psychological    
   inclinations that   convinces my    
   may affect anyone  
   
<table>
<thead>
<tr>
<th>4.5 Pre-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideally, pre-testing plays a fundamental role in the creation on the descriptive questionnaires. Pre-testing serves to ensure that the abnormalities in the research materials is detected on time. Considering that the errors in the organization change people’s behavior, is imperative to re-conduct a re-assessment of the issues. According to Felson, and Spaeth (2018) conducting pre-test analysis helps the researcher to prepare appropriately. This mean that by having the feedback from a body of knowledge, on can easily modify the strategies that would help in reflecting the questions or the hypothesis. In addition, when the expertise goes through the work, it becomes easier to identify mistakes that would otherwise interfere with the credibility and reliability of information. The researcher sent 5 questionnaires to the international students in the school which helped in discovering whether the questionnaires were simple and understandable to the respondents. They filled the questionnaires as the representatives of the</td>
</tr>
</tbody>
</table>
participants and gave feedback on the as a way of avoiding confusion and misinterpretation among the respondents when the questionnaires are sent out. Moreover, the supervisor will help in checking for any anomalies that can be identified or detected in the system. Additionally, the feedback from the various analysis will be assumed to improve the structure and content of the questionnaire (Mont, 2002).

4.6 Data analysis method

The researchers analyzed the data by utilizing the statistical software tools to measure the relationship between the variable and the B2C business and C2C business in the organization. According to Mont (2002), the multiple regression enable the researchers to measure the various independent variable and more the separate hypothesis. This means that with the presence of this statistical tools it will be easier to separate the relationship between the consumer behavior and B2C and then C2C (Cooper, Schindler, and Sun, 2006). The four variable were given number to avoid making the analysis complex. 0=personal, 1=social, 2=cultural and 3= psychological. By this approach, the researcher will be required to focus on how the independent variable may affect variable or else the B2C and C2C. The IBM SPSS statics will serve to link the relationship between the independent variables and the impact they have on the various business based on the shared economy (Bryman, and Bell, 2015). While the multiple regression, it will serve to complement the analysis process and therefore getting an explicit relationships, which is the foundation of the various principles. The parametric is one yet as it is tool early as individuals interact with base
in the parametric procedures. They are based on the available data, distributed in one single free method is an inherent aspect of the tabulations, frequencies, contingency tables (Bryman, and Bell, 2015).

4.7 Quality Criteria measurement

According to Cohen, and Kietzmann, (2014), ensuring the validity and reliability of the data collected is an explicit indicate than every conditions. When reliable and quality of the data collected fails to place equal importance to the various variables. As the reflection of the data supersede, it offers a great emphasis on the quality of the data, which is major steps in ensuring that accurate result are achieved (Cooper, Schindler, and Sun, 2006). Failing to collect the appropriate data can have serious ramification to the findings and subsequently the conclusion. To ensure the reliability of data, A Cronbach’s alpha will be adopted. The Cronbach’s Alpha Generate number within the range of 0.8+_ 0.1. This implies that in the event of a variation in the variables or if it goes against the range, the variable will be modified to promote reliability (Cannon, and Summers, 2014). It is also critical to invite the expertise in the field of the shared economy, who would help in designing an explicit strategies for collecting data. In attempt to promote the quality and reliability of the research, the researchers contacted the lecturers in the university especially those in majoring in marketing (Sundararajan, 2013. With their advice, the researcher was able to provide a clear analysis on the question that can be integrated in the questionnaire to help in arriving to concrete information. In fact, all the questionnaires were filled by the online respondents.
5 Results

*This current chapter provides the results of the data collected in the various methods. In addition, the chapter contains the illustration and elucidation of the collected data, validity as well as reliability tests. Finally, the chapter gives the hypothesis for testing.*

5.1 Descriptive Data

Table 1 provides the description of the age as well as the gender of the participants in the study. The study involved 120 respondent and among them, 40 percent were female and 60 percent were male. In addition, Table two illustrates the distribution of the participant’s age. And it is clear that majority of the respondents were young people. Respondent between the ages of 18-26 were 42 and those between the ages of 27-35 were 54. Again, those between the ages of 36-40 years old were about 15 percent. And those with the age of 40 and above years represented 5 percent.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>48</td>
<td>40%</td>
</tr>
<tr>
<td>Male</td>
<td>72</td>
<td>60%</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 1: Descriptive data*

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-26</td>
<td>42</td>
<td>35%</td>
</tr>
<tr>
<td>27-35</td>
<td>54</td>
<td>45%</td>
</tr>
<tr>
<td>36-40</td>
<td>18</td>
<td>15%</td>
</tr>
</tbody>
</table>
5.2 Quality Criteria

In order to make sure that the questions adopted in the study were reliable, the Cronbach’s alpha was calculated. Further, the calculations would help in ensuring that the research question were measuring the impacts of the consumer behaviors to the business strategies. The standard for the Cronbach’s Alpha as described by Assael (2004) is set within the range of 0.8+0.1. In that case, the researcher found that all the variables were a matching with the desired objectives of the study as they were within the range of 0.8+0.1.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach’s Alpha</th>
<th>No. Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological status</td>
<td>0.84</td>
<td>2</td>
</tr>
<tr>
<td>Personal attributes</td>
<td>0.86</td>
<td>2</td>
</tr>
<tr>
<td>Cultural orientations</td>
<td>0.78</td>
<td>3</td>
</tr>
<tr>
<td>Social orientations</td>
<td>0.80</td>
<td>4</td>
</tr>
</tbody>
</table>

Table 3: Cronbach’s alpha

With the initiation of the factorial analysis, the various items (variable questions) were matched with the respective business, and they were considered convergence. In other words, the rotated convergent validity was measured by loading the four independent variables that were separately loaded to the business strategies (Peter, Olson, and Grunert, 2009). The conclusive analysis of the business strategies was 0. 791, demonstrating that the data collected was appropriate in its application in the factor
analysis. All the variables had an average value of 0.812 and the overall total counted at 80.5 percent.

5.3 Hypothesis Testing

Business-to-Consumer business

In order to test the hypothesis of the current study, a multiple regression was adopted. This was netted on the connection between the independent variable B2C as well as the dependent variables (personal, psychology, cultural and social). The first model was used to test the control variable (age and gender) and the dependent variables. In the second model, the control variable as well as the independent variable will be tested in relation to the dependent variable. The third model tested independent variable with the respective dependent variable. In other words, the psychological, cultural, personal and social elements were tested with B2C business. On testing the variables separately, it is clear that they yield a positive relationship, which shows that all of the variables have a greater influence in B2C (Solomon et al., 2014). In fact, the second and third model demonstrates that the psychological, cultural, personal and social were tested separately, and they showed a positive relationship with B2C business. The linkage between these models demonstrates an overlap in the statistical terms, which was used to validate their usage. This means that H1, H2, H3, and H4, were accepted on the bases that they showed a positive beta. With respect to B2C, the ages presented a uniform positive value of 0.04. The gender showed a beta value with an average of the .126 indicating little or no influence to the behavior on buying. In model 2-5, psychological status demonstrates a positive relationship with an average
value of .817. Again, the personal attributes depict a positive relationship, which has an average value of .864 in model 2, 3, 4 and 5. The cultural orientations also showed a positive relationship, standing at .780. The social orientation also has a positive relationship with the B2C model with an average value of .762. It is also clear that R2 had an above-average variable showing the positive relationship of all the variables.

The average standard deviation is 1. 10211. The table below illustrate the multiple regression analysis on the variables.

Table 4: regression analysis for B2C business

<table>
<thead>
<tr>
<th></th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intercepts</strong></td>
<td>5.784(.512)</td>
<td>5.442(.510)</td>
<td>5.34(.508)</td>
<td>5.642(.511)</td>
<td>5.224(.504)</td>
</tr>
<tr>
<td><strong>Control Variables</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>0.041(0.215)</td>
<td>0.064(0.178)</td>
<td>0.052(0.175)</td>
<td>0.052(0.178)</td>
<td>0.054(0.178)</td>
</tr>
<tr>
<td>Gender</td>
<td>0.114(0.254)</td>
<td>-0.112(0.209)</td>
<td>-0.126(0.208)</td>
<td>0.126(0.207)</td>
<td>0.128(0.209)</td>
</tr>
<tr>
<td><strong>Independent variables</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological status</td>
<td>0.800</td>
<td>0.832</td>
<td>0.801</td>
<td>0.802</td>
<td></td>
</tr>
<tr>
<td>Personal attributes</td>
<td>0.862</td>
<td>0.867</td>
<td>0.865</td>
<td>0.865</td>
<td></td>
</tr>
<tr>
<td>Cultural orientations</td>
<td>0.788</td>
<td>0.786</td>
<td>0.688</td>
<td>0.710</td>
<td></td>
</tr>
</tbody>
</table>
### Table

<table>
<thead>
<tr>
<th>Social orientations</th>
<th>0.767</th>
<th>0.766</th>
<th>0.761</th>
<th>0.763</th>
</tr>
</thead>
<tbody>
<tr>
<td>$R^2$</td>
<td>.684</td>
<td>.381</td>
<td>.467</td>
<td>.587</td>
</tr>
<tr>
<td>Adjusted $R^2$</td>
<td>.622</td>
<td>.356</td>
<td>.412</td>
<td>.496</td>
</tr>
<tr>
<td>Change in $R^2$</td>
<td>.334</td>
<td>.211</td>
<td>.248</td>
<td></td>
</tr>
<tr>
<td>Standard error of estimates</td>
<td>1.04868</td>
<td>0.09376</td>
<td>1.01792</td>
<td>0.98981</td>
</tr>
</tbody>
</table>

Dependent Variable: Attitude toward the brand. N=132;

*p<0.1;**p<0.05;***p<0.01.std

**Error of the intercepts provided in parenthesis**

Consumer-to-Consumer business

In C2C, a similar model (multiple regression) was adopted to test the hypothesis. This was based on the relationships between the independent variable C2C as well as the dependent variables (personal, psychology, cultural and social). And in the fourth model, these elements of the consumer behavior were tested with the C2C business. On testing the variables separately, it is clear that they yield a positive relationship except the social variable (H5) which showed insignificant influence in C2C (Solomon et al., 2014). The linkage between these models demonstrates an overlap in the statistical terms, which was used to validate their usage. This means that H6, H7, and H8 were accepted on the bases that they showed a positive beta, while H5 was dropped. With respect to C2C, the ages presented a uniform positive value of 0.042. The gender showed a beta value with an average of the .126 indicating little or no
influence to the behavior on buying. In the four models, psychological status demonstrates a positive relation with an average value of .808. Again, the personal attributes depict a positive relationship, which has an average value of .856 in all the models. The cultural orientations also showed a positive relationship, standing at .780. However, the social orientation had a beta relationship with the C2C business strategy, showing its insignificance. Furthermore, the $R^2$ has an average of .488, showing that the all of the variables were above the average except H5. The table below illustrate the multiple regression analysis on the variables.

Table 4: regression analysis for C2C business

<table>
<thead>
<tr>
<th>Variable</th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercepts</td>
<td>5.784(.521)</td>
<td>5.442(.511)</td>
<td>5.34(.5121)</td>
<td>5.642(.478)</td>
<td>5.224(.476)</td>
</tr>
<tr>
<td>Control Variables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>.041(.104)</td>
<td>.064(.124)</td>
<td>.052 (.118)</td>
<td>.052(.116)</td>
<td>.054(.120)</td>
</tr>
<tr>
<td>Gender</td>
<td>-0.114 (.214)</td>
<td>-0.112 (.207)</td>
<td>-0.126 (.209)</td>
<td>0.126 (0.201)</td>
<td>-0128 (0.202)</td>
</tr>
<tr>
<td>Independent variables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological status</td>
<td>0.812***</td>
<td>0.812***</td>
<td>0.811***</td>
<td>0.809***</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.078)</td>
<td>(0.068)</td>
<td>(0.081)</td>
<td>(0.081)</td>
<td></td>
</tr>
<tr>
<td>Personal attributes</td>
<td>0.861***</td>
<td>0.863***</td>
<td>0.867***</td>
<td>0.868***</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.083)</td>
<td>(0.085)</td>
<td>(0.082)</td>
<td>(0.085)</td>
<td></td>
</tr>
<tr>
<td>Cultural</td>
<td>0.704***</td>
<td>0.778***</td>
<td>0.688***</td>
<td>0.702***</td>
<td></td>
</tr>
<tr>
<td>orientations</td>
<td>(0.069)</td>
<td>(0.077)</td>
<td>(0.079)</td>
<td>(0.081)</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Social orientations</td>
<td>0.768*** (0.067)</td>
<td>-0.726*** (0.066)</td>
<td>-0.661*** (0.059)</td>
<td>-0.713** (0.048)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$R^2$</td>
<td>.684</td>
<td>.381</td>
<td>.467</td>
<td>.587</td>
<td></td>
</tr>
<tr>
<td>Adjusted $R^2$</td>
<td>.642</td>
<td>.364</td>
<td>.406</td>
<td>.488</td>
<td></td>
</tr>
<tr>
<td>Change in $R^2$</td>
<td>.332</td>
<td>.213</td>
<td>.276</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Std. Error of estimates</td>
<td>1.26530</td>
<td>1.23153</td>
<td>1.25284</td>
<td>1.22711</td>
<td></td>
</tr>
</tbody>
</table>

Dependent Variable: Attitude toward the brand. N=; *p<0.1; **p<0.05; ***p<0.01.std

Error of the intercepts provided in parenthesis for the variables
6 Discussion

The current chapter serves to give the result obtained from the semi-structured questionnaires directed through the online communities and particularly Facebook. The results will be directly linked to the research hypothesis as well as the questions identified in the study.

Previous studies have shown that consumer behaviors affect the growth the business. However there is a paucity of literature that focus on the specific consumer behavioral orientations when it comes to the business such as B2C and C2C. Consumer behaviors plays a critical role as it can lead to the success or failure of a business. These include the modern business to the convention brick and mortar strategies.. In other words, failing to understand the relationship between the customer behaviors and the business modern can affect the overall performance of the business and particularly in the context of B2C and C2C. This is based on the dominating sharing economy (Nelson, 1970). By having a clear understanding of the consumer behavior, marketers are able to focus on activity that can help in improving the consumers behavior to attract new customers and encourage repeat purchase, and ultimately leverage the benefits of brand loyalty.

B2C business

In the first part of the study, the researcher focused on testing the extent at which the four variables of the consumer behavioral influences B2C business in an economy based on sharing (H1-H4). Basing the outcomes of the variable from the regression analysis adopted, it is apparent that H1, H2, H3 and H4 were fully supported by the
analysis on the B2C. Additionally, the four independent variables generated a considerable statistic connection with a positive beta (Loudon, Della and Bitta, 2014). With that, it implies that culture, social, personal and psychological experiences have a positive relationship with the B2C business in a shared economy. Considering that all of the variables depicted a positive relationship with the B2C business, none of the variable was rejected. Further, taking into account the previous study, different arguments shows that there is a direct relationship between the consumer behaviors (psychological, culture, social and personal) and the B2C in a shared economy (Cooper, Schindler, and Sun, 2006). Hence, this study was supported by the previous studies as supported by Hawkins, Best, and Coney (2010) who presented a direct influence of consumer behaviors to the various business strategies. However, H1, H2, H3, and H4 depicted different levels of influence to the B2C business in a sharing economy, implying that some variables had a greater influence than others. And although the margin (0.1) is low, it is explicit that these element have a dissimilar levels of influence to the business in a shared economy.

C2C business

With respect to the hypothesis H5-H8, the researcher adopted the model suggested by Claiborne, and Sirgy (2015) in testing the influence of the customer behavioral orientations to the C2C business in a sharing economy. As aforementioned, a multiple regression was adopted to test the standard of the four variables as illustrated by Grea and Gety (2006). Upon loading of the multiple regression model, the independent variables showed compatibility to the tests except social orientations, which show
negative relationship. As a result, H6, H7 and H8 were accepted in the study but H5 was not utilized in the study. H5 showed a negative beta with respect to C2C business. Put clearly, the independent variable depicted a significant statistical influence on the C2C business. However, just like in the case of B2C business, the three variables that were accepted had a different statistical influence on the C2C business.

Moreover, just as experienced in the previous studies suggested by (Kriggler, 2013) on the relationship between the consumer behavior and the business, the effects increases as they become too personal. In other words, consumer is likely to experience higher impact on their consumerism behavior on the things that are in the internal than in the external environment. This implies that the personal and psychological behaviors have a greater influence to both B2C business and C2C business. However, regardless of the level of each variable in the consumer inclinations, they all present a greater influence on the business strategy. In line with the findings of the current study, there is a higher level of compatibility with the existing literature as all the variables presented a considerable influence to the business strategies based on the sharing economy (Claiborne, and Sirgy, 2015).

Generally, the current study was in line with the literature indicating that the elements of the consumer behavior have a greater influence on the business strategy in a shared economy although there is a variability of their impact. However, in the case of C2C, customers are less influenced by the social inclinations unlike what happens in B2C business.
A comprehensive analysis demonstrates that most of the elements of the consumer behavior had a significant influence on both B2C business and C2C business. However, this was also in line with the study by Cantallops, and Salvi (2014) that suggested that the influence of consumers are largely experienced in the B2C business. This is evident because the social aspects had little influence on the C2C. Zhao et al., (2014) concluded that the psychological and personal elements of the consumer behaviors have an almost the same level of influence to the business. As such, the finding of the study contribute to the subsisting knowledge on the factors that ‘makes-up’ the system of consumerism behavior with respect to the business strategy on a shared economy. Unlike the study by Zeugner-Roth, Žabkar, and Diamantopoulos (2015) which indicates that there is no distinction between the psychological and the personal orientation of the consumer behavior, this study demonstrates that the psychological, personal, and cultural aspects have different levels of impacts as well as characteristics. And the social orientations have little or no influence on C2C.

According to the study conducted by Kannan, and Raja (2016), consumer behaviors is dynamic and thus its influence to the business strategy in a sharing economy do constantly change. Considering that this study did not take into account the time taken for the existence of the four variables, then it would be hard to accept or reject such findings. With the understanding of the influences experienced on the business as a result of the consumer behavior, this study helps to provides more elucidation on the concept variability of these elements by Pei et al., (2005). This is also to mean that the
variability may also influences the structure of the business especially in the shared economy where technology and other forms of dynamism are prevalent.

7 Conclusion

*In the current chapter, the conclusion of the study is presented, which serves to fulfill the sole purpose of the research.*

The purpose of this study was to explore the influence of the consumer behavior on the types of business based on a shared economy. This study aimed at showing the influence of the consumer behaviors on the B2C business strategy. The results from the study demonstrates that all of the adopted variables (psychological, personal, social and culture) had a positive influence on the B2C business strategies based on a sharing economy. However, the variables demonstrated a different level of impact on the business. Also, the present study examined the effects of the four consumer behavior variables on C2C business strategy. Here, the findings indicated that with the exception of the ‘social’ (H5) variable, the others had a positive on the business strategy, despite the existing variability. Considering that C2C lacks most of the framework involving direct relationship with the general public, then the social variable may have little impact on it. Generally, the researcher concluded that the most of the consumer behavior elements have a positive influence on the growth of B2C and C2C business in a shared economy.
8 Research Implication

The present chapter provides the theoretical implications from this study. Finally, the chapter demonstrate limitation experienced in this study and most importantly, the suggestions ion the future research.

Clearly, this study supported the concept of consumer behaviors and its impact on the business operations as it relates to the marketing strategies. First, the study shows the interactions between the various elements of the consumer behavior and their impacts business strategy. This, along with the existing literature on the behavioral orientations gives an understanding on the marketing strategies that can be adopted in ensuring a favorable relationship between the consumers and the business (Demary, 2015). As aforementioned, there exist a paucity for research on the specific implication of the four aspects of the consumer behavior as directed in the business strategy in a shared economy. Therefore, this study contributes to the theoretical approaches underlying every element of consumer orientation. Further, it adds to the theoretical paradigm by affirming the variability of the influence exerted by each element of the consumer behavior. The research shows that most of the elements of the consumer behavior affect both B2C and C2C (Turban et al., 2015). This study can be used to provide a direction on the managerial approaches than can be adopted in the mode business strategies in order to ensure the ultimate involvement of the consumers. One, the study shows that the by improving the psychological, cultural, personal and social predilections of the consumer, business are better positioned to experience a robust brand loyalty (Demary, 2015). If organization leadership and
particular, the public relations department seeks to engage in corporate social responsibility it can easily engage the customer in the business strategy. Again, if marketers attempt with all intent and purpose to create a positive psychological and personal orientation of the consumer, they can easily induce the consumer to support the business strategy (Kannan, and Raja, 2016). More so, the management and marketers can leverage or optimize the benefits of consumers’ involvement by realigning the business strategy with the consumer’s culture. Nonetheless, although the present study has demonstrated the influence a greater influence on the relationship between the consumer behavior and the business strategy, managers has a moral obligation to ensure the alignment of the behavior and the business strategy either in B2C or C2C. And although the psychological, personal, social and cultural elements have a direct influence on B2C, the social aspects has low influence on C2C (Claiborne, and Sirgy, 2015).

9 Limitations and Future Research

Like any other research, the present study experienced several limitation that may have impeded the achievement of the accurate findings and subsequently deviation on the outcome (Demary, 2015). The convenience sampling method used in the study implies that data could be skewed because the respondent were not equally distributed. As aforementioned, out of the 120 respondent that participated in the study only 92 were used in the sampling techniques, which implied that a more diversified population would have been achieved if a probability sample was adopted. Again, from the sample analysis, it can be seen that the majority (85%) of these included in
the small, then there lacked a desirable distributions. Although this age bracket is more likely to engage in the online commercial transactions and other related activities, it does not fully represented the behavioral orientations of other groups of the consumers.

In response to the experiences and the limitations of this study, the researcher recommends more study on the extent in which the different elements of the consumer behavior can affect B2C business and C2C business (Demary, 2015). This study has only focused on the general implications of the consumer behavioral on the business based on the sharing economy. Therefore, it is of paramount importance for researchers to focus on understands the intensity of each element, which can help marketers and other key stakeholder to take a proactive and defined approach in dealing with these factors (Zeugner-Roth, Žabkar, and Diamantopoulos, 2015).

Owing to the use of the rotated confirmative analysis utilized in the present study, the researcher suggests the use of unroasted confirmatory approach, which would improve the outcome of the results. In the future, the researcher recommends the use of mixed research methodology based on the constructivist paradigm. A significant number of literature demonstrates that the social aspect of consumer behaviors has positive influence on the C2C, and as such, more study should be conducted to illuminate on these factors.
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Appendix

**QUESTIONNAIRE**

<table>
<thead>
<tr>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-35 years</td>
</tr>
<tr>
<td>36-40 years</td>
</tr>
<tr>
<td>40-Above</td>
</tr>
</tbody>
</table>

**Questions on consumer behavior in C2C business model**

My mind influences my participation in business

In relation to B2C model based on the sharing economy*

1. **Strongly disagree**
2. **Disagree**
3. **Moderate**
4. **Agree**
5. **Strongly agree**

I often engage in business that promotes social responsibilities

In relation to B2C model based on the sharing economy*

1. **Strongly disagree**
2. **Disagree**
3. **Moderate**
4. **Agree**

* Please mark your answers accordingly.
5. Strongly agree

My culture influences how I view business strategy
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree

3. Moderate

4. Agree

5. Strongly agree

I engage in businesses that promotes the environment
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree

3. Moderate

4. Agree

5. Strongly agree

I am stimulated by the social issues
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree

3. Moderate
4. Agree

5. Strongly agree

The best business model engage in social issues
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree

3. Moderate

4. Agree

5. Strongly agree

I like engaging in business that model that are in line with my culture
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree

3. Moderate

4. Agree

5. Strongly agree

My culture allows me to engage in the transactions
In relation to B2C model based on the sharing economy*

1. Strongly disagree

2. Disagree
3. Moderate  ○
4. Agree  ○
5. Strongly agree  ○

My belief affects buying inclinations
In relation to B2C model based on the sharing economy*
   1. Strongly disagree  ○
   2. Disagree  ○
   3. Moderate  ○
   4. Agree  ○
   5. Strongly disagree  ○

My personal views influence my buying inclinations
In relation to B2C model based on the sharing economy*
   1. Strongly disagree  ○
   2. Disagree  ○
   3. Moderate  ○
   4. Agree  ○
   5. Strongly agree  ○

I am outgoing and I like shopping around
In relation to B2C model based on the sharing economy*
   1. Strongly disagree  ○
   2. Disagree  ○
3. Moderate
4. Agree
5. Strongly agree

I have passion a passion for the new shopping technologies
In relation to B2C model based on the sharing economy*
   1. Strongly disagree
2. Disagree
3. Moderate
4. Agree
5. Strongly agree

I buy using the strategy that is attractive and convinces my mind
In relation to B2C model based on the sharing economy*
   1. Strongly disagree
2. Disagree
3. Moderate
4. Agree
5. Strongly agree

I am stimulated to buy when am in good moods
In relation to B2C model based on the sharing economy*
   1. Strongly disagree
2. Disagree 〇

3. Moderate 〇

4. Agree 〇

5. Strongly agree 〇

I shop around when I have a stable mind
In relation to B2C model based on the sharing economy*

1. Strongly disagree 〇

2. Disagree 〇

3. Moderate 〇

4. Agree 〇

5. Strongly agree 〇

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