Consumers Perception about sharing economy based services in ireland

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Table of Contents

Declaration

It is to declare here that this report is the outcome of my own individual effort. This is written to submit it in the Griffith College, Dublin, Ireland. I take full responsibility of the content.

Signature:

Acknowledgement

I would like to thank my friends and supervisor for helping me and for his full support in the entire dissertation process. I would also like to acknowledge my supervisor Josh for helping me out at every step.

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Abstract

The aim of the research study was to understand the impact of sharing economy based services on consumers' purchase intention in Ireland. The sharing economy in Ireland focuses on utilising the monetisation and unused assets in such a way that economic efficiency is improved. Behind this, the fundamental aspect in achieving business is sustainability. In order to understand the impact of sharing economy based on consumer purchase intention, quantitative research has been carried out. 150 respondents were identified by non-probability based convenience sampling. The data analysis and findings of the research study contributes to first-hand information about consumers' perception and the drivers of their perception and use of sharing economy based businesses. Comprehensively, different factors that influence consumer perception about sharing economy based businesses have been presented critically and discussed in literature review. In addition, primary data analysis based on questionnaire survey from consumers highlighted price, convenience, customer service, trustworthiness, and service quality

Keywords: Sharing economy, consumer purchase intention, Uber, Airbnb, Ireland

1. Introduction

From the past decade, one of the biggest consumer trends is sharing economy businesses. The huge transformation in the world started with the initiation of companies, mobile applications, and websites that integrated online communities together around services and products of sharing economy (Khanna & Palepu, 2010; Bartunek & Seo, 2002). The accommodations and ride sharing giants in the world currently are Uber and Airbnb but the sharing economy businesses encompass different types of products such as Wi-Fi networks, parking spots, books, creative projects, loans, and services such as house cleaning, lessons, neighbourly assistance, and grocery shopping. It is important to understand the reason why consumers are getting inclined with sharing economy (Antikainen & Valkokari, 2016). The model of sharing economy is spreading parallel with the development of digitalisation (Marylyn, 2016).

In Ireland, the sharing economy is well-known industry that targets to bring revolution in the businesses by increasing awareness among people about collaborative economy so that the responsible development of the business is supported (Cannon & Summers, 2014). Sharing economy in Ireland is considered as consumption through collaborative economy (Cohen & Kietzmann, 2014). The performance level of businesses of sharing economy in Ireland is categorised into five different sectors such as transportation, consumer goods, personal, and professional services, property, and finance. As stated in a research, Airbnb and Uber are some of the most popular services under the sharing economy of Ireland (Kotelnikov, 2016). For example, with the increase in popularity of sharing economy in the world, the accommodation sector got the benefit by introducing Airbnb services to the consumers (Khanna & Palepu, 2010). Moreover, Uber is one of the biggest transportation networks under sharing economy businesses in the world, which is operating in different continents gaining strong level of customer loyalty and positive response towards sharing economy flexibility in the world (Zaffar, 2014). Additionally, sharing economy is interpreted as a marketplace, which enables people to come closer to share and exchange goods and serviced for the benefit of both parties (Khanna & Palepu, 2010). It can be done through the unused assets and fulfilling the needs of people in exchange of some amount. In initial years of this trend, the sharing economy businesses fell under serious criticism, mainly due to lack of proper regulations, and safety concerns (Kotelnikov, 2016). Contrary to that, when the business models were spread, the governmental

authorities paid special attention to the development and elaboration of a proper regulatory environment for sharing economy businesses since new models of the business kept on increasing and affected the businesses of traditional operating business models and systems that led to turmoil and conflicts (Schor, 2016).

1.1. Background of the topic

The sharing economy based services in Ireland consist of some of the biggest companies in the world, such as Airbnb and Uber (Curtis & Lehner, 2019). In Ireland only, the worth of the company is in millions. It allows the people to rent out their homes for short time, which could be a single room, or the whole house. In South Donegal and Sligo areas, there are about 100 properties of Airbnb. Some of them are guest houses and some of them are people's homes (Wang & Nicolau, 2017). Due to the popularity of Airbnb in Ireland, the accommodation sector in Ireland transformed largely. Peer-to-peer lending, online staffing, car sharing, and streaming services of music and videos began to grow. Some of the sectors are also served in Ireland though currently, Dublin takes part in most of the sharing economy businesses. The Go-car service is currently being operated by consumers that allow people to rent their cars to others (Frenken & Schor, 2019). Additionally, peer-to-peer lending is available across Ireland by linked Finance. This type of service is known as crowd funding service, which provides a financing option removing banks and other financial institutions from the transaction and individual lenders are used to borrow the finances (Wang & Nicolau, 2017). The sharing economy in Ireland focuses on utilising the monetisation and unused assets in such a way that economic efficiency is improved. Behind this, the fundamental aspect in achieving business is sustainability (Kotelnikov, 2016). For example, people who are willing to share assets can earn money from it.

Contrary to that, the seekers also avail the process since they have to pay less amount compared to the traditional systems. The social services of peer-to-peer businesses are also involved to gain the access to sharing services and products under the sharing economy business. For example, 68% people worldwide are willing to rent, share, or allow others to use their assets for a short period (Frenken & Schor, 2019). It was found in another research that 66% of the people in different parts of the world show their interest to borrow owner's assets. It shows that a massive group of people across the world support such services and products of sharing economy, which

can be due to convenience, affordability, flexibility, and safety (Wang & Nicolau, 2017).

In a research study, it was observed that the citizens of Ireland embrace different opportunities related to sharing economy, because it gives consumers the ability to borrow or rent the goods and for service procurement as compared to owning the asset, which they might not use it regularly (Breidbach & Brodie, 2017). In this context, the direction of this research is moved because understanding the perception, attitude, and reaction of consumers towards technological advancement is an interesting area of study, which can be narrowed down to sharing economy businesses because it is growing fast worldwide and millions of consumers are using sharing economy businesses (Schor, 2016).

According to (Cannon & Summers (2014), it was found that while conducting online shopping, consumers can track the details of delivery status through RxEal, which is considered as escrow service. It is a smart contract that is used during the rental services period (Marylyn, 2016). Hence, from this point, the transparency among both lending and lender parties can increase the use of sharing economy (Bartunek & Seo, 2002). The sharing economy businesses are useful to economy as well, because through sharing businesses, the concept of self-employment is increased and without much skills and experience, one can be employed and earn a decent amount monthly (Antikainen & Valkokari, 2016). The growing trend of sharing economy business is now expanding to developing and non-rich countries so that the traditional way of accommodation services as well as car rental or sharing service (Khanna & Palepu, 2010). Economy of the country is improved through sharing businesses because employment is flourished; income of the people is generated. It is a win-win situation for both parties and more importantly, flexibility and freedom in working hours is achieved (Antikainen & Valkokari, 2016).

They can work whenever they want, which also help them in managing their work-life balance and work uncertainties and challenges are reduced way more than traditional employment restrictions, policies, etc. With the big change in economy, the policy makers also face several challenges to design and manage efficient rules. The regulatory uncertainty might have to be faced by the people who are joining new businesses (Curtis & Lehner, 2019). Irrespective of how it will be panned out, the sharing, economy businesses help in illustrating the movement in consumer buying behaviour one step closer to e-commerce (Zaffar, 2014). Especially younger generation and people who have assets and do not know the ways to utilise it for generating

earning can use web-based platforms, mobile phone applications, etc. to shop and generally to their business (Cannon & Summers, 2014). The trend will be growing in coming years in the forward direction only, because of increasing new products and services for the customers (Marylyn, 2016). It will create more and more opportunities for people to take part in sharing economy business and get benefits from having win-win situation for both parties.

1.2. Aims and Objectives

The aim of the research study is to understand the impact of sharing economy based services on consumers' purchase intention in Ireland, following will be the objectives:

- To understand the impact of sharing economy services on purchase decisions of the consumers
- To investigate about the perceptions of consumers on businesses like Uber and Airbnb
- To analyse different factors affecting consumers perceptions while using sharing economy businesses in Ireland
- To identify different opportunities and challenges based on consumers perception and buying behaviours regarding sharing economy businesses in Ireland

1.3. Research Questions

Following research questions will be addressed during the research:

- What is the impact of sharing Economy on consumers' buying decision?
- What is the perception of Consumers on sharing economy business such as Airbnb and Uber?
- What factors effect consumer perception while using sharing economy based services in Ireland?

1.4. Hypothesis

H1: Sharing economy based services positively correlates with consumer purchase intentions.

H0: Sharing economy based services do not positively correlates with consumer purchase intentions.

1.5. Rationale of the Study

The research study overviews the perceptions of consumers in Ireland about sharing economy based services. The perception, beliefs, and behaviours of the consumers are broad but they can

be narrowed down through different factors and aspects identified from the literature review. The sharing economy businesses are also diverse but for this research study, only Airbnb and Uber are selected to explore the reactions and perceptions of consumers about the businesses. The research topic is interesting and new to address the impact and perception of sharing economy businesses on people and what factors can influence their decisions on buying or availing sharing economy businesses. The perception of consumers refers to the process through which consumers analyse, organise, interpret, and evaluate information to develop a meaningful picture of the brand, product, or a service. Perception is a three step process in which raw stimuli is translated into meaningful and useful information. The perception analysis will be the base of this research and in order to research in detail, comprehensive review of literature, and a primary data research method will be needed to gather first-hand information about the topic from consumers in Ireland.

The outcome of this research will be helpful for sharing economy based companies to further improve their strategies. In addition, the latest insight about the customer perception about the performance of sharing based services will be gained with the help of this research. The research shows interest in finding the perceptions of consumers towards Airbnb and Uber in Ireland and through the findings and results of the research, the new start-up businesses can benefit by understanding different aspects and factors that may influence the decision of consumers for their business and based on these aspects, they can make their investment decisions in those start-up services. Moreover, the research study is prospective for the marketers and entrepreneurs to understand the needs, wants, and demands of consumers so that the business strategies and marketing activities are designed specifically by the needs and demands of the consumers in Ireland. Furthermore, academically, the research will contribute to the literature of consumer buying decisions and in the area of sharing economy sector as well. The gaps and limitations in the research will be another opportunity for the new researchers to explore those areas with their own research study and extend the topic with different sector, different factors, or different markets.

2. Literature Review

2.1. The Concept of Consumer Perception

In the terminology of business, the perception of consumers is defined as, "a marketing concept

that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Typically, customer perception is affected by advertising, reviews, public relations, social media, personal experiences, and other channels" (Ert, et al., 2016). Consumer perception is influenced by different factors from the positioning of the product, colours, shapes, size, feature, logo of the business, or even by the ways of promotion. The perception of consumers is said to be an uncontrollable aspect of the business even the time or the day when consumers use the products or avail the services affect their perception (Hawryszkiewycz, 2019). The positive or negative both perceptions can be created and it may vary from time to time. The dual perceptions of consumers can influence their decision of buying the products or availing the services. The sharing economy based services are the need based services for the consumers, the perceptions of consumers may translate the needs, reactions, and responses of them towards the brand (Hamari, et al., 2016). The perception of consumers towards a brand may be different from the marketer or producer of the product or services and in today's competitive environment, it is not favourable for both marketers and product owner to deal with consumers' perception and stimulate their buying behaviour (Cohen & Kietzmann, 2014). Similarly, it is quite serious to seek the attention of consumers because in today's world, consumers have diverse, minute, and extensive exposure to information through digital and social media platforms (Lin & Hsu, 2015). High level of awareness and accessibility of the consumers on one hand is effective but on the other hand, it makes it quite difficult for the brands to gain attention of consumers towards the products or services and create a positive image and perception in the minds of customers (Tussyadiah & Park, 2018).

2.2. Theoretical constructs

From the point of view of theories, the perception of consumers about sharing economy based services is embedded in uses and Gratification theory (UGT) and it effectively explains the relationship of consumers for sharing economy businesses and their participation. UGT theory explains about the approach of how and why people are seeking out media to satisfy their needs. The uses and gratification theory is an audience centred approach that understands mass communication (Hamari, et al., 2016). It is one of the commonly used theories of media, which focuses on the users of internet and explore different gratifications on online platforms that find the reasons of using the products and services from online platforms and active participation of users of those platforms. The UGT theory provides a strong theoretical base for the businesses of

sharing economy for example; the increase of sharing economy based businesses has increased the interest of scholars and researchers to understand the application of UGT in different context (Ifinedo, 2016).

In the context of online business platforms, the users are quite engaged, devoted, motivated, and participative to spend time and create content. Taking perception of consumers into account for sharing economy based services, it can be said that users are quite selective and participative for online businesses that are fulfilling their needs (Hamari, et al., 2016).

Social cognitive theory is another framework that helps in understanding the changing perception and behaviour of the user/consumer, which depicts the behaviour of human being because of interaction between behaviour, personal factors, and environment (Tussyadiah & Park, 2018). Social cognitive theory is a model structure based on different types of relationships customers develop with the brand such as interpersonal relationships, behavioural factors, and environmental factors (Lin & Hsu, 2015). Human behaviour is a representation of their cognition and surrounding environment. The perceived value and self-efficacy affects the human behaviour and perceptions. The self-efficacy refers to individual judgements and capabilities of an individual to behaviour. Additionally, the orientation of attitude also reflects as the determinant of behaviour. Value creation is another aspect for the customers that allow them to grow the business (Ert, et al., 2016). The organisations like to transform behaviours of consumers to be value-driven and perceived value can interpret partially the determinants of behaviour. The post adoption of services creates a sense of judgement and transforms the behaviours as well as perceptions of consumers towards the products (Hawryszkiewycz, 2019).

Additionally, a research study showed intrinsic and extrinsic motivations of the consumers to buy products or avail services. The extrinsic motivations are related to external pressures such as economic benefits and reputation of individual. The intrinsic motivation aspects are related to environmental concerns and enjoyment (Khanna & Palepu, 2010). From this theoretical framework, it can be found that different factors affect perceptions, beliefs, motivation, and participation of people towards a brand. In addition, trust factor allows customers to build a perception for a brand, safety, and security aspect influences trustworthiness of a brand and customers are able to change their buying decisions based on the level of trustworthiness of a brand (Nkwe & Cohen, 2017).

2.3. Consumers Perception about sharing economy based services

Sharing economy based services are quite innovative businesses in this era and the popularity and impact of such businesses on people allow new businesses to enter in sharing economy sector. Competition starts to increase in the global economy, which makes it quite difficult for the services and products to stand out from other brands and offer differentiated products from others in the market (Ter Huurne, et al., 2017). The sharing economy businesses these days are leading in transportation and accommodation sector but the sourcing, production, and logistics, etc. businesses are also starting to utilise the opportunities of sharing economy businesses (Ert, et al., 2016). Various products and services end up facing high competition from outsiders of the industry offering new substitutes and offerings yet gaining attraction of consumers and target market due to difference in perception (Hamari, et al., 2016). It allowed the businesses to decrease prices of their products so that customers are retained and they can win over the target market (Hawlitschek, et al., 2016). The modern customer is quite aware about industry players, their offers, prices, differentiation, which makes the customers more of a mix. They are sensitive to prices and constantly searching for promotional offers and discounts (Wang & Nicolau, 2017). On the other hand, they want to look out from luxury and branded stuff as well as services. Despite of being well-informed, the consumers are quite conscious and aware of their buying power, which allows them to switch from one brand to another (Cohen & Kietzmann, 2014). The awareness and sense of being well-informed increase customers' expectations from the businesses. The perception of consumers makes their decisions and from a research study, it was found that perception is influenced by service quality, price, trust, convenience, and customer service. All these factors make it complicated for the brands to make their product segregated from others so that competitive advantage is achieved (Cannon & Summers, 2014).

To influence positive perceptions in customers, it is important for the businesses to strengthen their bond with their target market. Relationship development enhances their perceptions about the products and services and the probability to achieve competitive advantage is increased (Tussyadiah & Park, 2018). The experience of consumers creates their perceptions for the brand and perceptions are affected at different levels of interaction with the products or services such as reliability, efficiency, process speed, etc. It increases the chance that customers will come back to avail the services. Contrary to that, one mistake or single transaction negative to their

expectations can damage relationship of customers towards the brands forever (Wang & Nicolau, 2017).

Sharing economy based businesses focus on consumers' perception and strives to create positive relationships with them by making them completely appraised about offerings and provide different benefits to them that can improve their lifestyle (Cannon & Summers, 2014). The businesses ensure that they will be able to make consumers convinced about products and services due to different types of benefits such as good customer service, convenience, and different aspects of the offerings of customers (Zaffar, 2014). Sharing economy based businesses are quite different from traditional businesses having different types of challenges related to perception, risks, ethics, and interaction (Tussyadiah & Park, 2018). In traditional businesses such as ecommerce industry, the communication level between sellers and buyers is an exception and ecommerce platform achieves the process of ownership transfer, which allows consumers to buy products and avail service without prior agreement with the brand (Antikainen & Valkokari, 2016). On the other hand, sharing economy businesses allow interaction between consumers and sellers prior to availing services as an agreement, which is more ethical and effective in some ways and a fundamental way of conducting a good business (Ter Huurne, et al., 2017). The perceptions of consumers are affected with sharing economy businesses because personal information is necessary to provide while availing the services so that safety and security of both parties is ensured. It is risky to provide personal contact information and name to service provider before occurring the transaction (Schor, 2016). It includes personal profile, addresses, names, phone numbers, photographs, and location details, which can be misused and taken advantage of by third parties. Sharing economy businesses need to secure personal information at all levels because little negligence, mistakes, and misconduct such as identity theft, corruption, and breach of data can be a serious concern of consumers (Ert, et al., 2016). It is therefore, important for sharing economy based services to enhance security to consumers and create better perception in the minds of consumers about the business (Hawlitschek, et al., 2016).

From several research studies, sharing economy platforms have seen to be transforming behaviours and perceptions towards online businesses, which lead to the emergence of new models of the business (Cannon & Summers, 2014; Hawlitschek, et al., 2016). It is not a fashion trend and it leaves a strong impact on the economy of the country. Despite different challenging aspects of high price, trust, concerns of customer service, quality of service, etc. the phenomenon

of sharing economy businesses will continue to grow in the future. The empirical researches on this issue of exploring consumer perception towards sharing economy businesses are limited. Therefore, motivations encouraging people to participate in sharing economy platforms is also limited. Perceptions and attitudes of consumers are also affected by commercial as well as non-commercial businesses and people believe if the business involves financial consumption or not (Wang & Nicolau, 2017). Some platforms are non-profit as well, which allow consumers to attract more because of their sense of belonging for the community (Frenken & Schor, 2019). On the other hand, in profit-based businesses convenience, prices, innovation, comfort, convenience, etc. together prevail over sustainability and community.

There is a complex debate about the benefits and challenges of sharing economy based businesses (Hamari, et al., 2016). Various supporting and opposing arguments have been found from researches showing on the one hand shared vision and positive benefits such as convenience, comfort, safety, in using sharing economy based businesses whereas on the other hand, the security related concerns, trustworthiness, price, etc.. There are some serious concerns that generate a perception in the minds of people but according to three pillars of sustainability, which are economic, social, and environmental, sharing economy is envisioned often as a disrupting force, which helps in decreasing the use of resources, low carbon emission, encouraging economic growth, creating opportunities of employment, financial opportunities, etc. at all levels of society. It also helps in improving quality of life and improves social cohesion (Cannon & Summers, 2014).

From a research study, it was found that sharing economy is a more sustainable form of business that promotes sustainable consumption, provide better economic opportunities, and support equitable, and decentralised economy (Cohen & Kietzmann, 2014). Therefore, the argument is in support of sharing economy based business. Additionally, these factors promote betterment and improvement of environment, society, and community creating positive image and perception in the minds of people and potential consumers (Frenken & Schor, 2019). As far as economic drivers are concerned, the sharing economy based businesses are promoted often as antidotes to the financial downturn and austerity, which allow the people to act as entrepreneurs in the niche. It helps them in gaining income from their existing assets, which can be their physical assets as well as their skills. It will be beneficial for those who suffer from financial hardships or unemployment. The sharing economy business is opportunistic for people and creates a positive

image and perception among people because it endorses the opportunities for economic and national growth (Hamari, et al., 2016).

Sharing economy based business also creates positive image in the minds of people because it allows people to meet new people and from social perspective, it is taken positively. Beyond this, such businesses offer a range of different social problems that act to connect people, communities, other businesses, etc. to empower each other through a democratic and decentralised approach towards economic activities (Cannon & Summers, 2014). The win-win beneficial relationships of people from sharing economy businesses allow the consumers and service providers both to understand the effectiveness and importance of social equity for the people (Marylyn, 2016).

2.4.   Factors affecting Consumer Perception

It was found in a research study that although perceptions of consumers of a product or service are based partially on the actual experiences of the consumers with goods and services, the adequate and comprehensive research studies mentioned that the views and perceptions of consumers about products and services are conditioned through various other factors as well (Kotelnikov, 2016). Some of the most concrete factors are price, customer service, quality, while less tangible factors that affect customers perceptions and views are reputation of the manufacturer, brand image, service quality, branding and packaging of the products, and various other psychological factors that are complex and interrelated with one another determining the perception of consumers of products and services (Khanna & Palepu, 2010; Hamari, et al., 2016). It was observed in a research article that price has a complex effect on the perceptions of consumers. They consumers like to bargain on the high priced item and services and favour affordable and economically priced products and services (Kotelnikov, 2016). They are price sensitive however; often customers perceive inexpensive products and services of low quality and cheap (Ert, et al., 2016). Price has the tendency to damage the view of consumers about the products and based on their views, the make buying decisions. Prices are therefore, considered as a part of comprehensive plan of marketing where products and services are marketed to the people keeping their needs, perception of prices, value, etc. while making the pricing strategy for their brand. It may be lower than the competitors may, but has the ability to attract customers and avail more possibilities and opportunities (Frenken & Schor, 2019).

The actual quality of the product is also able to influence the perception of consumers towards the brand and if the features, quality, and value proposition to the customers are not effective, then the customers will switch the brand (Ert, et al., 2016). Quality allows customers to become satisfied or dissatisfied from the brand. It also includes the level of reliability, trust, and other internal aspects of the products or services. Marketing helps the perception of consumers to influence positively and not just actual experience but the perceived risks, quality, and value will determine the perception to the customers (Marylyn, 2016). Moreover, word of mouth and having different direct and indirect benefits can lead to influence the perceptions of customers (Cohen & Kietzmann, 2014).

Brand image and reputation is developed over the time, which is both the combination of marketing campaigns, product quality, and actual experiences of the customers. These aspects establish shared view or status of the product or service among customers and the perception of target market of the brand is not just determined by the identity of the brand producer but by the whole distribution chain (Ter Huurne, et al., 2017). Moreover, trust factor influence the perception of consumers towards product manufacturer or brand. For example, a consumer can change his mind about products by focusing on the availability and acceptability to them. Convenience factor also lies here because if product or services are not available or accessible, the consumers may not find them convenient to them and their perception about the service may change (Ter Huurne, et al., 2017).

Service quality differs from actual product quality and in case of sharing economy based businesses; service quality plays a crucial role. The products and services may have numerous flaws, errors, and lacking, but if the service quality is excellent, the other negative aspects of the business can overshadow and the negative experiences with the products are reduced (Cohen & Kietzmann, 2014). When consumers feel that they are appreciated, considered, and provided exceptional attention, they start to trust the brand or product and associate themselves with the brand to accommodate their needs, wants, and demands (Wang & Nicolau, 2017). It also lead to another important factor that affect consumers' perception, which is customer service and when good customer service is provided, their negative perceptions are transformed into positive perceptions about the brands. Humans are social animals and buying behaviours of consumers are determined by their social relationships surrounding the brand. It also includes their interaction with the representatives of customer service (Schor, 2016).

2.5. Factors Behind the emergence of the sharing economy

There was a decline in net personal income and a drop in' excess' disposable and surplus income and purchasing power in the Great Recession. Increasing development and population increase across the developing world were placing greater stress on natural resources and had resulted in a higher cost and uncertainty in the industry (Koopman, et al., 2015). This had increased the pressure on conventional manufacturers to search for alternatives of design, manufacturing, and distribution to control the costs and the projected costs. In this sense, many global corporate players have taken an interest in the circular economy strategy. Widely used would depend on network economic abilities such as data collection, data sharing, the diffusion of good practice, and growing collaboration, although a few of the leading companies are in the forefront. In the sharing economy, customers are searching for cost reduction strategies (Kim & Yoon, 2016). The costs of purchasing resources can be minimized by sharing these resources with others while they are in operation. This allowed transaction costs to be minimized by dividing costs. It allows certain businesses to require the same services to be used by employees, but by dividing fixed costs. This method of collective consumption, unlike Uber or Airbnb, decreases the excess capacity in the economy with no commoditizing the assets on which it depends (Horning, 2014). Many specific instances of sharing seem to be central in terms of rational economic motives. A study has found that sharing costs are an important factor in use. The most essential consideration for sharing economies was found to be cost or costs savings. Another study argues that financial incentives for car-sharing platforms are stronger. In comparison to the traditional economy, economic benefits are obviously a unique aspect in the sharing economy (Zervas, et al., 2017).

Personal Economic materialism started to be challenged in favour of post materiality as the core element of optimal lifestyle decisions. The daunting urban environment created a new number of problems that drove the sharing economy. Contracting the prior generation of information and technology firms, sharing businesses are focused on a critical mass of vendors and customers that is close enough to each other or to other facilities to make their own systems work (Ranchordás, 2014). Unlike taxis, a transport network company (TNC) transports individuals living in one common area to the next. The driver must however be fairly near the customer to

make an initial pick up. Urban environments are increasingly pushing people to live and work nearby. That had led to a rise in the number of individuals who commute from and to specific destinations. This has been done by TNCs and a sharing economy business model was developed to leverage new urban climate (Cohen & Kietzmann, 2014).

For urban areas where accommodation is scarce, people always look for cheaper housing or rental alternatives when traveling from city to city with great difficulty. Airbnb was aware of this and could use the room that they do not use and rent at a cheaper cost for those who need a spot to live for less. The increase of e-commerce has changed the relationship between customers and the supply of goods and services. The use of technology has streamlined direct transactions for large networks of individuals and organizations (Curtis & Lehner, 2019). These include open data, omnipresence, and low smartphone and social media prices. Social media is the notion that social networking promotes trade. The' social influence' of peers in buying decisions means that individuals are more likely to purchase products. Encouraging social media facilitates the sharing of the economy and social enterprise, because it leads people not only to buy similar goods and do similar things, but also to find community offers such as those that companies such as Group on are proliferating (Mkrttchian & Vertakova, 2019).

One of the most important characteristics of the sharing economy is the prospect of initiating and maintaining social ties. Public participation can also be encouraged through social elements of economic sharing. Airbnb is a leading brand in the world that connects people with travel experience (Standing, et al., 2019). Research has identified the inclination to connect with local people as one of the reasons for pleasurable travel. Airbnb stresses that while traveling, people live like locals. The unforeseen fun of interacting with the host is also promoted (Kim, et al., 2019).

Studies concluded that sharing activities could lead to the destruction of overconsumption, social cohesion, and resource use. Nevertheless, the transition from private ownership to sharing is triggering a decrease in the market for consumer goods and the emergence of a new economy capable of resolving issues such as pollution and over-use of energy. Collaborative consumption, in addition to reducing waste from unused energy, eliminates adverse environmental impacts

(Grinevich, et al., 2019). A study shows that sustainability is the incentive to engage in co-operative consumption. For people with an important role in the ecological consumption, sustainability can be an important factor. According to a report, the ability to become a more productive guest in the community contributed to the consumption of collaboration (Ljungholm, 2018). The study shows how the interviews between consumers and suppliers are encouraged to share economic resources. This study shows that companies are focused on idealistic sustainability motives. Another research assumes that sustainable development has a positive impact on the attitude of customers to sharing economy and providers (Breidbach & Brodie, 2017).

Lastly, Network effects enable two-sided platforms to be larger and less competitive. For instance, if more users increase the value of the software platform, more developers can improve the value of the software platform for customers. In comparison to the other worldwide hotel chains, Airbnb started gaining more rooms at more sites as well as exclusive experiences with different types of accommodations, increasing the interest for its guests (Kim, et al., 2019). The research has shown the significance of network externalities when taking account of the adoption of information and communication technology and the performance of Airbnb depends on a critical mass of lodgings and users. The more buyers pick a particular hardware, the more future hardware customers prefer using it (Kim & Yoon, 2016). More and more software companies are also inspired to develop hardware applications. The number of other users for network companies such as Airbnb is important to the company and the more various kinds of services offer the best to customer with more value. A study predicts that the rise of the size of the network affect customer and provider attitudes positively and promote haring economy (Horning, 2014).

2.6. Benefits of Sharing Economy

The sharing economy is contributing to increasing the social security of its participants, creating new transactions that are facilitated by reducing transaction costs with ICT technology predicated on the cost-effective use of underutilized assets. Consumers may benefit from low

costs, a range of options and greater ease, while the low barriers allow suppliers to continue earning extra income (Scavarda, et al., 2019). It can also establish distributive value, in specific by allowing low-income households / people to participate as suppliers. In the meantime, exchange of services profits from paying brokerage charges for customer and manufacturer matching goods is also established (Maginn, et al., 2018).

A survey of 1,563 sharing economists from Korea, consisting of five hundred consumers and 113 sharing providers, five hundred car sharing consumers 4 and one hundred 150 consumers and 300 crowd funding providers was carried out. The survey results demonstrate why the sharing economy market is active. There is clearly a variety of psychological factors, such as curiosity about the sharing economy, since more than 30 percent have selected "curiosity" irrespective of the sector or rationale for participation. As observed earlier in this thread, however, the anticipated incentives, i.e. low consumer prices and additional income for providers–especially for housing and car sharing–also encourage the respondents strongly. The participants also chose a variety of options (the 4th most popular motive for sharing lodgers and crowd funding providers) as well as good quality and convenience ("convenience of use on platforms" in every case)-all of which add to improved participant welfare (Galley, 2016).

A study shows that the economic sharing helps individuals to take idle resources and convert it in revenue sources and people use spare bedrooms [s], vehicles and equipment that they do not use and that they become their own companies. Another study indicates that a congressional hearing demonstrates the sharing economy (Melanthiou, et al., 2020). This will positively impact economic growth and social welfare by stimulating distinct demand, increasing productivity, and precipitating individual entrepreneurship and development. The monetization of unused properties, such as the renting of a replacement guest room at Airbnb, or the provision of personal services, like driving with Uber, makes individuals autonomous (Koopman, et al., 2015). The opportunity of free work to select and decide the time and location of their jobs provides better job opportunities and greater flexibility for employees. As freelancers, people can plan and manage many jobs if needed in accordance with their current schedules. A study by the Freelancers Association indicates that around 34 percent of the American population engages in freelance work, suggests that this job can be reminiscent of this kind of work (Meilă, 2018). The

sharing economy enables employees to determine their own working hours. A driver from Uber notes that the versatility stretches far beyond the time you decide to work for each week. Since you have no responsibility whatsoever, you can potentially take time off for the major days of life, like holiday marriage, childbirth, and more. Workers may decide whether to accept extra work on the basis of their needs using the products they already own to earn money (Gössling & Hall, 2019). Workers can provide services for different companies in several fields based upon their schedules and resources. It helps employees to travel around and keep earning money. In fact, the processing costs related to employment licenses are significantly reduced when working for such firms. For example, in New York City, taxis have to be licensed and must be qualified and checked history, whereas Uber entrepreneurs may offer their services "only for a secondary inspection." (Netter, et al., 2019)

The sharing economy also has the potential to bring multiple benefits to the economy while recognizing that the popularity of shared economy services is a result of preventing legislation impacting traditional businesses rather than regulatory arbitration. Economic and market testing results can be predicted from businesses involved in the sharing economy. In the primitive business stages, individuals can facilitate and test new goods or business ideas at significant cost (Netter, et al., 2019). The advantages in the crowd funding market, space and sharing of talents are critically acclaimed, of which some have been achieved. Study shows that 28% of crowd funders have chosen "investors ' engagement and the testing and development of business ideas by means of such interactions," while 53% have chosen "backstories or business ideas" for their participants (McGinnis, 2018).

Furthermore, the fact that the actual delivery and use of services occur offline in most sectors of the share economy can contribute to the stimulation of local economies through regional transactions. E.g. Yeosu and San Francisco. The lack of accommodation for travellers had both been challenged. Once, however, the two cities of BnBHero (Korea) and Airbnb (US) began offering services for sharing accommodation, the World Expo 2012 and Super Bowl 50 in 2016 were able to acquire ample accommodations (Sutherland & Jarrahi, 2018). The sharing economy is also projected to decrease environmental costs, apart from economic efficiency. Car sharing services such as carpooling could in general reduce emissions of air pollutants. Essentially,

environmental sustainability efforts can be found in all sectors of the global economy, as they help to conserve scarce resources by increasing the usage rate of generated products. It also allows users to boost standards of living by reducing their ownership's mental, physical, and social burden (Hayat, 2018). The loss of deadweight is minimized without the need to retain a large inventory; prices remain small and competitive on markets. Access economy allows current service to be reused and improved. Private owners share the properties that they own if not in use according to this business model. In Zimbabwe, Airbnb and other such companies have led to an increase in market benefits due to good prices and quality. This model also offers self-employed people more incentives (Ključnikov, et al., 2018).

3. Methodology

In Methodology section, the direction for the researcher is set to conduct the actual research. The purpose of this section and underlying components of the methodology is to discuss the method, strategy, approaches, philosophy, etc. of the research separately. Methodology plays an important role in reaching conclusion of the research. In the context of this research study, the following sections will comprehensively mention about the research process, essential aspects of the research, considerations, and constraints of the research. The objective of this research topic will be elaborated using a research onion process proposed by Saunders (2009). Moreover, information related to research participants, their sampling strategy, process of data collection, and process of data analysis will also be discussed to understand whether the researcher is going through the right pathway or not.

3.1. Research philosophy

The philosophy of research shows the nature of the research, which is categorised into four different types such as positivism, interpretivism, pragmatism, and realism. The research aims to be quantitative in nature, which best suites positivism philosophy to follow. The positivism philosophy is effective for the types of researches that collect quantitative information, numeric facts and figures, and scientific evidences using different methods. It also allows the researcher to perform statistical and analytical research using this philosophy to derive useful and validated outcome for the research (Rajendar, 2017). Specifically, it is mentioned that in positivism, the survey method and experiments are usually performed to test the hypotheses. In addition, this philosophy allows the researcher to verify the importance of this topic as well as output is

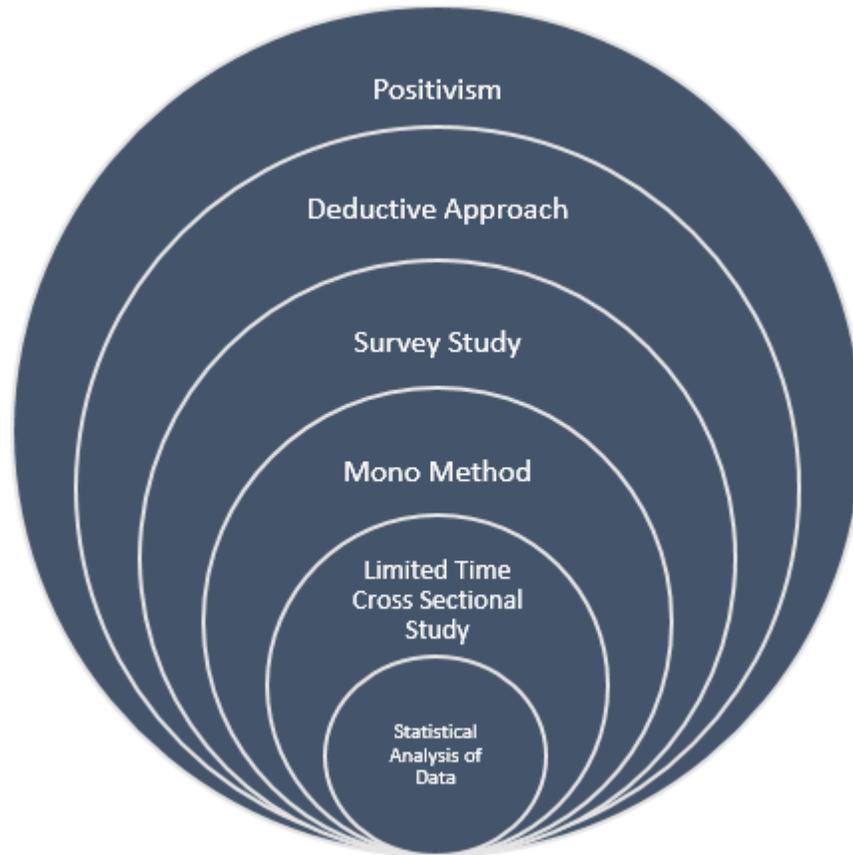interpreted relatively with the findings (Saunders, 2009).

Positivism

Deductive Approach

Survey Study

Mono Method

Limited Time
Cross Sectional
Study

Statistical
Analysis of
Data

Figure 1 Research Onion (Saunders, 2009)

3.2. Research design

3.2.1. Research approach

There are two types of research approaches used in research. The inductive and deductive approach. Inductive approach is based on observations and the result of this approach ends with a theoretical assumption, development of theory, or a generic idea for the research. The deductive approach on the other hand is based on a topic and relevant theories and models to test or investigate the topic and based on this evaluation, the conclusions are deduced (Creswell, 2004). In this research, deductive approach was more appropriate to test the hypotheses using existing theories and models. The topic for this research is based on sharing economy, which implies the researcher to gain the opinions and reactions of customers of sharing economy companies in Ireland so that the outcome and results are supported.

3.2.2. *Research strategy*

Research strategy helps the researcher to determine the process of this research. Research strategies depend on the topic and nature of the research such as case study evaluation, survey, grounded theory, experiment, ethnography, etc. to accomplish the process of data collection from Irish people, the survey strategy will be most appropriate as helps in collecting the data from large number of respondents (Abawi, 2013).

3.2.3. *Research method*

Research methods like research strategy also depend on the topic and nature of the research, some of the most popular research methods are explanatory, exploratory, descriptive, etc. This research study followed descriptive method by collecting data from survey strategy and describe the opinions and views of customers of sharing economy business.

3.2.4. *Research Instrument*

The data collected for this research was based on responses of the respondents, for which a questionnaire will be needed as research instrument based on Likert scale. It scales the responses of the customers from strongly agree to strongly disagree and then their responses were evaluated. The questionnaire was designed for each dependent and independent variable of the research (Abawi, 2013).

3.3. Research Variables

The dependent variable of this research is Customer perception

The independent variables to be studied in this research are Convenience, service quality, price, trustworthiness, and customer service.
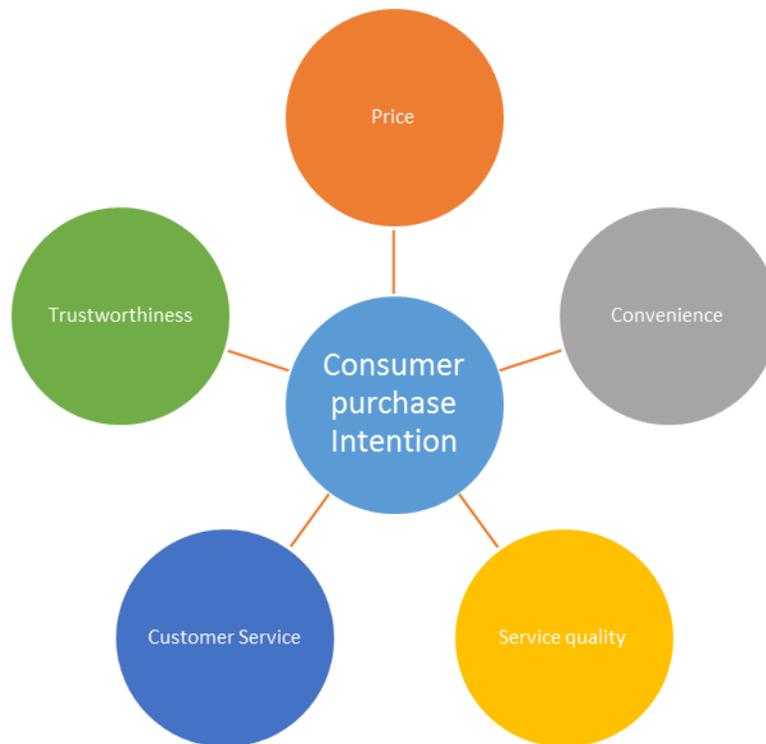
Figure 2 Research Framework

3.4. Sampling Criteria

To find out customers' reaction about sharing economy businesses in Ireland, the researcher will be performing primary data collection process. The target population of this research is the customers of sharing economy businesses Airbnb and Uber. As per the statistics, there are around 0.6 million users of Uber and Airbnb collectively (Curtis & Lehner, 2019). With 95% confidence level, 600 respondents were supposed to be in the sample. Due time constraint and availability of respondents, convenience sampling was preferred. The Sample comprised of 150 respondents. Specifically, the random sampling technique was effective to select unbiased or non-purposive respondents and results were validated and more authentic (Johnson, 2009). Both male and female respondents were selected.

3.5. Data collection process

To collect data from respondents, the close-ended questionnaire were designed considering the dependent and independent variables and different number of questions each were made for each variables to understand the views and reactions of customers about sharing economy services Airbnb and Uber (Bartunek & Seo, 2002). The objective of this research was addressed through survey and the survey was conducted. Due to lack of time, the face to face survey is difficult and

would consume more cost and time to conduct survey individually with every respondent (Hox & Boeijie, 2005).

3.6. Data analysis

Data analysis is one of the most important sections of the research based on which the conclusion and findings will be determined. To derive the conclusion, researcher relies on quantitative analysis technique. The raw data collected from respondents will be analysed using statistical analysis such as regression analysis of independent variables with dependent variable, and descriptive analysis using (frequency distribution technique) through SPSS software (Hox & Boeijie, 2005; Sykes, 2016). The statistical analysis helps in determining the relationship of different factors on customers' reactions and perceptions. Moreover, with the help of descriptive analysis, the frequency of responses of customers for each question will be identified to analyse to which extent, they agree or disagree with the respective statement.

3.7. Research Procedure

The research procedure followed in this research includes:

- Research questions were identified after analysing the literature review and findings gaps in the literature
- Based on the research questions, hypothesis was formulated for this research.
- Research variables were identified with the help past researches.
- Survey Questionnaire was developed based on the research variables.
- Respondents were identified using non-probability convenience sampling.
- Consent from respondents were taken for the research
- Raw data was processed with the help of statistical software SPSS.
- Regression test was run on SPSS to achieve research objectives.
- Data was interpreted and analysed.

3.8. Ethical Considerations

It is important for the researcher to consider some ethical principles before reaching respondents and completing research work. The ethical considerations are essential for the researcher to maintain respect, ethics, and comply with research rules and best practices. Following are some ethical considerations:

- The respect for participants was maintained in every step

- The respondents were free to leave the research anytime.

- They will be informed about the nature of the research and purpose of survey

- Their informed consent will be signed by each respondents.

- The respondents will be ensured that confidentiality will be maintained at all levels and their name will not be published anywhere

- Researcher must not provide any incentives to the respondents as a result of participating in the research

- The integrity of data will be maintained and research will only contain facts and no false responses and manipulation in the data will be done in the research

- All laws and codes of ethics will be maintained

3.9. Accessibility issue and limitations

While conducting the research, there can be some constraints and limitations with respect to accessibility of respondents and information from secondary sources. A lot of information is present on the internet, books, journal articles, websites, reports, case studies, and only relevant information was needed for the research that could relate to the aims and objectives of the research, for which time, cost, and effort was required to gain right information.

4. Data Analysis

4.1. Descriptive Results

This section of the report provides the descriptive results and charts of the response collected from the people in Ireland.
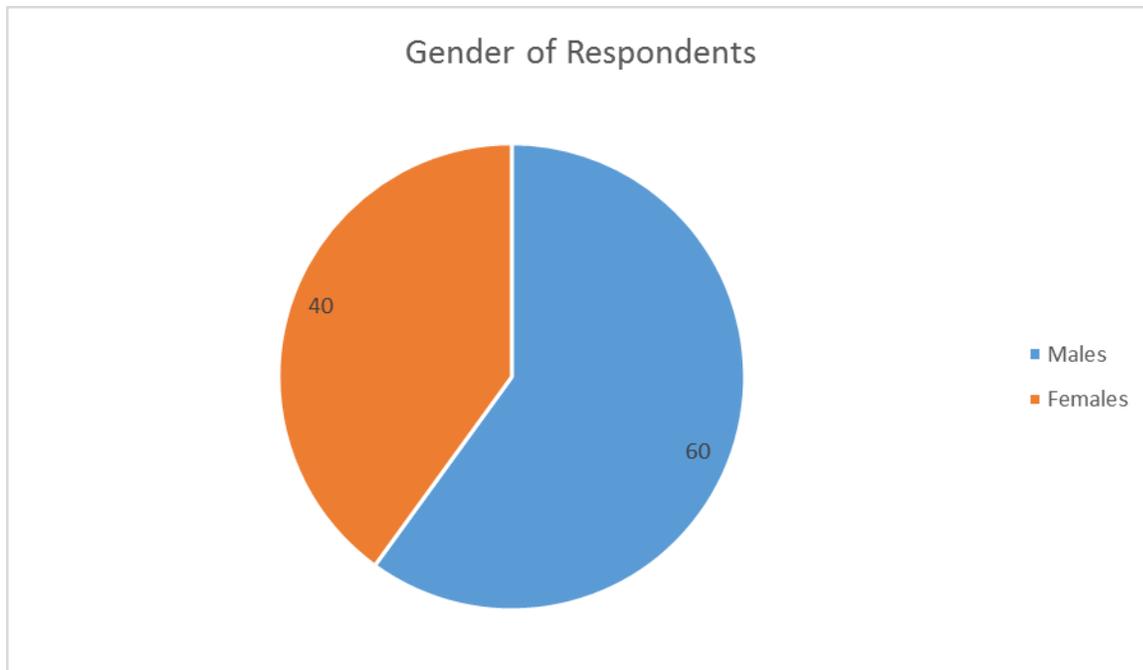
Figure 3: Gender of Respondents

It has been found that 60% of the respondents were makes and 40% of respondents were females.
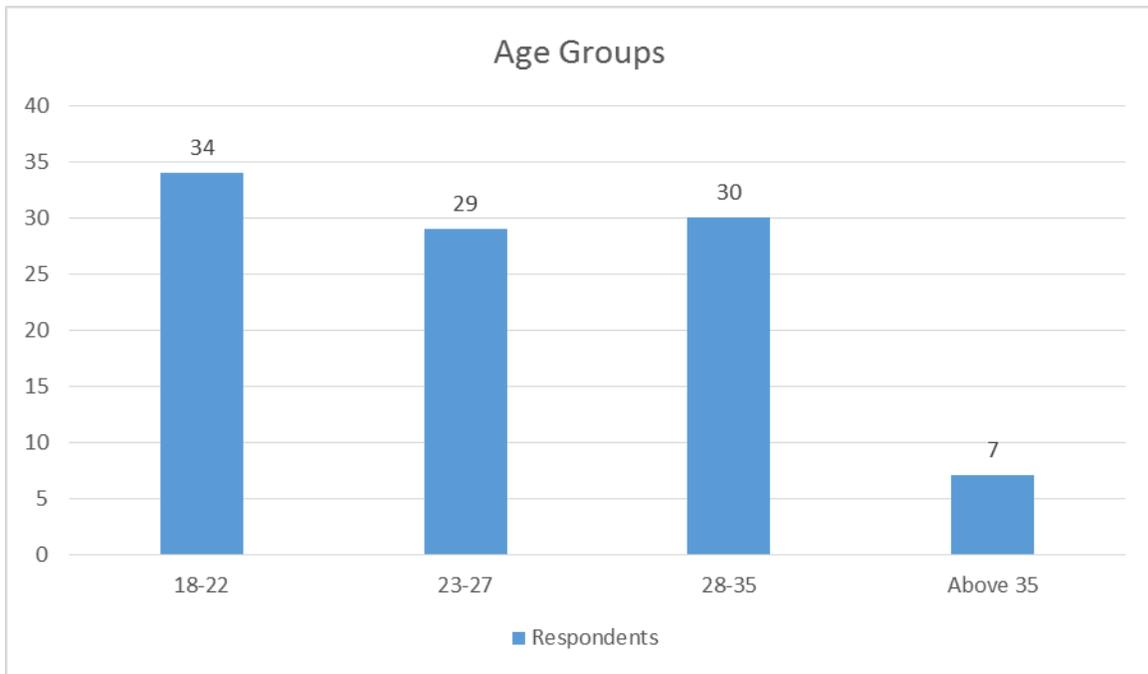
Figure 4: Age of Respondents

The figure 4 presents the age of respondents. It has been observed that 34 respondents were aged between 18-22, 29 respondents were aged in the range of 23-27, 30 respondents were between 28-35, and 7 respondents were above 35.
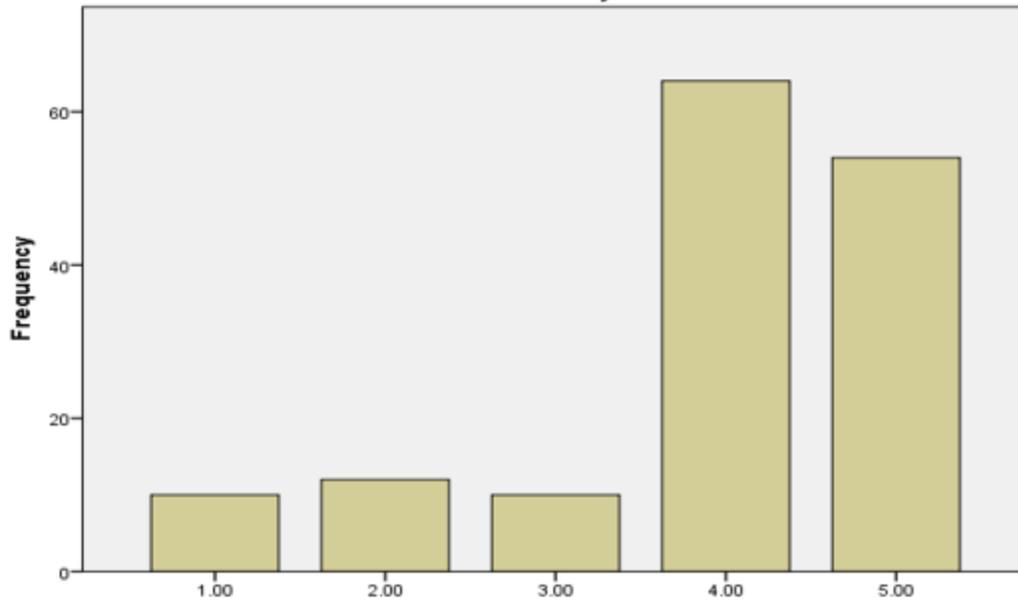
Figure 5 – Cost effectiveness

Table 1: Cost effectiveness

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	10	6.7	6.7	6.7
	Disagree	12	8.0	8.0	14.7
	Neutral	10	6.7	6.7	21.3
	Agree	64	42.7	42.7	64.0
	Strongly Agree	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

The above table and graph shows the respondents opinion about the statement that "Service based on sharing economy such as Uber or Airbnb provides services at lower price." The Reponses demonstrate, around 36 percent of the respondents strongly agreed with the statement whereas 42 percent of the respondents agreed with this statement. Whereas on the other hand, around 15 per cent of the respondents disagree with this statement. However, around 7 per cent of the total respondents stay neutral. The answer shows that majority of respondents believe that sharing economy has provided them with low cost services.
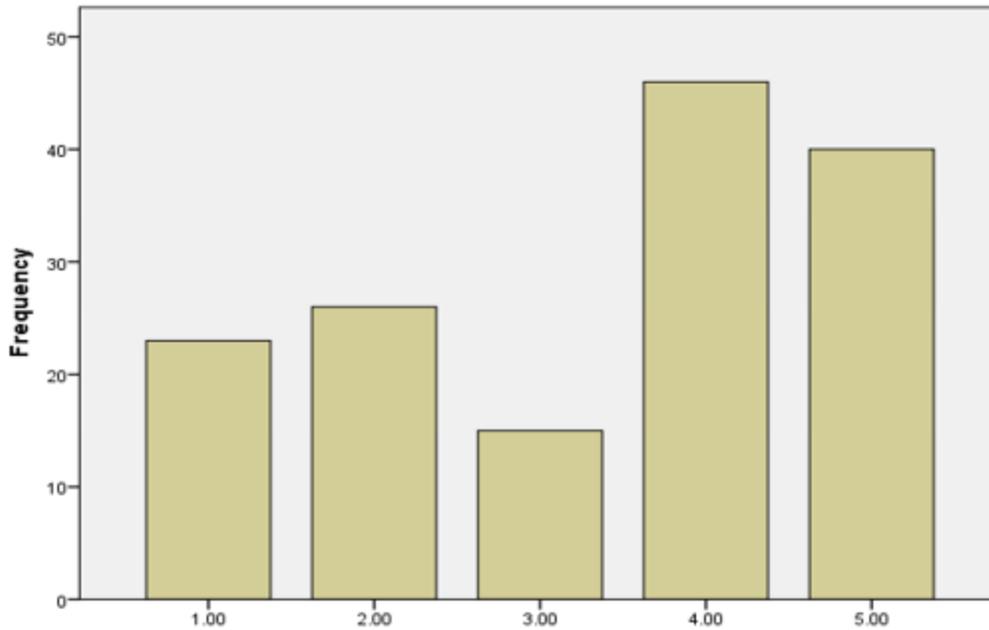
Figure 6 – Easy availability

Table 2 –Easy availability

		Frequency of respondents	Per cent of respondents	Valid Per cent of respondents	Cumulative Per cent of respondents
Valid	Strongly Disagree	23	15.3	15.3	15.3
	Disagree	26	17.3	17.3	32.7
	Neutral	15	10.0	10.0	42.7
	Agree	46	30.7	30.7	73.3
	Strongly Agree	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

The above table and graph shows the respondent's opinion regarding the less complication and easy to available Airbnb and Uber as compare to conventional services. As per the responses of the respondents the maximum number of the respondents i.e. around 57 % are agree with it that for them sharing economy based services are convenient, while 33% disagreed with the statement.
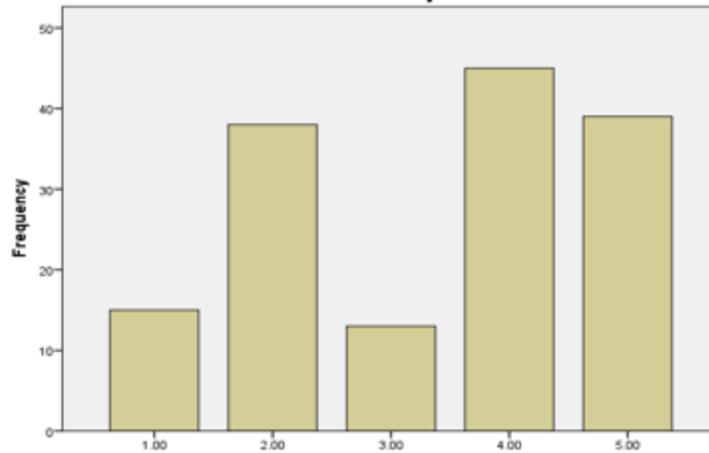
Figure 7 – Satisfaction

Table 3 – Satisfaction

		Frequency of respondents	Per cent of respondents	Valid Per cent of respondents	Cumulative Per cent of respondents
Valid	Strongly Disagree	15	10.0	10.0	10.0
	Disagree	38	25.3	25.3	35.3
	Neutral	13	8.7	8.7	44.0
	Agree	45	30.0	30.0	74.0
	Strongly Agree	39	26.0	26.0	100.0
	Total	150	100.0	100.0	

The above data of graph and table shows the result of respondent on the statement that "Service quality of sharing economy based services is satisfactory." Significantly, out of responses of 100 per cent of the respondents, the responses demonstrate that 46% of them agree with this statement whereas at the same time, around 35.3% are disagreeing with this. However, around 9 per cent of the respondents stayed neutral.
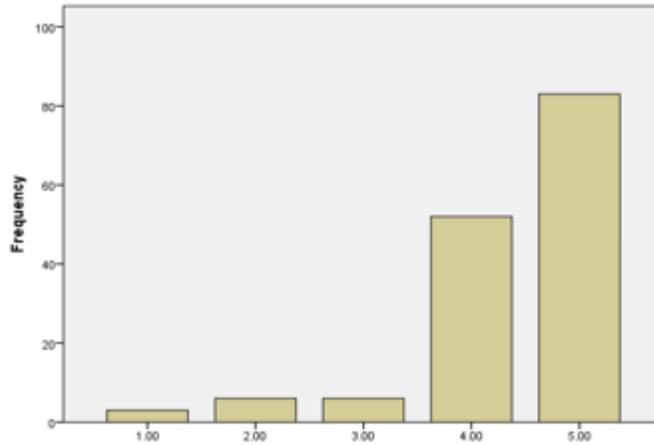
Figure 8 – Business standards

Table 4 – Brand standards

		Frequency of respondents	Per cent of respondents	Valid Per cent of respondents	Cumulative Per cent of respondents
Valid	Strongly Disagree	3	2.0	2.0	2.0
	Disagree	6	4.0	4.0	6.0
	Neutral	6	4.0	4.0	10.0
	Agree	52	34.7	34.7	44.7
	Strongly Agree	83	55.3	55.3	100.0
	Total	150	100.0	100.0	

The above result depicts the answer of research participants on the statement "Sharing economy based services have maintained strong business standards." Most of the respondents are agree with this statement, 90% of the respondents are agree whereas only 6 % are those who are not agree sharing economy based services are trustworthy . However, around 4 per cent of the respondents stay neutral.
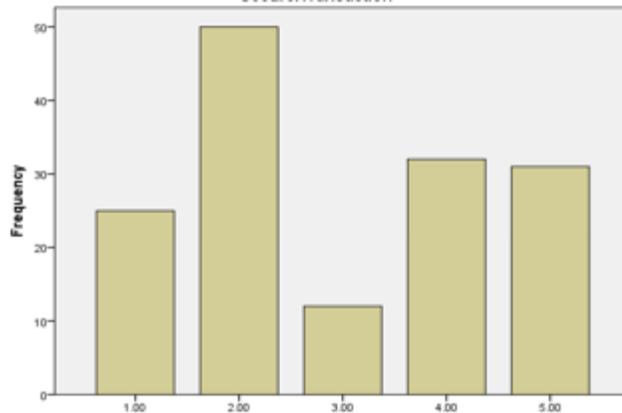
Figure 9 – Resolving customers' issues

Table 5 – Resolving customers' issues

		Frequency of respondents	Per cent of respondents	Valid Per cent of respondents	Cumulative Per cent of respondents
Valid	Strongly Disagree	25	16.7	16.7	16.7
	Disagree	50	33.3	33.3	50.0
	Neutral	12	8.0	8.0	58.0
	Agree	32	21.3	21.3	79.3
	Strongly Agree	31	20.7	20.7	100.0
	Total	150	100.0	100.0	

The above table and graph show the responses and opinion of the respondent that Sharing economy based services such as Uber and Airbnb focus on resolving customers' issues. By examining the results, it can be evaluated that majority of the respondents that is 50% disagree with it, while 42% are agree with this statement. Whereas, around 8 per cent of the total respondents stays neutral while giving opinion for this statement.

Following is the result of the reliability test.

4.1. Regression Analysis:

Table 6 Cronbach's Alpha Value

Variable	Cronbach's Alpha	Number of Items
Price	0.751	3
Convenience	0.824	4
Service Quality	0.754	2
Customer Service	0.71	4
Trustworthiness	0.75	2

The above table represents the Cronbach's alpha value for all research variables. It has been observed that Cronbach's alpha value for all variables is above than 0.7. Therefore, it can be stated that the instrument of this research is reliable and valid for the research. This also proves that there is a strong internal consistency in the instrument.

Linear regression has been used in order analyse the data. Linear regression involves Model Summary, ANOVA, and Correlation of coefficient test.

Table 7-model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798ᵃ	.630	.411	.85954

a. Predictors: (Constant), Price, convenience, customer service, trustworthiness, service quality

The values of R and R square are provided by the model summary. From the value of R, we conclude the correlation degree. In this current study that is based on cashless transactions the value of R is 0.798 which shows the high degree of correlation that is 79.8%. Whereas from the value of r square we conclude the total variation, according to the above model summary the total variation is about 63%

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.037	3	.346	.468	.004^b
1	Residual	107.866	146	.739		
	Total	108.903	149			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Price, convenience, customer service, trustworthiness, service quality

The ANOVA imitates the variance analysis and the fitness of overall model for the selected research. The significance value find through ANOVA is 0.004 that is below the value of P i.e. 0.05, which indicates the significance of selected model.

Table 9: Correlations

		PURCHASE INTENTIONS
1 Pearson Correlation	PRICE	.981
	CONVENIENCE	.926
	TRUST	.584
	SERVICEQUALITY	.635
	CUSTOMERSERVICE	
Sig. (1-tailed)	PRICE	.000
	CONVENIENCE	.000
	TRUST	.000
	SERVICEQUALITY	.000
	CUSTOMERSERVICE	
N	PRICE	250
	CONVENIENCE	250
	TRUST	250
	SERVICEQUALITY	250
	CUSTOMERSERVICE	

Table 10-coefficients

The above table depicts the correlation among the research variables. The correlation coefficient

ranges from -1 to +1. Where -1 means negative correlation and + means positive correlation. Here the results shows that all the variables are positively correlated with the dependent variable.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.298	.627	.051	5.260	.000
Price	.055	.101	.046	.546	.002
Convenience	.059	.103	.048	.573	.003
Trustworthiness	0.61	.100	0.43	.673	.000
Service Quality	.086	.098	.075	.876	.000
Customer Service	.071	0.83	.061	.562	.004

a. Dependent Variable: Consumer perception

The above-mentioned coefficient table reflects the correlation present among the independent and dependent variables. It can be observed through the results that all the used variable price, convenience, trustworthiness, service quality, customer service have significant impact on the dependent variable consumer perception as their significant value is less than 0.05. Hence, it is stated that the hypothesis is accepted and null is rejected.

5. Discussion

The data analysis and findings of the research study contributes to first-hand information about consumers' perception and the drivers of their perception and use of sharing economy based businesses. Comprehensively, different factors that influence consumer perception about sharing economy based businesses have been presented critically and discussed in literature review. In addition, primary data analysis based on questionnaire survey from consumers highlighted details about intrinsic and extrinsic factors of sharing economy businesses that can influence their buying decision, preferences, and behaviours towards the services such as Airbnb and Uber (Breidbach & Brodie, 2017). The factors such as convenience, service quality, customer service,

price, and trustworthiness of the brands were analysed to see whether they contribute positively or negatively to develop the perception of consumers towards the services (Cohen & Kietzmann, 2014). From the survey findings, it was found that respondents who had experienced the services of sharing economy platforms agreed to have high level of convenience and comfort in using the services in both transportation as well as hospitality consumers. The services are quite sustainable and help in preserving environment as well as ecological aspects. The services of Uber and Airbnb both serve the customers with great convenience and help to them by sharing their physical assets to others for temporary use (Ert, et al., 2016). It is also mentioned in the literature as a win-win situation for both parties by fulfilling one's needs and demands and other party get earning and ownership remain to them only (Curtis & Lehner, 2019). It is effective for the economy of the country because more and more people will get benefitted from the services and unemployment is reduced. The use of convenient services will enable consistency, ease in the process of hiring a transport or house to use through mobile applications, which is one of the easiest ways to book a service. On the other hand, the increase of sharing economy businesses in Ireland will allow people to get access to transportation and accommodation more easily (Hawryszkiewycz, 2019).

Another factor identified was price, which is quite important factor that influences the perception and behaviour of consumers about sharing economy businesses because most of the customers are price sensitive and they like to avail high quality services in affordable prices (Wang & Nicolau, 2017). From the survey findings, it was observed that most of the respondents agreed to the low and affordable prices offered by Airbnb and Uber for their services, which allow the people to avail and consume the services more than any other transportation and hospitality business. It is due to both convenience and affordability factor. The prices are quite affordable that people of different age and income group can use it easily (Wang & Nicolau, 2017; Mkrttchian & Vertakova, 2019). The accessibility factor is also quite significant according to a research, which shows that within no time, the services are booked because of adequate level of accessibility and availability of the services (Curtis & Lehner, 2019). A research study differently showed the importance of community belonging as an important predictor of perception of consumers about sharing economy businesses (Netter, et al., 2019). It mentioned that the perception of consumers is made positive and they aspire to use the services of sharing economy platforms because of sense of belonging of these services to the community, which motivates

them to use it (Netter, et al., 2019). This can be explained as most of the users of different age group use Facebook and they are known as Facebook generation. It allows them to search people and connections on Facebook and make associations and belongings with them. Similarly, through services like Uber and Airbnb, the people change their perspectives against social isolation and use new technologies and feel themselves as a part of the community (Tussyadiah & Park, 2018).

The level of motivation and aspiration to belong socially stimulate their intentions to use the services more and with affordability, accessibility, convenience, the trust of consumers is created for the brand. It was found from the respondents in survey as most of the consumers of Uber and Airbnb agreed to the trustworthiness of the brands (Cannon & Summers, 2014). Not only community belonging but also safety and security of the consumers are an important factor that drives perception of the consumers about the services. The individual reputation and economic benefits are extrinsic motivation for the consumers that trigger the intent of consumers to use the services (Standing, et al., 2019). From previous studies, it was observed that collaborative consumption is regarded as a substitute for ownership, which is quite different from traditional service consumption. Collaborative consumption such as Uber and Airbnb offer more value to customers with low cost (Wang & Nicolau, 2017). The brand reputation, image, and popularity are another way to increase motivation and perception of the consumers towards the services (Breidbach & Brodie, 2017). The environmental, economic, and social appeal of the brand helps in improving positive perception of the consumers for the brand. They want safe and secure ride, accommodation, and services and when the brand is highly reputed and used by thousands and millions of people around the globe, their perceptions, attitudes, and behaviours are transformed positively for the brand (Ljungholm, 2018).

It is noted in a research study that economic aspects are positively correlated to sharing economy based collaborative consumption because it offers high quality services in less cost (Wang & Nicolau, 2017). The actual quality of the product is also able to influence the perception of consumers towards the brand and if the features, quality, and value proposition to the customers are not effective, then the customers will switch the brand (Ert, et al., 2016). Service quality differs from actual product quality and in case of sharing economy based businesses; service quality plays a crucial role. The products and services may have numerous flaws, errors, and lacking, but if the service quality is excellent, the other negative aspects of the business can

overshadow and the negative experiences with the products are reduced (Cohen & Kietzmann, 2014). Service quality is another aspect of the business, which also depends on the demographics of the people who are using the technology rightly for the services (Ranchordás, 2014). Specifically, it was found that people with age group 18-30 are more likely to use the applications rightly because they are tech savvy and they know how to use the services more correctly, which is why they are also know the technicalities as well as they are more satisfied with the service quality as compared to the older generation. One of the reasons is that youngsters are more confident in using digital technology and they are more prone to use sharing economy platforms (Zervas, et al., 2017).

From primary data findings, it was found that most of the respondents saw price as an important factor for the business and they are likely to decrease the sales and profitability of the sharing economy businesses if the prices are high more than affordability and demands of the market. The sharing economy businesses in Ireland see themselves in a more accurate position in terms of prices because they believe that they offer affordable prices as compared to other services and brands in the market (Antikainen & Valkokari, 2016). They are good in maintaining their customer base effectively because of high service quality good brand image. The marketing and promotional offers of the services also helped significantly in creating a positive image in the minds of people in Ireland, however, lack of awareness and knowledge is still there in the market because according to a research study, the peers are unaware of how the prices are set for different products under the brands (Curtis & Lehner, 2019). Within Uber and Airbnb, the offers for different transportation and accommodation types are different. Some of them are affordable and some of them are luxury offers having premium prices (Melanthiou, et al., 2020). The sales and revenue of luxury services are quite lesser than of other economical services because of the price sensitivity factor. The business management should set their prices for those services according to the needs and demands of the market (Netter, et al., 2019). Many sharing economy based platforms struggle in improving their sales of luxury services as they set their prices by themselves without focusing much on the needs and market affordability, etc. High prices may threaten the brand image negatively. The market value of services or products is important to analyse while setting the right price for them even if they are sharing economy based services such as Uber or Airbnb where apartments are rented (Wang & Nicolau, 2017). They must be accurately and appropriately priced when the economy of the country or financial value is lesser.

Therefore, people become price sensitive more while looking for an accommodation for themselves and their perceptions about the service is affected extensively. It makes them indifferent of buying instead of sharing against a fee for temporary use (Sutherland & Jarrahi, 2018).

Service quality factor was analysed by the survey showing positive influence of service quality on the consumers. The perceived service quality is related to pre-assumed expectations of what will be received by the customers (Cannon & Summers, 2014). The general perceptions linked in the minds of people exist about different services and brands need to change their perceptions positively for the brand. It was argued in a research that a business that deliver food face challenges that are not evident in other sectors because in food delivery sector, people expect the delivery to be warm with good taste, and on time (Kim & Yoon, 2016). On the other hand, businesses in different sector do not struggle with same challenges such as sharing economy business in which people rent their tools and equipment to others expect it to function more properly without additional expectations (Sutherland & Jarrahi, 2018). Therefore, the relationship of the sharing economy businesses with consumers is expected seriously by the expected quality, which threatens the people to push themselves away from using the services if the relationships are not positive (Nkwe & Cohen, 2017). The products and services in sharing economy business affect the evaluation of consumers of the business that leads to affect brand image. The companies in sharing economy business have to face different challenges that assure quality provision and maintenance of quality at high level standards since the peers utilise and provide services among one another (Ljungholm, 2018). Hence, it was found that it is important to take actions and measures to promote brand image and reputation. Moreover, the sharing economy businesses should improve control over the service quality and user's satisfaction so that they can keep a check on the development of trustworthiness of the brand towards customers (Cannon & Summers, 2014).

It is found that consumer expectations is quite useful and essential element to understand perceived quality of the brand because they correspond with one another and if they stop corresponding, the brand image of the sharing economy platform will impact negatively and automatically affect the sales and profitability of the business (Tussyadiah & Park, 2018). Further, a report suggested that people are quite tolerant to failure in sharing economy because it will not turn into losses for them. If sharing business is not successful for them, still they have

their physical asset and have ownership of the asset (Ert, et al., 2016). On the other hand, industries have different expectations for the products and services and in sharing economy, industries have to face different challenges because people have higher expectations to car sharing services as well as tool sharing services. Hence, it is important for the business management to share and communicate a clear message of the brand to plan seed in minds of customers of what to expect from the service (Ranchordás, 2014). On the other hand, if it is not executed well, the platform will not be able to meet the perceptions and expectations of customers and the brand will be deteriorated (Mkrttchian & Vertakova, 2019).

The research survey showed another factor having negative impact on the consumers, which is customer service. The respondents believed that sharing economy businesses are not able to fulfil effective and quick customer service as most of them negatively responded to the question. They are not satisfied with the customer service provided by Uber and Airbnb in Ireland and more than 50% of the respondents are negatively influenced by this factor. It is observed that experiences and interactions of consumers with customer service team of the businesses are not satisfactory and companies are failing to build strong relationships with customers (Horning, 2014). Despite of providing strong focus on sharing economy platforms, extensive marketing and promotion, as well as good brand image, the brands are customer service factor did not appear to be a strong motivation for them to use the service and it can be negative for the companies to manage customers in this situation (Hayat, 2018). The participants showed support towards economic advantages offered by sharing economy businesses over traditional substitutes of the services. The sharing economy facilities are perceived to be affordable as compared to traditional services but they believe that social value of the businesses appears to be quite strong as an outcome from as compared to the motive (Ključnikov, et al., 2018). Conversely, it was found to be quite surprising that the individuals who are operating in the business and providing services to the consumers are having assets, skills, and concern for the people. Contrary to that, most of the consumers use the services because of lack of resources such as smart phones, high concerns of privacy, lack of skills, and lack of having ownership of assets (Standing, et al., 2019).

The results of the survey showed that the overall perception of people towards sharing economy based services in Ireland is positive and people are quite motivated and aspired to use the services in Ireland as a collaborative consumption. It was found from demographic information of the respondents that most of them were youngsters and adults of age 18-30, because the

people of this age group are actively present on digital media, social media, and like to be quick and avail automated, digitalised services (Gössling & Hall, 2019). Most of them are travellers and they like to travel the world, which create their need for accommodation, transportation, etc. They may or may not have permanent employment, which allows them to use affordable price ranged services and cost saving through sharing economy based services (Zervas, et al., 2017). The young generation these days have differences in outcomes and motives and therefore research has been conducted to understand what people feel and believe about sharing economy based businesses (Maginn, et al., 2018). It was found from previous researches that sharing economy platforms have several social benefits especially for younger people but for older generation, who do not use smartphones and do not know how to use sharing business platforms are not relevant target market of the businesses (Hayat, 2018). The need is to develop strong peer relationships and improve interaction between companies and consumers so that their participation towards these business platforms is increased (Antikainen & Valkokari, 2016). Communication and relationship management is an important part of enhancing consumer experience. The analysis showed negative aspect of this relationship with lack of customer service by these businesses, which is failing to meet the expectations of customers (Standing, et al., 2019). By customer service, they mean good interaction, implementation of feedback, quick service, query management, etc. Good experience of customers help the businesses to create positive relationships with them and negative perceptions and relationships of users towards service providers are considered as obstacles to achieve success (Standing, et al., 2019; Breidbach & Brodie, 2017). As far as customer service factor is concerned, a research study highlighted how risks are seen in peer interaction and customer service that prevent them to share their physical assets with others, as they seem it is a privacy issue. It is a vulnerable role inherently (Wang & Nicolau, 2017). The perceived risks related to interaction, customer service, and engagement allow the businesses to develop and implement relevant strategies to reduce the impact of the risk such as improving management of staff, automated service management systems, training and development of peers as well as other staff of customer service, etc. (Netter, et al., 2019). The peer relationship management appears to be the way that people take it as imbalances of power. The individuals and users in sharing economy businesses feel a sort of emotional burden, which is connected to forced sociability. Some feel that the service providers are meeting their expectations and some believe they are not. Contrary to that, some service

providers also believe that interaction and assistance of customers is an additional cost to participation (Tussyadiah & Park, 2018).

5.1. Recommendations

From the above findings and discussion of findings, another area of research that can be utilised by the researchers is to understand the ways of interaction between service providers and consumers within sharing economy platforms. The process of reviews, feedback system, and implementation of feedback mechanism should be present in the companies that improve the experience and perception of customers towards sharing economy (Cannon & Summers, 2014). Better feedback management and customer service management will establish trust and satisfaction of the customers towards service providers and the reliability as well as credibility of the brand will increase (Horning, 2014). The research study shows several practical implications for both management of sharing economy platforms as well as traditional businesses to improve customer service to create positive perceptions and behaviours of consumers towards the products. As far as external factors of satisfaction and positive perception is concerned, the business management needs to pay attention towards environmental sustainability aspects, implement eco-friendly practices, provide high quality of services, etc. to improve perception, beliefs, attitudes, and behaviours of the users of sharing economy businesses (Marylyn, 2016).

6. Conclusion

The aim of the research study was to understand the impact of sharing economy based services on consumers' purchase intention in Ireland. The perceptions, beliefs, and behaviours of consumers are broad, but may be limited by several factors and aspects that appear in the literature search. Companies in the collaborative economy are also diverse, but this study only selected Airbnb and Uber to study consumers' responses and perceptions about the business. To study the impact and perception of companies in the collaborative economy on people and what factors can influence their decisions to buy or use companies in the collaborative economy, the research topic is interesting. In addition, new Consumer perception refers to the process by which consumers analyse, organize, interpret, and evaluate information to form a meaningful brand, product or service image. Perception is a three-step process in which the original stimulus is transformed into meaningful and useful information. Perceptual analysis will be the basis of this research. To conduct a thorough literature review, thorough literature searches and raw data

research methods are required to obtain first-hand information on Irish consumption issues.

In this research, deductive approach was more appropriate to test the hypotheses using existing theories and models. The topic for this research is based on sharing economy, which implies the researcher to gain the opinions and reactions of customers of sharing economy companies in Ireland so that the outcome and results are supported. To collect data from respondents, the close-ended questionnaire were designed considering the dependent and independent variables and different number of questions each were made for each variables to understand the views and reactions of customers about sharing economy services Airbnb and Uber. The objective of this research was addressed through survey and the survey was conducted. Due to lack of time, the face to face survey is difficult and would consume more cost and time to conduct survey individually with every respondent. The raw data collected from respondents will be analysed using statistical analysis such as regression analysis of independent variables with dependent variable, and descriptive analysis using (frequency distribution technique) through SPSS software. The statistical analysis helps in determining the relationship of different factors on customers' reactions and perceptions. Moreover, with the help of descriptive analysis, the frequency of responses of customers for each question were identified to analyse to which extent, they agree or disagree with the respective statement

The results of this research can allow commercial companies to share and further improve their strategies. This research also provides the latest information on how customers perceive the performance of shared services. The study showed interest in determining what Airbnb and Uber consumers think in Ireland. Depending on the results and results of the study, newly created companies can benefit from understanding all aspects and factors that influence consumers' decisions about their businesses and can make investment decisions on these startup services. Depending on these aspects. In addition, the study offers merchants and entrepreneurs the opportunity to understand the needs, aspirations and needs of consumers, thus adapting business strategies and marketing activities to the needs of Irish consumers. In addition, the research will contribute academically to the literature on consumer purchasing decisions and the shared economy. Research gaps and limitations will provide a new opportunity for new researchers to explore these areas with their own research methods and extend the topic to different areas, different factors, or different markets.

The results of the data analysis and research help to obtain first-hand information on consumer

perceptions, as well as on consumer perceptions and drivers of commercial use according to economic segmentation. In the literature review, several factors that influence consumers' perception of sharing business are proposed and critically discussed. The analysis of the main data of the consumer questionnaires also highlights details of the internal and external factors of the companies in the collaborative economy that can influence their purchasing decisions, preferences, and behaviour towards services, such as Airbnb and Uber. Factors such as convenience, quality of service, customer service, and price and brand reliability were analysed to determine whether they contributed positively or negatively to the development of the perception of the service by the consumer. The survey results show that respondents who use the shared economy platform service promised great comfort and convenience in the use of the service in the transportation and hotel industries. These services are quite sustainable and help protect the environment and the environment. Uber and Airbnb services provide convenience and assistance to customers by sharing their physical assets with others for temporary use. It is also mentioned in the literature that this is a beneficial situation for both parties, since they meet their own needs and requirements, while the other parties are only owners. It is effective for the country's economy, as more and more people benefit from services and unemployment decreases. By using real services, you can hire transport vehicles or mobile homes in a uniform and practical way. It is one of the easiest ways to book a service. On the other hand, the increase in the number of Irish companies with a shared economy will facilitate people's access to transport and accommodation.

Services based on the collaborative economy were very innovative companies at that time, and their popularity and impact on people allowed new companies to enter the collaborative economy. The growing competition in the global economy has made it difficult for services and products to differ from other brands and supply different products from other brands in the market. Companies in the collaborative economy are now leaders in transport and accommodation, but companies in the supply, production, and logistics sectors are also increasingly taking advantage of opportunities in the sharing economy. Several products and services face fierce competition from industry foreigners, who offer new alternatives and new products, but due to different people's opinions, they attract consumers and target markets. This allows companies to reduce product prices, allowing them to win customer loyalty and win in target markets. Modern customers are very familiar with industry actors, their quotes, prices and

differentiation, which makes customers mix. They are price sensitive, always look Consumer perceptions have been decided, and a study has shown that perceptions of service quality, price, trust, convenience, and customer service are affected. for special offers and discounts. On the other hand, they want to distance themselves from luxury goods, branded products and services. Although consumers know a lot, they know their purchasing power to be able to switch from one brand to another. Awareness and well-informed feelings increase the expectations of the company's customers. All these factors make it difficult for brands to differentiate their products from others and gain a competitive advantage.

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