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信任共享經濟永續經營：以客戶意圖傾向為改進條件因素

Trust in the Sharing Economy for Business Sustainability: An Improvement in Terms of Customer Intention

賈儒杰

Karun Bhujel

指導教授：紀信光 博士

Advisor: Hsing-Kuang Chi, Ph.D.

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Trust in the sharing economy for Business Sustainability: An improvement in terms of customer intention

研究生：Karen Bhujel

經 考 試 合 格 特 此 證 明

口試委員：

指導教授：

系主任(所長)：永續綠色科技碩士學位學程主任 林文賜

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Author

Karun Bhujel
Department of Green Technology for Sustainability
Nanhua University, Taiwan, R.O.C.

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摘 要

目的－這項研究旨在從客戶的意圖傾向角度探討共享經濟中的信任永續經營。本研究以信息質量，交易安全性，品牌聲譽，品牌信任度，持續使用意圖和經濟可行性，探討鞏固共享經濟的屬性，並從信任度建立模型（TBM）和理性行動理論出發，從共享共享經濟的客戶意圖角度擴展了從客戶信任到共享經濟。本研究的目標如下：（1）從共享經濟中的客戶意圖角度開發一套有效的屬性；（2）裁定不可靠條件下屬性之間的相互關係；（3）確定可行改進的標準。

研究方法－本研究使用模糊決策試驗和評估實驗室（FDEMATEL）來確定屬性的相互關係，並預測因果組中的屬性。這項研究使用模糊 DEMATEL 方法來逐步取得決定性和適當的結果。

原創性/價值-共享經濟改變了業務部門，著重於共享個人所擁有的並將其管理權提供給需要它們的其他人的能力。共享經濟永續經營是線上網路業務中的一種新興模式，已為客戶，組織和行業創造了巨大的社會和財務利益。信任被認為是共享經濟平台的基本方面，因為它在客戶和服務提供商之間建立了信任永續經營紐帶。但是，共享經濟需要從客戶意願角度實現一組需要改進的屬性。

研究結果－結果表明，品牌聲譽（A3）和信息質量（A1）是驅動在共享經濟中持續使用（A6）意圖的兩個重要方面。儘管品牌信任度（A4）被認為是整個方案中受影響的屬性之一。最高因果標準被確定為提供利益（C27），合理價格（C26），安全電子付款（C9），良好信譽（C10）和有用信息（C2）。從共享經濟中的客戶意願角度來看，這五個重要標準是與改善緊密相關的戰略因素。

研究限制－提出的理論基礎是從文獻中收集的，可能導致對現有研究的依賴。由於地理位置的限制，對預定數量的專家和客戶進行了研究。也許，未來的研究應該將框架擴展到一個漸進的範圍。

關鍵字：可持續性

ABSTRACT

Purpose– This study investigates the trust criteria in the sharing economy from the perspective of customer intention for business sustainability. Information quality, transaction security, brand reputation, brand trust, continual intention to use, and economic feasibility are all proposed in this study. This research combines the characteristics of the sharing economy and expands on information ranging from customer trust to improvement from a customer intention perspective in the sharing economy for business sustainability, using both the Trust Building Model (TBM) and the Theory of Reasoned Action. The objectives of this study are as follows: (1) to develop a valid set of attributes from customer intention perspective in sharing economy for business sustainability; (2) to arbitrate the interrelationships among the attributes under unreliability; and (3) to determine criteria for a practicable improvement.

Methodology– The fuzzy decision-making trial and evaluation laboratory (fuzzy DEMATEL) is used in this study to confirm attribute interrelationships and anticipate attributes in cause and effect groups. The fuzzy DEMATEL method is used in this study to achieve progressively decisive and correct results.

Originality/Value– The sharing economy has transformed business sectors by emphasizing the ability to share what individuals have and provide their services to others who require them. Sharing economy for business sustainability is a growing trend in online business that has resulted in enormous social and financial benefits for customers, organizations, and industries. Trust is regarded as a critical component in sharing economy platforms because it establishes a bond between customers and service providers. However, for business sustainability, the sharing

economy must realize a set of attributes for improvement in terms of customer intention.

Findings– The result shows that brand reputation (A3) and information quality (A1) are the two important aspects that drive the continuous intention to use (A6) in sharing economy. Although brand trust (A4) is considered to be one of the affected attributes in the overall scenario. The top causal criteria were identified as providing benefits (C27), reasonable price (C26), security about the electronic payment (C9), a good reputation (C10), and useful information (C2). These five are the important criteria that act as a strategic factor with strong connections to improvement from the customer intention perspective in sharing economy.

Research Limitations– The presented attributes were collected from the literature that could lead to the dependence on the existing studies. The predetermined number of experts and customers were studied because of geological boundaries. Perhaps, future studies should expand the framework to a progressively far-reaching setting.

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Chapter 1 Preface

1.1 Introduction

The sharing economy has the potential to undermine innovation and pose a threat to traditional businesses in terms of business sustainability. The sharing economy has transformed business sectors by emphasizing the ability to share what individuals have and provide their services to others who require them (Xu 2020; Yang et al., 2019). The estimated size of India's sharing economy over the next five years is 19.25 billion US dollars (E&Y India). It is difficult to implement the sharing economy in India because there is a lack of trust between customers who use services and service providers (Govindan et al., 2020). Sharing economy is a rising pattern in the online business and has created immense social and financial benefits for customers, organizations and industries (Geissinger et al., 2019). The sharing economy has transformed the pattern of usage from purchasing to sharing resources, by allowing proficient and feasible usage of underutilized resources (Munoz and Cohen, 2017). However, trust in sharing economy platforms is challenging to frame because of the absence of interaction between business integers and customers (Kong et al., 2019; Cheung and To, 2017). To develop trust among the customers, sharing economy platform encourage customers to participate with strangers for business sustainability (Richardson, 2015). Within the sharing economy platform, trust is moderately low because of the absence of customary brand showcasing procedure (Cheng et al., 2019). As a result, trust is regarded as a critical component of sharing economy platforms for business sustainability because it establishes a bond between customers and service providers (Ert et al., 2016).

Still, for business sustainability, the sharing economy must realize a set of attributes for improvement in terms of customer intention. Prior research has focused on customers' perceptions and behavior in sharing economy platforms, and it has been discussed that trust is a critical factor in facilitating customers' willingness to engage in the online platform for business sustainability (Hajli, Wang, Tajvidi, & Hajli, 2017; Hsu, Chen, & Kumar, 2018; Yang et al., 2019). According to Kim (2019), customers use the sharing economy platform not only for monetary reasons (e.g., lower costs and savings), but also for social reasons. Customers assess each other through reviews to achieve monetary and social benefits, which are an indication of what develops customer trust in sharing economy platforms for business sustainability (Zervas et al., 2017; Ert et al., 2016). Tussyadiah and Pesonen (2018) confirmed that trust is the most frequently cited barrier to sharing economy platforms, which includes customer distrust and privacy concerns. According to Hsu et al. (2018), trust is a critical factor in encouraging customers to use sharing economy platforms. The goal of this study, however, is to look into the trust criteria for business sustainability in the sharing economy from the perspective of customers' intentions (Oyo Rooms and Uber). This study incorporates sharing economy qualities and expands information ranging from trust to customer intention perspective in sharing economy based on the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980) and Trust Building Model (TBM) (McKnight et al., 2002) provides a foundation for clarifying the connection between customer frames of mind, intentions, and behaviors. This study identifies trust as a requirement for customers to participate in sharing economy platforms for business sustainability, which leads to an increase in customer intention.

Despite advancements in the sharing economy, little is thought about the customer intention perspective (Bocker and Meelan 2017). This study suggests that information quality, transaction safety, brand reputation, brand trust, continuous intention to use, and economic feasibility be used. The information quality includes accuracy, usefulness, dependability, sufficiency, and ease of use, so that customers will assume the information is of high quality, adequate, and satisfactory for transaction decision-making (Kong et al., 2019; Yang et al., 2019; Kang and Namkung 2019). Transaction security is regarded as an important factor in the success of sharing economy platforms (Yang et al., 2019; Nadeem et al., 2020). Customers compete to protect and secure their personal information accumulated during both offline and online transaction processing (Kim and Park, 2013). A company with a good reputation has more customer trust (Vercic and Coric, 2018; Sharma and Klein 2020). The reputation of a brand is thought to be important in establishing trust among clients, customers, and service providers (Hsu et al., 2014). Brand trust has been examined in a wide scope of areas, including sociology, economics and psychology (Kim and Park, 2013). Brand trust should be seen from the customers perspective rather than service providers, suppliers and multiple stakeholders (Zhu et al., 2019; Yang et al.,2019). Customers trust and satisfaction has been distinguished as a basic factor as it leads to continuous intention to use the sharing economy platforms (Ye et al., 2019; Curina et al., 2020). Customers use trust as an important factor that leads to continuing to engage in future (Kim and Park 2013; Kong et al., 2019). Economic feasibility has driven the customers to explore new types of utilization in sharing economy platforms that have become very important to today's competitive market (Alonso-Almedia et al., 2020). Customers are more significantly prone to

consider both economic factors and their utilization awareness while collaborating with the sharing economy platforms (Gurau and Ranchhod, 2020).

In general, it is difficult to determine recognitions and decisions from quantitative information. Linguistic ambiguity brings about contrasts in implications and perception of linguistic preferences because linguistic preferences are considered to reflect recognitions. Furthermore, this study is based on a qualitative assessment of the improvement in the sharing economy from the standpoint of customer intention. However, linguistic references were ignored during the decision-making process, resulting in a failure to address the interrelationships among the proposed attributes. However, the decision-maker assessment is based on linguistic preferences that are ambiguous in nature (Tseng et al., 2018). The fuzzy decision-making trial and evaluation laboratory (fuzzy DEMATEL) is used in this study to confirm attribute interrelationships and predict attributes in cause and effect groups. The qualitative data is converted into sharp values for easy assessment, and the causal relationship between attributes is investigated (Wu et al., 2015; Tseng et al., 2017). In addition, a multi-leveled structure is created to account for the uncertain relationship between the aspects and criteria. As a result, the fuzzy DEMATEL method is used in this study to achieve progressively decisive and appropriate results.

1.2 Objective

The following are the study's objectives: (1) to develop a valid set of attributes from the perspective of customers' intentions in the sharing economy; (2) to arbitrate the interrelationships among the attributes under unreliability; and (3) to determine criteria for a practicable improvement.

This study makes three contributions: (1) analyzing and organizing a set of attributes using qualitative data; (2) displaying a set of attributes to benefit professionals by improving the decision-making process; and (3) presenting a causal interrelated model to create hypothetical bits of knowledge and providing criteria for improvement from the perspective of customer intention in sharing economy for sustainability. This study is based on a survey of customers and experts involved in the sharing economy for long-term sustainability.

Six insightful attributes are used in this study: information quality, transaction security, brand reputation, brand trust, continuous intention to use, and economic feasibility. This characteristic significantly contributes to the advancement of the sharing economy. Section 2 discusses the sharing economy in context. Section 3 includes a method description, data collection from customers and experts as well as analytical steps implemented in this study. Section 4 summarizes the study's results. Section 5 goes over the study's implications. The final section discusses the findings, limitations, and directions for future research.

Chapter 2 Literature Review

2.1 Theoretical Framework

This study consolidates the characteristics of the sharing economy and expands the information ranging from customer trust to improvement from a customer intention perspective in the sharing economy based on both the Trust Building Model (TBM) (McKnight et al., 2002) and the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980). However, different sociological theories were used to understand customer behavior on sharing economy platforms. Among these theories, the Trust Building Model (TBM) and Theory of Reasoned Action (TRA) are commonly used to interpret customer decision-making in sharing economy platforms (French et al., 2017, Chung et al., 2015). Despite the lack of a comprehensive theory clarifying customer practices in terms of trust, Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA) provides a foundation for explaining the relationship between customer perspectives and their behaviors in the sharing economy. Because Teo and Liu (2007) asserted that trust represents customer conviction and certainty, TRA can be used for trust-related studies. According to TRA, customers' decision-making processes are influenced by subjective norms and attitudes, whereas TBM believes that behavioral control is essential for understanding the minds of customers (Ajzen, 1991). However, despite their widespread adoption in sharing economy industry studies, TRA and TBM have a limitation due to their austerity and consistency. These theories focus solely on decision-making, ignoring the enthusiastic and indulgent aspects of customer behavior (Turel et al., 2010). To fulfil the gap, this study integrates the theories to assert appropriate approaches of experts as well as customers

perceptions to improve the sharing economy trust criteria from the customer intention perspective.

2.1.1 Sharing Economy and Trust for Business Sustainability:

The sharing economy has developed remarkably since 2010 with the fast advancement of significant players, for example, Uber (automobile sector), Oyo Rooms (accommodation sector) through disintermediation, overabundance limit usage, and efficiency improvement (PwC, 2015). It focuses on redistributing underutilized assets in ways that improve efficiency, sustainability, and community (Heinrichs, 2013). The sharing economy has a positive environmental impact because it reduces the total amount of resources required, as well as pollutants, emissions, and carbon footprints. Vehicle sharing behavior in the transportation sector can have a positive environmental impact by reducing the number of kilometers traveled (Mi et al., 2019). Xu (2020) discovered that in the sharing economy platform, customers and service providers become acquainted and trusting of one another by disclosing information and communicating online and in person. According to Alonso-Almeida (2018), the relationship between customers and service providers has changed in sharing economy platforms as well as the commercialistic lifestyle. Tussyadiah and Pesonen (2018) discovered that while the sharing economy has grown rapidly, trust has been identified as one of the most significant roadblocks. Ye et al. (2019) argued that the sharing economy cannot completely depend on conventional risk reduction strategies; this requires a more profound comprehension of trust in the context of customers' future participation intention. Trust between customers and service providers is an imperative facilitator of collaborative interactions (Hawlitschek et al., 2018). Belk (2014) claimed that while sharing itself is nothing new, the sharing of

services and products between strangers is viewed as a characterizing highlight of the developing sharing economy. Liang and Joppe (2018) suggested that brand trust intermediate the relationship between customers satisfaction and continuous participation. Customers' interest in the sharing economy has grown rapidly recently, resulting in the triumph of stages (Schor and Attwood-Charles, 2017). According to Ert et al. (2016), trust plays an important role in the sharing economy because it creates a bond between stranger customers and service providers. Furthermore, trust in sharing economy platforms is non-standardized, making it difficult for sharing economy frameworks to provide consistent service to their customers. In sharing economy platforms, there should be a high level of trust between the customer and the service provider. Wang and Herrando (2019) discovered that customer trust is a precursor to a variety of significant behaviors. Customers are bound to deal with sharing economy platforms on a consistent basis once trust is established with service providers (Klaus, 2013). According to Ert et al. (2016), additional risks are involved in sharing economy platforms due to the consistency of the service.

2.1.2 Improvement from customer intention perspective:

Delivering good customer service that leads to increased satisfaction has become a huge challenge for service providers in the sharing economy (Fan et al. 2020). However, from the perspective of customers, an improvement has been perceived as a fundamental factor of achievement and a source of competition for leverage in the sharing economy, including automobile (Uber) and hospitality (Oyo Rooms) in India. According to Zach et al. (2018), customers view sharing economy platforms as advantageous, satisfying, and cost-effective. According to Dacko

(2017), customers believe that sharing economy platforms should improve their service experience and reduce decision uncertainty. According to Hamari et al. (2015), customer intention to use a sharing economy platform is influenced by satisfaction, sustainability, and financial benefits. Customers' perceptions of the sharing economy and their future intention to use such platforms are improved by economic feasibility, information quality, security, and trust (Mohlmann 2015). Customer feedback is critical for service providers because it encourages positive post-participation behavior. According to Sacks (2011), customers participate in the sharing economy because it allows them to obtain desired items and services at a lower cost. Koopman et al. (2014) discovered that the sharing economy provides qualities to customers by connecting numerous customers and service providers and reducing information asymmetry with an implicit reputation framework to make business sectors more intrusive. As a result, it increases customer satisfaction by expanding the scope of the item and lowering prices, offering a variety of services, and providing excellent service quality (Skift, 2013; Tussyadiah and Pesonen; 2015). As a result, the proposed sharing economy attributes include information quality, transaction security, brand reputation, brand trust, ongoing intention to use, and economic feasibility.

2.1.3 Information Quality:

Information quality refers to “the degree to which a customer sees the information provided by a service provider as accurate, sufficient, consistent, valuable and complete” (Yi et al., 2013). Nadeem et al. (2020) argued that with regards to sharing economy platforms, customers expect better informational support from service providers and complete information for making informed and better

decisions. Customers perceive information as accurate, useful, reliable, sufficient, and easy to use which will lead to customers for transaction decision-making in sharing economy platforms (Kang and Namkung, 2019; Kong et al., 2019). Tseng and Wang (2016) argued that better information quality act as a critical factor that encourages customers to participate in sharing economy platforms. Yang et al. (2019) discovered that because of useful information, customers tend to focus on specific products and services that increase perceived value or decrease perceived risk. Customers' trust in service providers grows as a result of precise, accurate, and useful information, which is necessary for customers to develop purchase intentions and behavior (Ert et al., 2016). However, accurate, useful and ease of use information prompting practical expectations for services or products then it is likely that customers will be progressively engaged in sharing economy. Better information quality, according to Kim and Park (2013), is a critical determinant of customer trust in the sharing economy. Although the sharing economy simplifies purchasing and sharing techniques, customers will generally expect service providers such as (Oyo rooms and Uber) to provide better information quality in order to satisfy their customers (Kong et al., 2019). Yang (2015) argued that the service provider presents a lot of information to their customers but only reliable, accurate and useful information they find helpful for decision-making. Furthermore, when customers find useful, accurate, and sufficient information from the service, it is more likely to create positive sentiments towards the platforms and make a better decision (Hajli, 2018). Therefore, the level of information quality delivered by the service providers is important to business success.

2.1.4 Transaction Safety:

Customers make every effort to ensure the security and protection of their information stored in both online and offline exchange platforms (Kong et al., 2019). Whenever customers do not feel comfortable in their utilization of sharing economy platform because of transaction safety issues, then they might not want to continue participating with the sharing economy platforms (Nadeem et al., 2020). According to Yang et al. (2019), sharing economy platforms are attempting to provide safe platforms to protect customers from personal information exposure or transaction-related risk. Davidson et al. (2018) claimed that customers are experiencing a new type of utilization regarding products and services without the burden of owning resources and with the point of reducing exchange costs and transaction-related concerns. Featherman and Hajli (2016) argued that online platforms transmit more risk in security issues than conventional business platforms. Security concerns manage information breaks as misfortunes concerning the individual, transactional information, and financial (Cadwalladr and Graham-Harrison, 2018; Smith 2016). Though, in sharing economy platforms customer expects an elevated level of privacy and safety and ensure transaction-related information. According to Kim and Park (2013), maintaining a secure exchange framework in online platforms is more difficult than in offline platforms. According to Akbar and Tracogna (2018), sharing economy platforms should provide a secure and simple transaction process between customers and service providers. Hsu et al. (2014) proposed that transaction security is a fundamental factor limiting online purchases and confirmed that security and protection control is a significant factor influencing customer trust. Customers' trust in sharing economy platforms, on the other hand, will increase once they have a sense of privacy and security.

2.1.5 Brand Reputation:

Brand reputation refers to “the attitude of customers that the brand is good and reliable” (Afzal et al., 2010). Brand reputation plays an important role in diminishing customers vulnerability and mistrust in sharing economy platforms (Vercic and Coric, 2018; Yang et al., 2019). Han, Nguyen and Lee, (2015) argued that creating and maintaining a brand reputation is a prerequisite in the present competing business situation. Hsu et al. (2014) discovered that a decisive brand reputation can reduce risk and build trust based on supporting information provided by customers who have previously dealt with the service providers. Weisstein et al. (2019) discovered that when the quality of a product or service is not immediately apparent, customers' perceived uncertainty increases. A firm reputation is boosted through positive activities, and an appropriate administration of its assets and capacities, as opposed to by expanding publicizing or compelling corporate correspondence (Hoejmose, Roehrich, & Grosvold, 2014). Agmeka et al. (2019) argued that the brand reputation can help customers to make choices and also influences customers purchase intention as well as participation behaviour afterwards. Kim and Park, (2013) defined “reputation as the degree to which customers consider that a firm is trustworthy for its customers”. As a result, sharing economy platforms actively seek to build and maintain customer trust, and the establishment of effective reputation systems is critical to the success of the sharing economy (Katz, 2015, Thierer et al., 2015). Brand reputation is a focal factor that influences customers trust and the connection among a service provider in sharing economy platforms (Ye et al., 2019). Therefore, brand reputation is crucial to the appropriate functioning of the sharing economy business.

2.1.6 Brand Trust:

Brand trust refers to “the eagerness of the customers to depend on the ability of the brand to comply with its certain function” regardless of the uncertainty or risk related to that brand (Becerra and Badrinarayanan, 2013). Basili and Rossi (2020) stated that trust is also hard to sustain in sharing economy platforms, however sharing economy platform effectively try to develop and maintain brand trust among their customers. Kang and Namkung (2019) found that when service providers are honest, responsible, considerate, and generous that leads to customers trust in sharing economy platforms. Yi et al. (2018) claimed that the trust-attachment relationship between customers and the service providers is prone to know detailed information about the organization. According to Mittendorf (2016), remarkable trust between customers and service providers is interconnected and transferable, where customers' trust can largely increase and ultimately decides the customers' participations. According to Kong et al. (2019), sharing economy platforms should provide a stable and secure platform, as well as legal and technological structures to protect their customers. Tussyadiah and Pesonen (2018) discovered that trust in sharing economy platforms can exist between customers and service providers as well as between customers and the sharing economy platform. Furthermore, customers' intention to continue participating is heavily influenced by an assessment of overall trust in the platform, in terms of its product and service, cooperative attitude, and customers' desire to meet their needs (Alons-Almedia et al., 2020; Yang et al., 2019). Ert et al. (2016) noted that the continued expansion of the sharing economy, as well as diminishing boundaries among customers, significantly relies upon trust that prompts improvement from the customer perspective. Brand trust influences greater purchase intentions and customers should trust the service provider with

which they are dealing (Kim and Park, 2013; Cheng et al., 2019). According to Hsu et al. (2014), a customer who confides in a specific brand is likely to feel connected to the brand as well as the organization, and customers are more likely to use sharing economy platforms frequently when trust is developed. Customers use brand trust as a decision heuristic to continue engaging with a sharing economy platform.

2.1.7 Continuous intention to use:

Lee (2010) defined continuous intention to use as "the extent to customers attitude toward usage subsequently resulting in their behavioural intention to use regularly". Davidson et al., (2018) claimed that customers engage in sharing economy platforms can also have various levels of association, contingent upon their way of life and culture. Hawlitschek et al., (2018) submitted that customers are discouraged from using platforms for sharing economies because they want more prominence, low levels of trust, and greater risk concerns. Hellwig et al. (2015) discovered that customers use sharing economy platforms for a variety of reasons, including the desire to collaborate and share products and services with others, which promotes characteristics such as transparency and openness. The second reason is that customers want to experience exceptional products and services, and they value these experiences. Finally, customers believe that sharing economy platforms help them save money. Kang and Namkung (2019) suggested that the firms need to comprehend customers' decision-making process when customers participate in sharing economy platforms. Li and Shang (2019) noted that due to lack of appropriate communication, dissatisfaction and distrust between customers and service providers any of those elements negatively

influences customers' participation intention and their behaviour. However, Sultan et al., (2019) stated that lack of proper communication or awareness, disappointment and distrust in any of those components adversely impacts customers' continuous intention to engage and their behaviours. In this manner, recognizing the assistance aspects that decide customer satisfaction and continue engaging in sharing economy platforms will benefit in a superior comprehension of the customer as well as service providers (Yang et al., 2019).

2.1.8 Economic Feasibility:

Economic feasibility refers to "a customer expectation that sharing economy platforms provides cost convincing correspondence and information exchange opportunities" (Kim and Park, 2013). Economic feasibility components such as appealing and valuable products/services, reasonable prices, and benefits are frequently regarded as key factors influencing customers' behaviors to participate in sharing economy platforms (Kim, 2019; Alonso-Almedia et al., 2020). Basselier et al., (2018) noted that sharing economy platforms is an alternative source of income or assets for both customers and service providers. For instance, trusting an unreliable service provider in sharing economy platforms, causes customers physical damage, as well as monetary loss (ter Huurne et al., 2017). Schor (2014) suggested that the main differentiating characteristic of sharing economy platforms 'sharing with strangers', which involves a higher level of risk. From this perspective, (Frenken and Schor, 2017) defined sharing economy as "customers conceding each other temporary access to under-utilized products or services possibly for economic benefits". However, special offers and discounts attract customers to participate in sharing economy platforms. Alonso-Almedia

(2020) argued that the main challenges in sharing economy platforms occur from uncertainties regarding costs and benefits. According to Oh et al. (2006), one of the most important central purposes of the sharing economy is to provide low-cost products or services, which can increase customer trust in sharing economy platforms. Customers are impressed by the economic benefits, which prompt an improvement in customer intention in sharing economy platforms. Economic feasibility is defined in this study as the value that a customer foregoes or foregoes in order to acquire specific products or services.

Chapter 3 Method

This section discusses the method used in this study to obtain the analytical results.

3.1 Proposed Method

Previous research has found that trust is a critical factor in customers' willingness to participate in sharing economy platforms (Hajli, Wang, Tajvidi, & Hajli, 2017; Hsu, Chen & Kumar, 2018; Yang et al., 2019). This study involved 30 experts and customers interview. Consequently, this study depends on the fuzzy DEMATEL way to deal with the survey of experts and customers linguistic references with regards to improvement from customer intention perspective in sharing economy. This method not just permits specialists to bargain their judgment dependent on information and experience yet additionally streamlines an unpredictable issue by tending to the innate vulnerability of a review strategy (Lee et al., 2018; Tseng et al., 2018). In particular, fuzzy set theory has been used to assess the qualitative approach derived from human linguistic decisions with vulnerability, whereas the fuzzy DEMATEL approach aims to assess the structure of causal interrelationships among attributes (Wu and Lee, 2007). Tseng et al. (2018) used fuzzy DEMATEL to revise the qualitative linguistic depictions provided by specialists in order to create a causal outline of related characteristics. Through an analysis of the visual relationship of the levels among the attributes, all aspects and criteria are isolated into cause and effect groups. As a result, the attribute interrelationship reflects the complexity of real-world problems. This study, on the other hand, seeks to establish appropriate approaches to improving the trust criteria of the sharing economy from the standpoint of customer intention.

3.1.1 Proposed Measures:

This study proposes a set of attributes comprised of six aspects and twenty seven criteria, as shown in Table 1, including information quality (A1), transaction safety (A2), brand reputation (A3), brand trust (A4), continuous intention to use (A5), and economic feasibility (A6).

The information quality (A1) plays a significant role in developing trust between customers and service providers (Kim and Park, 2013; Kong et al., 2019). Although sharing economy platforms makes simpler strategies for exchanging and sharing information between customers and the service providers. So that service providers should hold up high accessibility to excellent information to satisfy customers requests (Yang et al., 2019; Kang and Namkung, 2019). In sharing economy platform, the firm should provide accurate information (C1) that helps customers in the decision-making process (Kim and Park, 2013). Service provider presents a lot of information to their customers but only useful information (C2) and Reliable information (C3) allow customers to decide or reach a conclusion related to their booking (Kong et al., 2019). Sufficient information (C4) is essential for customers to gather enough information to form a reasonable conclusion (Kang and Namkung, 2019). Ease of use (C5) reflects that the customers feel easy to access or use on the system when they are dealing with products or services (Yang et al., 2019; Kang and Namkung, 2019).

An immense level of transaction safety (A2) can improve customers' perspective on sharing economy platforms. When dealing with sharing economy platforms, the company implements security measures (C6) to protect its customers (Nadeem et al., 2020). For security reasons, service providers verify online users' identities (C7) (Kim and Park, 2013; Kong et al., 2019). The firm ensures that transaction-related information (C8) is not accidentally altered or

destroyed during internet transmission (Kong et al., 2019). Customers are confident in the website's electronic payment (C9) system (Kim and Park, 2013; Nadeem et al., 2020).

As a firm's reputation is frequently shared among customers, brand reputation (A3) plays an important role in fostering customer trust in the sharing economy. Good reputation (C10) contemplated as forerunners of perceptual based trust in sharing economy. A good reputation of a firm can assist customers with making a decision and furthermore impacts customers to participate afterwards (Vercic and Coric, 2018). The firm is known to be concerned about its customers (C11) (Hsu et al., 2014). The firm had a reputation for being honest (C12) toward its customers (Kang and Namkung, 2019; Nadeem et al., 2020). Favourable for customers (C13) describes that service providers are customers focus, benevolent and supportive (Yang et al., 2019). Trustworthy (C14) refers that customers could rely on the honesty or truth of the firm (Ye et al., 2019; Sharma and Klein, 2020).

Brand trust (A4) is the most important determinant of business success in today's competitive market. In sharing economy platforms, the service providers keep their promises and commitments (C15) to satisfy customers' demands and request (Yang et al., 2019). The sharing economy platforms provide a robust and safe environment (C16) to share personal information so that customers feel comfortable while using it (Akrout and Nagy, 2018). The customers feel assured that the legal and technological structure (C17) adequately protects them from problems on the website (Kong et al., 2019). Customer interest (C18) reflects that in sharing economy platforms the service providers keep customers best interest in mind (Zhu et al., 2019). The customers could trust the service or product quality (C19) of the firm (Alonso-Almedia, 2020).

Customer satisfaction and trust have been shown to be critical factors in encouraging customers to continue using (A5) sharing economy platforms in the future (Kong et al., 2019). Customers intend to continue using (C20) firm products and service in the future (Yi et al., 2020; Curina et al., 2020). Strongly recommend others (C21) describes that customers are likely to recommend their friends, family members and acquaintance about firm products or services (Li and Shang, 2019; Sultan et al., 2020). Customers would provide information with others (C22) related to products or services (Kong et al., 2019). Encourage others (C23) reflects that customers are likely to encourage their friends, family members, and colleagues to consider the firm for services (Kim and Park, 2013; Kong et al., 2019). Customers would share positive things with others (C24) about firm products and services (Kim and Park, 2013; Kong et al., 2019).

Economic feasibility (A6) refers to a customer expectation that sharing economy platforms will provide cost-effective correspondence and information interchange. Three criteria have been selected for economic feasibility. The firm provides customers with attractive and valuable products/services (C25) (Alonso-Almedia et al., 2020; Gurau and Ranchhod, 2020). Reasonable prices (C26) describes that the firm offers products/services to their customers at economical and low-priced as compared to others (Kim and Park, 2013; Gurau and Ranchhod, 2020). The firm usually provides benefits (C27) to their customers beyond their expectation (Kim and Park, 2013; Alonso-Almedia et al., 2020).

Table 1. Proposed Aspects and Criteria

Aspects		Criteria	References
Information Quality (A1)	C1	Accurate Information	Kim & Park (2013); Kong et al. (2019); Yang et al. (2019); Kang and Namkung (2019).
	C2	Useful Information	
	C3	Reliable Information	
	C4	Sufficient Information	
	C5	Ease of Use	
Transaction safety (A2)	C6	Security measures	Kim & Park (2013); Hsu et al. (2014); Kong et al. (2019); Nadeem et al. (2020).
	C7	Check the identity of online users.	
	C8	Ensures transaction-related data	
	C9	Electronic payments are safe	
Brand Reputation (A3)	C10	Excellent reputation	Hsu et al. (2014); Vercic and Coric, (2018); Kang and Namkung (2019); Yang et al. (2019); Sharma and Klein (2020); Nadeem et al. (2020).
	C11	Concerned about clients	
	C12	Reputation for being truthful	
	C13	Customers will appreciate it	
	C14	Trustworthy	

Brand Trust (A4)	C15	Maintains its promises and commitments	Akrout and Nagy (2018); Yang et al. (2019); Kong et al. (2019); Zhu et al. (2019); Alonso-Almedia et al. (2020).
	C16	Strong and secure	
	C17	Structures of law and technology	
	C18	Customer enthusiasm	
	C19	Quality of service/product	
Continuous Intention to Use (A5)	C20	Continue to use	Kim & Park (2013); Kong et al. (2019); Yi et al. (2020); Curina et al. (2020); Li and Shang, (2019); Sultan et al. (2020).
	C21	Recommend others strongly	
	C22	Give other people information	
	C23	Promote others	
	C24	Positive for other people	
Economic feasibility (A6)	C25	Attractive and valuable services/products	Kim & Park (2013); Alonso-Almedia et al. (2020); Gurau and Ranchhod (202).
	C26	Right prices	
	C27	Give advantages	

3.2 Fuzzy DEMATEL:

This study conducted personal interviews with 30 experts and customers related to sharing economy. The respondents were key decision-makers and customers associated with sharing economy. In the fuzzy DEMATEL, the defuzzification method is used to transform qualitative information into fuzzy linguistic variables. Using a defuzzification process based on the fuzzy set theory the crisp values are converted into fuzzy numbers. Table 1 shows the aspects and criteria. A matrix of order six by six and twenty seven by twenty seven data is collected from each respondent for the aspects and criteria, respectively. Hence, the fuzzy DEMATEL method analyses composite and complicated interrelationships among the aspects and variables (Lin et al., 2018).

1. The decision matrix considers that there are x attributes to be determined against y attributes. n is the number of decision makers; accordingly, the decision-maker vector is expressed by $\widetilde{D}_n$ using linguistic preferences denoted as (g$\tilde{d}_L^n$, g$\tilde{d}_M^n$, g$\tilde{d}_U^n$).

$$\tilde{D}_n = \begin{bmatrix} \tilde{d}_{L1j}^{1y}, & \tilde{d}_{M1j}^{1y}, & \tilde{d}_{L1j}^{1y} \ldots \tilde{d}_{Li1}^{1y}, & \tilde{d}_{Mij}^{1y}, & \tilde{d}_{Lij}^{1y} \\ & \vdots & \ddots & \vdots & \\ \tilde{d}_{L1j}^{x1}, & \tilde{d}_{M1j}^{x1}, & \tilde{d}_{L1j}^{x1} \cdots \tilde{d}_{L1j}^{xy}, & \tilde{d}_{M1j}^{xy}, & \tilde{d}_{L1j}^{xy} \end{bmatrix}_{xy}, \text{ n} = 1, 2, \ldots,\text{n} \qquad (1)$$

2. Later, fuzzy numbers are normalized. If a decision group contains n members, let $\tilde{d}_{ij}^n$ mean the fuzzy weight of the effects of the ith attribute on the jth attribute as determined by n decision makers.

$$D = (g\tilde{d}^n_{Lij}, g\tilde{d}^n_{Mij}, g\tilde{d}^n_{Lij}) =$$
$$[(\tilde{d}^n_{Lij} - min\tilde{d}^n_{Lij})/(max\tilde{d}^n_{Lij} - min\tilde{d}^n_{Lij}), (\tilde{d}^n_{Mij} - min\tilde{d}^n_{Mij}) \quad (2)$$
$$/(max\tilde{d}^n_{Mij} - min\tilde{d}^n_{Mij}), (\tilde{d}^n_{Uij} - min\tilde{d}^n_{Uij})/(max\tilde{d}^n_{Uij} - min\tilde{d}^n_{Uij})]$$

Where $(g\tilde{d}^n_{Lij}, g\tilde{d}^n_{Mij}, g\tilde{d}^n_{Uij})$ is expressed as a triangular fuzzy number with normalized values.

3. The left and right normalized values obtained by Eq (2), the total normalized crisp values using Eq (3), and crisp values used Eq (4) are then computed.

$$(D\tilde{d}^n_{LTij}, D\tilde{d}^n_{RTij}) = [g\tilde{d}^n_{Mij}/(1 + g\tilde{d}^n_{Mij} - g\tilde{d}^n_{Lij}), \quad g\tilde{d}^n_{Uij}/(1 + g\tilde{d}^n_{Uij} - g\tilde{d}^n_{Mij}) \quad (3)$$

$$D\tilde{d}^n_{ij} = \left[\frac{(D\tilde{d}^n_{LTij}(1 - /D\tilde{d}^n_{LTij}) + (D\tilde{d}^n_{RTij})^2)}{(1 - D\tilde{d}^n_{LTij} + D\tilde{d}^n_{RTij})}\right] \quad (4)$$

$$d\tilde{w}^n_{ij} = min\ g\tilde{d}^n_{Lij} + D\tilde{d}^n_{ij}(max\ g\tilde{d}^n_{Uij} - mingd^n_{Lij}) \quad (5)$$

4. An initial direct relation matrix (IDRM) is described to combine the subjective judgments of n evaluators; the synthetic value is acquired using Eq (5). In IDRM, w_{ij} represents the degree to which criterion i affects criterion j.

$$w^n_{ij} = (\bar{w}^1_{ij} + \bar{w}^2_{ij} + \bar{w}^3_{ij} \ldots + \bar{w}^n_{ij})/n \quad (6)$$

5. The IDRM is standardized to develop the normalized direct relationship matrix (NDM).

   NDM = s*IDRM (7)

   Where s = max ($\sum_{j=1}^{n} w_{ij}^{n}$) for all i from 1 to n.

6. After acquiring the total relation matrix, NDM is utilized to compute the total interrelationship matrix Y.

   $TM = NDM\ (I\text{-}NDM)^{-1}$ (8)

   Where I denotes an identity matrix.

7. A causal diagram is later produced: the sum of rows is represented by vector D, and vector R denotes the sum of columns. The horizontal axis (D+R) is “prominence” and denotes the importance. The vertical axis (D-R) is “relation” and represents the causal attributes. When the value of (D-R) is negative, the aspect or criterion is within the effect group, and when the value of (D-R) is positive, it is within the cause group.

$$D = \sum_{j=1}^{n} NDM_{ij}, \text{ for all j from 1 to n} \quad (9)$$

$$R = \sum_{j=1}^{n} NDM_{ij}, \text{ for all i from 1 to n} \quad (10)$$

3.3 Analytical steps:

1. This study proposed 6 aspects and 27 criteria from prior studies that follow a questionnaire for linguistic evaluation to be assessed based on customers experiences and knowledge in sharing economy to ensure its reliability.

2. The Fuzzy DEMATEL survey instrument was utilized to compile the experts' linguistic preferences with qualitative information using Eq (1).

3. Transforming linguistic preferences into TFNs as presented by Eq (2) and converting the TFNs into crisp values via Eq (3)-(5).

4. The crisp values are incorporated into a relationship matrix using Eq (6).

5. The cause-effect relationship diagram is mapped via Eq (7)-(10).

Chapter 4 Results

The results are discussed in this section.

1. For fuzzy DEMATEL evaluation, twenty-seven criteria were used to formulate the fuzzy DEMATEL questionnaire. The expert's evaluations of the interrelationships amongst the aspects and criteria are obtained on linguistic scales ranging from "very high influence (VH)" to "very low influence (VL)" as shown in Table 2. The TFNs are converted into crisp values (w_{ij}^{n}) using Eq (2)–(5). Table 3 presents the computational process from the responses of respondent 1.

Table 2. Triangular fuzzy numbers (TFNs) linguistic scale.

Scale	Linguistic (Influence)	Fuzzy Numbers
VH	Very High	(0.7, 0.9, 1.0)
HI	High	(0.5, 0.7, 0.9)
M	Medium	(0.3, 0.5, 0.7)
L	Low	(0.1, 0.3, 0.5)
VL	Very Low	(0.0, 0.1, 0.3)

2. The cause-effect diagram of aspects is drawn based on (D + R) and (D - R) using Equations (9) and (10) as presented in Table 4. Subsequently, the analytical steps are repetitive that presents a cause-effect diagram of criteria as presented in Table 5.

Table 3. Aspects linguistic preferences from respondent 1

		A1						A2						A3				
A1	[	1.000	1.000	1.000	]		[	0.500	0.700	0.900	]		[	0.700	0.900	1.000	]	
A2	[	0.300	0.500	0.700	]		[	1.000	1.000	1.000	]		[	0.700	0.900	1.000	]	
A3	[	0.500	0.700	0.900	]		[	0.700	0.900	1.000	]		[	1.000	1.000	1.000	]	
A4	[	0.500	0.700	0.900	]		[	0.700	0.900	1.000	]		[	0.700	0.900	1.000	]	
A5	[	0.100	0.300	0.500	]		[	0.700	0.900	1.000	]		[	0.700	0.900	1.000	]	
A6	[	0.000	0.100	0.300	]		[	0.000	0.100	0.300	]		[	0.700	0.900	1.000	]	
		xl	xm	xr				xl	xm	xr				xl	xm	xr		
A1	[	1.000	0.900	0.700	]	1.000	[	0.500	0.600	0.600	]	0.300	[	0.000	0.000	0.000	]	0.500
A2	[	0.300	0.400	0.400	]		[	1.000	0.900	0.700	]		[	0.000	0.000	0.000	]	
A3	[	0.500	0.600	0.600	]		[	0.700	0.800	0.700	]		[	1.000	0.333	0.000	]	
A4	[	0.500	0.600	0.600	]		[	0.700	0.800	0.700	]		[	0.000	0.000	0.000	]	
A5	[	0.100	0.200	0.200	]		[	0.700	0.800	0.700	]		[	0.000	0.000	0.000	]	
A6	[	0.000	0.000	0.000	]		[	0.000	0.000	0.000	]		[	0.000	0.000	0.000	]	

	xls	xrs
A1	1.000	0.875
A2	0.364	0.400
A3	0.545	0.600
A4	0.545	0.600
A5	0.182	0.200
A6	0.000	0.000

	xls	xrs
A1	0.545	0.600
A2	1.000	0.875
A3	0.727	0.778
A4	0.727	0.778
A5	0.727	0.778
A6	0.000	0.000

	xls	xrs
A1	0.000	0.000
A2	0.000	0.000
A3	1.000	0.000
A4	0.000	0.000
A5	0.000	0.000
A6	0.000	0.000

	xij
A1	0.875
A2	0.378
A3	0.576
A4	0.576
A5	0.185
A6	0.000

	xij
A1	0.576
A2	0.875
A3	0.765
A4	0.765
A5	0.765
A6	0.000

	xij
A1	0.000
A2	0.000
A3	1.000
A4	0.000
A5	0.000
A6	0.000

	zij
A1	0.875
A2	0.378
A3	0.576
A4	0.576
A5	0.185
A6	0.000

	zij
A1	0.576
A2	0.875
A3	0.765
A4	0.765
A5	0.765
A6	0.000

	zij
A1	0.700
A2	0.700
A3	1.000
A4	0.700
A5	0.700
A6	0.700

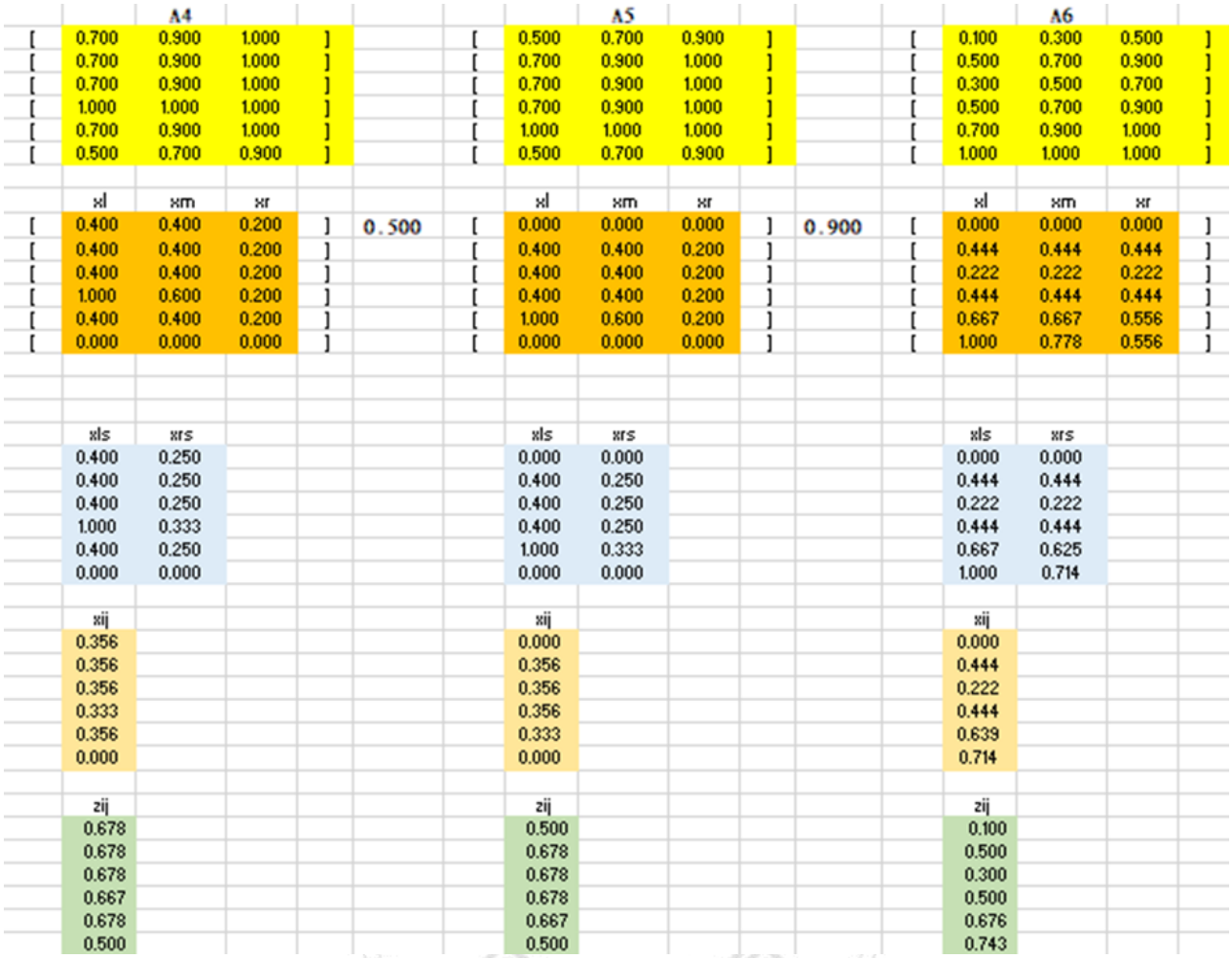


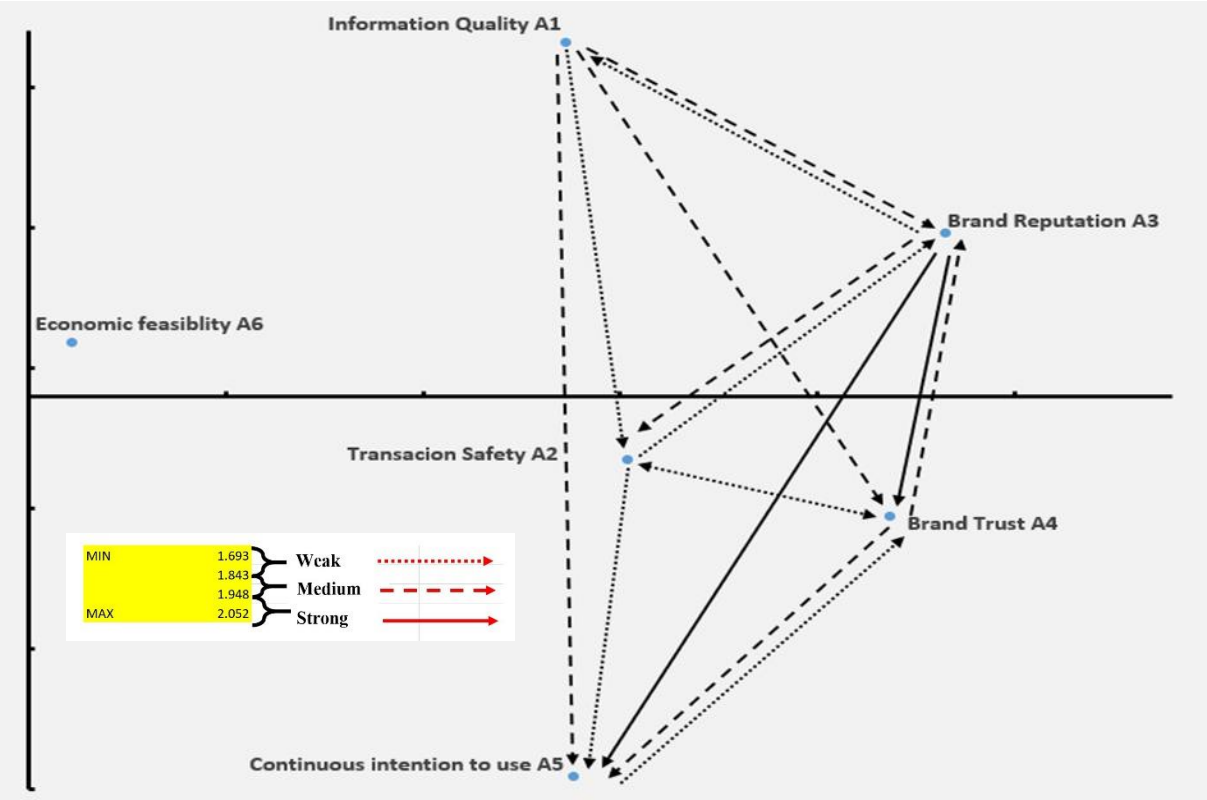
Table 4. Causal-effect interrelationship among aspects

	D	R	D+R	D-R
A1	10.645	9.388	20.033	1.257
A2	10.056	10.284	20.340	-0.229
A3	11.267	10.689	21.956	0.578
A4	10.620	11.051	21.671	-0.432
A5	9.355	10.715	20.070	-1.361
A6	8.857	8.670	17.527	0.186

Table 5. Causal-effect interrelationship among criteria

	D	R	D+R	D-R
C1	5.013	5.469	10.482	-0.457
C2	5.178	5.142	10.320	0.037
C3	5.037	4.920	9.958	0.117
C4	4.582	4.946	9.528	-0.364
C5	4.871	5.140	10.011	-0.269
C6	4.804	4.938	9.742	-0.134
C7	4.717	4.765	9.482	-0.049
C8	5.000	4.856	9.856	0.143
C9	5.215	4.782	9.997	0.433
C10	5.099	4.922	10.021	0.177
C11	4.842	4.778	9.619	0.064
C12	4.597	4.782	9.379	-0.185
C13	4.684	5.025	9.709	-0.341
C14	4.746	4.970	9.716	-0.225
C15	4.783	4.905	9.688	-0.122
C16	4.835	5.092	9.927	-0.257
C17	4.818	4.371	9.190	0.447
C18	4.922	4.786	9.708	0.136
C19	4.832	4.588	9.420	0.244
C20	4.810	4.818	9.629	-0.008
C21	4.743	4.691	9.433	0.052
C22	4.637	5.015	9.652	-0.378
C23	4.856	4.855	9.711	0.001
C24	4.482	5.182	9.664	-0.700
C25	4.653	4.557	9.210	0.096
C26	5.391	4.926	10.317	0.466
C27	5.921	4.846	10.767	1.076

3. The cause and effect diagram for aspects is mapped in Fig.4-1 that presents information quality (A1), brand reputation (A3) and economic feasibility (A6) are in the cause group, while transaction safety (A2), brand trust (A4) and continuous intention to use (A5) are in effect group.



Note: *The classification of the strength of effect is obtained from the computational values using fuzzy DEMATEL methodology.*

Figure 4-1. ***Cause and effect diagram for aspects***

4. According to Fig.4-1, the two factors driving the continuous intention to use in the sharing economy are brand reputation (A3) and information quality (A1). Despite the fact that brand trust (A4) is one of the affected attributes in the overall scenario as every other aspects are connected with (A4). The relationships among the aspects are shown in Fig. 4-1. A1 has a medium effect on A3, A4 and A5. Meanwhile, A3 has strong effects on A5 and A4, indicating that A3 is an important aspect to focus on. The results show that A5 do not affect A1, A2 and A3. However, weak effect is seen in A5 on A4, A3 on A1, A1 on A2, A2 on A3, A4 and A5. Whereas medium effect is seen in A3 towards A2, A4 towards A3 and A5.

5. Similarly, the cause and effect diagram of the criteria is presented in Fig. 4-2. The result shows that provide benefits (C27), reasonable price (C26), security about the electronic payment (C9), a good reputation (C10), and useful information (C2). These five are the important criteria that act as the strategic factors with strong connections to improvement from the customer intention perspective in sharing economy.

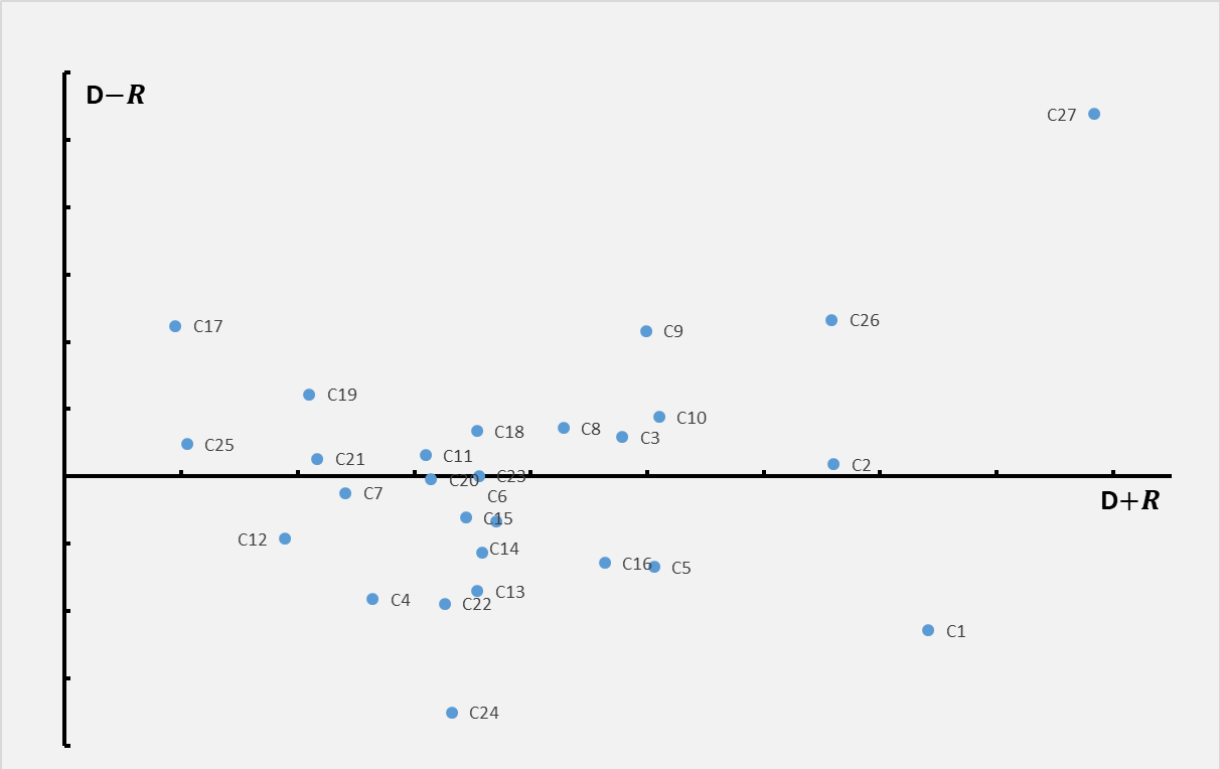


Figure 4-2. ***Cause and effect diagram for criteria***

Note: The relationships among the criteria are not included as the data are numerous and it would create chaos in illustration of the figure.

6. Fig.4-2 presents that the main criteria to explore the trust as imperative for customers to participate in sharing economy platforms, leading to an improvement from the customer intention perspective lie within the cause group.

Chapter 5 Implications

5.1 Theoretical Implication

This study has contributed to the literature by confirming a hierarchical framework that emphasizes the improvement from the perspective of customer intention in sharing economy platforms. This study additionally features the issue of trust among customers in sharing economy. In particular, brand reputation (A3) and information quality (A1) are the two factors driving the improvement in the sharing economy from the standpoint of customer intention. Similarly, although brand trust (A4) is one of the affected attributes in the overall scenario. However, because of their importance in the framework, more emphasis should be placed on these aspects.

The result shows that brand reputation (A3) has an immense effect on the other aspects as it drives to continuous intention to use sharing economy platforms. Brand reputation is the term that defines the perspective of the customer toward a decent and reliable brand. Customers are more likely to consider a brand's reputation as an important factor in determining trust in the sharing economy. The reputation of a brand can alleviate customer concerns and foster trust between customers and service providers. According to Nadeem et al. (2020), reputation, cooperation, and recognition are forerunners of affective-based trust in the sharing economy. Brand reputation prompts improvement from the customer's perspective, which plays an important role in maintaining intent to use and building trust. There has been the development of new patterns and phenomena in sharing economy due to advancements in technology. However, sharing economy is a remarkably competing industry, so to create trust among customers sharing economy platforms should have a brand reputation. Brand reputation also

assists the customer with making decisions furthermore to express the estimation of a specific brand (Vercic and Coric, 2018; Ye et al., 2019; Sharma and Klein, 2020).

In the field of sharing economy, new trends and circumstances have been developed which are connected to changes in the consumption and purchasing behaviour of customers. Better information quality (A1) benefits a customer as well as service providers and make it easy for customers to search for accurate, useful and sufficient information (Kang and Namkung, 2019; Kong et al., 2019). Likewise, in sharing economy information quality is precise and should be persuaded properly. Since unreliable, inadequate, and obsolete information could be misdirecting and unsafe for the customers during the decision-making process. Furthermore, providing better information quality to a customer enables business by offering a tailored problem-oriented solution. Useful, reliable and sufficient information conveys a valuable real-time insight for the support to customers and enhancement of frameworks. Information quality has been viewed as the significant factors that influence customer perspective and frames of mind (Kim et al., 2016). Sharing economy platforms provide a wealth of information, but customers only use the information that they find useful in their decision-making process (Yang et al., 2019). As a result, by providing better information quality to their customers, sharing economy platforms can build a reputation and a positive image.

The sharing economy effectively seeks to build and maintain customer brand trust as the foundation of effective reputation frameworks. At present, sharing economy platforms recognizes that trust is a critical factor in relational exchanges between service provider and customer. Brand trust (A4) is an effect group that includes inference regarding the compassion of the firm to act to the

greatest interests of the customers. Brand trust is the primary integrative component in maintaining relationships with service providers and customers and creates positive brand attitudes. However, brand trust is characterized from a customer viewpoint as the firm will perform reliably with assumptions about its ability, honesty, and altruism towards its customers (Zhu et al.,2019; Alonso-Almedia et al., 2020). The customer perceives the firm to be trustworthy when the firm conducts its business as per the moral standards of the customers. This aspect plays an important role in sharing economy platforms as it builds up an association between the service provider and customers (Ert et al., 2016). Brand trust leads to mitigate risks and conquer uncertainties among customers (Corten and Buskens,2017). Brand confidence incredibly depends on the continued increase of the share economy as well as the decreasing boundaries between customers. The more extensive objective of economic sharing is to ensure calmness, positive impressions and to anticipate customer safety in the management of platforms.

Continuous intention to use (A5) is one of the most essential postadoption practices and a critical aspect of sharing economy. This aspect is contemplated as the precedent of competing advantages and key to the accomplishment of sharing economy. According to Tussyadiah (2016), the benefits of the sharing economy include service quality and benefits that increase customer satisfaction and encourage them to engage in the future. Furthermore, when trust is established between customers and service provider, undeniably customer will continue to participate in sharing economy platforms (Ye et al., 2019; Yi et al., 2020). Brand reputation and brand trust have been demonstrated to be crucial aspect encouraging customers eagerness to continue engaging in sharing economy (Hsu et al., 2018). Customers feel associated with the brand when trust is built in a

specific brand. The customers will continuously participate in a sharing economy when they share a collective identity, know the credibility of, and have a sense of attachment. However, continuous intention to use depends not only on personal views as well on the views of different individuals. Customers must be confident that their transactions and personal information are safe and secure to continue participating in the sharing economy. Therefore, brand reputation, information quality and brand trust significantly contribute to the continuous intention to use the sharing economy.

5.2 Managerial Implications

The study presents a profound vision for practitioners in the sharing economy. Generalizing, the overall scenario for improvement from customer intention perspective confirms that provide benefits (C27), reasonable price (C26), secure about the electronic payment (C9), a good reputation (C10), and useful information (C2). These five are the key criteria that act as a strategic factor with strong links to customer intention improvement in the sharing of business.

In sharing economy, service providers tend to provide benefits (C27) and reasonable price (C26) to the customer which results in high customer participation. The service providers should offer services or products to their customer at economic benefits such as reasonable prices, benefits or discounts are the basic factors that influence customers' choices to participate in sharing economy. Sharing economy should upgrade their business to potential customers, by endorsing special discounts and offers. Special discounts or benefits will motivate customers to continue using the sharing economy platforms. However,

special benefits not just drive customers to participate in sharing economy yet, in addition, motivate them to buy more products or items. Customers more tend to participate in sharing economy usually when they get reasonable prices or benefits from service providers. The firm should provide its customer with financial benefits or offers beyond their expectations. In the present scenario, customers have more options than ever with regards to choosing among countless items and services. Customers participating in sharing economy for time-saving, cost-saving, comfort and social worth are the critical factor that influences continuous intention to use sharing economy. Customer not just expects better-quality affirmation or satisfaction but additionally a persistent arrangement of predominant convenience encounters that surpass customer expectations. Providing services to the customers at reasonable prices influences acquiring a particular product or service. In addition to this, when the customer feels valued their loyalty towards service providers increases. Financial benefits and reasonable prices therefore encourage customers to participate in platforms for sharing economy.

When customers feel secure about electronic payment (C9) in sharing economy platforms, they are more likely to continue participating and recommending to others. Customers' security requirements, like those of all electronic payment platforms, are integrity, confidentiality, authentication, and non-repudiation. Transaction related security is a significant requirement in sharing economy platforms, to validate the service providers with their services and customers with their purchase or sharing. Customers should feel secure about electronic payment when they are dealing with service providers. Safe and secure electronic payment is a basic factor for sharing economy since it will build up trust among customers and service providers. However, several organizations

have gone into business to enable safe and secure electronic payment platform for their customers. Customers generally avoid entering into uncertain circumstances related to their electronic payment. A safe electronic platform aids in the maintenance of a positive relationship between customers and service providers. Sharing economy platforms should provide a safe electronic payment to the customers in such a strongly competitive market. Therefore, protecting transaction-related information and ensure security to customers is a critical factor for the improvement from the customers' intention perspective in sharing economy platforms.

The remarkably competing industry such as sharing economy should have a good reputation (C10) to reduce uncertainty and develop trust among customers. A good reputation is critical for firms desiring to create an uninterrupted dominance over their competitors. To be successful and thus profitable sharing economy should have a good and positive reputation. However, more elevated levels of positive image affiliations, familiarity and lower risk perceptions are for the most favourable circumstances for an organization with a good reputation. The good reputation of a firm can manage customers while assessing products or services, which thus can influence participating intention in the future. With excellent products and services sharing economy platforms can attain a good reputation among customers. For instance, by developing better exchange quality with customers, organizations appreciate more prominent customer loyalty and trust. The trust factor between the current and future customers is achieved by a company with a good market reputation. The main asset for the sharing of economic platforms is its good reputation, providing advantages and higher sales. The perception of a good reputation should precisely evaluate to promote a marketing approach that aligns with customers. This is also important for service

providers and marketers who evaluate brand attainment and develop effective strategies. A good reputation broadens an organization's evaluation and makes acquiring new customers easier. As a result, having a good reputation on sharing economy platforms will increase customer trust and make them feel good about purchasing goods or services.

In sharing economy platforms, the firm should provide useful information (C2) to their customers relevant to their booking. Customer understand that information between customers and service providers is useful, relevant, easy to understand and comprehensive. Improving the quality of information can benefit a platform for economic sharing by facilitating useful information for customers. Customers, on the other hand, feel pleasant and satisfied when the information is useful, credible, and sufficient. Although sharing the economy makes it easier for customers to share and buy, customers generally expect service providers to maintain useful information to meet their customer's interests. Clients will encounter issues in evaluating the products or services offered by the sharing economy platforms with poor information quality. Useful, accurate, reliable and sufficient information plays a critical role in improvement from the customers' intention perspective in sharing economy. The accurate, practical and adequate data increases customers' confidence in the service providers which is essential to the development of buying intent and behaviour.

Chapter 6 Conclusion

Economy sharing platforms almost instinctively reverberate in India, which is the result of business traction in companies such as Oyo rooms and Uber, among other things. Platforms for the sharing economy are gaining traction in the commercial marketplace and are quickly becoming a viable option for customers. As a result, this study attempts to assert appropriate expert approaches as well as customer perceptions to improve the sharing economy trust criteria from the perspective of customer intention. This study proposes a set of attributes that includes six aspects, as well as twenty seven criteria, such as information quality, transaction safety, brand reputation, brand trust, continuous intention to use, and economic feasibility. To assess the linguistic preferences of experts and customers in order to provide valid and reliable results with both academic and practical implications. The fuzzy DEMATEL is used in this study to confirm attribute interrelationships and anticipate attributes in cause and effect groups.

The study finds that brand reputation and information quality are the causal groups that directly impact continuous intention to use sharing economy platforms. These aspects play a significant role in undermining the improvement from the customers' intention perspective. The top causal criteria that lead to improvement from the perspective of customer intention in sharing economy platforms were discovered to be benefits, reasonable prices, secure electronic payment, good reputation, and useful information. However, economic feasibility is a causal factor that leads to improvements in customer intention in sharing economy platforms. These aspects and criteria are recognized as important factors in terms of customer intention and performance in sharing economy platforms.

This study adds to both theoretical and managerial understandings of the sharing economy by confirming the progressive structure and recognizing the significant characteristics that primarily affect the improvement from the customers' intention perspective in sharing economy platforms. Brand reputation and information quality are identified as the most significant aspects influencing customers in the sharing economy platforms framework. In addition, provide benefits, reasonable prices, secure electronic payment, good reputation and useful information are imperative criteria that influence customers' willingness to continue engaging in sharing economy platforms.

This study has some restrictions. First, a thorough literature review deliberately differentiated the evaluation of aspects and criteria. Second, a predetermined number of specialists and customers were studied because of geological boundaries. The framework should perhaps be extended to a progressively broader scope for future studies. Furthermore, while the legitimacy and reliability of the different levels of structure are confirmed, in future reviews the number of respondents should be increased to ensure consistency and avoid distortion.

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