

An Empirical Study on Consumers' Intention to Use a Global Business-to-Consumer Sharing Platform

JKT 23(7)

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Received 12 August 2019

Revised 30 September 2019

Accepted 10 November 2019

Abstract

Purpose – This study aims to examine the factors that affect consumers' intention to use a global business-to-consumer sharing platform.

Design/methodology – The questionnaire collected 300 copies from June 25 to July 11, 2019, of which 281 were used for statistical processing. The structural equation model (SEM) was used to test hypothesis in this research.

Findings – The results showed that information innovation, personalization, and personal innovation influenced perceived usefulness, and social connectivity did not affect perceived usefulness. And perceived usefulness greatly influenced the intention to use.

Research limitations/implications – The limitations of the study are that most of the survey respondents were in their twenties and could not grasp the perception of sharing economy services for various age groups. This paper derived implications that sharing platform promotes sharing and cooperation, which are the basic principles of international trade, to increase the intrinsic value of resources by cyclically using and utilizing limited resources around the world.

Originality/value – It aims to contribute to the growth of consumer value-related industries and the welfare of society by providing implications from the point of view of sharing platform services.

Keywords: Intention to Use, Perceived Usefulness, Sharing Platform, Social Connectivity

JEL Classifications: L82, L 84, L86, L96

1. Introduction

The sharing economy, an economic activity that is not owned and used together, has moved from the center of ownership to the center of access, creating a new ecosystem in which the sharing economy, the value of cooperation and sharing, will replace the side effects of capitalism (Rifkin, 2000). In the past, purchasing a product was the most ideal was to own a product and/or service, but as the market became more global, people leaned more toward sharing access to goods and service. Nowadays, the use of products and services put more importance on sharing the goods among peers rather than owning a certain item or service (Lawrence, 2008; Lee Han-Na et al., 2016). The sharing economy market is rapidly growing with 70% of the top 10 global companies turning into sharing platform companies (Rifkin, 2000). "Time" selected sharing among the '10 Ideas to Change the World' and predicted the

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benefits and growth of collaborative consumption. According to PwC (2015), the share of the world's sharing economy has grown at a CAGR of 78% over the five years since 2010, and the sharing economic market, which is worth US\$ 15 billion in 2013, is expected to reach US\$ 335 billion by 2025. This has been demonstrated in the sharing economy market, which is growing rapidly in recent years (Walsh, 2010). The idea of "sharing" made great impact into the business world, combined with digital platforms. The spread of IT-based services has made the sharing economy easier and safer to use, also with the help of the expansion of development and mobile technology which reduces time and space distance. In addition to the advancement of the digital economy, global interest in the sharing economy is increasing through smartphone apps, which collaboratively consumes idle resources owned by individuals, businesses, and society. The concept of a sharing economy varies in a similar context, and for the first time, the term "sharing economy" was defined as an economy based on collaborative consumption, in which produced products are shared among people (Lawrence, 2008). There are also similar terms, such as collaborative consumption, commercial sharing systems, co-production, co-creation, production consumption, product-service systems, access-based consumption, and consumer participation. Sharing economic services are expanding from tangible resources such as automobiles, space, clothing and books to intangible resources such as time and talent (Cho Yeon-Soo and Jeong Yong-Gil, 2019).

In today's global consumer era, sharing economy can also be applied to trade environment. During its Fourth Industrial Revolution, with increasing uncertainty, reasonable consumption was at its highest necessity in which sharing economy played a big role. The sharing economy promotes sharing and cooperation, which are the basic principles of trade, to which it increases international trade by utilizing limited resources around the world. Furthermore, in a global era where protected trade has become more intensified, global sharing platform allows to become an alternative to any trade barriers.

As more attention toward sharing economy increased, further study regarding theoretical discussions on the definition and scope, as well as the market characteristics, was conducted (Belk, 2010/2014; Dupuis, 2018; Hamari and Sjøklint, 2016; Rowe, 2017; Sutherland and Jarrahi, 2018). In addition, studies on particular cases concerning sharing platforms are continuously being conducted (Cohen, 2018; Henten, Hansen and Windekilde, 2016; Roh Tae-Hyup, 2017; Tham, 2016; Tseng and Chan, 2019). On the other hand, existing studies primarily focuses on theoretical discussions on sharing economy as where some deficiencies on empirical analytical studies lack. Therefore, a deep understanding and empirical analysis on using sharing platform in essential for consumers.

In conclusion, this study aims to examine the factors that affect consumers' intention to use a business-to-consumer sharing platform, which has characteristics that primarily utilize two-sided markets for the Internet and mobile devices as trading channel (Rinne, 2013).

2. Literature Review

2.1. Concept of Sharing Economy

The sharing economy was first used by Lessig (2008) after the 2008 global financial crisis and there is no unified definition yet (Botsman, 2013; Sundararajan, 2016/2018). Lessig (2008) divides the sharing economy into a shared economy of collaborative consumption in which many people share and use products that contrast with the traditional economy. Stephan (2015) states that the value of the sharing economy is seen when redistributing surplus to the community, and Sundararajan (2016/2018) defines the sharing economy as mass

capitalism. Ko (2014) stated that the sharing economy is operating based on collaborative consumption. As shown in Table 1, the sharing economy is categorized differently according to different categories such as collaborative consumption, cooperative economy, prosumer, and platform business. There is a limit on comprehensively defining the characteristics of the sharing economy with these various aspects.

Table 1. Various Names of the Sharing Economy

Consumption	Material	Information	Purpose	Technology Base	Labor
Cooperative union, Cooperative economy, Mass capitalism, Open source, Cooperative consumption, prosumer, on demand	Cooperative Consumption, CCL Copyleft prosumer, etc.	Open Source, CCL Copyleft	Future economy, Profit economy, non-profit economy, etc.	O2O Platform, Platform Business and etc.	Gig Platform, Gig Economy, Free Agent, etc.

Source: Botsman (2013) and Sundararajan (2018).

To sum up, the sharing economy presents a common opinion in that individuals do not monopolize and own resources, but instead cooperate and consume them. Although there is the impression of a new system proposal in terms of skepticism and challenge for mass production and mass consumption, which is the hallmark of industrial society and capitalism, this concept is actually a familiar form of culture in terms of sharing and using resources with neighbors, families and friends. In other words, the biggest feature of the sharing economy system is that individuals and groups do not own specific resources but need each other's values. The concept of sharing has been in the spotlight as the development of technology, which has been tailored to the needs of the government and the direction of companies in the past, has changed since the 1990s, with the spread of the Internet and the consumer's most important element based on various platform services. In addition, it can be said that the driving force was gained from the rebound of adverse effects such as environment and ethics generated in the previous industrial society.

2.2. Diffusion Background of Sharing Platform

In the background of the sharing economy, complex factors such as economics, information and communication, and the population and social environment are at work (Sweeney and Soutar, 2001).

The following encounters the properties of sharing economy platform obtained from theoretical background of sharing platform.

2.2.1. Information Innovation

The emergence of new industries in the form of convergence and hybrids based on the development of ICT is considered another factor in the spread of the sharing economy. The ecosystem of the platform business is evolving into an ecosystem that is interlocked with the ICT industry. In the corporate-led trading market in the past, consumers were passive, but now consumers armed with mobile and social media can trade directly with individuals online (Owyang, Samuel and Greville, 2014).

In a consumer-driven market, innovative information are crucial to attract and appeal. In other words, “innovation” is where new perception of objects, thoughts, and behaviors that are outside the box of the existing perceptions are newly recognized (Robertson, 1967) and those recognitions are subjective to individuals who decide on the responses to those matters (Rogers, 1995). In addition, studies in marketing and communications have focused on innovation which can also be distinguished as individuals who are more inclined to acquire new information or accept new matter (Hirschman, 1980). Innovation, the core dynamic in the market, is the essential for all consumers’ point of view.

2.2.2. Personalization

The use of smartphones led to the spread of sharing economy. The rapidly propagated mobile device, called smartphones, is a significant driver for the ecological change. Due to the wide spread of mobile devices, the leading role of users is surging. Real-time responses that satisfy convenience and satisfaction of users are key elements to Smart Platform environments.

Personalization in a sharing economy correlates to the amounts of customization to individuals in a sharing platform. Studies have been continuously conducted especially in the field of new devices especially mobile, marketing, and advertising. According to Durlacher Research (1999), personalization, along with location and instant connectivity, has become a key attribute of future mobile communications. Personalization is based on the users’ context, such as characteristics, product purchase trend, service usage type and also location. This personalization can be seen as the biggest difference with the existing advertising media as the use of real-time information can provide more efficient personalized information (Nam Ki-Hwa and Jung Sung-Yeo, 2011).

2.2.3. Social Connectivity

The change of social perception was an important factor in the emergence and spread of the sharing economy. The younger generation is pursuing consumption not through ownership but through utilization (Lessig, 2008; Sundararajan, 2016). In addition, for consumers, the concept of experience is perceived as an important factor within the scope of the sharing economy rather than the ownership of resources. In other words, the consumer understands the characteristics of the product and invests a set period of time and experience to achieve reasonable consumption through various sharing services. Against this backdrop, collaborative networks such as consumers and consumers (C2C) or businesses and consumers (B2C) have played a key role in the spread of sharing economies in recent business.

Social connection is what allows the sharing platform to provide and maintain some degree of interpersonal intimacy with consumers. Social ties are self-awareness of relationships with others and a lasting and stable intimacy across society (Lee and Robins, 1995). This engagement also relates to the development of positive and close communication (empathy, affiliation, consideration, respect, and trust) among others through interpersonal emotion and meaningful social interactions (Philips-Salmi et al., 2012). This can also relate to the desire when one creates an interest in another and when perceived that the other person is considerate, this connectivity with the society is when the desire is sufficed (Ryan and Deci, 2000). As the marketing side’s view toward social connectivity, the concept can be interpreted as the exchange process to build up intimacy, friendship, and personal trust (Rodriguez and Wilson, 2002). In order to achieve good results between a buyer and a seller, positivity and intimacy is important (Wilson, 1995). This shows that social connectivity plays an essential role in relationships.

2.2.4. *Personal Innovation*

Personal characteristics have impact on the sharing platform. Individual innovation serves as a proliferation factor for sharing platforms. Lu (2014) claims that personal innovation is a voluntary factor, insisting that early adopters generally have better audacity for adventure, leadership, and complex skills. In addition, Rogers (1995) claims in his innovation diffusion theory as innovative individuals have willingness to accept new information technology before others whereas less innovative users fear change and are negative toward new information technology. In conclusion, personal innovation is an important factor in embracing new information technologies.

2.2.5. *Perceived Usefulness*

The sharing platform brought about the spread of the sharing economy with eco-friendly effects. As we entered this era of low growth, we reduced our spending capacity and focused on reusing our existing resources. The characteristics of capitalism, which values efficiency, have begun to function properly in the era of low growth. This result naturally stimulates recycling instead of overconsumption, which in turn has an eco-friendly effect.

Perceived usefulness is the degree of belief that an individual's use of a particular system will improve the performance of their work (Davis, 1989). Several researchers proposed a new methodology for evaluating the usefulness of the system by comparing the perceived value of the system with the value of the existing experience (Rogers, 1995). Based on this methodology, the system will be selected for use in the future and the utility that will be acquired through use of the system will be assessed in the evaluation process.

2.2.6. *Intention to Use*

Through the positive image and high awareness, the service selected by the consumer is formed with high perceived quality and can increase the consumer's intention to use. The positive attitudes of consumers and their intention to use can be the basis for others to recommend. In particular, if positive evaluations are made, the possibility of informal exchanges of communication among consumers will increase. This refers to the behavior in which a consumer purchases a product and recommends to people simply by their subjective judgment which can have high impact on the sale of product. Purchase intention refers to the consumer's planned future behavior, in which the probability that beliefs and attitudes are transferred to action. The intention to use was described by Fishbein and Fishbein and Ajzen (1975) as the intensity of personal attitude increase, so will the individual's behavioral intentions. Davis (1989) stated that intention to use is intended to accommodate new information technology. In the previous stage of actual use behavior, the attitude describing and predicting the user's behavior influenced the will of action, and this behavior was linked to actual use (Bhattacharjee, 2001; Bhattacharjee and Premkumar, 2004). Therefore, intention to use defined user intention as the degree of willingness to use the platform.

3. Hypotheses

3.1. Information Innovation and Perceived Usefulness

In a consumer-driven market, information must be innovative to attract attention. In other words, innovation is defined as recognition of new matters, thoughts, and actions that are outside the existing factors (Robertson, 1967).

In order to meet the needs and desire of individuals, the information acquired through the

Internet is not simply related to technical performance (Vogt and Fesenmaier, 1998). Since individuals have different values to pursue through information, individual characteristics of information can be divided. According to Jeong Hee-Jin (2012), the dimension of travel information through social media is divided into functional, innovative, hedonic, aesthetic, and symbolic.

Information provided online by a number of researchers has been seen as a major factor affecting the quality of online travel services (Kaynam and Black, 2000; Kim and Lee, 2004; Kim Na-Eun, 2008).

In the general theory of innovation, the theory explains the concept of characteristics of innovation rather than technical innovation of a product may affect the consumers' intention to use. The attitude on how innovation is perceived by potential consumers is significant (Rogers, 1983).

While sharing economy and technical innovation have relativity to a certain extent in regards to a new business model, the importance of knowledge, experience and information cannot be overlooked, which therefore we can assume that information innovation will play an important role in the use of a sharing platform. Thus, we hypothesize the following.

H1: Information innovation will have a positive impact on the perceived usefulness of the sharing platform.

3.2. Personalization and Perceived Usefulness

Sharing Platform's personalization is how much consumers' perceive customization to themselves of the sharing platform. Studies have been conducted on new devices, such as mobile, marketing, and advertising. According to Durlacher Research (1999), personalization, along with location and instant connectivity, has become the key property to future mobile communications.

Regarding the quality of personalized service, Wiegman and Koth (1999) have argued that providing personalized products and services according to the individual needs of customers is an effective way of securing loyal customers.

Luedi (1997) claims that personalization is the third step of web's evolution and the only way to show personally relevant content is to increase customer loyalty in order for users to visit more frequently.

The study of Merisavo et al. (2007) on consumer acceptance of mobile advertising reveals that the usefulness of personalized contextual information in mobile advertising influences consumers' acceptance of mobile advertising. In this context, Kim Ki-Youn, Kim Hung-Kyu and Lee Bong-Kyu (2011) suggested that among the four types of consumers presented in the study of consumer segmentation according to the recognition type of smart mobile advertising, mobile advertising should be provided anytime and anywhere according to the location and context of consumers. Consumers who put more dependence on personal situation have high appreciation for new technology mashup advertisements as location-based information service are the most useful.

In addition, perceived usefulness, personalization, and interactivity among the evaluation factors of location-based advertising have an effect on the intention to use and recommendation intention (Han Ji-Sook, 2014).

For the sharing economy top successfully operate on the internet among strangers, the most important factor is to connect suppliers and consumers with each other according to their tastes (Owyang, Samuel and Grenville, 2014). Thus, we hypothesize the following.

H2: Personalization will have a positive impact on the perceived usefulness of the sharing platform.

3.3. Social Connectivity and Perceived Usefulness

Social connectivity allows sharing platform to provide and maintain interpersonal intimacy among consumers. Social bonding is self-awareness of relationships with others and a stable intimacy across the society (Lee and Robins, 1995).

Social connectivity is crucial due to consumers' satisfaction toward the convenience of using goods or services. The formation of social connectivity regarding online services has positive effect on consumer satisfaction (Chen and Chiu, 2009), which shows that social ties are important for online platform as well as offline. This social connectivity is generally measuring based on strength of connectivity or ties. Social ties strength is a multi-dimensional construct that represents the strength of interpersonal social relations, which is a combination of mutual intimacy, emotional strength, mutually beneficial services, and total time (Ryan and Deci, 2000). The closer the ties, the higher the strength of the bond that creates trust among each other, which also relates to the greater effort each makes on sharing necessary information (Rodríguez, Carlos and Wilson, 2002). Moreover, strong ties correlates to useful information and influence on others and their decision (Levin and Cross, 2004; Steffes and Burgee, 2009).

Ha Yong-Hyun (2014) suggested, through a study on the influence of social media utilization characteristics on the user's value attitude, that cultural exchange affects users' attitude in using social media in a sharing economy. Social factors are presented as external preliminary variables that are important in the acceptance of information system users (Davis, 1989). For social media users, social factors reflect social influences on users, meaning that motives for use are formed in social relations (Baek Seung-Hee, 2002). Haridakas and Hanson (2009) argue that social relations and activities affect the intention to use or participation of internet services.

According to Lee Je-Hong (2006), online users and their interactions to each other can have positive effect on the satisfaction of a website. Based on the discussion above, this study viewed social interaction among users as positive factor on perceptual usefulness of sharing platform. Thus, we hypothesize the following.

H3: Social connectivity will have a positive impact on the perceived usefulness of the sharing platform.

3.4. Personal Innovation and Perceived Usefulness

Personal innovation has mostly been studied in terms of personal characteristics in new technologies or product acceptance. Studies on individuals' tendency to innovate showed that the higher the person's innovation, the positive influence on the acceptance of new technology (Liao and Tsou, 2009). Many researchers have supported personal innovation as one of the key concepts in the expanded TAM as a personal characteristic variable (Agarwal and Karahanna, 2000; Lewis, Agarwal and Sambamurthy, 2003). Innovation has a significant impact on perceived usefulness in factors that affect the intended use of mobile social media, while the personality tendency, technological innovation affects perceived enjoyment in the intention to use the sharing economy platform (Yoon Ji-Ho, 2016).

Each consumers' personal propensity does not solely reply on their audacity for innovation, but also by the influence from their peers. The peers' influence has been referred to as "social influence" in previous studies (Lai, Debbarma and Ulhas, 2012), however this concept can also be viewed as fear of being separated from the social mainstream instead of emphasis on individual personality. Consumers tend to feel psychological anxiety when excluded from members of the society, which bring more tendency to follow the behavior of others

(Przybylski et al., 2013). Through numerous studies, this concept described as fear of becoming an outcast have shown significant effect on the acceptance of innovation (Alt, 2015; Baker, Krieger and LeRoy, 2016; Przybylski et al., 2013). Thus, we hypothesize the following.

H4: Personal innovation for service use will have a positive impact on the perceived usefulness of the sharing platform.

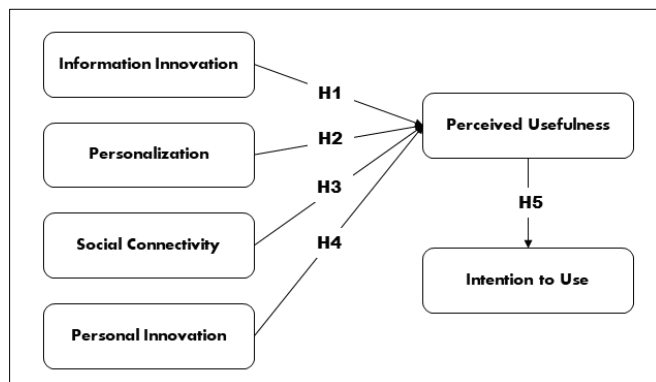
3.5. Perceived Usefulness and Intention to Use

Perceived usefulness is the perception that certain characteristics will be useful for individuals. Individuals makes decisions based on their perception of usefulness on carrying out their work.

Perceived usefulness has been demonstrated through teacher studies as a key factor affecting system acceptance and an important predictor of acceptance (Venkatesh et al., 2003). Perceived usefulness is a concept similar to perceived value, which plays a key role in decision making as a predictor of user behavior. Agarwal and Karahanna (2000) analyzed that the reliability of the review and the sufficiency of information provision perceived by users of mobile dining application had a significant effect on usefulness and persistent intention to use. Information system users can estimate the functional intention of the service by evaluating the service related attributes to determine the final intention of the service. The concept of perceived usefulness has been used by the technology acceptance model of Davis (1989) to describe behaviors related to the computer technology. Based on the above discussion, we offer the following hypothesis.

H5: Perceived usefulness has a positive effect on the intention to use of the sharing platform.

Fig. 1. Research Model



4. Method

4.1. Data Collection

South Korea's digital industry including information has witnessed a rapid development, for which the world relies on South Korea for digital products. Despite the sluggish domestic economy over the past few years, the demand for advanced digital device became epidemic

which led to fast market response, making global IT companies to make use of test bed. In South Korea, consumers' ranging from 20s to 30s are the most enthusiast for digital technology, which makes them a good testbeds in the digital industry as their digital product adaptability are viewed as most competitive compared to the same age range in other developed countries (Chambers of Commerce & Industry, 2006).

The survey method was chosen to obtain the data needed for this empirical study in South Korea. The questionnaire was divided into information innovation, personalization, social connectivity, personal innovation, perceived usefulness, and intention to use. The variables used as hypothesis verification in the research model consisted of a questionnaire on the Likert 7-point scale.

The questions asked about the personal characteristics of the survey respondents were about gender, age, occupation, educational background, household monthly income, and services using the sharing economy platform.

Samples were randomly collected from Seoul, Gyeonggi Province and North Gyeongsang Province in South Korea to target users and potential users who are aware of the sharing economy service and conducted surveys through face-to-face and Google Survey. The questionnaire collected 300 copies from June 25 to July 11, 2019, of which 281 were used for statistical processing except for 19 cases which were not responded properly.

The items for each variable were prepared by referring to the preceding studies. The operational definitions and measurement items of the variables and the contents of the preceding studies were shown in Table 2.

Table 2. Operational Definition and Measurement Items

Variables	Operational Definition	Reference
Information Innovation	Providing information that meet the needs and desires of individuals ① Sharing platform information helps you choose your purpose ② Sharing platform information can be found to satisfy the desire service ③ Using a Sharing platform can give a different experience ④ Using a Sharing platform can do interesting activities	Jeong Hee-Jin (2012), Kaynam and Black (2000), Kim and Lee (2004), Kim Na-Eun (2008), Robertson (1967), Rogers (1983) and Vogt and Fesenmaier (1998)
Personalization	Providing platform-specific contextual information ① Sharing platform provides customized products ② Sharing platform provides the goods you want ③ Sharing platform provides products that fit my needs ④ Sharing platform provides products at the right time	Han Ji-Sook (2014), Kim Ki-Youn, Kim Hung-Kyu and Lee Bong-Kyu (2011), Luedi (1997), Merisavo et al. (2007), Wiegman and Koth (1999)
Social Connectivity	Social connectivity means that the social connection between the community and the social network leads to opportunities for user-to-user interaction, information exchange, customer acquisition and advertising ① Smooth communication with people using sharing platform ② Sharing platform helps you to connect with people ③ Can work well with people using sharing platform ④ Feel intimate with people using sharing platform	Davis (1989), Ha Yong-Hyun (2014), Haridakis and Hanson (2009), Lee, Je-Hong (2006) and Lee and Robins (1995)

Table 2. (Continued)

Variables	Operational Definition	Reference
Personal Innovation	Personal characteristics in accepting new technologies or products ① I will use the new product promptly. ② I am interested in the latest information on new technologies and media ③ I try to learn how to use the newest equipment ④ I know a lot about high-tech products. ⑤ I own a lot of high-tech products. ⑥ I am willing to try high-tech products I've never heard of before	Alt (2015), Agarwal and Karahanna (2000), Baker, Krieger and LeRoy (2016), Lewis, Agarwal and Sambamurthy (2003), Lai, Debbarma and Ulhas (2012), Przybylski et al. (2013) and Przybylski et al. (2013)
Perceived Usefulness	Usability based on functional / economic benefits gained through the use of sharing economic services ① Sharing platform helps to use related services ② Sharing platform helps me ③ Low-cost services available on sharing platform ④ Sharing platform can save you money compared to existing facilities ⑤ Sharing platforms are generally useful	Agarwal and Karahanna (2000), Davis (1989), Rogers (1995) and Venkatesh et al. (2003)
Intention to Use	Intent to continue to use sharing economic services ① Willing to use sharing platform in future ② Use platform when relevant information is needed ③ Willing to book services on a sharing platform ④ Sharing platform to recommend to others ⑤ Explain the positive aspects of a sharing platform to others ⑥ I will recommend the platform to the people around me.	Bhattacharjee (2001), Bhattacharjee and Premkumar (2004), Davis (1989) and Fishbein and Ajzen (1975)

4.2. Sample

As shown in Table 3, analysis of the general characteristics of the survey found that the proportion of males to females was higher than that of females, with 50.5% for males and 49.5% for females. The age group was 75.1% for 20-29 years, 8.2% for 30-39 years, 6.8% for 40-49 years, 8.9% for 50-59 years, and 1% for over 60 years.

The percentage of occupations was 68.7% for university students and graduate students, 17.4% for workers, 6.8% for Professional job, 3.6% for self-employed, 1.8% for housewives, and 1.7% for others. The percentage of education was 10% for high school graduate, 78.3% for college student/college graduation, 11.7% for more than a graduate school. The area was 56.9% for Seoul, 25.3% for Gyeonggi Province, 17.8% for North Gyeongsang Province in Korea.

The possibility of the occurrence of common method bias needs to be taken into account,

due to surveying of same respondents based on independent variables and dependent variable conducted. In order to verify that common method bias was a factor in the survey, we ran Harman's single-factor test (Podskaoff et al., 2003). We used a confirmatory factor analysis containing all items and checked to see whether a single factor emerged. Analysis revealed very poor model fit for a single factor ($\chi^2=2417.231$ (df=401, $p=0.000$), $\chi^2/df=6.240$, RMSEA=0.128, CFI=0.675, TLI=0.653, NFI=0.642). Therefore, common method bias was not a concern in this study.

Table 3. Characteristics of the Sample

	Division	Frequency	Percent (%)	Division	Frequency	Percent (%)	
Gender	Male	139	49.5	Monthly income (per household)	Less than 3 million won	59	21
	Female	142	50.5		3~5 million won	85	30.2
Age	20's	211	75.1		5-7 million won	50	17.8
	30's	23	8.2		More than 3 million won	87	31
	40's	19	6.8	Occupation	College student(Graduate student)	193	68.7
	50's	25	8.9		Office worker	49	17.4
	60's and above	3	1.0		Professional Job	19	6.8
Education	High school graduate	28	10	Self-employment	House wife	5	1.8
					Not employed	5	1.7
					Sharing Platform Service Area	Experienced	236
	College student/College graduation	220	78.3	No experience	Seoul	160	56.9
					Gyeonggi Province	71	25.3
	More than a graduate school	33	11.7	North Gyeongsang Province	North	50	17.8

4.3. Validity and Reliability Aanalysis

This study conducted the Confirmatory Factor Analysis (CFA) to analyze the validity and reliability on all variables. All variable of standardized path coefficient (Loading) reached over 0.5 or more, which showed that each variable that measure each component have the concentration validity and has been shown to exhibit high internal consistency. Cronbach's α values also showed high internal consistency with all variables located between 0.867 and 0.944.

In addition, the individual variance extraction index (AVE) of all variables was greater than 0.5 to meet the conditions, and the concept reliability (CR) was also above 0.7, indicating the legitimacy of reliability.

The final confirmatory factor analysis of all variables is presented in Table 4.

Table 4. Results of Reliability and Validity Analysis

Construct/items	Standardized loadings
Information Innovation (Cronbach's α =.907, AVE=0.618, CR=0.866)	
Sharing platform Information helps you choose your purpose	0.815
Sharing platform Information can be found to satisfy the desire service	0.762
Using a Sharing platform can give a different experience	0.903
Using a Sharing platform can do interesting activities	0.878
Personalization (Cronbach's α =.910, AVE=0.624, CR=0.869)	
Sharing platform provides customized products	0.805
Sharing platform provides the goods you want	0.839
Sharing platform provides products that fit my needs	0.862
Sharing platform provides products at the right time	0.879
Social Connectivity (Cronbach's α =.903, AVE=0.564, CR=0.837)	
Smooth communication with people using sharing platform	0.849
Sharing platform helps you to connect with people	0.904
Can work well with people using sharing platform	0.902
Feel intimate with people using sharing platform	0.711
Personal Innovation (Cronbach's α =.867, AVE=0.504, CR=0.838)	
I will use the new product promptly	0.811
I am interested in the latest information on new technologies and media	0.854
I try to learn how to use the newest equipment	0.744
I know a lot about high-tech products.	0.511
I own a lot of high-tech products	0.717
I am willing to try high-tech products I've never heard of before	0.694
Perceived Usefulness (Cronbach's α =.929, AVE=0.665, CR=0.908)	
Sharing platform helps to use related services	0.860
Sharing platform helps me	0.874
Low-cost services available on sharing platform	0.798
Sharing platform can save you money compared to existing facilities	0.833
Sharing platforms are generally useful	0.875
Intention of Use (Cronbach's α =.944, AVE=0.670, CR=0.924)	
Willing to use sharing platform in future	0.878
Use sharing platform when relevant information is needed	0.895
Willing to book services on a sharing platform	0.895
Sharing platform to recommend to others	0.880
Explain the positive aspects of a sharing platform to others	0.774
I will recommend the platform to the people around me	0.842
$\chi^2=847.292(df=362, p=.000)$, $\chi^2/df=2.341$, RMSEA=.069, CFI=.930, TLI=.916, IFI=.931	

Table 5 presents the means, standard deviations, and correlation coefficients of all the variables. The results of the correlation analysis were found to be significant between all variables (Fornell and Larcker, 1981).

Table 5. Correlations

Variables	Mean	SD	1	2	3	4	5	6
Information Innovation	5.3674	1.0682	1					
Personalization	5.1307	1.0903	.670**	1				
Social Connectivity	4.8193	1.2374	.479**	.555**	1			
Personal Innovation	4.7763	1.2090	.366**	.389**	.400**	1		
Perceived Usefulness	5.3153	1.0051	.725**	.717**	.484**	.437**	1	
Intention of Use	5.3612	1.0463	.653**	.669**	.431**	.488**	.849**	1

Note: * $p < 0.05$, ** $p < 0.01$.

4.4. Results

The various hypotheses presented in this work can be confirmed through the use of structural path coefficients. While the value of χ^2 (χ^2 (366)=852.836, $p=0.00$) is significant, the various other values in the measurement model indicated an adequate model fit (CFI=0.930, IFI=0.931, TLI= 0.917, RMSEA=0.069, NFI=0.885).

The analysis of the innovativeness and perceived usefulness of information on the global sharing platform had a significant influence on the path coefficient of 0.437 (***) and $p < 0.50$. The information innovation of the global sharing platform is reaffirmed in this study with the same results as having a positive effect on perceived usefulness. Information of Innovation affects perceived usefulness.

Analysis of the personalization of global sharing platform and perceived usefulness showed that the path coefficient was 0.388(***), $p < 0.50$ respectively. It is found that the more personalization is provided on the global sharing platform, the more useful it is. As a result, the personalized service offered on the global sharing platform is a very important factor for consumers who use it.

Table 6. Results of Hypothesis Test

Hypothesis				Estimate	S.E.	C.R.	P
H1	Perceived Usefulness	←	Personalization	.388	.066	5.462	***
H2	Perceived Usefulness	←	Information Innovation	.437	.063	6.506	***
H3	Perceived Usefulness	←	Social Connectivity	-.017	.037	-.350	.726
H4	Perceived Usefulness	←	Personal Innovation	.173	.039	3.742	***
H5	Intention of Use	←	Perceived Usefulness	.911	.056	17.390	***

Note: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.001$.

The analysis that the social connectivity that can be enjoyed in the global sharing platform will affect the perceived usefulness of the consumers is not statistically significant as the path coefficient is -0.17 , $p > 0.5$. The result shows that social connectivity does not affect the intention to use the travel sharing platform.

In the analysis of personal innovation and perceived usefulness of the global sharing platform, the path coefficient was significant as 0.173 (***) , $p > 0.50$. The higher the innovation level, the higher the usefulness of the sharing platform. Therefore, it was found that user's personal innovative tendency is a very important factor for consumers who use the service.

In the analysis of perceived usefulness and intention of use of the global sharing platform, the path coefficient was significant as 0.911 (***) , $p > 0.50$. A useful service to the global sharing platform will be available to consumers.

5. Conclusions

5.1. Findings

The main findings of this study are as follows. First, information innovation, personalization and personal innovation showed statistically significant results for perceived usefulness except social connectivity. Among these, information innovation was the most influential, followed by personalization and personal innovation.

Second, the findings show that information innovation is an important driver of perceived usefulness. In the sharing platform of intangible resources in relation to knowledge and experience of sharing economy, improvement of information quality and easy access to innovative information for users are key components. Intangible resources are not as reliable on specification or use of a product, equipped much like a type resource, however, can be selected with attractive information and information quality provided by the platform. Customers who are dissatisfied with existing services or have given up purchasing will be able to enter the sharing platform, but other users will have to prioritize innovative aspects of information and quality of information.

Third, personalization positively affects perceived usefulness. This result implies that is personalization a key factor influencing perceived usefulness.

The sharing platform should focus on the development of customized products considering individual taste and timeliness. In recent years, personalized products or services that prioritize individual personalities and characteristics have been highlighted. This is supported by the development of information and communication technology and mobile, and since the sharing economy is also a platform-based service of web and application, it should follow this trend. Because of the nature of the transaction in the sharing platform, it is possible to provide various products because individuals become the subject. Therefore, based on the advantage of providing such diversity, the utilization rate of the platform will be higher if the product is developed focusing on the individual taste.

Fourth, social connectivity did not affect the perceived usefulness of the sharing platform. This result is consistent with the results of previous study (Ryu et al., 2017) arguing that other product and services, bartering, and cooperative communities are not related to perceived usefulness. Since the sharing platform is an inter-personal transaction, it is assumed that it creates an opportunity to form a bond in a travel destination. In this study, it was found that the community on the site that carries social connectivity is not important for the platform in order to use the platform continuously.

Fifth, the perceived usefulness of the sharing platform has a statistically significant effect on intention to use. The more perceived the usefulness of the sharing platform, the more

positive effect it has on the users. These findings were consistent with previous study (Choi and Hong, 2014) that the use of sharing platform services affects the intention to use by three variables: usefulness, ease of use, and social impact.

5.2. Implications

First, this study is an initial empirical study on the useful factors perceived by users using sharing platform services and their intention to use them. It may be helpful to set the research direction for researchers who want to start related research in the future. It is also expected that employees in the service industry will be able to help develop future service plans and strategies by identifying what factors users consider important when actually using the service.

Second, the sharing platform can be an alternative to avoiding the deepening barriers to protectionism. The sharing platform promotes sharing and cooperation, which are the basic principles of international trade, to increase the trade by cyclically using and utilizing limited resources around the world. In addition, in a global environment where protectionism is deepening, a global sharing platform can be an alternative to avoiding trade barriers. In particular, the accommodation sharing culture offered by the sharing platform provides an opportunity to understand and live in the homes of other cultures. And it can also help bridge the economic gap, where 97 percent of the profits go to local economies, including hosts that provided homes. Not only ordinary people, but also those who have lost their jobs, careers, and also elders who may not be financially stable can all benefit. This will be an alternative to overcome the conflicts arising from deepening protectionism by enhancing the understanding of cross-cultural through experience of sharing platform.

Third, the sharing platform should focus on the development of customized products or service that take into account personal tastes and timing. In recent years, personalized products or services that prioritize individual personalities and characteristics have been in the spotlight. The sharing platform is able to recommend variety of products because individuals are the main source in the nature of transactions. Therefore, if products are developed with the greatest focus on individual tastes based on the advantages of providing this diversity, the provision of personalized products or services could spread the sharing economy.

Fourth, the sharing platform will form a new mega trend. The users of the sharing platform are mainly in their 20s and 30s who are familiar with smartphones and the internet but are expected to expand to all age groups. Korea has the world's best ICT technology and wired/wireless Internet networks along with high education levels. Considering the expansion of online and the reaction of young consumer generation, the growth potential as a business model is estimated to be very large. At the same time, the culture of sharing platform is rapidly spreading, based on the millennial generation who have a strong propensity for consumption via internet and mobile and pursue rational consumption.

Fifth, perceived usefulness can establish a practical strategy at the marketing level. Therefore, it will be the basis for establishing a strategy in terms of marketing to find out how useful it feels through factors that affect the intention to use of the sharing platform. As a marketing promotion strategy, introducing the sharing economy is crucial through public relations, such as building a sharing hub, sharing experience events, and making efforts to raise social awareness about the sharing platform by discovering success cases.

5.3. Limitations

First, the most of the survey respondents for this study were from the age range from 20's

to 30's and could not grasp the perception of sharing platform for different age groups. Further studies suggest the need to conduct research, including the personal characteristics of service users through more diverse distribution of respondents.

Second, this study does not designate specific sharing platform services but includes all categories of sharing platform services. The car sharing of the service without purchasing the product and the travel information sharing platform among the users in the community may show different influence factors. Therefore, further studies raise the need to segment sharing platform services to identify the impact factors on more specific services.

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