

Sharing Economy: A Study On The Factors Affecting The Participation Of Users In The Sharing Platforms

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Abstract

Recently there has been an increase in interest and competition in sharing economy platforms. The success stories of many companies have spread in this field, such as Uber, but on the other hand, there are many other companies that have failed. We studied and analyzed the factors that affect the user's participation in the sharing economy platforms as an essential part of this system, and how to maintain the consumer's intention of use without compromising consumer satisfaction, as it has become an issue of great importance on the path to the success of the sharing platforms. Relying on the expanded valence framework and expectation confirmation theory as a basis, we constructed hypotheses that influence intention to participate in participatory platforms. Results show that system quality, trust, perceived benefits, and satisfaction are important factors that positively influence intention to continue to participate. This research is expected to help researchers move forward with research related to the future and help business managers understand user insights and integrate them with their business model to help the success, development and expansion of their business in the Kingdom of Saudi Arabia.

Keywords:

Sharing Economy; The Extended Valence Framework; Expectation-confirmation model.

1. Introduction

Many entrepreneurs, established companies, and researchers have turned their attention to the sharing economy due to the increased demand, success stories, and popularity of some companies. Such as Uber, Airbnb, HungerStation, and Careem. But this case of success masked the fact that many participatory businesses faced setbacks that led to their failure and out of business. Learning from the successes of others is important in crafting a strategy that works effectively. But learning from failures is also important in identifying risks and challenges associated with participatory action. People are the core of the sharing economy; It is a grassroots economy, which means that individuals are a dynamic community, members of their networks and the wider community. The members of the sharing economy are people, networks, organizations, associations, and branches, each of them deeply rooted in an exceptionally effective sharing framework, where everyone contributes and wins. Since the individual is an essential part of the sharing economy system, it greatly affects the success or failure of these businesses in terms of participation and its

continuity. Given the novelty of this field in the Saudi market and the lack of research that dealt with the individual aspect, this work came to fill these gaps in terms of knowing, evaluating, and understanding the factors that affect the intention of individuals and drive them to participate in participation platforms, and their impact on their satisfaction and their decision to continue participating. We studied and analyzed the opinions of individuals who are an essential part of the sharing economy because they are the ones who own such wealth as their cars and efforts. We focused our aim on factors that might influence an individual's intention to continue participating in a participatory platform. In this study, we identified five factors – the platform's perceived qualities, trust, perceived risk, perceived benefit, and satisfaction. Given the novelty of this field in the Saudi market and the lack of research that dealt with the individual aspect, the motive for conducting this study is to know and evaluate the motivations of individuals to participate and continue to use these platforms. Understand the factors that drive people to participate in sharing platforms and their impact on their satisfaction and their decision to continue participating. This understanding will help facilitate and improve platforms and offerings to attract customers and develop strategies for potential and existing users. This research also seeks to provide new insights and enrich the scientific content with studies related to the sharing economy platforms and their effectiveness from the users' point of view. Hence the following research question:

What factors influence people's intention to participate in sharing platforms?

2. Background

A. Sharing Economy

Modern economic systems have played an important role in developing and developing digital methods in the world of e-commerce, through the digitization of what is known as the participatory economy system, which is an economic system that relies on the availability and sharing of resources in order to complete economic operations, on the basis of sharing human and material assets, and on the concept of promoting technology Information in order to provide information that helps in the distribution and sharing of goods and services and the reuse of wasted and surplus energies.

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The term sharing economy refers to how new projects are developed to enable peer-to-peer sharing of goods, services, and information by disseminating them across digital platforms [1].

The Kingdom of Saudi Arabia has made progress in developing the digital economy, enhancing the role of electronic commerce by supporting leadership and innovation in technical fields, empowering citizens and residents, raising digital awareness, and developing digital infrastructure by enhancing Internet technologies and ensuring their spread to different provinces and regions; During the "Corona" pandemic, the food delivery market via electronic platforms witnessed a doubling of its market share [2].

In general, the Global E-Commerce Index for 2020 showed that the Kingdom ranked second in the Arab world and 49th globally out of 152 countries included in the index recently issued by the United Nations Conference on Trade and Development "UNCTAD". The report indicated that the average user consumption of the Internet increased by 34% in 2020 during the spread of the epidemic. Compared to 2019, according to information issued by the Communications and Information Technology Commission, as well as the increase in the percentage of consumers among the population to 82.6% of the total population, an increase of 7%, which is a natural result of the population increase and the increase in the number of drug users resulting from Corona during that period [3].

The Communications and Information Technology Commission revealed that the total financial value of requests through delivery applications has reached more than two billion riyals since the beginning of the Corona epidemic, explaining that the total requests amounted to 26 million requests, an increase of up to 250%. compared to the beginning of the epidemic. It also revealed an increase in the number of delivery requests registered with it since the beginning of the implementation of the curfew decision, with an improvement of 310%, after the total number of requests reached 41 requests, as it provides delivery services in 246 cities and governorates in various regions. from the Kingdom [4].

3. Literature Review

The previous studies have been divided into studies at the organizational level and studies at the individual level. Organizational-level studies on the sharing economy. a gathering of analysts proposed plans of action for the sharing economy and talked about their applications to various modern areas. For example, [5] suggest that managers turn to hybrid business models with the aim of reducing risks in the long term. Also, a few specialists explored the inspirations and boundaries for embracing the sharing economy plan of action notwithstanding its likely impacts on conventional business (for example [6], [7]). For instance, [8] analyzed incomes in the Texas market when the passage of Airbnb

utilizing recorded information. They assessed that every 10% expansion in Airbnb gracefully brought about a 0.35 percent decline in month-to-month lodging income. [9] Recommended that exchange costs were definitely decreased because of the assistance of web-based sharing economy stages, and such a decrease was a significant driver of the expansion of sharing economy administrations.

Individual-level studies on the sharing economy remain scant. The research tended to try to understand the behavior of consumers and the reasons that might lead them to participate in the sharing economy platforms and vice versa. Among the few existing studies, the majority have explored the motivating factors of participating in the sharing economy. Extrinsic and intrinsic benefits were found to positively influence user participation in the sharing economy. For instance [10] found that convenience and availability, monetary saving, and expanded mobility options were essential motivators for participating in peer-to-peer ridesharing services. [1] found that economic reward and enjoyment were significant antecedents of user participation in the sharing economy.

We also find that intention is a strong indicator that can influence the decision to participate, and there are many variables that limit its formation [11]. [12] indicate that ease of use, perceived benefits, and level of education positively affect the intention to participate, while gender, age group, and perceived risks have negative effects on the intention to participate. [13] found that trust, customer return on investment, and ease of search are key factors driving customers' intentions to participate in the sharing economy. On the other hand, [14] concluded that personal, economic, ideological and social factors are among the factors that motivate participation. [15] confirmed that the perceived benefit, enjoyment, and trust positively affected the intention to participate in the sharing economy platform. Also, satisfaction is a particularly important foundation for a successful long-term relationship. Satisfaction is an attitude formed through a mental comparison of the service and quality that expects to receive from an exchange with the level of quality the perceives after actually having received the service/product [16]. Trust and satisfaction - two essential ingredients for successful long-term business relationships with customers [17].

To sum, past studies have overlooked the effects of inhibiting and technological factors on users' intention to participate in the sharing economy. Specifically, participating in the sharing economy often requires inputting detailed personal information such as contact information, financial information, and location information, which evokes particular concerns about the risk to privacy. In addition, participating in different sharing economy services, such as Uber or Airbnb, often requires users to enter such transactions with strangers, in which personal security is of particular concern. The quality of sharing economy platforms thus assumes a critical role in influencing user participation.

It is imperative, therefore, to examine the effects of inhibiting and technological factors on user participation in the sharing economy, in addition to the motivating factors, trust, and satisfaction factors.

A. The Extended Valence Framework

The equivalence framework arose out of the economics and psychology literature and was adopted to understand consumer behaviors that incorporate concurrent perceptions of risks and benefits ([18],[19]). [19] summarized the studies on consumer purchasing behaviors and established the equivalence framework by noting that perceived risk and perceived benefits are essential aspects of consumer decision-making. Perceived Risk characterizes any expected negative benefit associated with purchasing behaviors that consumers wish to reduce, while Perceived Benefits characterize any positive benefit related to purchasing behaviors that consumers wish to maximize. The equivalence framework has been considered a superior model because it takes into account both the positive and negative features of Decision Making for Consumers [19]. This risk-benefit perspective has been widely adopted to study consumer behaviors across a wide range of e-commerce contexts (e.g. [20];[21]).

Aware of the pivotal role of trust in e-commerce success, [18] Proposed an expanded parity framework by incorporating confidence into the parity framework. The expanded parity framework indicates that perceived risks, perceived benefits, and confidence have direct effects on consumers' buying intent. Moreover, the expanded framework indicates that trust negatively alters consumers' perceptions of risk and benefits from them positively. The expanded parity framework has recently received increased academic attention and has been applied to explain consumer behaviors online (e.g. [22], [23], [24]). We believe the extended valence framework gives a strong tightfisted theoretical foundation to comprehend the relation and the impact between perceived risks, perceived benefits, and trust with regards to sharing economy. Since the provision of sharing economy services hinges on the information and networking technologies, [25] also incorporated perceived platform qualities, consisting of information quality and system quality, into the model. Fig.1.

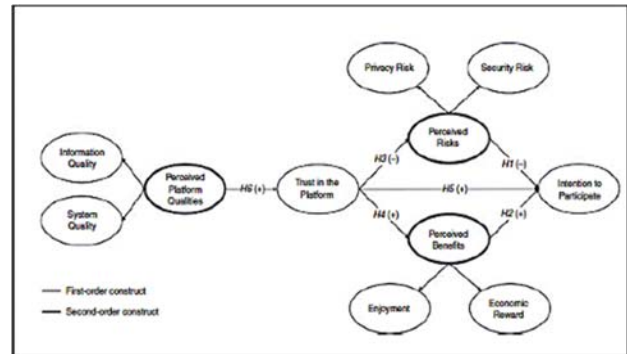


Figure 1: The Extended Valence Framework.

B. Expectation-Confirmation Theory

Expectation-confirmation theory (ECT) was developed in 1980, which is a basic theory used to study consumer satisfaction. Whereas the completion of the first transaction is an important step in the relationship, the long-term relationship depends not only on the factors that fostered the initial purchase but also on the outcomes of that initial purchase decision [26]. If that initial exchange was satisfactory, often the consumer will be more interested in this Website, which will lead to repeat transactions. Conversely, if it is unsatisfactory, it will reduce the likelihood that the consumer will repeat transactions because his interest in this Website is reduced. Expectation-confirmation theory (ECT) is widely used in the marketing and information systems literature [27] to study the individuals' satisfaction and participation intention and behavior. The underlying logic of the ECT framework is described by [27] as follows. First, participants form an expectation of a specific service prior to a transaction. Second, after a period of experience, they form perceptions about its performance. Third, they assess its perceived performance vis-à-vis their original expectation and determine the extent to which their expectation is confirmed. Fourth, they develop a satisfaction level based on their confirmation level and the expectation on which that confirmation was based. Finally, they form an intention based on their level of satisfaction. Fig.2.

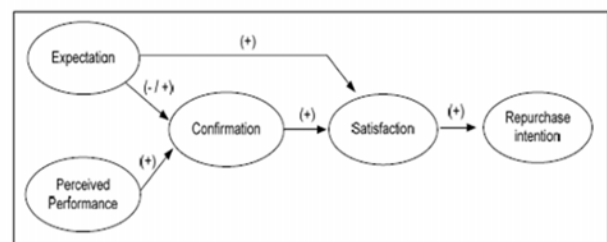


Figure 2: Expectation-Confirmation Model

4. RESEARCH MODEL AND HYPOTHESES

The research model was built on integrating the ECM and EV framework. The extended valence framework [18] and [25]. The framework suggests that user participation in technology-enabled commerce is influenced by perceived risks, perceived benefits, and trust. Also incorporated perceived platform qualities, consisting of information quality and system quality, into the model. With expectation confirmation degree on user satisfaction and continued use intention in ECM. As shown in Fig.3. depicts the research model.

We will study and analyze the worlds that affect the participation of users in the sharing economy platforms being an essential part of this system, and how to maintain the intention to use for consumers without compromising consumer satisfaction as it has become an issue of great importance on the path of success of participatory platforms Based on the Extended Valence Framework and Expectation-Confirmation Theory.

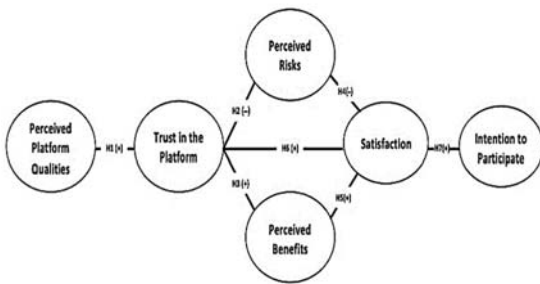


Figure 3: Research Model.

A. Perceived platform qualities

Platform qualities refer to users' assessment of the sharing economy platform that meets their needs and reflects the overall excellence of such a platform [28]. Platform qualities can be assessed from two dimensions, namely information quality and system quality [29]. Information quality can be measured from multiple attributes such as the completeness, accuracy, and timeliness of the information provided [30], [31]. System Quality features usability, reliability, access convenience, and ease of use, providing an interactive and pleasant user experience and leading to a higher usage [32].

The provision of sharing economy services is enabled by advanced online platforms, in which information quality and system quality have a critical and basic role to play in influencing users' trust. That is, if the sharing economy platform can provide users with timely and accurate information as well as can assist users in getting suitable services effectively, it is likely to instill a higher level of users' trust in the platform. Thus, we hypothesize that:

H1. Users' perceived platform qualities are positively related to their trust in the platform.

B. Trust, Perceived Risk, and Perceived benefits

Trust is one of the most influential factors explaining consumer adoption in a variety of information systems. The definition of trust in this paper refers to the belief that the commercial sharing service platform is honest, reliable, and competent, which is close to the definition of [32]. Also, as users' subjective perception that the sharing economy platforms will fulfill their transactional obligations [18]. According to the extended valence framework, trust alters users' perceived risks and benefits as well as directly influences their intention in e-commerce purchase decisions [18].

The perceived risk in the research model refers to the users' subjective belief of suffering a loss in pursuit of a desired transaction outcome. Risk in the online platforms is created by information asymmetry that consequently generates identity and product uncertainty, information asymmetry, and fears of opportunistic behavior, and these properties of risk reduce transaction intention [34]. Trust comes to the forefront when consumers act in situations of uncertainty [18]. When consumers have a high level of trust in the service provider, they will perceive a low likelihood for the service provider to violate its transactional obligations (e.g., confidentiality norms or commitments on product quality) [18].

H2. Trust will negatively relate to perceived risk.

H4. Perceived risk negatively relates to satisfaction.

About perceived benefits, Prior research on business and e-commerce has suggested a positive relationship between trust and a wide array of benefits [18]. [39] found that perceived benefits and platform trust have an impact on satisfaction. Consumers having a high level of trust in the seller/provider are confident that the seller/provider will fulfill its transactional obligations, granting a high possibility to realize the potential benefits associated with the transactions [18]. In other words, trust in sharing economy platforms should cause users to develop a high level of perceived benefits. For instance, by trusting Uber's commitment to eliminating drivers with poor ratings, users should have more confidence that the next ride will be offered by quality drivers and an enjoyable one. We believe that when users perceive the sharing economy service platforms as trustworthy, they will perceive a higher level of benefits of participating in the sharing economy. Thus, we hypothesize that:

H3. Users' trust in the platform is positively related to their perceived benefits of participating in the sharing economy.

H5. Perceived benefits positively related to satisfaction.

C. Satisfaction

The model of combining trust and satisfaction to predict repurchase intention over a longitudinal period from pre-purchase, purchase to post-purchase was shown to be feasible by [18]. Their study offers great theoretical support for the idea of combining satisfaction and trust to predict repurchase intention and switching intention. [35] Went a step further when they argued that the interaction between satisfaction and trust has a significant influence on customer retention.

H6. Trust positively related to satisfaction.

Prior research has found that satisfaction exert direct influence on switching intention and repurchase intention. For example, [36] explored the relationships between switching cost, satisfaction, trust, and repurchase intention based in part on expectancy-disconfirmation theory. A positive influence of satisfaction on repurchase intention was found. On the other hand, [37] found that satisfaction has a direct and strong correlation with brand switching intention in five product categories (vehicles, television, soap, hair oil and ice cream). [41] also found that satisfaction is the most critical discriminant factor that influences college students switching to alternative websites.

H7. Satisfaction positively related to intention to continues to participation.

5. METHODOLOGY

The study employed descriptive analytical methods to achieve its objectives. This type of research was chosen due to its relevance in understanding the motivations behind people's participation in participatory platforms in the Kingdom of Saudi Arabia. A questionnaire was used that included demographic information about the participants and consisted of 45 items, divided into six sections about perceived platform qualities, trust in the platform, perceived risks, perceived benefits, satisfaction, and continued intention to participate. These closed items were answered using a five-point Likert scale. The study population consisted of all Saudis in the Kingdom of Saudi Arabia who interacted with participatory trade platforms, whether through a business or customer relationship. A snowball sampling method was chosen as it was deemed most appropriate for the study community and objectives. The total number of questionnaires collected was 455.

The validity of the association of each item with its corresponding section was confirmed through Pearson's correlation, which showed a strong and statistically significant association between all items and their respective sections. The Reliability of the questionnaire was also ensured through Cronbach's alpha coefficient, which amounted to 0.935 for the resolution. To process and analyze the questionnaire data, the Statistical Package for the Social

Sciences (SPSS V 26) was used, along with a t-test and a one-way ANOVA to identify significant differences between group means.

6. Results

Figure 4 shows the descriptive data of study participants who participated in the peer-to-peer economy. Females were more responsive, accounting for 76% of the participants. Participants aged between 31 and 40 represented 30.3% of the total, while 42.2% of participants worked for government agencies.

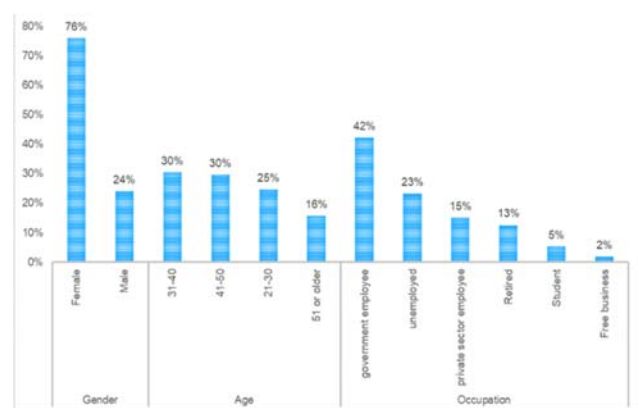


Figure 4: Descriptive data of the study participants (n=455).

A. The Motivations Behind Participation in Participatory Platforms in the KSA

From Table 1, the mean score of participants' responses about perceived platform qualities is 4.01 out of 5, indicating that the participants generally agree that the platform has good qualities. Similarly, the mean score for satisfaction is 3.82 out of 5, indicating that participants generally agree that they are satisfied with their participation in the platform. The mean score for trust in the platform is 3.67 out of 5, indicating that the participants generally agree that they trust the platform. On the other hand, the perceived risks, and perceived benefits of using the platform appear to have a more neutral effect on people's continued intention to participate. The mean score for perceived benefits is 3.36 out of 5, indicating that participants are somewhat neutral about the benefits of using the platform. Likewise, the mean score for perceived risks is 3.04 out of 5, indicating that participants are somewhat neutral about the risks associated with using the platform.

Table 1 : Participants' Responses to Sections on Understanding the Motivations Behind Participation in Participatory Platforms in the KSA (n = 455)

	Section	(Mean ± SD)	Relative Weight	Rating
1	Mean of perceived platform qualities	4.01±0.572	80.3%	Agree
2	Trust in the platform	3.67±0.776	73.5%	Agree
3	Perceived risks	3.04±0.722	60.9%	Neutral
4	Perceived Benefits	3.36±0.699	67.2%	Neutral
5	Satisfaction	3.82±0.767	76.3%	Agree
6	Continuance intention to participate	3.77±0.659	75.5%	Agree

B. Association between demographic data and factors influencing sharing economy "participation platforms" in the KSA.

1- Gender

Figure 5 shows that there were statistically significant differences between the responses according to gender, in favor of females, in the sections of Trust in the platform (p-value = 0.002), Perceived Benefits (p-value = 0.013), Satisfaction (p-value = 0.001), and continuation Intention to Participate (p-value = 0.007). However, the rest of the sections showed no statistically significant differences between the responses varying by gender (p-value > 0.05).

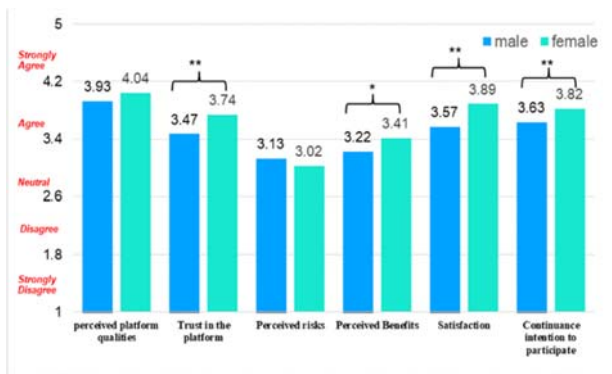


Figure 5: Relationship between participants' gender and their responses (n = 455).

2- Age

Figure 6 shows that there were statistically significant differences between the responses according to age. In the perceived platform qualities section, there was a significant difference (p-value = 0.006) in favor of age 31-40 compared to other age categories. In the perceived risks section, there was a significant difference (p-value = 0.042) in favor of age 51 or older compared to age 21-30. Additionally, in the satisfaction section, there was a significant difference (p-value = 0.010) in favor of age 31-40 compared to age 41-50

and age 51 or older. Finally, in the section of Continuance Intention to Participate, there was a significant difference (p-value = 0.035) in favor of age 31-40 compared to age 51 or older. However, the responses in the rest of the sections did not show statistically significant differences between them when varied by age, (p-value > 0.05).

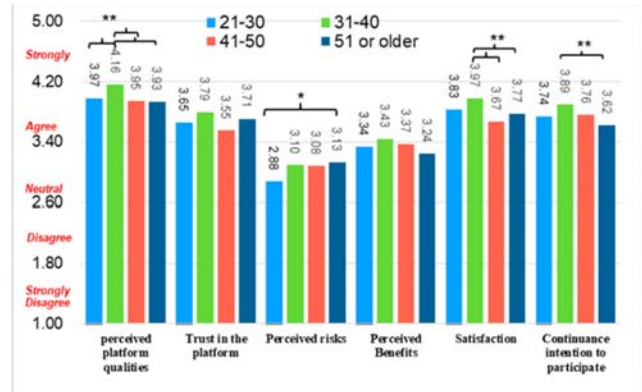


Figure 6: Relationship between participants' age and their responses (n = 455).

2- Occupation

Figure 7 shows that there were no statistically significant differences between the responses according to occupation in all sections (p-value > 0.05).

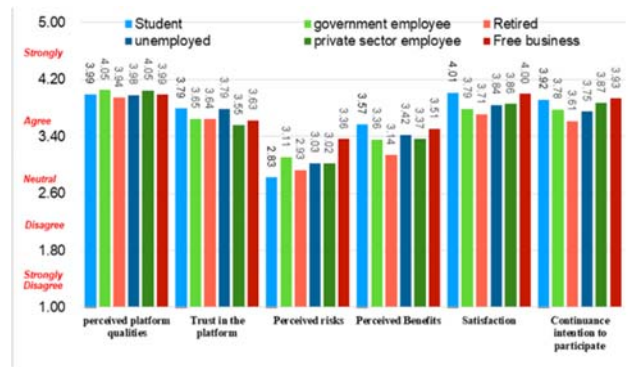


Figure 7: Relationship between participants' Occupation and their responses (n = 455).

A. Correlations between factors influencing the sharing economy "participation platforms."

Table 2 shows that all factors influencing "participating platforms" in the sharing economy had a positive, statistically significant correlation with each other, with the exception of perceived platform qualities and perceived risks, which were not statistically significant. The results of the study

hypotheses can also be confirmed using these results, as follows:

Table 2 : Correlations between factors influencing the sharing economy "participation platforms."

Sections	perceived platform qualities	trust in the platform	perceived risks	perceived Benefits	satisfaction
Trust in the platform	0.764 ^{*(1)}				
Perceived risks	0.062	0.108 ^{*(2)}			
Perceived Benefits	0.407 ^{**}	0.516 ^{** (3)}	0.360 ^{**}		
Satisfaction	0.693 ^{**}	0.677 ^{** (6)}	0.111 ^{*(4)}	0.557 ^{** (5)}	
Continuance intention to participate	0.485 ^{**}	0.515 ^{**}	0.146 ^{**}	0.544 ^{**}	0.563 ^{** (7)}

Figure 7 shows that: The H1 hypothesis was confirmed, which states that users' perceptions of platform characteristics are positively related to their confidence in the platform, with a positive correlation between them with a value of $r = 0.764$. The H2 hypothesis, which states that trust will negatively relate to perceived risk, was not confirmed, but there was a positive correlation between them with a value of $r = 0.108$. The H3 hypothesis was confirmed, which states that Users' trust in the platform is positively related to their perceived benefits of participating in the sharing economy, with a positive correlation between them with a value of $r = 0.516$. The H4 hypothesis, which states that Perceived risk negatively relates to satisfaction, was not confirmed, but there was a positive correlation between them with a value of $r = 0.111$. The H5 hypothesis was confirmed, which states that Perceived benefits are positively related to satisfaction, with a positive correlation between them with a value of $r = 0.557$. The H6 hypothesis was confirmed, which states that trust is positively related to satisfaction, with a positive correlation between them with a value of $r = 0.677$. The H7 hypothesis was confirmed, which states that satisfaction is positively related to intention to continue participation, with a positive correlation between them with a value of $r = 0.563$.

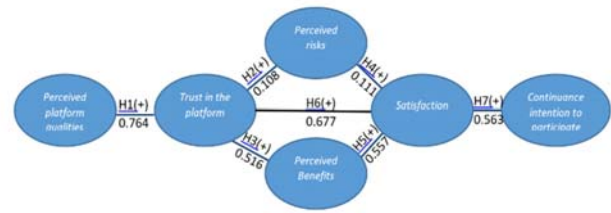


Figure 7: results of the study hypotheses about the relationships between factors affecting "participation platforms".

Figure 5 shows that there were statistically significant differences between the responses according to gender, in favor of females, in the sections of Trust in the platform (p-value = 0.002), Perceived Benefits (p-value = 0.013), Satisfaction (p-value = 0.001), and continuation Intention to Participate (p-value = 0.007). However, the rest of the sections showed no statistically significant differences between the responses varying by gender (p-value > 0.05).

7. Discussion

The study demonstrates that users place a strong emphasis on the quality of participatory platforms from their own perspective. Specifically, the platforms are praised for providing accurate and comprehensive information about products, trips, captains, and schedules. The information is also compatible with the actual product or service provided. Additionally, the platforms are praised for their speed and timeliness in providing the necessary information. They are also user-friendly and have constantly updated applications that promptly address technical issues. The platforms also have legal evidence in place to protect the rights of beneficiaries from hacking or other technical problems. and users who engage with participatory platforms have a strong level of trust in them. This trust is demonstrated by their confidence in the trips or products offered on the platforms, as well as by their endorsement of the beneficiary evaluation records provided by the platforms to new beneficiaries and agents. Users also have confidence in the customer service available on the platforms and in the agreements or contracts offered by the platforms to clients.

But According to the study's findings, participatory platforms exhibit a level of neutrality towards perceived risks. One of the potential risks associated with these platforms is the possibility of personal data being published or accessed on the internet. However, the study found that users do not require the platforms to be secure, official, or approved, although the importance of security and official recognition of these platforms within the Kingdom was emphasized.

The findings also indicate neutrality towards other potential risks, including the use of beneficiaries' data as a commodity by marketing companies, concerns about the

security of credit card transactions, and suspicions that the platforms within the Kingdom may be used for spying. The researcher suggests that study participants may need more information about these security risks to better understand and address them. While there is a degree of neutrality towards the perceived benefits of participatory platforms, including economic benefits. However, it was agreed that these platforms do provide benefits in terms of allowing users to compare prices, services, and other factors and in offering better discounts through vouchers and discount codes. Additionally, users acknowledged that participatory platforms provide convenience and save time and effort, which contributes to a sense of peace of mind. Users also appreciate the user-friendly design of these platforms and enjoy the services, prices, and offers provided by them.

We can say that there is a high level of satisfaction among users of participatory platforms. This satisfaction is attributed to several factors, including the size and quality of the app on their phone, the accuracy of the information provided, the appearance and ease of use of the platform, and positive interactions with customer service and technical support. The study also found that users expressed a desire to continue using participatory platforms on a regular basis due to their perceived usefulness, intent to use, and recommendation to others. Furthermore, users' confidence in dealing with these platforms has increased as a result of their positive experiences.

The study found that female participants had statistically significant higher levels of confidence in participatory platforms and desired benefits, as well as higher levels of satisfaction and intention to continue using the platforms, compared to male respondents. Additionally, there were statistically significant differences in the perceived characteristics of the platforms favoring the age group of 31–40 years compared to other age groups. Participants aged 21–30 years had statistically significant differences in their level of perceived risk compared to older age groups. Furthermore, there were statistically significant differences in the intention to continue using participatory platforms between the age group of 31–40 years and those over the age of 51 years. The study did not find any statistically significant differences in participants' responses based on their occupation.

The study's hypotheses were tested, and several were found to be true. H1 was proven true, which suggests that users' trust in participatory platforms is linked to their perceptions of the platform's features. H3 was also proven true, indicating that users' trust in the platform is related to their expectations of how participation in the participatory economy will benefit them. Moreover, H5 was proven true, meaning that perceived benefits are positively related to satisfaction. H6 and H7 were also proven true, which state that trust is positively related to satisfaction, and satisfaction is linked to the desire to continue participating, respectively.

On the other hand, H2, which suggests that trust is negatively correlated with perceived risk, was not proven true, and the correlation was actually positive. The researcher

suggested that this may be because participants were not aware of the different levels of risk associated with the platforms, which affected their responses and led to a positive correlation with trust. Similarly, H4, which proposes that perceived risk is negatively related to satisfaction, was not proven true, but the correlation was positive. The researcher interpreted this as meaning that participants were not aware of the different levels of risk and expressed them with responses that affected the levels of perceived risk from the participatory platforms and made them positively correlate with their levels of satisfaction with these platforms.

8. Conclusion

The popularity of sharing economy platforms has increased after the success stories of some companies. On the other hand, there are many platforms that have failed and ended. Since the individual is an essential part of the sharing economy system, it greatly affects the success or failure of these businesses in terms of participation and its continuity. In this study, we looked for factors influencing the intention to participate and to continue in these platforms, the results showed that system quality, trust, perceived benefits, and satisfaction are important factors that positively affect the intention to continue participating. Moreover, this study showed that perceived risk did not play a significant role in participating in these platforms.

The quality of the platforms in terms of availability of the necessary information, accuracy, validity, timeliness, and ease of use directly affects confidence in the platform, i.e., the higher the quality of the platform, the greater the confidence, and thus the belief in its benefits resulting from pleasure in use, saving time and effort, peace of mind and enjoyment of services, prices and offers increases. The introduction, which in turn leads to an increase in the satisfaction of the participants and thus the desire to continue using the platform and advise others to use it, and vice versa.

Despite the implications of our study, it is not devoid of limitations that must be discussed first. The sample of this study are users of the services that participated in the Kingdom of Saudi Arabia, which may limit the generalization of the results due to cultural differences, the role of the state in organizing them, and other factors. We also believe that it is because of the protection of the state. Users' assurance of the platform's reliability, guarantee of participants' rights, and many more influenced their assessment of the perceived risk factor.

In future studies, we recommend that the research model used in this study be repeated and tested in other countries to ensure its validity and usefulness. We also recommend conducting future research on other factors that can affect participation in the sharing economy, such as examining mediators and interviewing those who provide or participate in their services in the platform who represent the party. The third is like drivers and others.

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