

MASTER THESIS U.S.E.



Utrecht University

The Impact of Consumer Misbehavior on People's Willingness to Use Sharing Platforms

written by

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Abstract: The sharing economy and sharing economy platforms promote the transition from traditional consumption patterns to more sustainable consumption. In order to enhance this transition, the analysis of factors like consumer misbehavior is quite important since it has an effect on people's contribution and participation in sharing economy. The purpose of this study is to answer the following research question, "How does consumer misbehavior affect people's willingness to use sharing platforms?". In order to answer this research question, the qualitative approach has been adopted. Primary data has been collected by conducting 15 interviews with the customers of sharing platforms and secondary data was collected from the academic articles. The findings demonstrate that customers who faced consumer misbehavior in the sharing economy either decided not to use these sharing platforms again or continue staying in the sharing economy by taking some necessary precautions which is the decision that the majority of the interviewees have reached.

Keywords: sharing economy, sharing platforms, consumer misbehavior, impact

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1. Introduction

The purpose of sustaining our world and its resources for future generations requires some changes in our consumption patterns. In that sense, for enhancing sustainable and collaborative consumption in society, there also have to be some relevant changes in business models. Alternative types of consumption comprise business models for extending the lifetime of products, access-based consumption which involves renting and lending, and lastly collaborative consumption as sharing platforms (Gullstrand Edbring et al., 2016).

The sustainability aspects of the sharing platforms are presented by Daunorienė et al. (2015) under 4 general categories as economy, environment, society, and technology aspects. These aspects present fair distribution of natural resources between the global society, reduction of produced goods, supporting the world's capacity for the current and future generations and lastly diagnosis of customers' needs by online technology (Daunorienė et al., 2015). In addition, the sharing economy platforms are also introduced as a new, sustainable way of consumption by reducing the costs of accessing products and services; and consumer demand for resources (Martin, 2016). Wirtz et al. (2019) define these sharing economy platforms as, online platforms offering temporary access to goods and services that are provided by peers or platform owners. These types of sharing platforms as access-based services (ABS) and peer-to-peer (P2P) sharing enhance people to use these services because of their variety of benefits.

In order to enhance the more sustainable way of consumption in society, it is important to understand the consumer motivations and barriers which make or hinder them from contributing to the sharing economy. Since the intensity of the business activities in the sharing economy depends on the people's contribution to these sharing economy platforms, people's participation in sharing economy also affects the degree of the sustainability impacts of these new types of business models. Richter et al. (2017) state that the transactions that take place in

the sharing economy delivers important added value that benefits the whole society by contributing to the economic, social and environmental aspects of sustainability.

As mentioned before there is a variety of drivers that make people prefer these sharing platforms and contribute to sustainable consumption. For both access-based services and peer-to-peer sharing; economic reasons, temporary nature of use, environmental reasons and flexibility are the common motivations for the consumers to use these sharing platforms (Gullstrand Edbring et al., 2016).

On the other hand, there are also some customer perceived barriers for using these sharing platforms and solutions. Hazée et al. (2017) divide these barriers into two, functional barriers and psychological barriers. One of the main psychological obstacles called “consumer misbehavior” in the sharing economy involves trust, contamination, reliability and responsibility barriers related to other customers’ usage (Hazée et al., 2017). Just as Chica et al. (2019) mention, one key impediment for customers to use sharing platforms is their concern about harm due to other users’ unobservable actions which yield moral hazard.

Consumer misbehavior in the sharing platforms affects the value co-creation process in the sharing economy (Ma et al., 2019). Since consumer misbehavior is likely to affect value co-creation, this means it also has the potential to influence people’s participation in sharing. Therefore the accumulation of consumer misbehavior cases in sharing platforms may cause a dysfunction in the sharing process which threatens sustainability (Ma et al., 2019). In that sense, it is highly crucial to alleviate the consumer misbehavior in the sharing platforms to keep people continue participating in sharing behaviors and lead to more sustainable consumption.

In addition Grove and Fisk (1997) indicate that customer satisfaction in sharing platforms is likely to be affected by other customers’ behaviors and their presence. Due to this fact, it can be said that in the sharing economy, there is a huge customer role which is behaving

in goodwill while using these sharing solutions since their misbehaviors may inhibit other people from using these sharing platforms. Correspondingly, Ma et al. (2019) point to the exigency of encouraging positive behaviors and avoiding misbehaviors of customers in these sharing economy platforms for the continuity of value co-creation towards a more sustainable world.

The crucial question is, “Do other customers’ dysfunctional actions create a negative impact on people’s thoughts about sharing platforms?” Since the sharing economy requires collaboration among all stakeholders as service providers and consumers, their attitude within the service encounter is of utmost importance. The existing literature has found that various aspects of sharing platforms are related to consumer behaviors (Wirtz et al., 2019). Therefore, consumer actions and behaviors can be either a driving force or barrier to making people use these sharing solutions and contribute to collaborative consumption. Negative consumer behavior is an important phenomenon which has an impact on the experience of all consumers by resulting in psychological damage or material loss to other consumers and marketers (Fullerton & Punj, 2004). Although sharing platforms are the solutions meant to lead people to consume more responsibly and sustainably, some types of psychological barriers such as “consumer misbehavior” have an adverse effect on people’s desire to use these sharing solutions.

The primary literature has focused on the types and consequences of dysfunctional customer behavior and consumer misbehavior in all types of business models. However, there are inadequacies in addressing the negative impact of consumer misbehavior on other people's intention to use sharing platforms such as ABS and P2P. Since sharing platform business models are major steps for promoting collaborative consumption it requires the cooperation of all stakeholders such as service providers and most importantly the customers. In that sense, understanding consumer misbehavior and its impacts on people’s decision-making to use

sharing solutions are quite crucial for the success of these sharing platform business models. The aim of this study is, to bridge the gap in the literature by focusing on the effect of consumer misbehavior on other consumers' decision-making to use these sharing platforms and their services. As a result, this paper seeks to answer the following research question, "How does consumer misbehavior affect people's willingness to use sharing platforms?".

This study will contribute to the existing literature by providing beneficial insights into the impact of consumer misbehavior on other people's willingness to use these sharing solutions which are meant to lead people to make more sustainable choices. By understanding the people's thoughts and experiences regarding consumer misbehavior in sharing economy platforms, this paper may suggest a course of action regarding the improvements in this field for service providers and customers. Lastly, the findings of this research may contribute to the pathway for a sustainable and collaborative way of consumption by enlightening the degree of influence of consumer misbehavior in making people hesitate to use sharing economy platforms.

2. Literature Review

There is an urgent call for reducing overconsumption since it has led to threatening environmental consequences (Andersson & Johansson, 2021). In order to reduce the pressure on our resources it is crucial to take some actions in transforming the conventional consumption patterns. One of the significant components to enable collaborative consumption and a circular economy is the sharing of products and services through digital sharing platforms (Schwanholz & Leipold, 2020). These alternative modes of consumption include different types of business models that are distinguished as access-based services and peer-to-peer sharing platforms (Gullstrand Edbring et al., 2016).

The definition of access-based services is given as follows, “Specifically, access-based services grant customers limited access to goods without any transfer of ownership and facilitate transactions in which multiple consumers successively gain temporary, short-term access to a good, while legal ownership remains with the service provider.” (Wirtz et al., 2019, p.457). Schaefers et al. (2018) exemplify these services like car and bike sharing (e.g. Zipcar, Capital Bikeshare) and short-term rental of fashion items (e.g. Bag Borrow or Steal).

On the other hand, peer-to-peer sharing platforms are identified as, “peer-to-peer based activity of obtaining, giving or sharing the access to goods, coordinated through community-based online services and link a consumer who aims to temporarily utilize assets with a peer service provider who grants access to the assets.” (Wirtz et al., 2019, p.457). Airbnb and Uber are the most known peer-to-peer sharing platforms.

Although these two types of sharing platforms have some differences among them, they have a major common purpose of promoting the circular economy and sustainable way of consumption. For the success of these business models, consumers have a crucial role (Gullstrand Edbring et al., 2016). Andersson and Johansson (2021) indicate that, although there are a lot of examples of successful sharing platforms, some of them still have difficulties in reaching a sustainable sharing economy because of the barriers that prohibit them to emerge and develop. One of the major barriers to the success of these digital sharing platforms is consumer misbehavior. Just as Fullerton and Punj (2004) argue, negative consumer behavior is an important phenomenon that affects the thoughts and experiences of all other consumers.

2.1. Consumer Misbehavior

Grove and Fisk (1997) argue that other customers’ presence and behaviors in the sharing economy may have the potential to affect positively or negatively a customer’s evaluation of the service. In the primary literature, these negative attitudes of customers are called *consumer*

misbehavior which is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order” (Fullerton & Punj, 2004, p.1239). Fullerton and Punj (2004) emphasize the connection between the consumer misbehavior and the trust element since the misbehaviors of customers disturb the impersonal trust which exists in the exchange environment. Besides disrupting the trust environment in the sharing economy, Gino et al. (2009) mention that, this dishonest behavior can also be contagious. In order to prevent the possible negative impacts of consumer misbehavior on other customers, Chica et al. (2019) point out the importance of balancing the trustworthiness in the sharing economy due to mutual trust constellation.

There are some common consequences of consumer misbehavior on customers in P2P sharing platforms and ABS. Harris and Reynolds (2003) distinguish two main effects of dysfunctional consumer misbehavior on customers as domino effects and spoilt consumption effects. According to existing literature, the misbehavior of consumers has a knock-on effect on the conduct of other customers which results in the spread and diffusion of such behaviors (Harris & Reynolds, 2003). This is called the domino effect in all types of sharing platforms. Besides, the spoilt consumption effects represent the problem of customers’ consumption experiences being negatively affected by the dysfunctional customer behavior of others. Harris and Reynolds (2003) touch on the fact that customers were scarred by such scenarios in the past and such spoilt consumption experiences are likely to affect customer loyalty and satisfaction. Other than these common consequences of consumer misbehavior in all types of sharing platforms, there are also existing studies about these types of behaviors in P2P and ABS separately.

2.2. Consumer Misbehavior in P2P Sharing Platforms

According to Gullstrand Edbring et al. (2016), there are several motivations for using P2P sharing platforms which are practicality for seldom-used products, economic reasons,

environmental reasons and access to the community. On the other hand, there are also some barriers from consumers' perspectives to using these sharing solutions. These barriers are, concern for hygiene, lack of trust in others, desire to own, fear of product unavailability, impracticability and complicatedness (Gullstrand Edbring et al., 2016). The first two barriers mentioned above are under the category of consumer misbehavior. Due to the results and surveys of the study of Gullstrand Edbring et al. (2016), some consumers agree with the idea that it feels disgusting and complicated to use these shared products since people may not share the same standards of hygiene. For instance, some guests in Airbnb are uncomfortable with hygiene issues like the dust and hair so they abstain from the shared rooms (Lutz & Newlands, 2018). Besides, consumers also concur on the argument that sharing with peers is good but sometimes they are uncomfortable with the idea of sharing their assets with a stranger since they do not know whether they will use these products in goodwill, so a lack of trust in others emerges (Gullstrand Edbring et al., 2016).

In the case of Airbnb which is one of the most known examples of peer-to-peer accommodation online platforms, online reviews and feedback from the customers are important in the value co-creation process (Casais et al., 2020). In that sense, customers' dissatisfaction regarding the consumer misbehavior is reflected through online reviews and feedback channels which results in a lack of trust in the environment between customers of Airbnb (Casais et al., 2020). According to Standing et al. (2018), people also bear upon the reviews and recommendations of other customers in Uber case so any customer's dissatisfaction with the service, because of the former consumers' misbehaving, may result in concern for possible future customers.

Hawlitschek et al. (2018) indicate that potential concerns like "stranger-danger" concern have a negative impact on people's willingness to use P2P sharing platforms like Airbnb. The existing literature has identified consumer behavior as a primary reason for lack of trust and

lack of trust is described by Hawlitschek et al. (2018) as a strong deterrent against the use of peer-based forms of consumption.

Consumers' behaviors and misbehaviors have an impact on both other consumers and providers. Most of the existing literature discussed above gives insights about the consumer side. However, Hawlitschek et al. (2016) additionally put great emphasis on the provider's concern about damage and harm to a product due to misbehavior of a consumer because such actions of consumers are one of the key impediments to sharing. It is also noted that this situation is most evident in peer-to-peer sharing services like car and apartment sharing (Hawlitschek et al., 2016).

2.3. Consumer Misbehavior in Access-Based Services (ABS)

The motivations for engaging in ABS are mentioned by Gullstrand Edbring et al. (2016) as; flexibility, economic reasons, temporary nature of use, environmental reasons and opportunity to test. In other respects, there are a variety of obstacles to using ABS which are specified as; the desire to own, concern for hygiene, unfamiliarity with the concept, economic obstacles, anxiety and lastly the environmental obstacles (Gullstrand Edbring et al., 2016). In this case, the concern of hygiene and anxiety are related to consumer misbehavior. For instance, people are worried about the cleanliness of the products after the usage of previous consumers because they see a fear of contamination with bugs and pests as a significant barrier to these types of sharing services (Gullstrand Edbring et al., 2016). Besides, consumers are confronted with anxiety because of the fear of damaging the products they rent. This shows that consumers are not solely disturbed by others' misbehaviors; they also face the fear to misbehave and bring damage to the rental products by themselves.

Hazée et al. (2017) state that a lack of acceptance of ABS is not solely characterized by service and technology barriers but also by other customers. Moreover, the three obstacles

named; reliability, contamination and responsibility barriers are highly dependent on other customers and their usage of these services (Hazée et al., 2017). The reliability barrier concerns the uncertainty about the accurate performance of the products due to other customers and their way of using products. Secondly, the contamination barrier refers to “customers’ perceptions of product contamination, because it has come in actual or imagined physical contact with others” (Hazée et al., 2017, p.447). According to the opinions of consumers, they experience disgust and repulsion due to previous customers’ inappropriate behaviors and fear of being contaminated by a germ. Regarding the responsibility barrier, Hazée et al. (2017) also mention that some customers want to avoid ABS because of the fear that they might be held responsible for other customers’ misbehavior. This high level of interdependence on other customers makes people begin to suspect about using ABS.

Schaefer et al. (2015) argue that the misbehavior of one customer may encourage other customers to behave in the same way and this contagious effect of consumer misbehavior is based only on observing the outcome of the prior usage. This contagion of consumer misbehavior leads to an increase in customer dissatisfaction with these types of sharing services and this may result in some problems within the value co-creation process for all stakeholders in ABS (Harris & Daunt, 2011).

The primary literature has provided several insights about the drivers and barriers to using online sharing platforms. However, there are some shortcomings in the existing literature about focusing on the direct impact of consumer misbehavior in sharing platforms on customers’ decision-making. Although a few academic articles are concentrating on the consequences of dysfunctional actions and misbehavior of consumers in the service encounter, the primary studies remain inadequate in addressing the problem of consumer misbehavior on people’s intention to use P2P sharing and ABS. Another reason to address the consumer

misbehavior issue in both ABS and P2P sharing platforms is their structural difference which is shown in Table 1.

Access Based Services	Peer to Peer Sharing Platforms
<p>Companies own the object of consumption and they provide temporary access to that good or service for the customers (Bardhi & Eckhardt, 2012)</p>	<p>Individual service provider owns the assets and share them with peers through community-based online services (Wirtz et al., 2019)</p>

Table 1: The Key Difference between ABS and P2P Sharing Platforms

(Source: made by Author using Bardhi & Eckhardt, 2012 and Wirtz et al., 2019)

As it is seen from Table 1, in ABS the service provider is either a company or a business whereas in P2P sharing platforms peer provider owns and shares his/her assets. In order to determine whether there is a role of companies to alleviate or avoid consumer misbehavior in ABS, it is important to examine and compare both types of sharing economy platforms in terms of consumer misbehavior cases.

This study will bridge the gap in the existing literature by solely focusing on consumer misbehavior and its impact on other customers’ decision-making to contribute to the sharing economy. This gap is chosen to be filled because consumers of these sharing platforms have an influence on people’s sharing behaviors as, sharing enhancing and sharing diminishing (Xu, 2020). In that sense, it is important to address this gap to understand how people become affected by facing consumer misbehavior in their sharing platform experiences and how this situation affects their sharing behaviors and their contribution to sustainable consumption by using these sharing economy platforms. As a result, in this paper I seek to examine, “How does consumer misbehavior affect people’s willingness to use sharing platforms?”. It is important to answer this research question for understanding the detrimental effect of consumer misbehavior

on people's minds to participate in sharing economy, collaborative consumption and sustainable solutions as P2P and ABS.

3. Methodology

3.1. Theoretical Research Design

This study was conducted by an inductive research method because of its descriptive, exploratory and explanatory characteristics (Soiferman, 2010). Inductive research is the best method to answer the research question because it allows researchers to analyze the phenomena by using individuals' experiences and perceptions towards this issue (Soiferman, 2010). In this study, the aim is also to explore the people's perception towards consumer misbehavior for making broader generalizations about their willingness to use sharing platforms. In order to better understand the impact of consumer misbehavior on other customers' willingness to use the sharing platforms, it was crucial to adopt a triangulation approach which allowed the combination of both primary and secondary data. Because the shortcomings in the existing literature were fulfilled by the interviews with the customers of sharing platforms by gaining more insights about their own experiences and opinions.

3.2. Research Methodology

For analyzing the effect of consumer misbehavior on people's intention to use sharing platforms, a qualitative research approach was adopted. In order to fill in the gap in the existing literature, secondary data were supported by the first hand data gathered from the interviews with customers of sharing platforms. Primary data have been gathered by conducting interviews with former, current and prospect customers of ABS and P2P sharing platforms. Whereas, secondary data have been collected from archival documents as academic articles regarding the motivations and barriers to use sharing platforms and types of consumer misbehavior in general.

3.3. Qualitative Approach

Qualitative research is based on the interpretations and observations of people's perceptions of different events and allows researchers to explore behaviors and different perspectives (Khan, 2014). In that sense, a qualitative approach is appropriate for this study since the purpose of this research is to investigate people's attitudes towards consumer misbehavior in the sharing economy and how they are affected by this phenomenon. The general inductive approach provides a proper and effective way of analyzing the qualitative data by establishing links between research objectives which are consumer misbehavior and people's willingness to use sharing platforms in this case (Thomas, 2003). The descriptive and exploratory characteristics of inductive research also provide a causal relationship between people's decision-making to use sharing platforms and consumer misbehavior.

3.4. Empirical Context

The object of this study is customers who used or still use ABS and P2P sharing platforms and prospect customers who think about using these sustainable solutions. The setting of this study is not limited to a specific country or a region since a variety of customers with different cultural backgrounds may enrich the content of the research with several insights. In order to comprehend the impact of consumer misbehavior on people's willingness to use the sharing platforms, purposive sampling was chosen and it was the best fit as a sampling strategy for this study. Because, purposive sampling allowed me to narrow down the sample due to the qualities and information that participants possess by choosing people who have some particular characteristics on an instance (Etikan et al., 2016). In that sense, choosing interviewees with features who have an interest and experience in using ABS and P2P sharing platforms provided the richest content for the aim of this study.

3.5. Data Collection

A triangulation approach was adopted to collect the data. This approach allowed the combination of multiple perspectives among primary and secondary data which improves the accuracy of the findings by decreasing the weaknesses of an individual method and strengthening the outcome of the study (Bekhet & Zauszniewski, 2012). Methodological triangulation was helpful in providing more comprehensive data, confirmation of findings and increasing validity (Bekhet & Zauszniewski, 2012). The data collection was divided into two parts as follows:

- **Semi-Structured Customer Interviews – Primary Data**

Interviewing plays a crucial role in gaining more insights about the context of the study and it helps filling the gap in the existing literature. Primary data fulfilled the missing elements in the existing literature about the people's perceptions and lifetime experiences in the sharing economy. In addition, the purpose of in-depth interviewing was to understand the lived experience of other people and the meaning they make from that experience (Seidman, 2006). Besides, the characteristics of interviewing also made this data collection technique unique for finding data about the issues which are hard to observe. These advantageous characteristics are being less intrusive and being face-to-face with the object of the study which lowers the reactive effects. Alshenqeeti (2014) also mentions that interviewing ensures the mutual understanding between the interviewer and interviewee by creating an interactive environment and this leads to more accurate data at the end. In this sense, interviewing was a helpful data collection technique to better comprehend the people's attitudes, thoughts and behaviors towards the consumer misbehavior among sharing platforms and how their decision makings affected by that phenomenon.

First of all, interviewees have been identified and in total 15 interviews have been conducted with former, current and prospect customers of ABS and P2P sharing platforms. The overview of the participants can be found in Appendix A. The main purpose of conducting interviews with the customers of ABS and P2P sharing platforms was, to gain more insight about their experiences in this field and understand the impact of consumer misbehavior on their willingness to use sharing platforms in the present and future. From the beginning of May until the end of May all of the interviews have been conducted. 10 of the interviews have been conducted via online meeting tools (Microsoft Teams and Zoom) because of Covid 19 pandemic and due to the fact that some of the interviewees are from other countries (e.g. Turkey, Germany). 5 of them have been conducted face-to-face. All of these interviews were semi-structured with an average length of 30 minutes and have been conducted in two different languages (mostly English and Turkish) since interviewees are from Turkey and different countries. An interview guide has been created before conducting the interviews by preparing the questions and topics and then grouping them accordingly. The interview guide can be found in Appendix B. It was essential to create this interview guide because it covers the main topics of the study and offers a focused structure for the discussion during the interview (Kallio et al., 2016). In addition, for ethical issues, it was crucial to get interviewees' consent for making a voice record and using their quotes right before starting to interview. After getting their consent, the interview has been conducted, the voice record started and the interviewer took notes during the interview. Voice recording and note-taking were significant elements of interviewing for the process of transcribing these interviews afterward.

- Archival Documents – Secondary Data

A comprehensive review of academic articles contributed to this study as secondary data. The existing literature regarding the motivations and barriers to using sharing platforms has been combined with the literature about types of consumer misbehavior and dysfunctional

consumer actions in service encounters. The collection of secondary data from academic articles provided data about the types of consumer-related obstacles in contributing to the sharing economy which has been combined with the lifetime experiences of the interviewees on sharing platforms.

3.6. Data Analysis

The primary and secondary data were analyzed by implementing a grounded theory approach. Gioia et al. (2012) argue that a grounded theory approach allows rich and deep theoretical descriptions of the context within the organizational phenomenon. Moreover, the grounded theory approach is known to start with a field of study or a research question which makes the grounded theory a good example of an inductive research approach (Bitsch, 2005). The grounded theory research approach has a key concept called “theoretical sensitivity” which requires the ability to think and give meaning to data collected to be able to integrate it into the research situation (Bitsch, 2005). Since analyzing and giving meaning to the primary data collected was significant for the integrity of this paper, the grounded theory approach was the best fit to analyze the data efficiently since it provides data to theory connections.

For the primary data, firstly all of the interviews were manually transcribed by me with the help of voice recordings and note-taking. Each interview lasted almost half an hour and a verbatim transcription method has been used to transcribe these interviews. Transcribing interviews was an important step of the data analysis process to create codes, concepts and themes in the data analysis software. According to Bitsch (2005), after deciding on a research problem, formulating the research question and data collection, data coding and analysis are the next steps in the grounded theory approach. For this data coding and analysis process, the raw data from these 15 interviews needed to be categorized according to different concepts with the help of codes. In order to analyze this raw data properly, the qualitative data analysis software called NVivo was used for coding. As Zamawe (2015) mentions, NVivo ensures an efficient

way of coding, makes retrieval easier and the presence of nodes in the software makes it more compatible with the grounded theory approach. As a result of the coding process, the conceptual framework of Gioia et al. (2012) has been implemented by following these 3 different steps; forming first order concepts, second order themes and aggregate dimension. Formulation of data structure by following these 3 steps presented a way to start thinking about the data theoretically (Gioia et al., 2012). Following this framework also enabled the recognition of similar patterns in the data in an easier and more structured way.

Firstly, for the formation of first order concepts, the data were grouped by identifying the similarities and differences among the quotations of the interviewees (Gioia et al., 2012). In this way, 150 codes emerged from 15 interviews. By eliminating and merging the codes, the number of first order concepts was reduced to a more manageable number (30 codes). After reducing the number of codes according to their similarities, then these codes were also separated under 5 different labels within the first order concepts. Separating and grouping the codes was an iterative process since it required revisiting the data and connecting them with new emerging concepts (Srivastava & Hopwood, 2009). Putting these concepts under different labels also provided a well-structured and easy to follow data examining process. In order to obtain broader perspectives about the interviewees' opinions, the second order themes were formulated regarding similar consequences they mentioned during the interviews (Gioia et al., 2012). Lastly, Gioia et al. (2012) indicate that these first order concepts and second order themes lead to aggregate dimensions in which the findings of the study derive from. By generating all of these first order concepts, second order themes and aggregate dimensions with the help of NVivo, the basis for the data structure was formed which is provided in a schematic representation in Figure 1.

IMPACT OF CONSUMER MISBEHAVIOR ON SHARING PLATFORM USERS

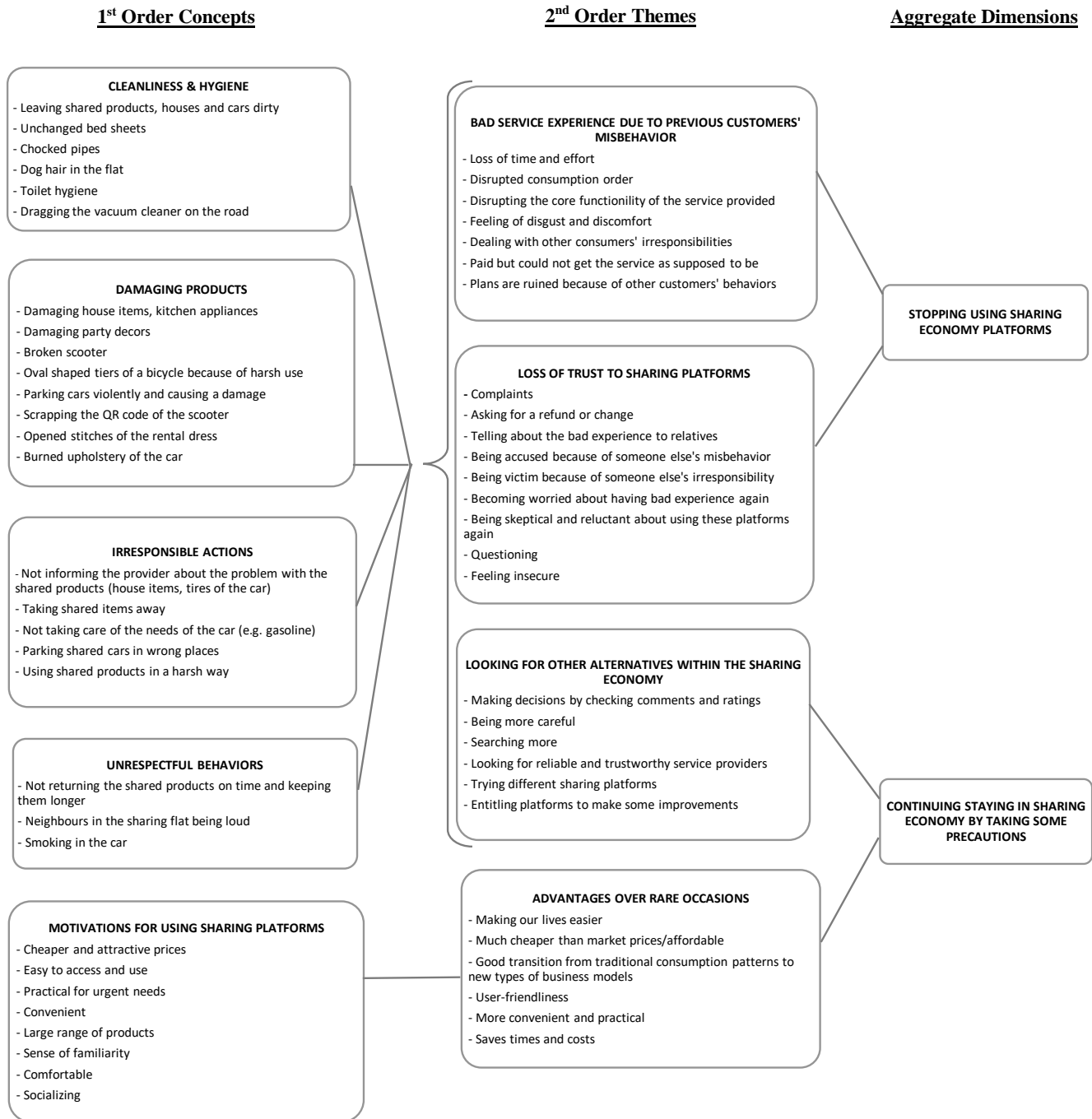


Figure 1: Schematic representation of data structure (based on Gioia et al., 2012)

(Source: made by Author using interviews)

This data analysis process includes 3 different types of coding which are open coding, axial coding and selective coding. In the beginning, by reading through all the transcripts several times and creating labels for each essential quote, the open coding was completed (Maher et al., 2018). These open codes were grouped under the labels called, *Cleanliness & Hygiene, Damaging Products, Irresponsible Actions, Unrespectful Behaviors and Motivations for Using Sharing Platforms* in this study to identify the similarities among the data more easily. Then axial coding took place by identifying relationships among open codes and linking them under the same categories as second order themes. Maher et al. (2018) mention that the codes which seem to be approaching similar themes should be grouped under a group heading. In that sense, the related opinions of interviewees are grouped under 4 different labels, *Having a Bad Service Experience due to Previous Customers' Misbehavior, Loss of Trust to Sharing Platforms, Looking for Other Alternatives within the Sharing Economy and Advantages over Rare Occasions* in this stage of axial coding. Lastly, all of these concepts and themes were connected to two core categories called, *Stopping Using Sharing Economy Platforms and Continuing Staying in the Sharing Economy by Taking Some Precautions*. This last step of the grounded theory approach was performed by selective coding.

4. Findings & Discussion

Based on the in-depth analysis of semi-structured customer interviews and secondary data, this section presents an overview of the findings and discussion regarding the impact of consumer misbehavior on people's willingness to use sharing platforms. Firstly, this chapter starts by explaining the main drivers that make these people use sharing economy platforms and solutions. Secondly, it continues with the experiences of customers who faced consumer misbehavior in one of their services on sharing platforms. Lastly, it evolves to the long-term consequences of facing consumer misbehavior in sharing platforms on people's willingness to use them.

4.1. Main Drivers to Use Sharing Economy Platforms

During the interviews, all of the customers indicated that there are several benefits and advantages of sharing economy platforms that make them use these services. Interviewee H stated the most commonly mentioned reasons for using these sharing platforms as follows:

“ I mainly use them because there are cheaper options in these types of sharing platforms. They are also known to be reliable as well. My main reasons are low costs and high quality of service when we think about the performance in comparison to the low price we pay...”

(Interview H)

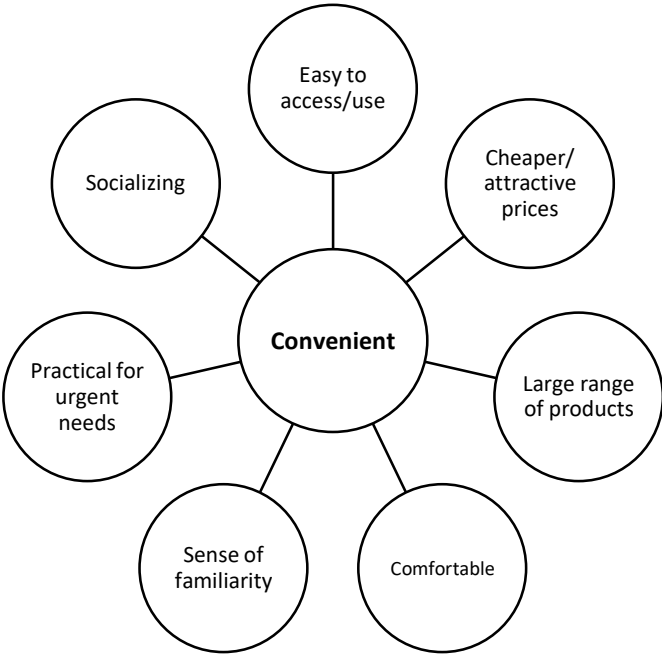


Figure 2: The Main Drivers to Use Sharing Platforms
(Source: made by Author using interviews)

Other factors that lead these customers to benefit from sharing economy platforms are also displayed in Figure 2. Large range of products in exchange for attractive prices (Interview O), easy to access and use by everyone (Interview M), quite practical for urgent needs (Interview C), sense of familiarity (Interview A) and socializing (Interview H) are also the

drivers for benefiting from these provided services. Casais et al. (2020) also put great emphasis on the fact that social interaction between the participants of the sharing platforms has been identified as a significant driver for people in terms of their sharing intentions. All of these advantages of using sharing platforms are linked to the phrase “*convenient*” by interviewees which can be labeled as the major factor for all participants in brief.

It is observed that sharing platforms having cheaper options is a convincing factor, especially for students. Just as Interviewee A mentions:

“... I am a student and I do not want to purchase expensive products like vacuum cleaner, waffle makers etc. So it is better to rent them from a much cheaper price.” (Interview A)

Besides, there is also a common sense of using these sharing solutions during vacations or short trips to another city. When people need a place to stay for a short period and if there is a need for a ride in a city where they do not have their cars, sharing platforms that provide temporary access for a flat or a car are the best options (Interview D). Casais et al. (2020) also stress that the sharing economy brought a new concept to the tourism and hospitality sector by allowing people to share and rent goods and services to organize their trips more easily and also made a way to a more sustainable society.

On the contrary to the motivations for access-based and collaborative consumption indicated by Gullstrand Edbring et al. (2016), it is seen that none of the interviewees mentioned the environmental reasons during interviews. The lack of mentioning environmental reasons from interviewees show that the environmental benefit of using sharing economy platforms are not well-known yet among the participants. Böcker and Meelen (2017) indicate that environmental consciousness has a positive effect on people’s intention to engage in collaborative modes of consumption and sharing behaviors. In that sense, it is important to consider to what extent people are aware of the sustainability and environmental benefits of

using sharing economy platforms. The debatable issue here is, if people were more conscious about the environmental aspects of engaging in sharing behaviors, would they prefer to use sharing economy platforms because of their sustainability benefits ?

Besides; easy to access, a sense of familiarity, providing a large range of products and comfort factors are the ones that are not commonly presented in the existing literature but have importance from consumers' perceptions. Although there are some common motivations (e.g. economic reasons, temporary nature of use, socializing and practicality) mentioned both by archival documents and the interviewees, there are still some missing elements in the existing literature regarding the primary drivers of consumers. This paper presents different perspectives of both ABS and P2P sharing platform users in terms of their primary motivations to use these services. According to their responses, it seems that people prioritize the economic benefits of using sharing economy platforms as cheaper prices and low transaction costs because of easiness to access, rather than its social and environmental benefits.

4.2. Experiences Regarding The Consumer Misbehavior in Sharing Platforms

The main idea behind conducting interviews with customers of ABS and P2P sharing platforms was to understand their lifetime experiences and perceptions regarding consumer misbehavior in the sharing economy. According to the data gathered from these interviews, it is deduced that above 2/3 of the participants faced consumer misbehavior in their sharing platform experiences. There are 11 cases in total from both ABS and P2P sharing platforms. Whereas 4 people indicated that they have not observed or experienced consumer misbehavior in any of their experiences on sharing platforms. The distribution of these consumer misbehavior cases among ABS and P2P sharing platforms is displayed in Figure 3.

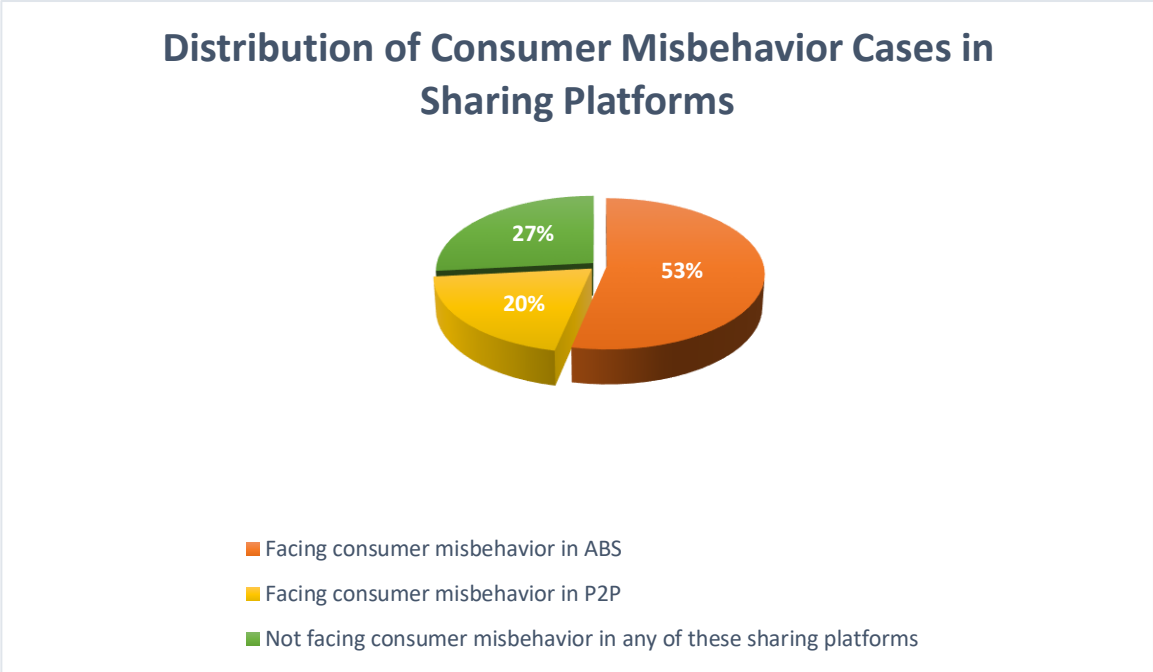


Figure 3: Distribution of Consumer Misbehavior Cases in Sharing Platforms
(Source: made by Author using interviews)

It is important to note that the number of customers who faced consumer misbehavior in ABS predominates the number of customers who faced these types of misbehaviors in P2P sharing platforms. The main idea of analyzing the cases from both ABS and P2P sharing platforms was to understand whether company providers in ABS have a role in reducing consumer misbehavior cases. Although in ABS the providers are businesses or companies rather than peers, it is quite surprising that there are more consumer misbehavior cases in ABS when it is compared to services that peers provide.

All types of consumer misbehaviors mentioned and experienced by interviewees are categorized under 4 labels. These labels are; *Cleanliness & Hygiene, Damaging Products, Irresponsible Actions and Unrespectful Behaviors*. In the following sub-section, the experiences of participants in ABS and P2P sharing platforms will be analyzed separately.

4.2.1. Consumer Misbehavior Cases in ABS

As it is mentioned before, the number of consumer misbehavior cases in ABS outperforms the ones in P2P sharing platforms. There are 8 particular cases from different interviewees. These cases took place on the platforms which provide temporary access to household items (TULU), scooter and bicycle renting platform (Lime), and lastly several car sharing platforms. It is seen that all of these consumer misbehavior experiences fit into the 4 different categories of misbehaviors mentioned before.

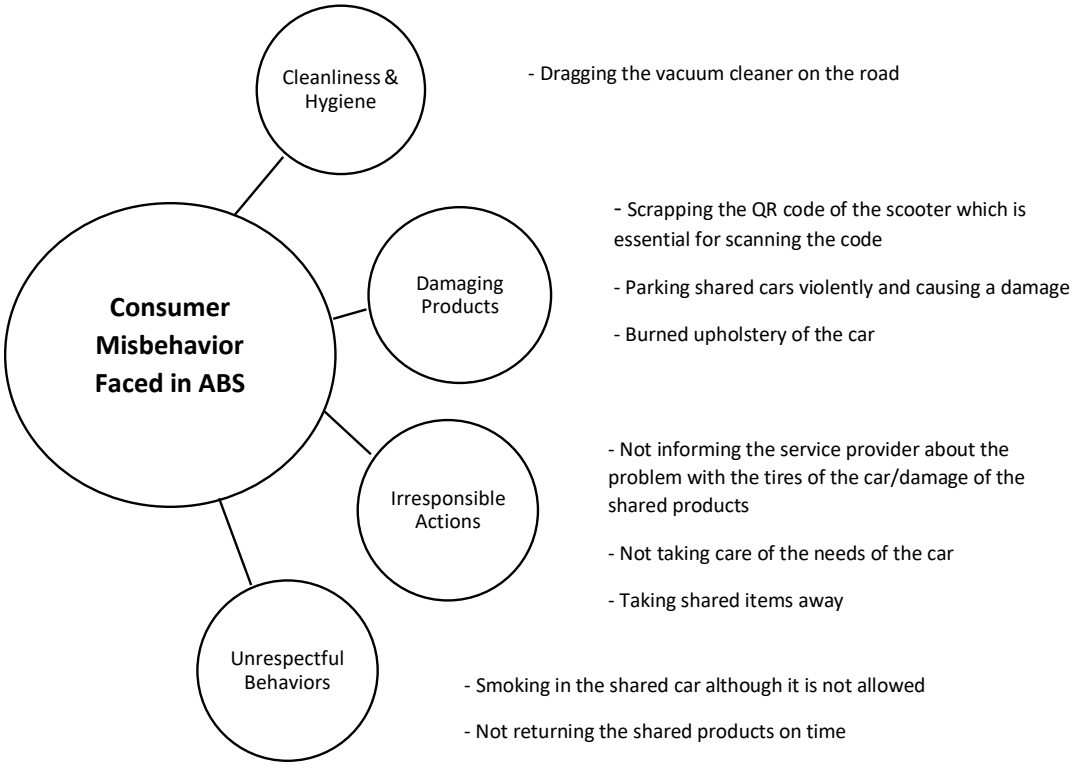


Figure 4: Consumer Misbehavior Cases in ABS
 (Source: made by Author using interviews)

Regarding cleanliness and hygiene issues, the main problem is people do not have the same sense and standards of hygiene which leads customers to abstain from using these sharing platforms with peace in mind (Interview A). Lutz and Newlands (2018) also note that the people

who become motivated by cleanliness to use some services feel discomfort because of hygiene issues which lower their willingness. For example, Interviewee A indicates her consumer misbehavior experience in the home essentials sharing platform TULU as follows,

“...I saw some students just dragging the vacuum cleaner on the ground and it was just a bit hard for me to see that the wheels of the vacuum cleaner are touching the ground which is full of dirt of course. In that sense, I do not feel that comfortable using these vacuum cleaners in my room...” (Interview A)

There are more consumer misbehavior cases mentioned which fit in the category of damaging products. For instance, on car sharing platforms, customers drive and park these cars violently which causes damage (Interview M) and they also damage the car by taking forbidden actions like smoking and causing a burned upholstery (Interview J). Ma et al. (2019) also note that most of the reported misbehaviors in the car sharing platforms are deliberately damaging the car. The possible reason behind these customers' way of using these services in this manner is mentioned by Interviewee J as follows,

“Since these people do not purchase or buy these products, I mean just because they do not have the actual ownership of these products, they use them carelessly. I think it is almost impossible to see a person who uses their own products in the same way they use these shared products. Of course, they use their own products more carefully.” (Interview J)

Additionally, damaging these shared products also disrupts the consumption order by affecting the service quality and speed that the next customer is going to get. It is also possible to see that such misbehaviors of consumers even halt the next transaction on these sharing platforms due to the next customer's refusal to use that damaged product (Ma et al., 2019). In one of the well-known scooter and bicycle renting platforms called Lime, there is a process for renting these shared items like scanning the QR code of the scooter and reserving it (Interview

F). What if a potential consumer decides to benefit from this service because of his urgent need and when he goes near the scooter and sees that the QR code of the scooter is scraped ? This is what is actually experienced by a customer which has cost both time and effort for him because of someone else's misbehavior.

“It was bizarre and unethical for the consumer to scrape the QR code from the scooters so that others would not be able to use.” (Interview F)

Irresponsible actions of previous users are also another significant factor that negatively affects the service experience of future customers. Not informing the service provider about the problems they faced while using these shared products (Interview E), not taking care of the needs of the car (e.g. fueling) (Interview M) and taking these shared items away (Interview D) are the actions that have been observed in ABS. For instance, in most of the car sharing platforms it is also the previous customer's responsibility to recharge the car before returning it to the service provider. The main idea of this returning process is to leave the shared product available for use by the next customer (Ma et al., 2019). Nonfulfillment of these responsibilities causes problems for the next users. The common point of these irresponsible actions is that the next customers became victims because of the problematic actions of previous users.

“... I learned that the person who used it before did not report to the company that there was a problem, an issue. That is why I was kind of a victim at the moment because I could not exactly use it and my plans were failed...” (Interview E)

The last category for types of consumer misbehaviors observed in ABS is the unrespectful behaviors. Although it is not allowed to smoke in the shared cars provided by a company, nonsmoker users become annoyed because of the previous users' insensitivity regarding this issue (Interview I). In addition to unrespectful behaviors that occurred in car

sharing services, another case has occurred in another house essentials sharing platform about not returning the shared products on time which causes loss of time and money (Interview H).

“We pay for this service and some people keep the vacuum cleaners for days. They are only allowed to keep the vacuum cleaners for only the time interval they need them but they keep them more even for several days. So, we lose the chance to get and use this service although we have the right to do since this is a sharing platform.” (Interview H)

The opinions of interviewees also demonstrate that people misbehave in these sharing platforms due to lack of penalties regarding these types of misbehaviors. People do not feel the liability of acting in a good manner while using these shared services because they know that these products are not their own property so they do not act responsibly (Interview A). These opinions of the participants show that they believe in the idea of bringing penalties for these types of misbehaviors which can be a solution for this serious problem in the sharing economy. There is a demand from the customers to see some actions from the sharing platforms in order to hinder these cases.

All of these problematic behaviors of other customers lead people to question themselves about using these sharing platforms (Interview E) and even lead people to purchase their own products (Interview H) as a traditional way of consumption. The main reason for their thoughts is that people do not want to face such a bad experience again in their lives and they want to avoid it (Interview E). It is clear that sharing economy platforms have some risks and once people become aware of that, they start to become more suspicious even if they are supporters of sharing economy and these types of new business models.

Lastly, it should also be noted that in ABS although the providers are companies, it seems like they do not have an impact or they do not get any action to reduce the number of misbehavior cases that occur on their platforms. Interestingly, the P2P sharing platforms have

a lower number of cases when it is compared to the variety and number of cases in ABS. In that sense, according to the primary data gathered, the type of provider may not have a strong impact on alleviating the consumer misbehavior cases on sharing economy platforms.

4.2.2. Consumer Misbehavior Cases in P2P Sharing Platforms

It is observed that there are 3 particular cases of facing consumer misbehavior in P2P sharing platforms. All of these cases have occurred on different apartment sharing platforms like Airbnb. These problematic behaviors of customers include cleanliness and hygiene issues, damaging products and lastly irresponsible actions by other customers. In terms of unrespectful behaviors, none of the interviewees came across such an attitude in their P2P sharing platform experiences.



Figure 5: Consumer Misbehavior Cases in P2P Sharing Platforms
(Source: made by Author using interviews)

Regarding cleanliness and hygiene issues in these apartment sharing platforms, finding shared apartments full of dirt is the main problem. Because in most of the P2P apartment sharing platforms, it is the customer's responsibility to leave the house clean and in order (Interview B). In general, most of the interviewees mentioned that finding these shared flats dirty or in a disgusting situation is the most disturbing type of misbehavior from their point of view. Interviewee B tells about her bad experience regarding this issue as indicated below,

“Once I used a sharing flat like Airbnb and the previous customer has to clean the room before leaving. When I entered the room after that customer, everything seemed quite clean actually. But after a week I realized that actually all of the pipes in the room were literally choked ! I was so furious that cleaning the pipes was the previous customer's responsibility but at that time I had to deal with it. I complained and wanted to get some of my money back actually. So it affected my service experience in a terrible way.” (Interview B)

In the category of damaging products, damaging the household items in a shared flat was expressed as another problem caused by previous customers. Especially when the case of damaging products was also combined with another irresponsible action of that customer like not informing the peer provider about the damage. The biggest trouble behind these 2 combined consumer misbehaviors of other customers is that Interviewee C became accused by the peer provider although she was not the responsible one for this damage.

“For one of my Airbnb cases, the house provider accused me to damage the house items although I did not. So, it is most probably made by another person or consumer. The damage was something with the mirror as far as I know it was broken but I am totally sure that I did not even touch that mirror. She wrote this on our profiles as a review in a very mean way just because of someone else's misbehavior.” (Interview C)

It is seen that, since all of these consumer misbehavior cases have occurred in apartment sharing platforms like Airbnb, most of the problems were derived from the cleanliness and damage of the household items. The majority of the people who faced these problematic actions and behaviors of these customers think that people behave like this on sharing platforms because they think that the next customer or the peer provider is going to take care of the needs, cleaning or tidiness of the flat.

“...They do not care. They know that the other person is going to take care of it after them. Because they are not going to be there or stay there again so they do not pay attention or care what happens.” (Interview B)

This situation leads to the spread of these types of misbehaviors, especially on P2P sharing platforms. People’s way of thinking about sharing platforms seems like one of the main reasons for facing consumer misbehavior in these types of services. Since apartment sharing platforms are not as supervised and regulated as hotel accommodations, people give less attention to their way of using these services.

The crucial point to consider regarding the consumer misbehavior cases in P2P sharing platforms is that all of the cases have occurred on the apartment sharing platforms. Although the participants of this study stated that they also use different P2P sharing platforms other than apartment sharing, they faced these types of misbehaviors only in apartment sharing. It is seen that almost all types of consumer misbehaviors except disrespectful behaviors have been observed in these flat sharing platforms. This situation shows that apartment sharing platforms like Airbnb seem to be more open to various types of consumer misbehaviors and they can be more exposed to these problematic behaviors of consumers among other P2P sharing platforms.

4.3. Long-term Consequences of Facing Consumer Misbehavior in Sharing Platforms

According to the lifetime experiences of interviewees, two aggregate dimensions and outcomes have been reached after the data analysis. The first outcome is, that experiencing consumer misbehavior led people to stop using sharing platforms. Second one is, that people continue to stay in sharing economy by taking some necessary precautions. These two outcomes will be examined separately in the following sub-section.

4.3.1. Outcome 1: Stopping Using Sharing Economy Platforms due to Experiencing Consumer Misbehavior

Among 15 participants only 5 of them indicated that they decided not to use sharing platforms and services again after facing consumer misbehavior. There are 2 main reasons that made people take this decision. These 2 main reasons are:

- Having a bad service experience because of other customers' misbehaviors
- Loss of trust in sharing economy platforms

- Having a Bad Service Experience Because of Other Customers' Misbehaviors

The problematic actions, behaviors and attitudes of other customers in the sharing economy have a direct impact on the following customers' experience because the sharing economy is a collaborative way of consumption that is based on joint use of services. Therefore, people think that they are victimized because of previous and other consumers' misbehaviors on these sharing platforms. This situation led these people not to contribute to the sharing economy in order to avoid these types of bad experiences in the future (Interview E).

“At first, I was really excited and curious about the sharing solutions but because of my bad experiences I get really upset and honestly it led me not to use them anymore.” (Interview E)

First of all, experiencing consumer misbehavior causes a loss of time and effort which is a dissuasive factor to continuing using these sharing platforms (Interview E). Besides, disrupting the core functionality of the service provided and as a result leading to interruption of consumption order is also mentioned as one of the most bothering misbehaviors (Interview F). In sharing platforms, paying for the service however not being able to get the service as supposed to be because of others forces people to buy their own products by paying much more money (Interview H). In addition, dealing with the previous customers' irresponsible actions also leads to failure of plans and creates a feeling of disgust and discomfort (Interview E, Interview H).

The existing literature also highlights the importance of service quality to customers of sharing platforms. Shao et al. (2020) demonstrate that a higher level of service experience promotes the continuance intention whereas lower service quality leads to dissatisfaction and reduced motivation to continue using these services. In that sense, having a bad service experience due to facing consumer misbehavior logically leads people to stop using these platforms. This paper additionally emphasizes the fact that consumers feel victimized in their experiences because of other customers and their actions. However, the striking point this study underlines is that customers of sharing platforms are not the only ones who become victims because of others' misbehaviors, sharing platforms also become victims because of their own customers' problematic actions.

- Loss of Trust in Sharing Platforms

The second reason that makes people stop using these sharing platforms is their loss of trust due to facing consumer misbehavior. As an interesting fact, although these problems in their personal experiences are derived from the previous customers' actions and behaviors, people tend to lose their trust in platforms and providers.

“I think these types of services are totally based on trust. It is the key element for someone to keep choosing this option. That is why, I think that if I start to lose the trust because of these bad experiences, I would stop using them eventually.” (Interview N)

One of the main reasons for their lack of trust in platforms is, they sometimes became accused because of someone else’s misbehavior (Interview C, Interview K). Additionally, people also became victims because of someone else’s damage or irresponsible actions which even caused them not to use and benefit from that service provided by the platforms (Interview D, Interview E, Interview H). There are also some rare occasions mentioned as, when people could not benefit from the service because of the other customers although they paid, they asked for a refund but could not get it from the platform (Interview H).

“I am more skeptical right now about using the same brands that I faced consumer misbehavior and could not get my refund.” (Interview H)

In general, these occasions mentioned above cause people to feel insecure and worried about the probability of facing such a bad experience again. In that sense, they started to question themselves and became more skeptical and reluctant about using these sharing platforms (Interview H, Interview N). Moreover, some of them also think that it is better to tell their peers, friends and relatives about the bad experience they had to inform and warn other people (Interview N). Since people’s service experience affects their word of mouth marketing, it is seen that the trust issue in sharing economy is positively associated with their intention to recommend (Oliveira et al., 2020).

Just as it is mentioned by the interviewees, there are also some existing studies in the academy supporting that building trust is a key element for the sharing economy and sharing economy platforms. The key challenge for all types of sharing platforms is, facilitating trust among the participants because platform or peer providers of these sharing services are exposed

to potential consumer opportunism (ter Huurne et al., 2017). In addition, since the operations in sharing economy platforms are different from traditional types of business models, using these assets and resources of others in an unsupervised manner also leads to lower levels of trust and insecurity issues in these sharing platforms (Wirtz et al., 2019).

It should also be indicated that trust in the sharing economy is related to transaction costs. The trustworthiness of sharing platforms and their users is known as an ensured feature that reduces transaction costs and risks (Frenken & Schor, 2017). Hira and Reilly (2017) also mention that sharing economy platforms are desirable because their main purposes are increasing asset and resource mobilization by reducing transaction costs. Especially internet-based sharing platforms facilitate reductions in transaction costs between the customers and the providers (Hansen Henten & Maria Windekilde, 2016). Since transaction costs include search and information costs, it is directly associated with the time spent by the consumer to search for a service or good in the sharing market (Felländer et al., 2015). In that sense, lack or loss of trust in sharing platforms leads to an increase in transaction costs because consumers require more time to search for a more trustworthy sharing platform in the market. This increase in transaction costs due to loss of trust can be another factor that forces people to stop using these sharing economy platforms.

Although the previous and other customers are in charge of these people's bad service experiences, the sharing platforms and the providers became negatively affected. These occasions are evidence of the huge impact of consumer misbehavior on other people's way of thinking and decision-making. In that sense, it is highly crucial to highlight the important role of platforms to take action regarding the consumer misbehavior issue and regain the trust of their injured customers.

This study contributes to the existing literature by emphasizing the fact that 1/3 of the interviewees decided to stop using sharing platforms due to having a bad experience and losing

their trust. These dissuasive factors lead people to continue with the traditional way of consumption rather than contributing to sharing economy. It is also highly important to note that, the decisions of these people do not only affect their own way of living and consuming but also affect the way of consuming as a world. Since switching from the traditional way of consumption to sustainable consumption requires collaboration among individuals, consumer misbehavior might be the greatest barrier to achieving this transformation.

4.3.2. Outcome 2: Continuing Staying in Sharing Economy by Taking Some Precautions

When it is compared to the number of people who decided to stop using sharing platforms, the majority mentioned that facing consumer misbehavior during one of their service experiences did not affect their intention to use sharing platforms. Among 15 participants 10 of them stated that they continue to use sharing economy platforms by taking some necessary precautions beforehand. There are 2 common points that these people agree with after facing consumer misbehavior on these platforms,

- Looking for other alternatives within the sharing economy
- Advantages of using sharing platforms predominate the rare occasions

- Looking for Other Alternatives within the Sharing Economy

Facing consumer misbehavior did not affect these people to make radical decisions like stopping the usage of sharing platforms; however, it led them to be more careful about their choices within the sharing economy. For future decision makings, the main idea is to look for other sharing economy platforms that will meet their expectations by eliminating the platforms that they faced consumer misbehavior.

In general, facing consumer misbehavior personally leads people to be more careful about their choices. For instance, doing more research by checking the reviews, comments and

ratings about previous users' service experiences is one of the most rational things to do (Interview B).

"I am just more careful when I'm looking through the options and looking at reviews either about the platform or the particular service that's offered. But I again stay in sharing economy." (Interview C)

The customers' common idea about checking reviews while making their choices has also been stated in the existing literature. For P2P sharing platforms, customers and their online feedback reviews take an active role in influencing future potential customers (Casais et al., 2020). In addition, Casais et al. (2020) also put great emphasis on the importance of word of mouth in the sharing economy by stressing that the opinions of others exert an influence on people's decision makings.

On the other hand, online reviews have a role to promote trust in online platforms by reducing information asymmetry (Abramova et al., 2015). Demary (2014) also agrees with the idea that checking different suppliers' ratings before engaging in a transaction also increases transparency by decreasing the information asymmetry. Last but not least, analyzing reviews as textual data allows consumers to gain a deeper understanding of others' experiences which enables them to make better choices based on reviews and comments (Lee et al., 2020).

Besides, facing misbehavior only once among several sharing platform experiences is not seen as a sufficient reason for these consumers to change their minds. Therefore, people regard trying different sharing economy platforms as another option to continue benefiting from these sharing services (Interview H). In addition, the platforms are also seen as trustworthy and untrustworthy by the users according to their reputation and having a high profile (Interview O). So, looking for reliable and trustworthy service providers is also another factor that is taken into consideration while making decisions.

“I would only go for trustworthy platforms rather than the less known ones...it is about to use trusted platforms even the prices are somehow higher but with better and insured services.”

(Interview O)

The crucial question is, “Do sharing platform providers make any improvements to avoid consumer misbehavior?”. The reason for looking for other alternatives in the sharing economy is to give some time to the platforms for improvements which faced these misbehavior cases (Interview H). There is a demand from the consumer side to see these brands take some actions to fix the problem regarding this consumer misbehavior issue. In that sense, consumers need to notice some improvement signs from the sharing platforms to continue choosing this same platform again in the future.

- Advantages of Using Sharing Platforms Predominate the Rare Occasions

As it is mentioned before, there are several motivations that make people use these sharing economy platforms. Although people face a consumer misbehavior case in one of their experiences, there are some other factors that they prioritize in the sharing economy. In that sense, for a certain group of people, advantages and benefits of sharing platforms generally make them ignore these consumer misbehavior cases. Interview F declares himself like,

“It depends on the what the consumers are prioritizing. For me the most important aspect is affordability therefore I still support it despite the misbehaviors.” (Interview F)

There are several advantages of using sharing platforms and the most attractive feature of these platforms is being affordable and much cheaper than market prices (Interview A). They make people’s lives easier (Interview B) by being convenient and practical and also by saving time and costs (Interview M). The user-friendliness of these platforms is another driver for the consumers because they are easy to use and accessible by everyone (Interview D). Lastly, some

customers of the sharing platforms also use them because they know it is a good transition from traditional consumption patterns to new types of business models (Interview A).

Academic literature also supports the fact that there are some strong incentives in the sharing economy that make people prefer these types of business models. For instance, Sung et al. (2018) state that, the economic benefit is a unique determinant of the sharing economy when it is compared to the traditional economy. Demary (2014) also adds that technology is the main driver in this economy because it facilitates the economic activities in these platforms when it is compared to traditional types of business models. Besides economic benefits, enjoyment and sustainability are also considered as intrinsic motivations for people to contribute to sharing economy (Hamari et al., 2015).

The reduction of transaction costs appears as a strong incentive for people to continue using sharing economy platforms rather than preferring traditional types of business models. For instance, in terms of policing and enforcement costs as a transaction cost, it is seen that sharing economy enables payment via the platform and relying on the platform in the case of an accident (Demary, 2014). However, in the traditional type of business model, customers need to organize the payment method and they have to negotiate with the insurer and the supplier in the case of an accident (Demary, 2014). In general, saving money, being time efficient, being more environmentally friendly and socializing are the factors that motivate these people to continue staying in sharing economy (Andersson & Johansson, 2021).

Facing consumer misbehavior in service experiences leads to bad service quality for almost all of the customers. However, the significant point to consider is that some people prioritize the advantages they get from using sharing economy platforms whereas others put their values first. While some of them rely on the fact that sharing economy has several economic benefits, the others want to get an excellent service they pay for so they do not want to face these types of consumer misbehaviors in sharing economy. In that sense, this study

contributes to the existing literature by showing that the priorities of the consumers actually shape their decision-making processes regarding their continuity in sharing economy.

5. Conclusion

5.1. Theoretical Implications

This study provides a deep understanding of consumer misbehavior and its effect on people's willingness to use sharing economy platforms. In particular, this paper investigates the barriers which are related to consumers' misuse and misbehavior in sharing economy and their impact on other sharing platform users. The existing literature has provided several insights about the drivers and barriers to using sharing economy platforms. However, there is a gap in the existing literature about putting emphasis on the extent of consumer misbehavior in these sharing services and its possible effects on the decision-making processes of sharing platform users. In bridging this gap, this study provides different consumer misbehavior cases that have been faced by interviewees both in ABS and P2P sharing platforms and people's thoughts and actions within the sharing economy after their consumer misbehavior experiences.

First of all, the customers' primary motivations to use sharing platforms have been identified during the interviews. These motivations are, cheaper prices, ease to access and use, a large range of products, practicality for urgent needs, socializing and convenience. In this way, the incentives provided by sharing platforms have been determined from the consumers' perceptions. Secondly, the personal experiences of interviewees regarding consumer misbehavior on the sharing platforms have been found. Among 15 interviewees 11 of them have faced consumer misbehavior in sharing platforms and had a bad service experience. All types of consumer misbehaviors observed are categorized under 4 labels as Cleanliness & Hygiene, Damaging Products, Irresponsible Actions and Unrespectful Behaviors. While there

are 8 particular misbehavior cases mentioned in ABS, the remaining 3 cases are from P2P sharing platform experiences of interviewees.

This paper provides 2 outcomes that have emerged from the data provided by the customers of ABS and P2P sharing platforms. The first outcome is, the customers who faced consumer misbehavior in one of their experiences decided to stop using these sharing platforms. This paper defines the reasons for this outcome in 2 different aspects. One of them is, people had a bad experience because of other customers' misbehaviors and they could not get the quality of service they expected. Another one focuses on the trust issue in the sharing economy. Since people lost their trust in the sharing economy platforms because of facing consumer misbehavior and having a bad experience, they do not prefer to use them anymore. The second outcome suggests that people continue to stay in sharing economy and benefit from these sharing platforms by taking some necessary precautions. This outcome is also examined under 2 different aspects. The first aspect demonstrates that these users decided to look for other alternatives within the sharing economy by making more research. The second aspect puts great emphasis on the idea that people prioritize the various advantages of sharing platforms while making their decisions and they ignore the rare occasions they faced as consumer misbehavior cases.

Finally, this study suggests that the majority of the consumers decided to continue using these sharing platforms by taking some necessary precautions. Even though they faced consumer misbehavior and became affected by having a bad experience due to others' actions and attitudes, they still support the sharing economy and these types of new business models. This study also stresses the people's contribution to sharing economy which also enhances the transition from the traditional type of consumption to more sustainable consumption. Despite facing consumer misbehavior in one of their experiences, the majority are still willing to support the sharing economy, a collaborative and more sustainable way of consumption. Therefore, this

paper contributes to the existing literature by focusing on the impact of consumer misbehavior on people's willingness to use sharing platforms. Besides, this study also presents the connection between sharing concept and sustainable consumption. In that sense, the meaningful insights and relationship between consumer misbehavior and its effect on people's contribution to sustainable consumption have also been given.

5.2. Managerial Implications

In line with the findings of this study, it is seen that sharing platforms are affected in a negative way because of their customers' misbehaviors. The significant point to consider is that, although people have a bad experience because of other consumers' actions, the platforms become the injured party because people decide not to use this same platform again or they decide to stop supporting the sharing economy generally. Despite the actual liabilities of people's bad experiences are the misbehaving consumers, sharing platform providers suffer from this situation. In that sense, company and peer providers should take some actions in order to avoid consumer misbehavior cases on their platforms.

Customers of ABS and P2P sharing platforms emphasize that there is no penalty for people's misbehaving actions in these sharing economy platforms. Since there is no penalty fee, fine or any disincentive factor for these customers to deter them from misbehaving in the sharing economy, people do not hesitate to act like this. As these customers know that nothing is going to happen to them even if they misbehave, they do not care (Interview H, Interview M).

In that sense, company and peer providers of these sharing economy platforms should bring an arrangement for supervision of the services after each usage. If they track the situation of the shared products after each usage, they can avoid the possibility for future customers to have a bad experience due to previous consumers' misbehaving actions. In addition, if these

platforms impose penalties for the actions which break the terms of the contract, they might dissuade these customers from behaving this way.

By informing their customers about the terms of the contract, good conduct and the applicable punishment policies in the case of misbehaviors, they might lead their customers to use these shared products in a more careful manner. On the other hand, tracking the situation of these sharing products regularly might help them to provide their customers with a better service experience. By this way, even if some of their customers misbehave, platforms can obviate the potential problems that their following customers may experience because of other customers' misbehaviors.

These can be the managerial recommendations for the sharing platform providers in order to not lose their customers. On behalf of the transition from the traditional way of consumption to more sustainable consumption, sharing platforms should also take these actions to alleviate the barriers which are derived from the consumers' misbehaviors. If platforms take responsibility regarding this issue and people see some improvement signs and efforts from these platforms, they can regain the trust of their injured customers and make them continue to support the sharing economy.

6. Limitations and Future Research

This qualitative study presents a deeper understanding of the effects of consumer misbehavior on people's willingness to use these sharing economy platforms. However, there are some limitations of this paper that may require additional research in the future. First of all, some of the interviews have been conducted via an online meeting tool called Zoom and some technical problems have occurred during the interviews. These technical problems like internet connection being cut off and voice interrupt made the whole conversation and transcribing processes difficult for a few interviews. In addition two of my interviewees have a time

constraint problem so we could not go into detail while discussing the questions which decreased the quality of insights that I got from these two interviews. Secondly, in this study, there is an imbalance in the number of consumer misbehavior cases in ABS and P2P sharing platforms. There could have been more interviewees who faced consumer misbehavior in P2P sharing platforms like ABS in order to enrich the findings of this study. Thirdly, in total there are 4 people who have not experienced consumer misbehavior in any of their experiences so I asked them to answer some of the interview questions by imagining they faced consumer misbehavior in one of their experiences. Their individually imagined answers might be biased and might not be valid as the interviewees' answers who really experienced consumer misbehavior.

In conclusion, the research scope of this study does not comprise a detailed focus on what can be done to reduce the impact of consumer misbehavior on other people's decision making in sharing economy. However, the responses of the interviewees put emphasis on the roles of sharing economy platforms to alleviate these consumer misbehavior cases and the lack of deterrence policies to make customers use these sharing services and products more carefully. In that sense, future research could address the roles and possible actions of sharing platform providers to alleviate the consumer misbehavior cases in the sharing economy in order to reduce the impact it creates on people's willingness to use these platforms.

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8. Appendices

8.1. Appendix A: Overview of the Participants

Interview Code	Age	Profession	Nationality
Interview A	24	Master's Student	Turkish
Interview B	22	Bachelor's Student	German
Interview C	25	Master's Student	Bulgarian
Interview D	24	Architect	Turkish
Interview E	23	Master's Student	Turkish
Interview F	24	Engineer	Turkish
Interview G	59	General Manager	Turkish
Interview H	25	Master's Student	Greek
Interview I	49	Not working	Turkish
Interview J	51	Not working	Dutch
Interview K	60	Shift Boss	Dutch
Interview L	49	Managing Director	Turkish
Interview M	21	Compliance Analyst	Spanish
Interview N	24	Junior Business Analyst	Hungarian
Interview O	49	General Manager	Turkish

8.2. Appendix B: The Interview Guide

1. Introduction (5 min)

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I:

B: Fine, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms. Could you please tell me your name, age, nationality and your profession ?

I:

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I:

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions (10 min)

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I:

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I:

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I:

B: Why did/do you use sharing platforms ? (e.g. contributing sustainable consumption, economic reasons, environmental reasons ?)

I:

B: How was your service experience in general ? / Summarize it in a sentence.

I:

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy (20-25 min)

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I:

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I:

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I:

B: Which types of consumer misbehaviors disturb you the most ?

I:

B: Why do you think consumers behave this way in sharing economy platforms ?

I:

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I:

B: How did this consumer misbehavior of previous customers affect your service experience ?

I:

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I:

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I:

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I:

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I:

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion (5 min)

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I:

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I:

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

8.3. Appendix C: The Codebook

Code	Description	Examples from Transcripts
Cleanliness & Hygiene	This code includes types of cleanliness and hygiene issues mentioned by interviewees.	"...any misbehavior related to hygiene issues disturb me the most. Especially if this is an Airbnb or a rental car. It can even make me cancel my reservation, ask for a refund and try to find another place or a car." (Interview A)
Damaging Products	This code includes types of damaging products cases in the sharing platforms.	"People also park violently with these cars so I find them sometimes with some damage. I find them not in its best state in most of the cases..." (Interview M)
Irresponsible Actions	This code includes types of irresponsible actions faced by the customers of the sharing platforms.	"When I got into the car and started, I realized the tires were not okay like there was a nail stuck in one of the tires so there was blowout situation right there and it was impossible for me to use the car anymore. But then I learned that the person who used it before did not report the company that there was a problem, an issue. That is why, I was kinda a victim at that moment because I could not exactly use it and my plans were failed..." (Interview E)
Unrespectful Behaviors	This code includes types of unrespectful behaviors faced by the customers of the sharing platforms.	"When I received the keys of the car, I realized that someone who used that car before me smoked in it, so I was really irritated and annoyed as a nonsmoking person." (Interview I)
Motivations	This code involves the primary drivers for the interviewees that make them use these sharing economy platforms	"...my main reasons are low costs, high quality of service when we think about the performance comparison to the low price we pay and I also use some of them for socialization, meeting new people and for new experiences as well..." (Interview H)
Bad Service Experience	This code includes statements related to bad service experience people had because of the other customers of the sharing platforms.	"So, I kinda reserved one of the cars for two hours but because of that misbehavior I could not get the car and could not get the groceries and most importantly I could not help my friend. So it was a really bad experience for me because it ruined everything. I really did not enjoy that experience at all." (Interview E)
Loss of Trust to Platforms	This code encompasses the importance of trust element in the sharing economy and how people lose their trust to sharing platforms after facing consumer misbehavior.	"I think these types of services are totally based on trust. I think it is the key element for someone to keep choosing this option, these types of sharing services. Like choosing Airbnb rather than a hotel. That is why, I think that if I start to lose the trust because of these bad experiences, I would stop using them eventually." (Interview N)
Looking for Other Alternatives	This code involves statements regarding people's decision to try alternative sharing economy platforms when they had a bad experience due to consumer misbehavior in their previous choices.	"I cannot say that my opinions about using them has changed, I will use them again but with different platforms and brands this time, not with same platforms that I faced problems with. Because there are also several other sharing economy platforms that they really work." (Interview H)
Advantages over Rare Occasions	This code includes statements related to people's opinion about ignoring the rare occasions like consumer misbehavior in the sharing platforms due to the fact that there are several advantages in the sharing economy which they do not want to desist from because of facing consumer misbehavior.	"It depends on what the consumers are prioritizing. For me the most important aspect is affordability, therefore I still support it despite the misbehaviours. However if the consumer prioritizes convenience, leisure and sense of luxury then they might prefer not to use it again." (Interview F)

8.4. Appendix D: Transcripts of the Interviews

INTERVIEW A

5. Introduction

5.1 Greeting and Introducing Myself

B: Good Afternoon ! How are you today ?

I: I am fine. What about you ?

B: Fine, thanks. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, it is okay.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

6. Warm-up Questions

6.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: I think it is a business model based on different products and services that we can share collaboratively. People can provide some services or companies can provide some access-based products which other people can also use. So, I think it is a two-sided economic model.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes, I have been using sharing economy platforms since I was doing my bachelors degree. I started using Airbnb first and then I became familiar with the “sharing economy” term while I am doing my studies in this masters programme as well.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: I used Airbnb several times. I also used and still use TULU when I came Utrecht for my studies. TULU is a sharing economy platform by a provider company which enables people in my dormitory to rent certain products mostly household goods. So it is not a peer-to-peer platform because company is the provider in this TULU case. There is also an application that you can use to select which product you want to use and then it is just basically swiping left and you can rent it by this way.

B: Why did/do you use sharing platforms ?

I: For Airbnb, it is much cheaper than using Booking or other hotel service companies. I also think that using Airbnb creates a sense of familiarity like it is a whole experience. Because you again stay in a home even when you are abroad. I think it is good to use Airbnb for this reason as well. For TULU, the main reason is I am a student and I do not want to purchase expensive products like vacuum cleaner, waffle makers etc. So, it is better to rent them from a much cheaper price.

B: How was your service experience in general ?

I: For Airbnb case my experiences were mostly pretty good. I always got what I expected. However, in my last experience, I had an issue. The provider requests the customers to leave the house clean. So, the provider does not really come to the place and clean. When we arrived the house it was a bit dirty and the previous user did not change the bed sheets and it was a bit disappointing for us. I also realized that the provider could not control this so he is basically just wishing for the best but I think it is both the provider's and users' responsibility. For TULU, again I am generally happy with it. However, I have an issue with vacuum cleaners. I never enter my room with my shoes in my dormitory and I know that it is not the same for all of the people living in my dorm. However, I saw some students just dragging the vacuum cleaner on the ground and it was just a bit hard for me to seeing that the wheels of the vacuum cleaner are touching on the ground which is full of dirt of course. So, yes it is a type of bad experience for me.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

7. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: In TULU cases, I have an issue with vacuum cleaners. I never enter my room with my shoes in my dormitory and I know that it is not the same for all of the people living in my dorm. However, I saw some students just dragging the vacuum cleaner on the ground and it was just a bit hard for me to see that the wheels of the vacuum cleaner are touching the ground which is full of dirt of course. In that sense, I do not feel that comfortable using these vacuum cleaners in my room just because I see that other people do not have them same sense of cleanliness or hygiene standards with me. By dragging this vacuum cleaner on the road, the wheels and also the surface of the machine become really dirty which makes me to feel uncomfortable and disgusted to use it in my room.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes. I think in both cases there were definitely consumer misbehavior other than providers’ behavior. In the Airbnb example, previous consumer did not leave the house clean and for TULU cases it is again other peers, consumers using these products without any respect to others.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: If I think platforms like TULU, consumers may leave the products, I am talking especially about kitchen appliances, really dirty. For the waffle machine or air fryer, they are very exposed to consumer misbehavior I guess. Because people leave them oily even worse. Sometimes people do not also clean the dust trash inside of the vacuum cleaner after using it or before returning it back which really affects the performance of vacuum cleaner and also directly affects our experiences, so I think this can also be an example of consumer misbehavior. For Uber case, some other consumers can vomit to the car seat or even something much more simple that driver cannot become aware of that. So, when I think there can also be several misbehaving actions in Uber case as well.

B: Which types of consumer misbehaviors disturb you the most ?

I: I think any misbehavior related to hygiene issues disturb me the most. Especially if this is an Airbnb or a rental car. It can even make me cancel my reservation, ask for a refund and try to find another place or a car. Also, it is annoying when you have a limited time, you rent a household appliance and its out of battery or when people don’t leave it as they should. When this happens it costs you a lot of time. And since, for example in Tulu, you pay to the platform for each half an hour, it can cost you money as well.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: It can be because there is no penalty for any kind of misbehavior. People don’t feel the need to act responsibly, especially when it is an appliance renting platform. They might be relying on the platform, or other customers. At least I never read or heard any penalty for a consumer misbehavior. For the airbnb cases, i bet there are some penalties but never heard of one. For airbnb cases people might act like this because it is not their house, they won’t be staying there and not care about the next person. People can be selfish and irresponsible when it is not their house/product.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: It affected very negatively. First, I tend to lose my trust on these platforms. Especially for Airbnb case it was a bit disappointing because Airbnb is a huge and very well-known platform and I expected much more than that from them. I also feel like the price I am giving, even though it is much less than the other option, for a second I think like “I should not pay this amount of money because I am not receiving the service as it should be.”.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: I think I will still use these platforms because it is again sometimes much more convenient, there are more options, it is much cheaper than the market prices. However, again I think these experiences made me feel like I need to be much more careful. If I rent a vacuum cleaner, then I should clean the wheels before using it. So, I need to think of these possible consumer misbehaviors before hand and then use the product.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Actually, I am still willing to contribute to sharing economy by using them. Because I think it is a good transition from traditional consumption patterns to new types of business models. So I am glad and proud to use these sharing economy platforms. I just need to be much more careful and maybe I should not expect that much.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: Yes. If I did not experience this kind of consumer misbehaviors, then I would not be that careful. So it affected the way I am using these platforms and solutions but I am also willing to continue using them.

B: Do you think having a bad experience because of a previous consumer’s misbehavior can affect people’s willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: I totally agree. I think it definitely affects. For example if I consider myself a bit because I am a relax and chill person in general and I also know that there are also lots of people who even cannot stand to think about coming across with such misbehaviors. If they experience some kind of misbehaviors like this, they will definitely stop using it because of their lack of trust to these platforms. For me lack and loss of trust and feeling of disgust are the biggest impacts that consumer misbehavior have on me. So, I think most of the people think in the same way.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

8. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thank you.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW B

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: I am good and you ?

B: Thank you! Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: I give my consent.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: Well, as an Economics student I feel the need to know that but I'm not sure what this is actually. But, sharing economy sounds like we are living in an economic world and all of the things that we are doing are actually sharing. So, so many platforms are based on it, I get the idea like Airbnb, we're sharing it, we are using it and it's part of the economy it's making contributions, making profit so there's a site to it which I understand.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes I have heard about them. I can actually talk about Airbnb. I do not have many experiences especially in Germany I don't have that much but I had it once with Airbnb. Like when we were sharing a flat.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes. I used one time Airbnb and some of my closest friends used it too. I used Uber in Munich as well.

B: Why did/do you use sharing platforms ?

I: Well, they are easier to search. I think it's the biggest reason why I'm using them. When I'm looking for something they are always there. I don't know if it includes but when I'm looking for a holiday I'm using that kind of platforms too. So it is easy to access and search information.

B: How was your service experience in general ?

I: I was really happy about it actually. I think it would be a different experience if I used Airbnb in a really big city but I used it in a small city and the owner was really friendly everything was perfect he was really kind to us so I think it makes actually a difference for where you use it. Because I'm sure that like Uber and some countries are not even welcoming I know that too. Because people think that they're taking the jobs of taxis so it's not even welcomed in some countries. But it's such an easy access especially when at night when you're searching for a taxi and it is a good option for our age. When we are students and you don't have that much money because it's cheaper compared to a taxi. That's why I think most of the people use it too.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: I did not. But I have heard actually many. I think it's Uber actually, it is obvious what can go wrong because you're getting into someone's car literally that you don't know. Like we have BlaBlaCar too in Germany. I don't know I never used it's like you're just paying for the person who is going from Munich to Berlin and she is taking you with. So, you are going from Munich to Berlin with her because she is going and she has a place in the car that's why she is taking you. These types of misbehaving actions do not happen in Germany. But there are some occasions of course that went wrong and there were on the news. It can go wrong of course, then you are literally just clicking on a button that's you will swear that still not happen anything and the other person says it too but like who's controlling it I don't know. For Airbnb you are literally staying in someone's house that can go wrong too. The house that actually we stayed in was a complete house, villa in which we kinda got the upper floor and they were living still at the ground floor. So, if they actually wanted to come into us like they could come in. So, actually you have to trust them. Like there's a belief there. I think if the other person seems not really trustworthy, I would not even stay in that house or get into their car for sure.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Well, I have heard that from a friend, when she as a customer got into the house she saw that the people who stayed in, had a dog and there was all dog hair everywhere. So, the question is, the contract does not involve pet hair ! There was like a space in the contract. So, the previous customers kinda misused it because it was not in the contract. As a result my friend had to clean all the pet hair although she was not supposed to do because it was actually previous customers' responsibility.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: Of course if machines do not work this can be a really big problem. The house provider indicate that there is an available coffee machine but then when we go there it is actually not working and broken. Especially for someone like me who is a coffee addict it is a huge problem for me. Other things like hair dryer is also really important for me because I have an illness that I have to dry my hair but if the hair dryer is broken because of a misbehaving action that could be one of the worst scenarios for me. Also, I remember that there were books in one of the Airbnbs that I stayed, but they were misused by one of the previous consumers so they were not in a good situation which was not nice to see.

B: Which types of consumer misbehaviors disturb you the most ?

I: Well, of course when the house is really dirty that would be a big problem for me. Also I am not talking about the cleanliness of the floor but the sheets and toilets actually. It is like, there is a hygienical level that you should reach. It is not about the ground or dust of the books, it is totally about the level of hygiene you should reach. Toilet

especially the most important one in terms of health issues and sheets are also important because it is the place you sleep.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: Because they do not care. They know that the other person is going to take care of it after them. Like nobody is going to call them. There were so many people using fake names while using these platforms and apps which is difficult nowadays. Because in Germany, Airbnb even takes your ID. But everybody thinks like they can pay the penalty fee. If they want to misuse it and if they do not care they actually behave like this. Because they are not going to be there or stay there again so they do not pay attention or care what happens. An example came up to mind, let me tell you. For example, in Germany foreigners rent a car and they get a ticket for tracking whether they park in the right or wrong location. If you park the car in wrong location, you have 60 days to pay the fine. However, one of the foreigners who used this service and parked in the wrong location left the country rather than paying the fine ! What happens there is, they did not even care they kinda let it even it was only a fine. Although it was an illegal thing to do which is escaping from country without paying the fine people do not care to be honest.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Once I used a sharing flat like Airbnb and the previous customer has to clean the room before leaving. When I entered the room after that customer, everything seemed quite clean actually. But after a week I realized that actually all of the pipes in the room were literally choked ! The water did not go ! I was so furious that cleaning the pipes was the previous customer's responsibility but at that time I had to deal with it. She only cleaned the visible area of that pipe and did not even bother to clean the under part. Because she knew that this is not going to be her problem anymore! I complained and wanted to get some of my money back actually. So it affected my service experience in a terrible way.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: When I decide to use these sharing platforms especially for sharing flats I always check the comments. Most probably I will continue to look at the ratings of the consumers and I am going to be more careful. I am also going to do more research because you are trusting someone to make your day good and to take care even your safety in Uber case for example. That's why it is important to search a little bit more. These platforms make our lives easier so it would be really nonsense to not to use it. Especially for this generation, for this level of technology, the most intelligent thing to do is to use them.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: It did not affect my motivation that much. But, when I experience such a bad experience because of other customers, I think not to use them for a while. But of course it really depends on the occasion that you experienced. It also depends on the country. Because I know that in some cities like Paris so many people try to get in, the prices are higher and people misbehave more in these type of cities so I would definitely not use these sharing platforms in Paris again for sure.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: I think, I would be more careful but continue to use them in my future as well. So, it did not affect my decision-makings that much.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Yes and I think such a situation may even affect their psychology ! Because in plaforms like BlaBlaCar and Uber the important thing is your safety. Because you get in someone's car and you do not know the driver as well. So if you come across with a bad experince like driver is driving sof ast you would not want to use this platform again. You will most probably not trust the app anymore. For example, once I experinced something like which made me feel so scared and dissatisfied about my service experience in Uber case which made me to consider the other options like taking the bus.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW C

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Afternoon ! How are you today ?

I: I am very good. How are you ?

B: I am fine as well, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, of course.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: The sharing economy is relatively new. It has been active for 10 years. Actually I know about it because I also studied about it. It is where people share their goods with other people.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes I have heard Airbnb, some scooter sharing platforms and applications. Also I have heard about some clothes sharing platforms as well. We also have something like Uber in Bulgaria which is called Maxim. It is basically same as Uber I mean their concept is the same.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: I mostly used Airbnb and I used Maxim for several times in Bulgaria as well.

B: Why did/do you use sharing platforms ?

I: Mostly I use them because they are really convenient. It is very easy to look for a place this mostly applies for Airbnb case actually. When I need somewhere to stay for a short period of time it is always a good option I think. Also, it is not that expensive. Basically it is just because of their convenience. For Airbnb I also like that there are reviews from other customers which I always check before booking a place. For Maxim, I use them because they are much quicker than normal taxis. I can do the payment via online tools which is not an option for taxis again which is also very convenient for most of the people.

B: How was your service experience in general ?

I: My experience with Airbnb was very satisfying for every time I used, I basically used them only five times. I was quite happy with all of these experiences. For Maxim, I was again satisfied with the service but it was a bit scary. Because the driver is a stranger you do not know so I do not feel that secure in most cases. I cannot be sure whether he is a crazy person or not rather than his driving skills.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: Yes. Actually on one of my Maxim experiences, the driver was given a drug by previous customer so it was pretty obvious that he was drugged while driving me ! It is not an acceptable situation of course. Unfortunately, the platform provider did not provide us a tool to report this misbehavior so it bothered me a lot. For one of my Airbnb cases, the house provider accused me to damage the house items although I did not. So, it is most probably made by another person or consumer. The damage was something with the mirror as far as I know it was broken but I am totally sure that I did not even touch that mirror. She wrote this on our profiles as a review in a very mean way just because of someone else's misbehavior.

B: In the primary literature, consumer misbehavior is defined as, "behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order". Did you observe something fitting in this category in your experience ?

I: Yes.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: Most of the cases it is about being clean. Especially when the products are not checked that often by the service provider, we can always find it really dirty and in a disgusting situation.

B: Which types of consumer misbehaviors disturb you the most ?

I: For example, I rented a room but found it extremely dirty and in a mess. It is same for the car sharing services as well because I know that some service providers do not check the cars after every use which can lead to some problems with the car for sure. It is also annoying me to have to be dealing with someone that I do not know. That is also not very pleasant.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I am going to be a little bit optimistic right now but I think they behave like this just because of having a bad day. I do not think that they do it purposely.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay, sure.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Since I did not enjoy it personally, I can say that it definitely affected negatively. I will definitely express it. I will write the review for sure. About the place or about the person whom offering it. I will make it known for sure because it's important for the future customers to know what they're getting into. That's how I make my decisions. But I wouldn't be that bothered. So it wouldn't really affect me and my experience maybe it would just affect my future actions regarding these types of experiences. It would definitely make me to question myself like, "Do I really want to use this service again?".

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: Personally, I appreciate a lot, the possibility that we can use such services from these sharing platforms. It's very, very convenient. So as a whole, it wouldn't change a lot my mind or my opinion about the sharing economy platforms as a whole. I really like the way that we can get a service or a product in this way, because it's much more easier, so it wouldn't affect.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: It definitely affected the motivation. When I see what people can usually do or how I witness the consumers acting when it is not their own property I would not give my property too. I would not be willing to share my products with others as well. I actually, thought about it because I have an apartment that I can share with other people maybe I can try someday. But if I ever just seen a one time that somebody is misbehaving like there's something like a damaged door, something dirty left there etc. I wouldn't go for it again.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: I would just be more careful while I am choosing which platform to use. I'm just more careful when I'm looking through the options and looking at reviews either about the platform or the particular service that's offered. But I would again stay in the sharing economy. I mean I would make a choice among these sharing economy platforms for sure.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Yes, yes. People definitely gets scared or worried about having the same or similar experience again. So they would actually stop using it even if it is just one platform that they used and they experienced this. Yeah, they will probably consider not using it again.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thanks for this nice interview.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW D

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: Fine thanks, and you ?

B: I am also fine thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht

University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes sure !

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: My profession is not related to this field but I guess it is where people build this economy all together, not individually.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: I am not really confident about my answer but I guess rental platforms can be an example of this. Platforms like Uber or Airbnb and also other car rental platforms.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes I have used them. Since I am currently working in technology department, I am always craving for new experiences. For example, when an app is launched I am always there to try. I used Uber, Airbnb and other car renting platforms just as I mentioned in the previous question. I used some other platforms like Airbnb to rent a house in Turkey too. Mostly, I used these sharing platforms in Turkey but some of them in Europe like Romania, Sweden and France as well.

B: Why did/do you use sharing platforms ?

I: Firstly, it is because of my urge to experience. I just want to learn more and experience such kind of apps. Also, it is quite easy to use them. For example, when I go to Europe for vacation, I do not have a car and place to stay because I do not have relatives in these countries so it is easier and more comfortable to just renting a house and use platforms like Uber to go from one place to another. It is also cheaper.

B: How was your service experience in general ?

I: I would summarize my experience in one word by describing it as user-friendly.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: When I think of my renting house or flat experiences they were all fine, I did not have that much of a bad experience there. Only one time, I found the apartment very dirty and I had to ask and search for a cleaning lady to clean because the previous customer left the house like that. I guess I experienced a consumer misbehaviour in one of my car renting occasions which fits more for this question. Like 4-5 years before one of the Turkish car companies which is distributing the cars manufactured in Europe, started a new branch of their car company and they started to rent cars. As a trial they put their three cars in different locations of Ankara and they put a GPS under the car so they could track the route of car. They also had a system in which they could see who rented that car and where they were going. When I wanted to rent one of these cars for a temporary and urgent time, I used their app. And when I went to the place where the car supposed to be, I found out that the car was not there ! When I called the company to inform them about the situation they told me that they are on their way and they will let me know as soon as they figure out what is going on. After 3 days, I learned that their three cars were stolen ! The consumer who rented the car before me rented these three cars with different names and stole them. They just took down the GPS from all of these three cars and put them on the ground of this parking area but cars were not there, there were only three GPSs that is why all of us thought that the cars were still in that parking area. The company apologized from me because of this inconvenience and as far as I know they just stopped this business, this application for car sharing and never started this renting platform again. It was a difficult situation for me as well because I counted on that platform and on that car and it was an urgent need for me. However, I could not get the service because of the previous customer.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes. I believe my experience totally fits in this definition.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: I can give you some examples about my experiences in renting flats. When I rented that apartment I was away from my home and I was there again for the vacation. When I found out that the house was not clean it was really hard for me to find a cleaning lady or cleaning it myself because this happened at night and I had no other place to stay for that night. It was actually a problem caused by the previous user of this flat but I had to

deal with the situation by myself at that moment. I can also give one more example about renting clothes temporarily. One of my friends rented a dress for a wedding just because she did not want to buy and spend that much money for one night and this renting platform was based in Turkey. She rented that dress and while she was getting prepared for that evening, she found out that the stitches of the dress were opened ! It was not that big so she found a temporary solution to save the night. Most probably this problem was because of previous customer or the customer before her as well and the platform who rents this dress most probably missed out this damage. So after that wedding day she was supposed to return the dress back. While she was returning the dress back she informed the platform about the situation however, since the platform did not notice this damage beforehand they thought this damage was resulted from her action. They wanted her to pay for the repairment which was a terrible experience for her as well. Because she was just mistreated just because of the previous customer's irresponsible action like not letting the platform know about this damage.

B: Which types of consumer misbehaviors disturb you the most ?

I: Firstly, all of them are disturbing for sure. But, the one when I rented the house and it was dirty, this was the biggest problem for me in sharing platforms. Because I did not have any other choices other than staying there at that night. For other situations we can find another solution like when I did not find the car I just called the taxi and went to the place with it. Or for my friends dress case she found a temporary and quick solution to save that night. But when you face something that unexpected and no other alternatives to consider, this is the most disturbing one I guess. The cleanliness of the flat that I consider and rent to stay is the most sensitive issue for me in sharing platforms.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I guess one of the biggest reasons is that people do not care about the others. For example, they want to find the place clean but they do not think the other people also need and want to find that place clean as well. This is lack of empathy actually. They want to find the apartment in full cleanliness but they do not leave it like that after they use it.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Yes, sure.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Of course it disturbed me so much. It was totally disturbing and upsetting. Also it was hard to find a solution because you do not expect to come across something like that. For example when you rent a car you expect to find that car clean and ready to use. So if you find this car with full of problematic issues, this unexpected situation is annoying for sure.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: As I told you at the beginning, I am really urging for these type of experiences. So I am still using these platforms because they are user-friendly, easy to use and book online and track the availability of things like car. So I am still using them. But, at the same time I always have in mind that there can be a problem again. So, I always have a plan B in case of coming across with such a situation again. To sum, I still use all of them.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Actually no, it did not affect my motivation. I am a big fan of innovative ideas and technological developments and also these type of applications. So, I am still here to voluntarily use these apps and I would like to have that experience with me.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: Now, I always have a plan B just in case. So that if something happens, I will have another plan to follow.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Yes ! I believe it has an impact on people's mind because they can decide not to use these platforms again. Because we still have other ways and options for these actions. For example, I may not rent a house but I can just stay in a hotel. So it has an impact for sure because it makes people to consider other solutions. The other solutions maybe a bit difficult for some people since it can be more expensive like staying in hotel rather than Airbnb but people who can afford this can just prefer these other options.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: Thank you for your time and for your curiosity in this field.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW E

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Evening ! How are you today ?

I: I am good thanks, how are you ?

B: I am good as well, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes of course I give my consent.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: Well, it is basically the bunch of people that are associated with each other in general, it is like a partnership.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: First thing comes up to my mind is platforms for renting houses actually. An online platform to basically use some of the goods and services that everyone has the access for. So, it is like Airbnb or any other platform that everyone can access.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes I have heard about them and familiar with them actually. But, I did not use most of them I only used once in the Netherlands which was a car sharing company.

B: Why did/do you use sharing platforms ?

I: Before I came to the Netherlands as an international student, I made so much research about these sharing economy platforms just to gain information about getting temporary access to goods and services that I do not want to buy and pay so many money. So, for my one and only experience I used it just because it was under my hand and easy to access since this car sharing company provides these cars to residents of my dormitory. Also, it was quite cheap to use them.

B: How was your service experience in general ?

I: I was not satisfied with this experience to be honest.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: Yes, I experienced something like this actually. Not for the temporary accomodation case I told you about but about a company that provides 2 sharing cars in the dormitory I live in right now. They provide 2 electric cars which everyone who lives in this dormitory can access and use it during the day, for their daily travels. Well, it is also very useful for going to supermarkets and grabbing some groceries which are really heavy most of the time to get them and cycle back to your dorm so it is really useful. However, there is an app that everyone can download and when you kinda reserve the spot for the car for a specific time interval, let say from 3 pm to 5 pm, there is always another user before you. So, the thing that I experienced was a problem with the tires. I went to downstairs and waiting for the other user to leave the car in front of the dorm. When I got into the car and started, I realized the tires were not okay like there was a nail stucked in one of the tires so there was blowout situation right there and it was impossible for me to use the car anymore. But then I learned that the person who used it before did not report to the company that there was a problem, an issue. That is why I was kinda a victim at that moment because I could not exactly use it and my plans were failed and I was not able to do anything anymore. So, this was actually the worst thing that I experienced in the Netherlands which was not nice. When you actually reserve for that spot, you also need to pay a fee which is around three euros so the fee I paid just went for nothing. Of course three euros are maybe not that much but still I was not able to use it just because of some other person's misbehavior I lost my money. So, that would be one my worst experiences.

B: In the primary literature, consumer misbehavior is defined as, "behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order". Did you observe something fitting in this category in your experience ?

I: Absolutely ! Especially for disrupting consumption order part of this definition, it absolutely fits in this category. Because if it is an online or any type of platform you share, then the person who uses that good before you directly affects the quality of that

good or service for you because now it is your turn to use. I mean I should also think myself like, “Okay, I am going to rent this car and I have to be careful when I return it because there will always be someone after me to rent or reserve it.” So, I am always thinking that I should be careful all the time with these things. Because I do not want anyone to have any type of experiences like I had before. Even like in public bathrooms. I know it is not an example of sharing economy platform but the thing is it is still for a common use. Even when I use public bathrooms I always try to keep them clean but some people do not care. So, I think the order is has a really direct effect on these sharing economy platforms.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: Well, I remember one of my friends situation with one of these sharing flat platforms, once she entered the house she saw that the mirror was totally broken and some of the kitchen utensils like plates and knives were not in the house, they were missing which were supposed to be there because they were all included in the contract. I think another customer I mean the person who stayed there previously stole them, took them with him/her. So, this can be one of the misbehaving actions. This is just an example for accomodation cases of course but this is the thing that comes up to my mind right now. So, damaging products or stealing them are also different types of misbehaviors I think.

B: Which types of consumer misbehaviors disturb you the most ?

I: Especially when it is messy and dirty, this is a huge problem for me. People just use it and leave it exactly like that, they do not even care about the next person who is going to come and then clean after you. I think that is the worst thing. Actually, I do not mind that much when the previous consumer takes one of the kitchen utensils away honestly. But if it is like super dirty it shows that previous customer does not even care. I think the mess and dirt are the worst two things, I really do not like it. I am quite sensitive about the hygiene issues.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: It is definitely not an appropriate behavior in terms of our social norms obviously but I think the reason they leave it like this is their way of thinking. In my opinion they think like, “Oh, this is not my bedroom or bathroom. This is not mine at all. So, why would I even clean it or keep it in order? I am just going to be here for just a couple of days. I am just going to use that car one time. Why would I even care?”. Because if that person rents a place for a year lets say or even just a month, I am sure that person absolutely cleans the room and keep it tidy. Because there is no way you can live in a mess like that for so long. When you literally rent a room to stay for 2-3 days, it is more easy for them to leave it like it is with full of dirt because they know that they are not going to come back again. I think that is the reason. That is the first thing they think, they do not care or they do not think about the next person who is going to use that service after them. Or maybe, sometimes most of the people thinks like, “Oh, if I am actually leaving this apartment with this mess, the company or the next user is going to clean it after me.” Actually, in my opinion this is not the priority of the company to clean their mess. Of course, there can be some platform providers like that other than Airbnb which

provides services like that but not necessarily. Of course it would be nice to prepare or organize the place for the next guest but I believe there are other services that do not do that too. So, in most of the cases it is up to consumers and their responsibility to leave that place clean and nice so that the next person can have a good experience in these types of sharing platforms. This is because of the temporariness of the good, product or the service. This is the first thing they think like, "This is temporary so I do not care."

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Well, it totally ruined my plans for that day. Because I was going to supermarket for groceries and then I was going to meet one of my friend because she needed my help to move her desk to her new house. So, I told her that I am going to take the car and help you with that. So, I kinda reserved one of the cars for two hours but because of that misbehavior I could not get the car and could not get the groceries and most importantly I could not help my friend. So it was a really bad experience for me because it ruined everything. I really did not enjoy that experience at all.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: When I think of all of these experiences I had, instead of emergencies I honestly do not think I am going to rent one of these sharing cars in here again. I never used Airbnb before but I would say that I am not that excited and motivated for these types of sharing platforms as well due to these situations. Because I am the one as the next customer who is going to deal with these problematic situations afterwards. Imagine you just go somewhere to have a nice vacation and you rent a room for 3 days to relax and chill but when you arrive to that place and see it that messy it is totally disgusting. And you just have to do the cleaning. When we consider these possibilities, it becomes at least impossible for me to think like, "Oh, these platforms are actually so nice.". Well, of course they are but not super positively I can say.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Absolutely ! It definitely affected my motivation to use them again. At first, I was really excited and curious about the sharing solutions but because of my bad experiences I kinda get really upset and honestly it led me not to use them anymore.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: The impact was totally negative on me. Because I personally do not like to come across with those kind of things. Of course, there are also some other nice sharing

platforms that I use right now like Swapfiets in the Netherlands. As a student you can just go there to rent a bike for as soon as you like but that bike is not yours. It is just a platform that you can share bikes with others. It is a nice platform I think but still 70% I am not that happy. So, if someone recommends me to use these types of sharing platforms, I would not be super excited about it anymore. I would always prefer another option.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: As I become affected by these types of misbehaviors I think other people would be affected by this as well. Because if there is something wrong with these previous users or their misbehaviors, everyone will experience the same thing in general. If I enter a dirty room I will definitely not like it. I am also sure that noone would enjoy it either. So, there can of course be some other people who prefer to use them because at some point it is cheaper than staying in a hotel. I think it should affect other people in such a way that they kinda change their decision makings.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: I just want to say good luck with your studies.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW F

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: Hello. I'm doing great, it's a sunny day, can't complain.

B: Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I

am working on my thesis project in which I try to understand the impact of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, that's okay with me.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: Sharing economy reminds me of a system where businesses/assets that are scarce yet have consistent demand are being utilized effectively by individuals sharing/trading it.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes I have. I've heard of Airbnb, Uber, Lime and Bolt.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: I have used Lime for renting scooters for short travels in Prague and Bolt for calling cabs for longer distances.

B: Why did/do you use sharing platforms ?

I: Due to the fact that it was cheap and convenient.

B: Could you please describe your service experience in one word or sentence ?

I: Convenience.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: Yes I have had an incident with Lime recently. I was out with my friends in the streets of Prague last week. We were bar-hopping the entire night and it was almost morning. After we decided to call it a day, we went to grab food and I realized that my wallet wasn't with me. I knew I dropped it in one of the bars but we had already walked 20 minutes away from them. I couldn't get a cab because we were in the central area where there the roads were for pedestrians. My friend suggested me to download the Lime app and find a scooter nearby to quickly go pay a visit to the bars, which is what I did. I downloaded the app, signed-up and started looking for available scooters. The App showed there were three scooters nearby me. I walked to the closest one and I scanned the barcode on the scooter in order to activate it. Unfortunately it did not respond. After some attempts my friend suggested that it was out of battery although it didn't annotate in the app. So we went on to find the second closest scooter. Bare in mind that times ticking for me. The sooner I get there, the more chance I have finding my wallet. So we get to the second scooter and I am ready to go. Boom. No QR code on the sticker because some individual had scraped it!? I don't know why he/she did it but it must've took some time to scrape the QR code from metal bracket. So I simply couldn't scan the code and had to try my luck with the third one. No surprise the QR code was scraped to some extent but I could at least read the 6 digit pin code. I entered the code manually and it worked. I quickly took off from there and managed to find my wallet afterwards.

B: In the primary literature, consumer misbehavior is defined as, "behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order". Did you observe something fitting in this category in your experience ?

I: Yes I have. It was bizarre and unethical for the consumer to scrape the QR code from the scooters so that others would not be able to use.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: I can think of misbehaviours related to sanitation. A lot of the times people perceive the service they are paying for as a one time deal. Therefore they neglect or don't bother with topics related to common sense like keeping the place or the vehicle clean. Or in some cases they choose to not litter.

B: Which types of consumer misbehaviors disturb you the most ?

I: Sanitation and misbehaviours that disrupt the core functionality of the service, like the QR code example.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I don't think there is a particular reason to why consumers behave like this. I think it is more case dependent. However one thing in common that I can point out is that they do not feel like they belong in the community in terms of sharing goods. They probably find satisfaction in taking advantage of things but don't realize that in reality, that service is there for them thus, they end up shooting themselves in the foot in the long term.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: It took me more time and effort to find a scooter although the main selling point of Lime scooters are the accessibility and convenience.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: It did not change anything in my mind because I know that the problem isn't related to the platforms, it is related to the consumer. I'm a supporter of the sharing economy platforms.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: It did but in a positive way. As a consumer I am more motivated to report feedback to these platforms to help them not only to fix these problems quicker but to prevent them from happening in the first place.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: My decision-making process remains the same. Simply because I know from the top of my head that these services are cheaper and more convenient regardless of the rare occasions of misbehaviour.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Yes. It depends on what the consumers are prioritizing. For me the most important aspect is affordability, therefore I still support it despite the misbehaviours. However if the consumer prioritizes convenience, leisure and sense of luxury then they might prefer not to use it again.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: I want to conclude by saying that sharing economy platforms are essential in today's world. These companies are essential to solve problems regarding environment, supply chain and economy. Therefore, as the consumers should look at it from a broader point of view and encourage adoption, give them more time to respond to consumer misbehaviour instead of immediately pivoting away from the ecosystem.

B: These are really good points that you are mentioning right now so thank you for these additional comments. Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: Yes. Do you think companies in the sharing economy category are transparent with their consumer-satisfaction data? Do they share it with each other, or with the consumer? Or do they keep the data to themselves?

B: In some of the platforms there are feedback and comment sections for consumers to share their service quality and experiences which other people can also view. However, I think that we cannot be 100% sure about the transparency of these types of data. That is it from my point of view. So, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW G

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: I am fine, you ?

B: Fine, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: For me, it is the economy that people use the products that they do not own privately and share them with other people.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes, I have heard of course. Car renting companies, Airbnb and Uber.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes, I have used for several times. All of them were car sharing actually. I made car rental for myself or my family members. I also used them for my company as well. I also use them when I do business trips to other cities of Turkey. For example, I generally rent a car in İstanbul from a company called TAV which I am able to receive the car keys even in the airport.

B: Why did/do you use sharing platforms ?

I: Because I needed it. I cannot do without a car in that city and it is so difficult to find a cab in İstanbul because it is a highly crowded city. That is why I preferred to use these services.

B: How was your service experience in general ?

I: I was quite satisfied. However, since I am a meticulous person I felt so uneasy until I returned the car back.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: No, I have not experienced to be honest.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: No.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: People generally use these shared services in a terrible way just because of the idea that these products are not their own property. I really hate this actually. Because I am such a person that I even try to be much more careful while using these shared products oppositely to what others think. Because it is not my own property and I am responsible to other parties in this sharing economy. If it is my own car, I am the only one who is going to be affected from this. But in sharing economy and sharing economy platforms, this is not the case.

B: Which types of consumer misbehaviors disturb you the most ?

I: If there are the ones who do not return the car back at the time they supposed to be and because of them I get the car lately and be late to my I do not know meetings or something else, this drives me mad. Because they just make me wait for them for no reason. This is one of the most disrespectful attitudes I think.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I think these people who misbehave also treats their own products and properties like this as well. So they are not even aware of the fact that they misbehave in these platforms because this is their way of living and their way of using their own products too. The only thing differentiates from their personal lives is in sharing economy other people and users also become affected because of their way of treating these products.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: It would affect quite negatively. If we think about the MARTI case in İstanbul, lets say previous customers treated this scooter very badly and it is almost totally ruined. If I start using this scooter and if it literally breaks into pieces while I am using it that would be terrible because this is not my fault actually. Since the previous users used it in a harsh way in several times, I became victim because of them in the second minute of my service.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: Of course it would affect my thoughts and opinions. For the MARTI case I talked about, I can briefly say that I would never use this platform ever again. If this is the system, I cannot accept that. Because I am such a meticulous person that I always try to avoid these types of experiences throughout my own life. That is why I feel like maybe it is much suitable for me to not to use these sharing economy platforms if the service provider is not a reliable and trustworthy company. I do not know why but I feel like if

service provider is a peer, I do not feel that secure. So it is important for me to have a 100% trust towards the sharing company.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: It would lower my motivation for sure yes.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: In a negative way. I would search for more reliable service providers most probably or seek for other options rather than sharing economy.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: I think it should affect other people as well. I cannot understand people who resist to stay in the same sharing economy platform although they faced a consumer misbehavior in several times. I comprehend that if a person experiences something like this in his/her first time and continues to search for other sharing platforms. That is totally fine but I would not be that patient for trying 10-15 different sharing platforms to find the best. Rather than that I would seek other options that is going to ease my life.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thank you for your time.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW H

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: I am fine thank you.

B: Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, of course.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: For me, they are some businesses and initiatives that their purpose is making people share some products in a term of recycling service so more than one people can use the same service or product.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes I know most of these sharing economy platforms. I can give you examples like, Airbnb, Uber, Couchsurfing, BlaBlaCar, Lime.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: I have used Airbnb, Uber, BlaBlaCar and Couchsurfing yes these are the ones that came up to mind for now.

B: Why did/do you use sharing platforms ?

I: I mainly use them because there are cheaper options in these types of sharing platforms. They are also known to be reliable as well. Yes, my main reasons are low costs, high quality of service when we think about the performance comparison to the low price we pay and I also use some of them for socialization, meeting new people and for new experiences as well especially in BlaBlaCar and Couchsurfing cases.

B: How was your service experience in general ?

I: The most of my experiences I mean the for the majority I can say they were nice. I was pretty satisfied with their service. But there were some cases that I was not that happy with the services.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: One of the experiences that comes up to my mind is the one with Couchsurfing platform. Me and my friend were staying in a place and we were sharing the house with the host actually. So, we were staying at their place for free because this is the general idea of the platform. The thing is that that guy tried to take advantage of our situation and he made us feel uncomfortable because he put presurre on us about the things that we did not want to do. So, he did not provide us the services that he had to provide. For example, he did not let us to turn on the heating just because of his anger towards us. Another example is from another sharing platform in which we share the vacuum cleaners with the residents of the apartment I stay in. We pay for this service and some people keep the vacuum cleaners for days. They are only allowed to keep the vacuum cleaners for only the time interval they need them but they keep them more even for several days. So, we lose the chance to get and use this service although we have the right to do since this is a sharing platform. So, this proves that they are not responsible while using these kind of services and this affects me as well.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes, of course. Especially the second example I gave you with the vacuum cleaners. I want to clean my room once a week. However, the fact is that I cannot find a vacuum cleaner which affects me for sure. It also forces me to buy a vacuum cleaner. So, it makes me spend more money which I do not want to and should not. Because I already paid for the service but I cannot get it or benefit from it! So I can say that this situation also affects me financially and mentally as well because it drives me crazy all the time. It is so annoying not to get that service although I am supposed to access.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: In some cases, for example Airbnb, I know that some of my friends found the houses and rooms so dirty and these were the misbehaviors of users because they were supposed to leave the house tidy and clean. I can tell you one more example with my experience in Lime, I rented an e-scooter which was kinda broken so I could not use it because most probably previous customer did something wrong. So, I paid for something that could not provide me the service which was annoying. The effect of these behaviors on me is,

they made me more skeptical with using these services. Because my experiences showed me that they are not that trustworthy.

B: Which types of consumer misbehaviors disturb you the most ?

I: When there is an error or a fault in one of these services like consumer misbehavior I came across in Couchsurfing and Lime I would complain for sure and I do not get a refund. When I complain about the challenges I faced because of these previous users' misbehaving actions and I do not get my money back this is the most disturbing one for me. Because I know that even I complain, I will not be able to get a refund and just because of that previous consumers' misbehaviors, my money goes for nothing. For vacuum cleaner case, I complained and informed the platform about the situation for multiple times, nothing changed and I know that nothing is going to change in the future as well. So, this is the most annoying thing for me. I think the platforms should find a solution to deal with this situation. There has to be an improvement to avoid customers to behave like that. If I know that there is no space or efforts for this improvement, it is totally annoying for me. It makes me feel like, "Okay, I am not going to spend my money for these sharing platforms anymore.". For platform providers I can say that, by not addressing this problem, they kinda promote this type of misbehaviors.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I think the reason is most of the time they are not get punished because of their misbehaviors. Because they know that even they misbehave, nothing is going to happen to them so they just do it, continue behaving like that. Since they do not get any financial fine by the company or peer provider, they do not care that much about the way they use these sharing solutions.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Yes, it affected for sure. For the vacuum cleaners, I even could not clean my room. For Lime case, I paid for the ride, but I never got the ride. Except from my experiences, in Airbnb for example, when someone is unsatisfied, they have to put themselves in other situations in order to find another place to make a refund so it is a really long process. So I think most people just say that they are unsatisfied and then they do not want to complain because of this long procedure to get refund etc.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: I cannot say that my opinions about using them has changed, I will use them again but with different platforms and brands this time, not with same platforms that I faced problems with. Because there are also several other sharing economy platforms that they

really work. It also depends on the user. There are both some platforms that are trustworthy and not trustworthy. I should be more careful and I should take into consideration the reviews of other customers and clients. In general, I would be more cautious I would say. However, I would not be against using sharing platforms.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Yes it affected a bit because I am more skeptical right now about using the same brands that I faced a consumer misbehavior and could not get my refund. I will most probably try to find other solutions in again sharing economy because I really like the concept and I would say that I am a fan of sharing things in general. However, I will be more skeptical for sure when it comes to that brands which I was unsatisfied with my previous experiences. I really need to see some improvement signs from the providers to block these types of misbehaving actions of consumers which I did not enjoy at all.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: Yes these experiences had an impact but I am a person who gives space and rooms for improvements so I can say that I am a bit patient. I always give some time to brands to fix this problem. Because there is a lot of competition in the market, I would go and try another sharing platform.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: I think facing such a problem will definitely affect them. Most probably, some crowd will not be willing to use them again. Because there are so many options out there. Especially for now the market is so open and there is no unique brand or service. Everyone can do it better. So, I think they would be really negatively affected because they would go for something else. They would go with the traditional way of consuming like owning their own products since they also experienced sharing economy and saw that it was not succeeded. Because owning their own car sor other types of items will probably save them from bad experiences or money that goes for nothing.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

9. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: I want to say that we need to be more conscious as consumers about these options and it can be also better to give second chances to these sharing economy platforms even if we come across with a bad experience because they are cheaper for us and good for

the environment as well. We should not only rely on our financial chances but we need to think more generally in terms of using all of these platforms.

B: These comments are enlightening so thank you for these additional notes. Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thank you.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW I

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: I am fine thank you. How are you ?

B: Fine, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Okay.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: I believe that sharing economy is a concept which is important for the future of our planet in terms of its benefits.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes, I have heard of them. Like car rental platforms and Airbnb.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes I have used them especially car sharing platforms. I have used a car from a car rental company which is a very well-known company in Turkey.

B: Why did/do you use sharing platforms ?

I: Because of economic reasons. Renting a car was a cheaper option for me at that time.

B: How was your service experience in general ?

I: I was satisfied with my experience actually so I do not regret because of my choice.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: When I received the keys of the car, I realized that someone who used that car before me smoked in it, so I was really irritated and annoyed as a nonsmoking person. Because all of this smell became permeated with a strong unpleasant odor which was literally stucked in the seat upholstery. Just because of that as soon as I got the car, I got the car washed immediately which was not my responsibility.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes, exactly.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: If I find that car dirty rather than this smoking case, I can say that it is also a strong misbehavior from my side. Because keeping these shared products clean is really is a requirement I think. Specifically seeing these seats and car mats in a really dirty way is extremely bothering for me.

B: Which types of consumer misbehaviors disturb you the most ?

I: The misbehaviors related to cleanliness and hygiene issues are the most disturbing ones from my side. Since I use these shared products just like the way I use my own

products, I also expect to find or receive this product in same manner as well. If I use and leave them clean, I also expect to find them clean.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: People misbehave and use these products and services carelessly because they think like, "This is not my own property.". I think this is the worst thing that a person can think of. They just exploit these services because they do not own these products. As a consumer, I expect to see that all consumers use these sharing services and products by developing empathy and thinking of other or next customers who are going to use these services as well. I expect people to be more sensitive about this issue. Or maybe, some people do not do it by purpose, their way of using their own products can be just like this too.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: I would want from service provider to change the car or I would again want them to clean this car and then deliver it to me. I would also want them to find me another solution in order not to be a victim.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: No, it did not affect actually. But for next times, I will be more specific to service provider especially about delicate subjects from my side like smoking in the car etc. I they meet my expectations, then of course I can continue to use these services. Otherwise, it can make me question myself about using these sharing platforms.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: No, it did not lower my motivation. I will keep going with these platforms until I find the best sharing platform that will meet my needs.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: As I said, I will continue using them but by expressing myself to the other side in a specific way about my sensitivities and demands. Most probably, I would go with the companies and platforms which are trustworthy in that sharing economy market. In order to minimize the risks. If I cannot find a successful platform that makes me happy about this sharing experience, then I would give up and go for another options as well.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: I think yes, having a bad experience because of a previous consumer's misbehavior can affect their willingness to use. Because people have some life standards, they have some expectations from the service they use and they want to see that their expectations and demands are met. If they see that they are not satisfied with their service experience in sharing economy platforms, that would lead them to become distant about these sharing platforms.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No, thank you.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thanks.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW J

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Evening ! How are you today ?

I: I am fine, you ?

B: Fine, thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by

focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes !

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: As far as I know it is a rising trend nowadays. People really like the idea of sharing economy and they are willing to be in this.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes, I have heard about them. They can be clothes sharing and renting platforms, costume sharing platforms etc. People also rent some decoration stuff for their birthday or engagement events as well. I think this can be also an example for sharing economy platforms.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: I have used these platforms only once but my husband have used them for several times. I also know that some of my friends use them too. I had to use these platforms because of an urgent situation. I made an accident a few years ago and I had to find a solution for myself, that is why I rented a car for a few days from a car sharing platform. My husband used several car sharing services as well and my friends used some costume sharing platforms in the Netherlands for special events. They also use these services for party decoration items as well.

B: Why did/do you use sharing platforms ?

I: Mostly because of economic reasons. People do not want to spend that much money to buy the products that they will not use in the future or continuously like the party items or costumes. It requires high amount of money to purchase and to own these types of rarely needed products. So, by renting them from these sharing services, they save almost 2/3 of costs of the buying price of these products and this makes people's lives convenient in terms of economic and financial reasons.

B: How was your service experience in general ?

I: Since I do not have that much experience in that field, I would not make so many comments but for this temporary car rental service I can say that I was happy with it in

general except some tiny issues. However, as far as I heard from my social circle, they are happy with these services.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: For this car rental situation I told you about I can say that when I received the car from the provider, the car was in a terrible situation because of other customers' unrespective actions. I even saw that the seat upholstery of the car were burned most probably because of smoking in the car which was not allowed. Other than that, I witnessed more these types of misbehaviors actually. In one of the events that I joined, I saw that they gave damage and harm to the decors that they rented from a sharing platform by defending themselves as saying they paid for it.

B: In the primary literature, consumer misbehavior is defined as, "behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order". Did you observe something fitting in this category in your experience ?

I: Yes, indeed. They misbehaved purposely in the example I gave to you which is not acceptable and definitely violate the generally accepted norms.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: For example as a non-smoking person, if I receive a car from these car sharing services with full of cigarette smell then I would go mad because this behavior is inappropriate.

B: Which types of consumer misbehaviors disturb you the most ?

I: Irrespectful behaviors disturb me the most. If a consumer behaves in these type of sharing economy platforms by not developing empathy, this bothers me the most. They have to think of the next and other customers as well because these services are shared among people.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: Since these people do not purchase or buy these products, I mean just because they do not have the actual ownership of these products, they use them carelessly. I think it is almost impossible to see a person who uses their own products in the same way they use these shared products. Of course, they use their own products more carefully. For instance, although a person smokes in his/her daily live he/she does not even let his/her friends to smoke in his/her own car just to protect his property. However, most probably he smokes in the car he uses for a temporary time. I think these types of misbehaviors are also related to the culture that people are raised in. In my opinion, people have to modernize and keep up with the times because our world is changing and people started

to use these types of sharing economy platforms more and more. So, they should use these services in a responsible way and they should leave these products in a situation that they want to receive and find as well in sharing platforms.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: It would most probably made me more suspicious about using these types of platforms in the future. I would question myself. In my opinion I would even feel anxiety for having a chance to experience something like that again.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: Of course it affected my thoughts. Now I am more reluctant to use these types of services although I personally experienced something like that only once.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Yes, it lowered my motivation because I am more suspicious now and I have lots of question marks in my mind about using these services again.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: I can say that I will not prefer to use these types of options in my life unless I really have no other option rather than using these sharing platforms.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: I think the other people may not be affected because of these experiences. Because there are other important reasons for them to choose using these options. For example, economic reasons are at the forefront in my opinion. They also use these services for sustainability as well. In that sense I do not think that a few bad experiences due to previous consumer's misbehavior can have an impact on people's willingness to use sharing platforms. The majority most probably would continue to use these services.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No, thank you for your time.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: I just want to wish you good luck with your studies.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW K

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Evening ! How are you today ?

I: I am fine thanks and you ?

B: I am also fine thank you. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Okay.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: Sharing economy can be a type of a rental platform that people share their both movable or immovable products with other people respectively.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes, I have heard. I am familiar with some type of car sharing platforms since it is important for me to access a car in any country or city I go.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes I have used some house and car sharing platforms in Turkey when I go there for a vacation. I have used car sharing from a car sharing company.

B: Why did/do you use sharing platforms ?

I: Since I cannot bring my car with me when I go on a vacation to Turkey, I need to find a solution because I am really used to travel with a car. I do not like and prefer to use public transportation in my life so this is kind of a requirement for me when I leave the country live in. That is why I always use these car sharing services when I go on a vacation abroad.

B: How was your service experience in general ?

I: I was satisfied in general. However, I had a small issue in one of my car sharing experiences not because of me but because of other people which made me upset.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: Actually, yes I experienced something like that. When I booked a car from one of these car sharing platforms I faced an issue while I was returning back the car. When I first went to receive the keys and the car, before getting into the car and starting it, I have just took pictures of the car both from inside and outside just in case. After I used the car and at the day of returning it back, I went there and the platform provider told me that there was a small damage on the left backside of the car and wanted me to pay for the repairment. Although, I told him that it was not my fault because I used the car very carefully he did not believe me so I showed him the photographs that I took at the delivery day. We saw that I have received the car with that damage so at that time he was convinced that it was not my fault but the previous customer's fault and they just missed out this damage. They were so ashamed and apologized but I got pissed off because if I had not taken these photos before receiving the car, he would not believe me. Just because of the previous customer's fault and his irresponsibility of not informing the company about this situation, I was about to end up being wrong although it was not my fault.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes, exactly.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: Finding the shared products not in a good state can be a misbehaving action. Because since they are shared products and several people use them, there can be some damages or messy issues with these services because of other customers’ way of using them.

B: Which types of consumer misbehaviors disturb you the most ?

I: Hygiene issues are the most bothering ones for me. If I come across with something like that, I would definitely ask for a change or refund of my money. I do not think that I would be able to use this non-hygienic product for sure.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: I think the ones who misbehave like that are unconscious and insensible people. They definitely do that because of their unconsciousness. Their misbehaviors are totally unacceptable from my side because I even care much more when I use these services since I am responsible for both other users who will use these services after me and for service provider as well. These types of behaviors also corrupt the moral principles I think.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Yes.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Yes it affected for sure. Because I was about to be the victim there although I did not give any harm or damage to the car I used. This was not my fault but because of other customer’s misbehavior and irresponsibility, the service provider was about to fine me. I was so lucky to have those pictures of the car before I start to use it because they saved me actually from paying this fine.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: No, I cannot say that it affected my thoughts actually. I will continue to benefit from car sharing services but I will definitely continue to take precautions like taking photos of the car before starting to use it in order to have an evidence just in case. Because I lost my trust a bit.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Absolutely no. I will continue using them by taking necessary precautions.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: It did not affect. It just made me know that I can come across with these type of situations at any time. So, I know what to do for these possibilities to face things like that.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Sure, exactly. People would decide not to use that platform again because of their bad experience. Because it might lead people to lose their trust. They would most probably go for other options.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No, everything was quite clear, thank you.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW L

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning ! How are you today ?

I: Hello , I am fine.

B: Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I

am working on my thesis project in which I try to understand the impact of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Ok.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: In some situations it could be useful but the rest of the situations I'd prefer to own the products.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: I've heard of rental car platforms. Instead of me buying the company car, we give a small amount of money and rent and use company car temporarily.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yes our company use rental company cars, warehouse and logistics activities from outsource.

B: Why did/do you use sharing platforms ?

I: It is cheaper and more comfortable for us.

B: Could you please describe your service experience in one word or sentence ?

I: Very efficient if you compare price to performance.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: No, we are very happy. We did not experience a consumer misbehaviour as a customer.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: No we did not see.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: As I said I did not experience something like this but I think things related to hygiene can be a problem. Because noone wants to come across with a dirty car or a house in their experiences.

B: Which types of consumer misbehaviors disturb you the most ?

I: I can be mostly disturbed by the security and trust issues. Trust is the most important element for me while using these services.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: Because they only benefit themselves and do not care about the rest of us. Once they benefit from these services they do not mind about the next person to use it.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Ok.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Since we use car sharing as a company it would be really threatening for us. Because we mostly use these sharing cars to for example welcoming our guests from the airport etc. If a car is damaged or within a mess, that would create a bad image towards our guests or own customers as a company.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: I think we would not trust and use these platforms again.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: These experiences would definitely decrease our contribution to such platforms. Because these types of experiences affect us in a negative way by lowering our brand image in the eyes of our customers because of being careless although we are not the actual responsables of this situation.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: Our motivations would decrease for sure as I told.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: They can affect in a negative way definitely. I think most of the people become disturbed about facing such bad experiences so their wiligness to use most probably be affected.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No thank you for your time.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: Could you share the results with me?

B: Sure, when I complete my thesis we can again talk about the results of my study. Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW M

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Afternoon ! How are you today ?

I: I am quite good thanks.

B: Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I

am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, of course.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: I would like to have a definition because I know like Uber and Airbnb and all these, but I don't know the exact definition to be honest. I think they are platforms that connect people with some type of sharing services.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yeah, I have heard about them of course. Let's say there's Airbnb where you can rent a room from the person that has a room for you. It does not have to be a hotel. Anyone can turn their room left for an accomodation. There is also Uber in which you can make your car a part of this platform as well to get money from it. Viavan was also a platform just like Uber, the main aim was sharing cars with others.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: Yeah, so the ones I've used are, I've used Airbnb and Uber. I have also used many car sharing platforms like Zity. I almost used all of these car sharing platforms and companies. In the Netherlands there are more of these options actually like Green wheels. I have also used bike sharing platforms here as well. OV-fiets and another one called KeoBike. I used many of them so I cannot remember the name of all of them. Oh I have used Swapfiets and Abofiets as well.

B: Why did/do you use sharing platforms ?

I: It depends on the app actually. However, the main reason can be it is easy to access for everyone, anyone can do it can access to it. They are just readily available for everyone. For Airbnb for example, everyone can have an Airbnb everyone can do it.

You can find everything in this sharing economy market in general. In car sharing cases, I can say that it is really convenient, you do not need to have a car because you can just share it with other people. So, you also share the cost with them which is quite good. Owning a car is so expensive since you have to pay for the taxes, for the gas, for the insurance. When you share a car you will not spend huge amount of money any for that. By this way you even save money. That is why it is so convenient because you save all of these costs by sharing it with other people. For Uber, the reason can be competition because by increasing the supply they decrease the prices. That would work for the consumer as well because there more options as well. For students it is cheaper too. There was also another platform called ViaVan in the Netherlands I do not know whether it still works or not but it was just like an Uber. When you get in the car, they also let other people to get in as well. So, you literally share the car with others.

B: How was your service experience in general ?

I: For Uber, I had both satisfying and bad experinces. For car sharing, I was quite happy in general, I cannot complain because they were always there in case of emergencies. For Airbnb, I have used them many times but of course I faced several problems with them unfortunately. I think the platform is a little bit deceiving. OV-fiets experiences of mine were all satisfying as well, I loved it.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborateon this ?

I: Yes. My one example is about sharing cars. Since it is not your own car, this happens all the time, people do not care so much. To be honest, I even do that as well. Like going too fast, or tiers need some more presurre, or need to fill the oil because of the signal etc., I and some people just leave it like this. You are supposed to go and fix the air pressure for the tiers or for any other things, at least you need to call the service or provider just to let them know. People just leave it like this because of the time constraint. I generally call the service or provider to inform them about the situation but if I am in a rush I do not do it as well. So, I think other customers also do the same. People also park violently with these cars so I find them sometimes with some damage. I find them not in its best state in most of the cases because noone takes care of them, maintains them even they see there is something wrong with that car.

B: In the primary literature, consumer misbehavior is defined as, “behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience ?

I: Yes, exactly.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: In Uber case, the guy that we shared the car with used the longest way just because he understood that we were tourists and he thought that we did not know the roads in the Amsterdam. The price was also not set but there is a good thing that we always have the option to report them. So, they can recalculate the price and give you the refund. However, if you do not become aware of this situation this means you are deceived. Another example is that, once I wanted to rent some of stuff via sharing platform in which people share their products with other people for a small amount of money. A consumer reached out to me to rent my stuff and I was okay with it but when time came to arrange the day and time for delivery he was so discordant and tough person to communicate with. He always postponed the date and we could not meet up at the end and he made me so exhausted and bored that I changed my mind to share my stuff at that point although there were lots of other customers who was willing to rent them. Another example is that, I rented a second hand bike of a person who was sharing it. When I got the bike and started to use it I realized that there are so many issues with this bike even the tiers were in oval shape ! When I texted and called him to inform him about the situation, there was no answer from him... He disappeared !

B: Which types of consumer misbehaviors disturb you the most ?

I: I really get irritated by other people's irresponsible actions to be honest.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: Because it is informal. They are not that much regulated. Everything is allowed. People are not get punished because of their actions in sharing platforms most of the time. Free riding is also another problem. For example with sharing cars and bikes this happens as well. Since people know that they will never going to see the peer-provider again, they feel free to act misbehavely. This is free riding. Same thing for car sharing as well, you see something is wrong with this car but you do not do anything about it. Because it is not your car. They always think like the next one is going to fix it. The main reason is, they behave like this just because they do not own these products. Because of the temporary use. You just use them use them for your urgent needs even for a few minutes that is why they just do not want to deal with it. The next customer thinks like that as well, the next one thinks it like that so at the end noone does it. Until they find that product in a terrible state. Especially in some of the platforms like if you do not have to pay for the damage, people never care.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay, sure.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: In sharing cars as I told you people just plave the problem to the next one. So, sometimes when we start a car, we directly face with the problem itself most of the time. So, I have to leave it and go for another one in these type of situations. Some people

also park these cars in places where they are not supposed to park. Then, when you go and look for the car and cannot find it there which is a loss of time for me again.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: It did not affect my thoughts because there are still lots of benefits. I even misbehave depending on the platform. Not extremely of course as other people but I do it a bit as well especially if I am in a rush.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: No, it did not affect my motivation. I will always use them because they are convenient and cheaper and very practical and you also save some time and costs.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: I am more careful right now. By checking all the reviews especially in Airbnb.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Indeed, yes. For example, my mother does not want to use Airbnb anymore because of these bad experinces. Especially because of the Covid-19 pandemic most of the people become more sensitive about some hygiene issues in these sharing services so yeah if they come across something like that they would prefer another solutions and stop using them.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: No.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No, thank you.

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW N

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Afternoon ! How are you today ?

I: I am quite fine thank you. How are you ?

B: I am also fine thanks. Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impacts of consumer misbehaviour in sharing platforms.

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Yes, of course.

B: Thank you ! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start !

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: To be honest I do not know the exact definition but when I think about some practical like car sharing services that company owns load of cars and they provide temporary access to these type of cars for everyone who has a driving licence. You can use it for example for 10 minutes to even some couple of days. If you also want to do a round trip in some countries you can use these cars for these types of purposes as well. By taking these examples into consideration, I would say that it is basically a new business model that the company or the peer who has the ownership of the product provides this with other people to make an impact on these people's lives.

B: Have you ever heard of sharing economy platforms ? If you have heard, could you please describe an exemplary platform ?

I: Yes of course I have heard about them. Especially the car sharing platforms. In Hungary we have several car sharing services and used some of them which was called MOL Limo. I did not use it by myself since I do not have the driving license but my boyfriend has so we used it in order to use public transportation in Budapest. Also I

heard about some other sharing platforms in the Netherlands which people lend their items (e.g. scuba diving equipments) for a small amount of price to their peers. Donkey Republic can also be another example which is a bike sharing service that people share their bikes in the Netherlands.

B: Have you ever used these sharing platforms ? Which sharing platforms have you used before ?

I: To be honest I have never used them by myself but just as I told you my boyfriend or my friends use them a lot. But other than the platforms I mentioned, I used Airbnb and Uber for a few times. When I go on a vacation, I always prefer Airbnb, not hotels. For Uber case, I only used it in US.

B: Why did/do you use sharing platforms ?

I: There are two main reasons for me to choose using these platforms. First one is, when I started using them like 8 years ago, it was cheaper than other options but I know that it is not that cheap right now. Secondly, it is much more easier and best option for me to explore a country. For example, if hosts of the Airbnb are still there, you always have a chance to talk to them, you can get a local person's opinion about what to do in that country as a tourist. I think it is the best to rely on local people's opinions about visiting which places or which dishes to taste. Also, using these sharing platforms create a good cultural impression I would say especially if you have never been there country before.

B: How was your service experience in general ?

I: My service experience was always quite satisfying. I was never disappointed in any of my sharing accommodation cases like Airbnb. So far, I can say that I 100% percent trust in these services that I chose. I never doubt like, "Okay, what I am going to find when I get there."

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening ! Now I would like to continue with the questions about consumer misbehavior in sharing economy platforms.

3. Consumer Misbehavior in Sharing Economy

B: At first I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms ? Could you please elaborate on this ?

I: No, I did not experience something like that before.

B: In the primary literature, consumer misbehavior is defined as, "behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order". Did you observe something fitting in this category in your experience ?

I: No, no I did not observe to be honest.

B: Could you please give me examples of misbehaviors you can think of ? Why you find these behaviors problematic ?

I: For example if we think of Airbnb cases and we are staying in a house that we share this house with other people as well like they rented one room and we rented the other one bla bla, your neighbour can be too loud and noisy in the middle of the night. Basically, if you are sharing a flat with other people and they behave in a disrespectful way this can be an example of misbehavior. For car sharing cases, if you rent a car and you find out that the car is really dirty and disgusting because the previous user left it like that, this is also an example of misbehavior I think. Or if you are using Uber and Uber driver is smoking or doing something illegal, this can be also very disturbing.

B: Which types of consumer misbehaviors disturb you the most ?

I: The most disturbing one can be the case in which the people I stay together in Airbnb misbehave. Because I am quite sensitive to noises and sleeping is really important for me, at that sense having a loud and noisy neighbour in Airbnb can be the worst case scenario for me. I have never experienced a consumer misbehavior of previous customer in car sharing services but to be honest if I had a driving license and faced a very dirty, disgusting things in the car, I would have never used that car.

B: Why do you think consumers behave this way in sharing economy platforms ?

I: Because of laziness maybe. Since they do not think that this is their own property, they do not pay that much attention. If you do it I mean if you misbehave, this shows you are aware that, if you do that type of violation you have to pay a huge amount of fee if someone reports it. So you should be aware of this and I do not think that it is that common. But I think if there is such a case then the reason is that people do not have the actual ownership of the product and commodity.

B: Now I want you to think about your bad experience due to consumer misbehavior in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehavior in your sharing platform experience for the following questions.

I: Okay, sure.

B: How did this consumer misbehavior of previous customers affect your service experience ?

I: Firstly, I would complain for sure. If I experience something like that for the second time, I would definitely stop using it.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions ?

I: I think these types of services are totally based on trust. I think it is the key element for someone to keep choosing this option, these types of sharing services. Like choosing Airbnb rather than a hotel. That is why, I think that if I start to lose the trust because of these bad experiences, I would stop using them eventually. Even I would make a bad marketing for the platform because I would tell my peers, friends and my family about my bad experience.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms ? Why ? Please explain.

I: Yes, of course. It would affect my motivation negatively for sure. It is again because of the same trust issues. If I experience something like that, I would become doubtful with other sharing economy platforms as well. I would be a bit more reluctant to try that services as a first option. For example, if this is going to be something that I have never tried before, a new and first experience for me in sharing economy, I give a shot. But, if there will be an accident or unfortunate incident during my experience, I would stop using it again.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions ?

I: It has a powerful impact like making more doubtful about these sharing platforms in general. Also, it makes me more reluctant to choose it as a first option.

B: Do you think having a bad experience because of a previous consumer's misbehavior can affect people's willingness to use sharing platforms ? Why do you think misbehavior has an impact ? Please explain.

I: Yes, I think so. Because I think the main secret of success for these sharing economy platforms is the word of mouth. That is why, if several people start to complain about the service because of the previous users' misbehaving actions, this would definitely affect negatively. Maybe the effect of people's opinion even be higher for sharing platforms rather than other general companies. So, it can be a definitely negative marketing for these platforms. People use them because they trust and know what to expect from these services. So, if people start to doubt, they would be affected in a serious way.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: I can say that it was really joyful.

B: Is there anything you wonder and want to ask me about the content of this study or this interview ?

I: No. I just want to wish you good luck !

B: Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.

INTERVIEW O

1. Introduction

1.1 Greeting and Introducing Myself

B: Good Morning! How are you today?

I: Thank you. Good Morning.

B: Firstly, I want to introduce myself. My name is Başak. I am doing my master's degree in Business and Social Impact master's programme in Utrecht University. Currently, I am working on my thesis project in which I try to understand the impact of consumer misbehaviour in sharing platforms

1.2 Instructions for the Participant & Data and Recording Information

B: Now I want to give you some information about this interview. I am going to ask you some open-ended questions about the research topic in order to gain more insight about your experiences. In that sense, I expect you to answer these questions honestly by focusing on your own opinions, there is no right or wrong answers. For ethical issues I need to ask your consent to make voice recording and note taking in order to be able to transcribe them and use your quotes in this study. I also want you to know that transcripts and all the quotations will be evaluated anonymously. I will delete the voice recordings on the first of July.

I: Okay, thank you for the information, well noted.

B: Thank you! Firstly, we are going to start with some warm-up questions about sharing economy and sharing economy platforms. If you are ready, we can start!

2. Warm-up Questions

2.1 Sharing Economy & Sharing Economy Platforms

B: What does the sharing economy mean to you?

I: A business model based on exchange and collaboration of resources, knowledge and services via dedicated platforms which target common benefits for both providers and individuals.

B: Have you ever heard of sharing economy platforms? If you have heard, could you please describe an exemplary platform?

I: Yes indeed. Most of the people know or are a part of these platforms; the only difference is that they may not know heard the phrase "*sharing economy platforms*" before.

B: Have you ever used these sharing platforms? Which sharing platforms have you used before?

I: I have had used Uber when it was active in Turkey for instance. I several times did shopping from second-hand platforms. Also, Airbnb can be said as a good example for such platforms.

B: Why did/do you use sharing platforms?

I: Large range of products and services in addition to attractive prices makes you feel you had a reasonable trade, or a service provided. In addition, you have direct communication to internet such as user comments which builds trust before wards.

B: Could you please describe you service experience in one word or sentence?

I: I mostly had beneficial results if I spend some time searching and use dedicated platforms before acquiring the service.

B: Thank you for your answers to sharing economy and sharing economy platforms questions. They were enlightening! Now I would like to continue with the questions about consumer misbehaviour in sharing economy platforms.

3. Consumer Misbehaviour in Sharing Economy

B: At first, I want to ask you whether have you ever experienced consumer misbehaviour on sharing platforms? Could you please elaborate on this?

I: Personally I did not experience something like this in sharing economy platforms.

B: In the primary literature, consumer misbehaviour is defined as, “behavioural acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order”. Did you observe something fitting in this category in your experience?

I: No, I did not observe something fitting in this category to be honest.

B: Could you please give me examples of misbehaviours you can think of? Why you find these behaviours problematic?

I: Irresponsible actions of the consumers while using the sharing platforms is the most problematic one I guess. When people do not use these products in a good manner or when they do not stick to the agreement while using these sharing products, this affects our experiences as well.

B: Which types of consumer misbehaviours disturb you the most?

I: Just as I mentioned the irresponsible actions or the actions they take without thinking of the next customer is the most disturbing one. As we are in a sharing economy, they have to respect to others.

B: Why do you think consumers behave this way in sharing economy platforms?

I: Because they know that they are not going to use these products, house or car again so they use them careless. Because these shared products are not their own property so they do not feel the responsibility on themselves to use it in a proper way.

B: Now I want you to think about your bad experience due to consumer misbehaviour in sharing platforms or if you did not experience something like this before I just want you to imagine you came across a consumer misbehaviour in your sharing platform experience for the following questions.

I: Sure

B: How did this consumer misbehaviour of previous customers affect your service experience?

I: If I experience something like that it would be trust damaging and disappointing for me for sure.

B: How did this experience affect your thoughts about using sharing economy platforms and solutions?

I: I would use these platforms more carefully. Maybe I would only go for trustworthy platforms rather than the less known ones.

B: Did this experience affect your motivation to contribute to the sharing economy by using these sharing platforms? Why? Please explain.

I: Not in general. As mentioned before, it is about to use trusted platforms even the prices are somehow higher but with better and insured services.

B: How did the misbehaviour impact your following decision-makings to use sharing solutions?

I: It would make me more provident while using these platforms in order to not to face something like this again.

B: Do you think having a bad experience because of a previous consumer's misbehaviour can affect people's willingness to use sharing platforms? Why do you think misbehaviour has an impact? Please explain.

I: If the misbehaviour is caused by the provider itself definitely, yes. Even if after bridging, facing difficulties with the owner (for instance Airbnb); if provider will not offer any adequate solutions; again yes. The main reason for that is, I consider the platform, service provider as the respondent. That is why I prefer to be in direct communication with the provider itself. However, consumer misbehavior can also be a huge problem in these types of sharing platforms especially if the provider is not a company and the quality of products are not checked after every usage. Then this shows that there is a high probability for us to being face to face with a consumer misbehavior in our own service experience which also definitely affect the people's willingness to use these platforms again.

B: Thank you for sharing your life-time experiences in using sharing economy platforms and your valuable thoughts and opinions about the content. I am sure that your perceptions about the topic will enrich the content of my study.

4. Conclusion

B: Before concluding this interview, do you want to make any additional comments? Did we forget to talk about something important or do you want to elaborate on something?

I: Not at all. Thank you.

B: Is there anything you wonder and want to ask me about the content of this study or this interview?

I: Please share the results with me when you complete your study.

B: I will ! Then, I would like to thank you again for your valuable time and answers. I am grateful for interviewing with you today. You have provided me quite useful data that is going to enrich my findings. Thank you for your efforts and cooperation.