MASTER THESIS

Paradoxes of the sharing economy

- The case of peer-to-peer clothes sharing -

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TABLE OF CONTENTS

LIST OF TABLES AND FIGURES

LIST OF ABBREVIATIONS

ABS	Access-based service
AR	Augmented reality
CC	Collaborative consumption
cPO	Collective physical ownership
iPO	Individual physical ownership
LR	Literature review
P2P	Peer-to-peer
SCR	Socially responsible consumption
SE	Sharing economy

ABSTRACT

Introduction – Peer-to-peer asset sharing platforms are a sharing economy business model emphasizing access rather than ownership. Research on consumer motivations, barriers, and dilemmas is growing, revealing various influential intrinsic and extrinsic factors. Moreover, research on SE paradoxes is increasing. However, there is a lack of research on the impact on consumer behavior and niche platforms such as peer-to-peer clothes sharing platforms. It is uncertain whether this model promotes social and environmental goals or leads to ambiguous behavior. This study, therefore, examines *What behavioral paradoxes occur in peer-to-peer clothes sharing?*

Theory – As there are many definitions of SE and business models, the definitional basis is established with the main characteristics, such as peer-to-peer, online asset sharing, temporary access, or monetary exchange, thus providing the framework for this study. In addition, the paradoxical perspective of this study is presented, which is important for further data analysis.

Methods – This study uses a qualitative, exploratory method with a grounded theory orientation and inductive, iterative data analysis. The literature review (LR) explored motivations, barriers, implicit and explicit paradoxes, and participant perspectives, while the purposive sampling of interviewees for the semi-structured interviews enabled deeper insights into consumer behavior in clothes sharing. Thus, new insights were embedded into existing knowledge, and behavioral paradoxes were uncovered.

Results – The results show that motivations on the user side are influenced by personal motivations, feelings, sustainability, social, economic, and trust. While the peer provider has economic, social, and trust as motivations. It is also evident that the platform provider plays a greater role with additional offers (events, responsibility) and influences peer behavior. Overall, the existence of behavioral paradoxes on these platforms could be confirmed. A total of 11 behavioral paradoxes were identified, divided into interpersonal (between peers) and intrapersonal (within a person) paradoxes, which influence the effectiveness of these platforms.

Discussion/Conclusion – This study fills the gap with motivations, barriers, and behavioral paradoxes among peers on peer-to-peer clothes sharing platforms, providing insights into the complex interplay between surrounding factors, individual preferences, and platform conditions. The new findings on the different levels of behavioral paradoxes reveal the deep-rooted complexity between peers and within an individual. Therefore, it is not only about sustainable or economic factors but also about psychological and social dynamics influencing peers. This leads to a better understanding to develop strategies that account for these paradoxes and better predict, influence, accept, or adopt peer behavior.

1. INTRODUCTION

The sharing economy (SE) has become a buzzword and is an emerging socioeconomic concept (Eckhardt et al., 2019) that requires rethinking ownership toward shared access. With the help of digital technologies such as Web 2.0, the sharing economy has been able to take root and grow, establishing a new sustainable consumption style in society (Martin, 2016; Kurisu et al., 2021). It is no longer about owning something but rather about obtaining/giving access to products or services by sharing them and making unused resources available to others to maximize their use (Bardhi & Eckhardt, 2012; Benoit et al., 2017).

The SE is still an "umbrella term" as many definitions, concepts, business models, or user perspectives are subsumed (Mont et al., 2020; Wirtz et al., 2019), and it is also referred to as collaborative consumption (CC) (Botsman & Roger, 2010) or access-based service (ABS) (Bardhi & Eckhardt, 2012). Several scholars take on this challenge and conceptualize the sharing economy's diverse facets (Martin, 2016; Miguel et al., 2022a/b; Cheng, 2016). The main idea was to efficiently reuse materials and reduce waste by enabling individuals to share and exchange goods and services with others to reduce raw material use, consumption, and environmental impact. (He et al., 2021; Botsman & Rogers, 2010). Mi and Coffmann (2019) said that the SE idea has the potential to contribute to sustainable development goals but needs better governance. The SE's current pathway is far from supporting sustainable consumption and a transition towards sustainability (Martin, 2016).

Some scholars criticize the SE as just another commercialized form of consumption with nothing to do with sharing. Belk (2014) distinguished between non-profit sharing and for-profit sharing. Sharing is a normal human phenomenon, and "The key intention in sharing is not granting or gaining access but helping and making human connections." (Belk, 2014, p. 17). However, by using digitalized platforms and monetary exchanges, sharing, trust, closeness, and community are built in another way (Belk, 2014), and these platforms offer access rather than sharing with strangers (Eckhardt et al., 2019). Also, Miguel et al. (2022a, p. 8) stated that "The sharing economy has been moving away from local and solidarity-based sharing, gifting, bartering, commoning (non-market-based ways of supply), and drifted easily towards commercialised and business-like activities.".

Peer-to-peer (P2P) asset sharing is an online platform business model of the SE (Wirtz et al., 2019), where peers participate in the new consumption style and play an essential role in the sustainability of the SE (Mi & Coffmann, 2019). Examples of peer-to-peer asset sharing platforms include Getaround, Peerby, or WeDress Collective, where individuals participate, communicate, share, or consume physical goods with strangers without transferring ownership and usually for a small fee (Wirtz et al., 2019; see Pseudo-Sharing Belk, 2014).

In recent years, there has been an increase in the number of scholars examining the motivations and barriers to participation in P2P sharing (Wilhelms et al., 2017a; Böcker & Meelen, 2017; Kurisu et al., 2021; He et al., 2021), but mostly about car or accommodation sharing. The importance of understanding, managing, and activating the potential from intended to actual use has been recognized (Wilhelms et al., 2017a). Some studies concluded that motives could range from economic (Bardhi & Eckhardt, 2012) to social (Raza et al., 2021) and sustainability motives (Hawlitschek et al., 2018b) but also for one's own needs like enjoyment (Hamari et al., 2016) or curiosity (Kurisu et al., 2021). However, economic motivations appear to dominate both the user and peer provider side, and impersonal offerings (e.g., lockbox for key) are increasingly preferred (Wilhelms et al., 2017a). Hamari et al. (2016) examined that intrinsic motivations (sustainability) have a greater influence on attitudes, whereas extrinsic motivations (monetary benefits) have a greater

role in actual participation. However, it is uncertain whether this model of peer-to-peer asset sharing will reinforce social and environmental orientation or trigger new ambiguous motivations and behaviors by, on the one hand, using this new way of sharing to help others and the environment and reduce one's consumption, or whether it will be seen as an additional consumption option to support self-interested behaviors.

While previous research has addressed paradoxes in the SE (Martin, 2016; Acquier et al., 2017), a notable gap remains regarding the impact on various stakeholders (Acquier et al., 2017) and consumer behavior. Although studies such as He et al. (2021) have explored the dilemmas of peer-to-peer asset sharing and Böcker and Meelen (2017) have found that there is a constant struggle of peer motivations between market-oriented sharing and altruistic giving. This and other yet unknown struggles can lead to behavioral paradoxes and may reduce long-term participation. A paradox consists of conflicting, interdependent concepts (Schad et al., 2016). Also, the different views and behaviors of users, peer providers, and prosumers in various peer-to-peer asset sharing platforms are not fully understood (Hermes et al., 2020). Existing literature lacks knowledge on whether behavioral paradoxes occur, and more boundary work for these sharing platforms is necessary (Böcker & Meelen, 2017). Accordingly, further in-depth qualitative research is essential to identify and analyze the presence of behavioral paradoxes within peer-to-peer asset sharing platforms. In particular, the area of peer-to-peer clothes sharing is still unexplored (Futter, 2020), which is why it is the focus of this study. By exploring the motivations and barriers of participants in clothes sharing platforms, this study provides new insights and fills the existing gap regarding the existence of behavioral paradoxes. Through the identification and analysis of behavioral paradoxes unique to this context, this study is able to shed light on the relatively unexplored nature of peer-to-peer clothes sharing platforms and how they are reflected in behavior. Therefore, the research question and related sub-questions of this study are:

RQ: What behavioral paradoxes occur in peer-to-peer clothes sharing?
- What behavioral paradoxes in peer-to-peer sharing can be identified in extant literature?
- What motivations and barriers do consumers participating in peer-to-peer clothes sharing experience?

This study aims to investigate peers' motivations, barriers, and behavioral paradoxes using peer-to-peer clothes sharing platforms. A literature review with a paradox lens is used to identify current motivations and initial paradoxical structures to sort thematically. Subsequently, a consumer-centric perspective is adopted, using semi-structured interviews with platform participants to discover motivations, barriers, behavioral paradoxes, differences, and similarities to literature. Grounded theory guides the analysis as the iterative process of data collection and analysis, constant data comparison, and coding strategy are used to develop inductive concepts. These new findings will help guide the construction and promotion of peer-to-peer clothes sharing platforms to activate people's participation by embracing or resolving paradoxes upfront. This study will expand the literature on peer-to-peer sharing and provide researchers with a research agenda and platform providers and participants with a better understanding of the impact of peer-to-peer clothes sharing on consumers to manage and embrace these tensions to increase usage and impact sustainability.

2. THEORY

This section explains the key concepts for this study, namely the SE and peer-to-peer asset sharing platforms. In addition, paradox theory is used to develop the paradox lens for this study.

2.1 SHARING ECONOMY

The SE was a response to the growing need for natural resources and the practices of the current economy after the financial crisis (Botsman & Rogers, 2010) and has been a taken-up concept and business model since then. More than 10,000 businesses fall under the umbrella of the SE (Miguel et al., 2022b), intending to contribute to sustainability. Nevertheless, what is the SE exactly?

There is no single definition of the SE, which makes it challenging to manage boundaries and advocate for the goal. One broader definition by Schor (2014, p. 2) is "Sharing economy activities fall into four broad categories: recirculation of goods, increased utilization of durable assets, exchange of services, and sharing of productive assets." Miguel et al. (2022b, pp. 34-35) offer a narrower definition: "sharing economy is a closed socio-economic system facilitated by digital platforms which match peer-to-peer service demand and offer based on the rules and culture of the platform actors.". Eckhardt et al. (2019, p. 8) characterize the SE as access-oriented, economically substantive, technology-based matching platform, enhanced customer role and crowdsource-supply. They define it as "a scalable socioeconomic system that employs technology-enabled platforms to provide users with temporary access to tangible and intangible resources that may be crowdsourced." (Eckhardt et al., 2017, p. 7). Other definitions also include the following characteristics: peer-to-peer and reputation system (Eckhardt et al., 2019; Miguel et al., 2022b; Hamari et al., 2016).

Several synonyms appear in the literature, such as the collaborative consumption concept, which includes "bartering, lending, renting, gifting, and swapping" (Botsman & Rogers, 2010, p. xv) but also defined by Belk (2014, p. 11) as "people coordinating the acquisition and distribution of a resource for a fee." Another term is access-based services, defined as "transactions that can be market mediated but where no transfer of ownership takes place" (Bardhi & Eckhardt, 2012, p. 881). These terms are mostly used interchangeably, but some researchers differentiate them.

Benoit et al. (2017) provide a conceptual basis for collaborative consumption and distinguished it from access-based services and sharing. The latter is not market-mediated and has an altruistic character with social exchange mechanisms. Access-based services and collaborative consumption are market-mediated, but the number of actors involved differs. Collaborative consumption has a triadic structure: consumer, peer service provider, and platform provider; access-based services are dyadic, consumer and provider; and sharing involves two or more actors (Benoit et al., 2017). Despite the nuanced differences, the terms will be used interchangeably, but the term sharing (economy) will be used in this research. As Martin (2016, p.151) pointed out, "access to an asset can be shared (rather than the asset itself)" thus, giving and granting access is part of sharing and essential for this study. The triadic interaction is also vital for this study but will be explained more in the next section.

Overall, following the previous definitions, the definition for this study is as follows: *The sharing economy is a closed socio-economic system that redistributes underutilized tangible and intangible assets without transferring ownership and coordinates online peer-to-peer activities of sharing, sourcing, and accessing goods and services.*

In accordance with Miguel et al. (2022b) and Eckhardt et al. (2019), it is also essential that the SE is crowd-based and built on decentralized networks to empower individuals by building trust between individuals with reputation systems.

Since the construct of the SE is still unclear in the literature, this study aims to shed light on a specific area. The goal is to gain more insight to increase the number of users and support sustainable change.

2.2 Peer-to-peer Asset sharing platforms

The peer-to-peer characteristic of the SE was already mentioned and is part of this research. *Peer-to-peer sharing* is a concept in which individuals become entrepreneurs on online platforms to share their physical assets or services (Martin, 2016) with strangers. Frenken & Schor (2017, pp. 2-3) define peer-to-peer sharing as "Consumers granting each other temporary access to under-utilized physical assets ("idle capacity"), possibly for money", also referred to as "peer-to-peer collaborative consumption" (Choi & He, 2019, p. 49). A widely used definition is "Peer-to-peer based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services" (Hamari et al., 2016, p. 1). This study focuses on peer-to-peer asset sharing, specifically capacity-constrained assets (Wirtz et al., 2019), where people share physical assets online that are unavailable to themselves or others during the sharing process.

Online platforms are the meditator for peer-to-peer asset sharing and an important characteristic. Wirtz et al. (2019) distinguish peer-to-peer asset sharing platforms from other platform business models because they enable asset sharing with strangers without transferring ownership (Frenken et al., 2020). Therefore, platforms need a well-functioning infrastructure such as communication, payment, insurance, or reputation processes to support the sharing process and achieve positive outcomes (Köbis et al., 2021) for peers to participate and build trust with strangers (Frenken et al., 2020).

As Benoit et al. (2017) explained, the actor structure on these platforms is triadic (Figure 1). It consists of a customer (user), peer (service) provider, and platform owner (provider), whereas the user and peer provider can be the same person, the so-called prosumer (Hermes et al., 2020). Prosumers have been little studied, but they play an essential role because they are involved from both sides, giving and receiving access to assets (Hermes et al., 2020).
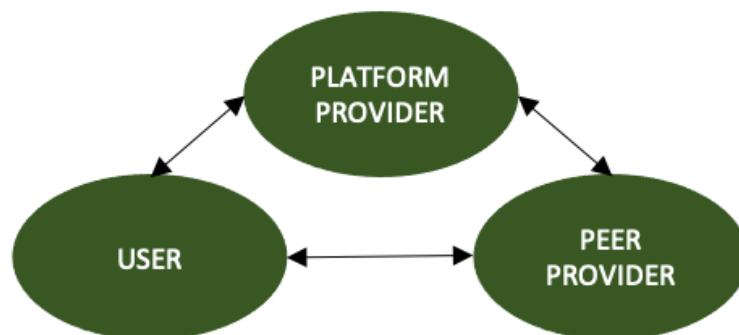

FIGURE 1: TRIADIC ACTOR STRUCTURE (IN ACCORDANCE WITH BENOIT ET AL., 2017)

Combining this section with the definition from 2.1 Sharing Economy and the comprehensive overview of platform-based SE business models by Wirtz et al. (2019, see p. 454), the characteristics in Table 1 are relevant for peer-to-peer asset sharing platforms for this study.

TABLE 1: PEER-TO-PEER ASSET SHARING CHARACTERISTICS

Characteristic	Comment	Literature
1. Temporary access	Granting access to an asset with no transfer of ownership and long-term rental is excluded	Eckhardt et al., 2019; Frenken & Schor, 2017; Miguel et al., 2022; Hawlitschek et al., 2018; Wirtz et al., 2019
2. Peer-to-peer	The focus is on individuals' participation; no companies	Martin, 2016; Miguel et al., 2022; Hawlitschek et al., 2018;
3. Assets (tangible)	It is about sharing physical goods; no services or files	Wirtz et al., 2019; Hawlitschek et al., 2018;
4. Capacity-constrained resources	Once the asset is shared it is unavailable for the owner as well as other participants – sharing vs. using	Wirtz et al., 2019
5. Triadic actor structure	Platform provider, peer provider, user	Benoit et al., 2017
6. Digital online platform	The platform is the interaction point and mediator for the triadic structure	Miguel et al., 2022; Wirtz et al., 2019;
7. Money exchange	The process of sharing is associated with the payment of a fee; the peer provider offers temporary access to the asset if the user pays a fee for it	Frenken & Schor, 2017; Belk, 2014; Wirtz et al., 2019

By identifying the characteristics, the study's boundaries are focused on a specific niche area of the SE that is critical to this study's research question(s). For the following process, the literature review focuses on the SE and peer-to-peer asset sharing, while the interviewee selection focuses on a specific asset, peer-to-peer platforms for clothes.

As peer-to-peer asset sharing is poorly researched (Curtis & Mont, 2020), this study provides more insight into participants' behavior on these sharing platforms to clarify whether behavioral paradoxes can be recognized. After all, the SE has been criticized for being another monetized consumption style and paradoxical potential is apparent (Martin, 2016).

2.3 THE PARADOX LENS

The paradox theory provides the framework for identifying tensions in the SE and peer-to-peer asset sharing literature, specifically in peer motivations and behavior.

Paradoxes appear everywhere in life and are defined as "persistent contradiction between interdependent elements" (Schad et al., 2016, p. 10). Synonyms used are *conflicts, tensions, or competing demands* (Papaix et al., 2023), with the distinct characteristic of a paradox being that it constitutes contradiction and is interdependent (Schad et al., 2016) – the elements "exist simultaneously and persist over time" (Smith & Lewis, 2011, p. 387).

In addition, a paradox does not exist in a static state but has a dynamic relationship between the alternative poles (Smith & Lewis, 2011). The management literature mentions several response modes for organizational paradoxes, such as resolution or acceptance (Hahn et al., 2015). However, as expressed by Schad et al. (2016), paradoxes are "impervious to resolution" (p. 12), so acceptance most often yields better results.

Keller and Chen (2017) concentrated more on the paradoxical mind of individuals as a paradox emerges between an individual's perception and reasoning behind it, which are embedded within a complex system (see p. 67). An individual's response to a paradox is initially emotional, but individuals can learn to manage and understand paradoxes (Keller & Chen, 2017). The dynamic equilibrium model of organizing from Smith and Lewis (2011) illustrates this process, although it is meant for organizations.

Several scholars have used and adopted the paradox lens in their research to identify, analyze and understand emerging tensions in organizational settings (e.g., Hahn & Pinkse, 2022; Papaix et al., 2023) or consumer behavior (e.g., Riegger et al., 2021). However, research lacks consideration of paradoxes at the individual (or team) level that feedback to the larger system (organizational level) (Waldman et al., 2019). Within this research the "organization" differs because no company construct exists as peer-to-peer asset sharing platforms are the central area of this study. Therefore, individual or consumer paradoxes on these sharing platforms are the focus. The paradox lens in Figure 2 shall help to identify behavioral paradoxes and structures in peer-to-peer asset sharing literature and the interviews in the actor structure. Some scholars already investigated paradoxes of the SE concept, which are more elaborated in the literature review section.
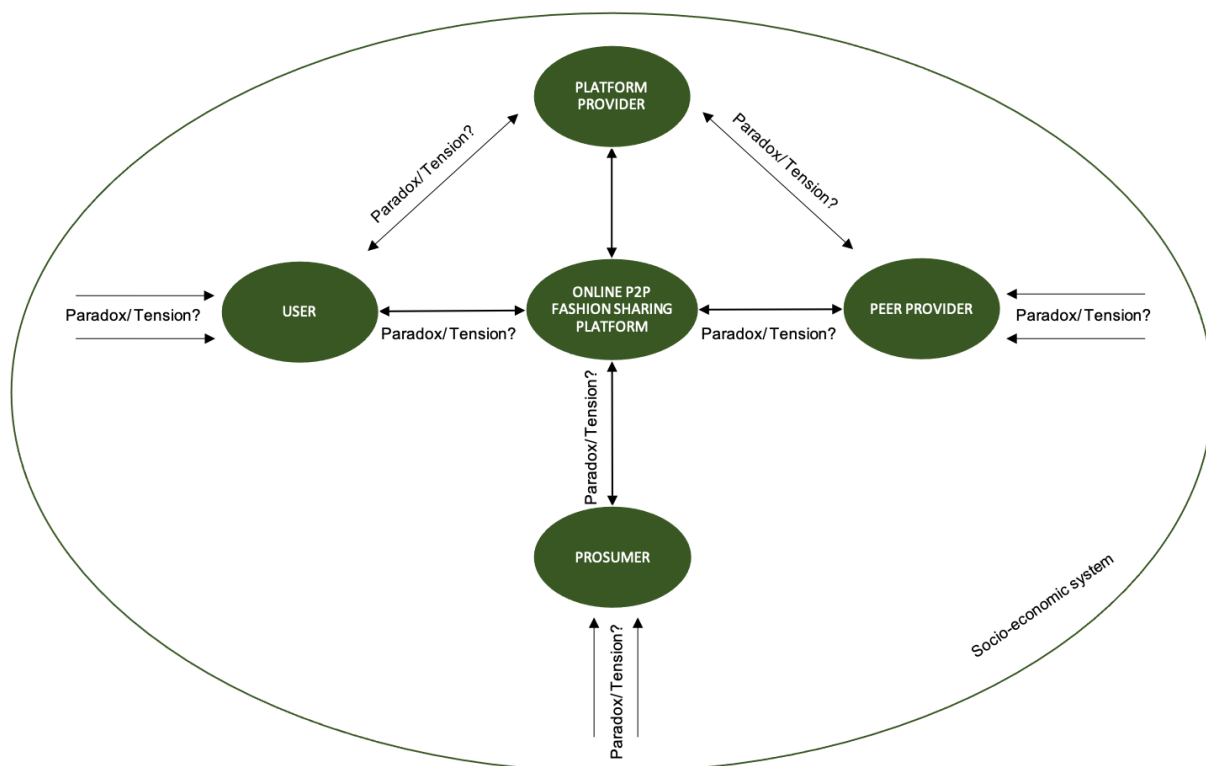
FIGURE 2: PARADOX LENSE FOR THIS STUDY

The following must be considered when identifying paradoxes in the literature and interviews. First, Papaix et al. (2019) noted in their literature review that the word "paradox" is mentioned either explicitly or implicitly with terms such as "tension, contradiction, competition, conflicting criteria." Therefore, it is helpful to look for these or similar terms.

Second, attention must also be paid to dualities, contradictory terms such as *black and white* or *Yin and Yang* (Schad et al., 2016; Smith & Lewis, 2011) or as Martin (2016) describes the tension

between "commercialized neoclassical concept and the path of sustainability." These concepts appear logical on their own, but together, they embody tensions and contradictions (Schad et al., 2016; Smith & Lewis, 2011).

Third, it is crucial for the Interviews especially; people tend to choose "either/or" rather than accept both (Waldman et al., 2019; Smith & Lewis, 2011) and get caught in a vicious cycle (Smith & Lewis, 2011). People with a "paradoxical mindset search intensely for solutions to problems, show increased cognitive complexity, and are open to ambiguity and multiple experiences." (Waldman et al., 2019, pp. 1-2).

3. METHODOLOGY

This chapter identifies and explains the methodological roadmap for this study. The following methods were used: First, the literature review helped to find out what has already been researched in the field of peer-to-peer (asset) sharing, including participants' motivations and tensions and sorted them thematically. The semi-structured interviews were conducted to obtain new in-depth information from the platform participants to identify motives, experiences, and paradoxical behavior to compare it with the results from the literature to establish new concepts grounded in the data.

3.1 RESEARCH DESIGN

This study's objective is to identify motivations and behavioral paradoxes in the participation of peers on clothes sharing platforms and what these specifically look like. Since the topic has not been explored before (Curtis & Mont, 2020), a qualitative inductive approach (Bryman, 2012) with a grounded theory orientation (Strauss & Corbin, 1990) was most appropriate for this study for the following reasons (Figure 3):

First, qualitative research allows us to understand and interpret the meaning behind phenomena to capture the influence on behavior (Maxwell, 2012). This is necessary to understand participants' motivations, barriers, and behaviors on these platforms and identify behavioral paradoxes to gain an in-depth understanding. In addition, it provides flexibility (Bryman, 2012), which was important for this study as it has not been fully explored and requires flexibility in the research process as unforeseen circumstances need to be addressed.

Second, an inductive strategy was used to allow this study to make observations, look for patterns during the data collection, and make generalized statements (Bryman, 2012; Maxwell, 2012). This means that the data collection and analysis process is looser and more flexible, which is vital because new content was created with the interviews.

Third, grounded theory was used for systematic qualitative data collection and analysis to develop a new theory (Bryman, 2012), allowing for the exploration of less-researched phenomena (Homburg, 2017). It is an inductive approach but uses a set of predefined procedures such as an iterative process, constant comparison, and coding (Bryman, 2012) to manifest it in the data (Homburg, 2017). This gave this study the structure necessary to explore the under-researched topic of peer-to-peer asset sharing and generate new content.
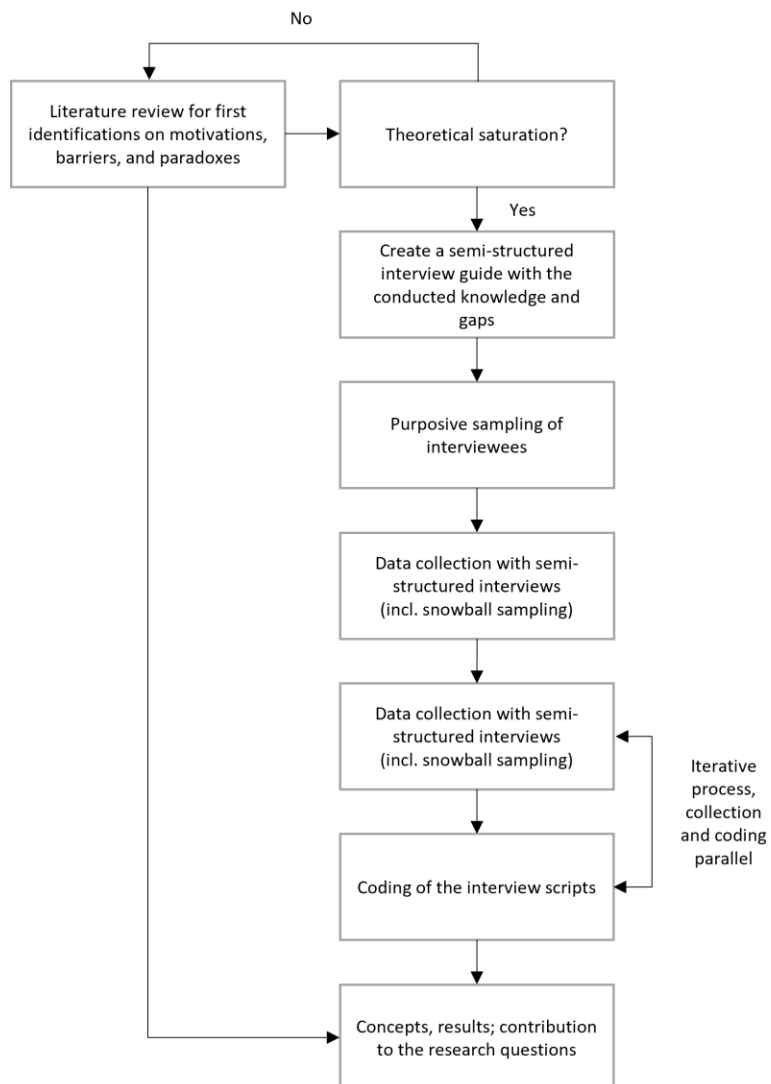
FIGURE 3: METHODOLOGICAL APPROACH (IN ACCORDANCE WITH HOMBURG ET AL., 2017)

3.2 LITERATURE REVIEW

As this study approaches the question of whether participants behave paradoxically on peer-to-peer clothes sharing platforms and what these paradoxes consist of, the literature review helps to identify and examine data from the more researched area of participant motivations and barriers (Benoit et al., 2017). Then, the paradox lens was used to determine explicit or implicit paradoxical behaviors and structures critically. Literature is reviewed to define the status-quo, identify, and explain social phenomena, and be critical (Bryman, 2012). As this study follows a grounded theory orientation, the literature review results served as a constant comparison for the interview results. In addition, the systematic review process was followed to make it less biased, more transparent, and ensure replicability (Bryman, 2012), as well as provide structure to the uncertain topic of behavioral paradoxes that became apparent upon reading. However, due to time and resources, the overview is limited. The answer to the first sub-question was based on this.

3.2.1 Sampling Strategy & Data Collection

The purpose of collecting secondary data from the literature (Bryman, 2012) was to determine the current state of research on peer motivation and explicit or implicit paradoxical statements made by authors. Relevant literature was collected through a search on Web. 2.0 and scientific databases such as Worldcat, Elsevier, Scopus, or Google Scholar. First, specific terms like "sharing economy, motivation, peer-to-peer, paradoxes, tensions, (asset) sharing, collaborative consumption" were used. Second, the thesis project provided a literature overview of 303 English-language articles, excluding 110 articles because of irrelevant topics and skimming, marking, and omitting irrelevant articles (Search String: DT=(Article) AND AB=((sharing AND econ* OR shared AND econ*) AND (peer* OR p2p* OR p2p) AND (user* OR consumer* OR prosumer* OR buyer* OR supplier* OR citizen OR individual* OR collaborat*) AND (motive* OR use OR behavior OR behaviour OR incentive* OR benefit* OR participat*)).

The literature was collected in an Excel table and sampled with specific criteria based on the research question and design (Bryman, 2012) for this study. The inclusion and exclusion criteria (Bryman, 2012) are presented in Table 2. Additionally, the abstract (if necessary, first and last two pages) was scanned to analyze whether the document fits, otherwise it was excluded. 37 papers were read and included in the LR (Appendix 4).

TABLE 2: INCLUSION AND EXCLUSION CRITERIA FOR LITERATURE SAMPLING

Inclusion Criteria	Exclusion Criteria
Sharing Economy	Ownership transfer with buying (e.g., second-hand)
Collaborative Consumption	Business-to-Consumer (B2C)
Peer-to-Peer (P2P)	Service sharing
(Asset) sharing / renting	Accommodation sharing
Motivations and Paradoxes	Swapping
Access to assets	
Sharing for money (fee)	
English language	
Service sharing is included just if it is part of many examples in one paper; same rule for accommodation sharing	

3.2.2 Operationalization

Based on the research questions and the purpose of this study, four main points were considered during the literature review. First, sharing was necessary as the main topic to provide context for the study and determine the definitions the authors used to meet the inclusion criteria. Second, peer motivation has been extensively researched in recent years, so identifying this topic was central to understanding what has been researched and where more can be added. Third, behavioral paradoxes needed to be extracted from the literature using the paradox lens. And fourth, perspectives were considered as the role of the participants may influence the results (Böcker & Meelen, 2017). The following questions were used to collect the data in the same way, and the answers were documented in the Excel spreadsheet (Appendix 4):

1. Which definition of sharing do the authors use for their paper?
2. Do the authors describe paradoxes, dilemmas, or other phenomena, that suggest a misfit between what consumers want in sharing services?
3. What do the authors say about motivations for consumers to participate in sharing services?

4.   Does the paper focus on the provider, the user, or the platform for its analysis?

3.2.3 DATA ANALYSIS

Thematic analysis is a qualitative data analysis technique that clusters findings into themes and subthemes, also known as codes (Bryman, 2012). This qualitative technique allowed the responses in the table to be grouped into themes to provide an overview of motivations, barriers, other influencing factors, and paradoxical observations. These were further broken down into smaller sub-themes and codes, which served as a basis for comparing the interview findings and embedding them in the data.

3.3 SEMI-STRUCTURED INTERVIEWS

To investigate paradoxical behavior in peer-to-peer clothes sharing to develop new concepts, interviews need to be flexible to respond spontaneously to answers and generate new information. Therefore, semi-structured interviews are well suited because they are a standard method for collecting primary data and are often used in grounded theory. They also provide a flexible interview process so the interviewer can respond openly and actively, allowing new insights to emerge and patterns to be observed (Bryman, 2012). In addition, the iterative process of collecting and analyzing data, along with comparing the results, helps develop a theory based on the data (Homburg et al., 2017).

3.3.1 INTERVIEWEE SAMPLING

It was essential to interview different peer-to-peer clothes sharing platform participants to generate a broad understanding. Since peer-to-peer asset sharing is not yet widely adopted by consumers (Frenken & Schor, 2017), purposive sampling was used. Purposive sampling is a non-probability strategy and is often used in qualitative research. Using relevant sampling criteria (Table 3), a strategic search was conducted to find interviewees rich in information and relevant to answering the research question (Bryman, 2012). The following research criteria were chosen to find interviewees in the right context for this study. To ensure diversity and flexibility in the search for interview participants, the criteria are rather broad.

TABLE 3: INTERVIEW AND PLATFORM SAMPLING CRITERIA

Sampling of context/area/case _Peer-to-peer asset sharing platforms_	Sampling of participants _Interviewees_
Temporary access	Used peer-to-peer clothes sharing at least once
Peer-to-peer asset sharing: clothes	All age groups
Money exchange	Located in: Europe
Capacity-constrained resources	13 interviews
Triadic actor structure	User, Peer Provider and Prosumer
Digital online platform	

Theoretical sampling is commonly used in grounded theory, which consists of purposive sampling (see above) and, in the second phase, selective sampling that results from the analyzed data (Homburg et al., 2017; Strauss & Corbin, 1990). Because the sampling process was challenging due to the small number of people participating in peer-to-peer clothes sharing, selective sampling was not part of this study.

First, a screening questionnaire (Appendix 1: Screening Questionnaire for interview participants with the relevant sampling criteria (Table 3) was created and posted on various social media platforms (e.g., Reddit, Facebook, LinkedIn, Xing) and groups (e.g., sustainable clothes, peer-to-peer groups, sharing economy). Second, about 10 peer-to-peer clothes sharing platform providers were contacted via E-mail or Instagram to collaborate with them and reach their target audience. Third, around 100 people who use peer-to-peer clothes sharing platforms were contacted through the platform itself, if a communication feature was available. Fourth, people who follow peer-to-peer clothes rental platforms on Instagram were identified as potential matches, and direct messages were sent to about 500 people. To increase the response rate, a €10 voucher was introduced to incentivize people to reply and consider themselves a match. Fifth, after each interview, purposive sampling (Bryman, 2012) was applied to reach more participants.

A total of 13 women, eleven from Instagram and two via the screening questionnaire, were sampled for the interviews with birth years between 1973 - 2003. Most interviewees are from Germany and have used these platforms more than three times, while others have only recently joined. The user side is also more represented than the peer provider side. Table 4 below provides an overview of the interviewee sample.

TABLE 4: OVERVIEW INTERVIEWEE SAMPLE

Interview/ID	Gender	Birth Year	Country of residence	Peer-to-peer platform	Usage times	Platform role	Future usage intention
Interview 1 (ID 1)	Female	1991	France	LocOdress	> 3	Prosumer	Definitely yes
Interview 2 (ID 2)	Female	1995	Belgium	Circle closet	1	User	Probably yes
Interview 3 (ID 3)	Female	1996	Germany	WeDress Collective	> 3	Prosumer	Definitely yes
Interview 4 (ID 4)	Female	2002	Germany	WeDress Collective, CLOTHESfriends	> 3	Prosumer	Definitely yes
Interview 5 (ID 5)	Female	1982	Germany	WeDress Collective	1	User	Probably Yes
Interview 6 (ID 6)	Female	1989	Germany	WeDress Collective	> 3	Prosumer	Definitely yes
Interview 7 (ID 7)	Female	1999	Netherlands	Circle closet	2	Prosumer	Probably yes
Interview 8 (ID 8)	Female	1997	Germany	CLOTHESfriends	> 3	Prosumer	Probably Yes
Interview 9 (ID 9)	Female	1995	Germany	WeDress Collective	> 3	Prosumer	Definitely yes
Interview 10 (ID 10)	Female	2003	Germany	WeDress Collective	> 3	User	Definitely yes
Interview 11 (ID 11)	Female	1973	Germany	WeDress Collective	> 3	User, future provider	Definitely yes
Interview 12 (ID 12)	Female	2001	UK	HURR, Byrotation	> 3	Prosumer	Definitely yes
Interview 13 (ID 13)	Female	1992	Germany	WeDress Collective, CLOTHESfriends	> 3	User	Probably yes

3.3.2 DATA COLLECTION

The goal of the semi-structured interviews was to explore the experiences and the motivations to use the clothes sharing platforms to determine what kind of behavioral paradoxes are recognizable. During a period of 2-months, the primary data collection (Bryman, 2012) was conducted through online interviews with participants through MS Teams, with each interview lasting approximately 20

to 30 minutes. All interviews were recorded using the recording and transcription feature of MS Teams and were also recorded and backed up using a mobile phone.

The pre-designed interview guide provided a guideline with different types of questions during the interviews. In this way, more flexibility is offered to the interviewer in responding to the interviewee's answers (Bryman, 2012). This helped to make the interview process more active and responsive.

3.3.3 OPERATIONALIZATION

The semi-structured interview guide can be found in Appendix 2: Semi-structured interview guide and has the following structure. First, starting with easy questions (e.g., welcoming and introducing each other), the interview slowly builds confidence and trust (Jacob & Ferguson, 2012). Obtaining consent from the interviewee (Bryman, 2012) is important for the following process. The introduction of the respondent provided information about personal characteristics, as these can also influence the participant's motives (Guyader, 2018).

Second, the interviewees' experience with the platform was the topic of subsequent questions to detect the dyadic relationship between the respondent and the platform (Baker et al., 2021). This was to ascertain how the platform structure and setup (e.g., trust building, communication, payment) in the triadic structure (Benoit et al., 2017) was experienced by the respondents. These are essential variables to generate positive outcomes such as trust, loyalty, lower prices, authentic experience, personal growth, and a sense of community (Köbis et al., 2021).

Third, the last group of questions addressed interviewees' motivations for using the platform in the first place and the reasons why they continue to use the platform. Depending on the experience, motivation and trust in the platform may change (He et al., 2021).

After the interviews were completed, the recordings were transcribed using Word computer software and its transcription function. This served as the next step of data analysis as well as to ensure transparency and replicability.

3.3.4 DATA ANALYSIS

The transcribed data was analyzed in accordance with Corbin and Strauss' (1998) grounded theory orientation. Hence, open, axial, and selective coding was used, and the final data was constantly compared to the results of the literature review to determine if the results were similar, different, or if new themes emerged. During this process, the paradox lens was used as well. The study by Homburg et al. (2017) served as a guide for the coding process and was accordingly adapted and executed for this study.

First, the interview transcript data were analyzed line-by-line using open coding (Bryman, 2012) to identify important parts of the interviewees' spoken words. Each element that appeared relevant or significant was coded (word, phrase, paragraph). Similar phrases or words were grouped under a single code when their context was obvious. In order to preserve the authenticity of respondents' utterances and the emergence of new codes, respondents' words were used to find initial descriptive open codes. These codes were grouped into category zero (e.g., saving money as motivation). In this way, over 700 open codes were formed.

Second, axial coding is an iterative process to identify patterns and establish connections between previous open categories (Homburg et al., 2017; Bryman, 2012). After the initial coding process, codes were examined for their connections and relationships. Similar zero-order codes were

grouped to form broader categories that highlighted underlying themes and patterns in the data. They were grouped in the first-order category. By examining the relationships between codes, a more coherent structure emerged. This approach allowed for a deeper understanding of the data and allowed for the identification of key themes and their interrelated subthemes. This stage reduced the number of codes to around 150-200.

Third, selective coding means that earlier categories are grouped into "core categories" that describe the main phenomenon behind them (Strauss & Corbin, 1990). First-order codes were grouped under broader categories in the second-order category. The names reflect the more abstract meanings of the first-order codes and were grouped together. Elimination of poorly fitting codes was also part of this coding step (Strauss & Corbin, 1998). This approach allowed the codes to be refined and structured into a comprehensive framework to apply the paradox lens again and identify behavioral paradoxes. Table 5 illustrates the coding table for the above explanations.

TABLE 5: EXAMPLE OF CODING TABLE (IN ACCORDANCE TO HOMBURG ET AL., 2017)

THIRD-ORDER CATEGORY: MOTIVATIONS / BARRIERS			
Second-order category	First-order category	Literature support	Zero-order category
Selective coding	Axial coding	YES/NO	Open coding
…	…	…	…
…	…	…	…

3.4 ETHICAL ISSUES

The participants' consent to data collection and recording was obtained in advance. The personal data collected from the respondents was treated confidentially and not passed on to third parties.

4. RESULTS

Two types of methods were used to answer the research questions. The first section presents the results of the literature review with thematic analysis - peer motivations, additional influencing factors, and identified paradoxes. The second section presents the results of the semi-structured interviews, including motivations and barriers to clothes sharing. The third and final section explains the clothes sharing paradoxes in the interviews and relates them to the previous findings.

4.1 LITERATURE REVIEW

In the literature on the SE and peer-to-peer asset sharing, authors have either focused on peer-to-peer sharing in general, including participants from different sharing platforms (e.g., Böcker & Meelen, 2017), or they have focused on a specific good, usually car or accommodation sharing (e.g., Bardhi & Eckhardt, 2012), rather than clothes sharing, which is the basis of the present study. Most studies focused on quantitative (e.g., Raza et al., 2021) and less on qualitative (e.g., Wilhelms et al., 2017a) research.

Several studies have focused on exploring peers' motivations to participate (e.g., Gazzola et al., 2019; Hawlitschek et al., 2018b), future intentions to use (e.g., Kurisu et al., 2021), barriers (e.g., Kurisu et al., 2021) or dilemmas (e.g., He et al., 2021), as well as the distinction between the roles of

user and peer provider (e.g., Benoit et al., 2017) and other factors such as trust that influence the peer-to-peer sharing process (e.g., Böcker & Meelen, 2017).

The distinction between users and peer providers has been highlighted in research, as some individuals act as prosumers on both sides (Hermes et al., 2020). Some papers have made the distinction (e.g., Benoit et al., 2017; Raza et al., 2021), while others have provided a more general overview (e.g., Panniello et al., 2022). The following section attempts to distinguish the roles in each category as best as possible.

4.1.1 Peer-to-peer (asset) sharing motivations

Most studies have examined a positive economic, social, and environmental relationship between peer attitudes and intention to use peer-to-peer sharing (Raza et al., 2021; Kurisu et al., 2021; Hamari et al., 2016; Fritze, 2017). Similarly, peer-to-peer sharing is more likely to be used in the future by peers with prior experience than by those who have never used it (Fritze, 2017). An overview of the thematic analysis can be found in Appendix 5: Thematic analysis results part 1 – Motivations for P2P asset sharing

Economic benefits

In peer-to-peer sharing, economic benefits emerge as a critical motivator influencing both users and peer providers (Wirtz et al., 2019; Raza et al., 2021; Köbis et al., 2021; Wilhelms et al., 2017b; Hermes et al., 2020; Kurisu et al., 2021; Hawlitschek et al., 2018b; Hamari et al., 2016; Ballús-Armet et al., 2014). These economic considerations vary between users and peer providers and often serve as the primary motivator for participation (Ballús-Armet et al., 2014). Most studies have consistently emphasized the positive economic relationship that shapes peers' attitudes and intentions to participate in peer-to-peer sharing activities (Raza et al., 2021; Kurisu et al., 2021; Hamari et al., 2016).

Economic incentives exist on both sides but with different characteristics. On the user side, saving money and access to lower prices emerge as key aspects motivating participation, a trend widely studied in research (Wilhelms et al., 2017b; Köbis et al., 2021; Fritze, 2017). Users see economic value in the cost-effectiveness of peer-to-peer sharing, making it an attractive alternative to traditional ownership with lower risks (Benoit et al., 2017). Peer providers, on the other hand, gain economic benefits from secure transactions, more efficient distribution (Wirtz et al., 2019), and lower ownership costs (Wilhelms et al., 2017a). In addition, peer providers gain an additional source of income (Wilhelms et al., 2017a; Olaru et al., 2021; Köbis et al., 2021; Ballús-Armet et al., 2014; Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al., 2017) that they can use to improve their quality of life by using the earned money for something else (Wilhelms et al., 2017b; Wilhelms et al., 2017a), providing a significant economic incentive for participation on this site.

Despite the many positive economic benefits on both sides, some studies have found perspective differences in motivations. Böcker and Meelen (2017) found that economic benefits are more present on the user than on the peer provider side. Fritze (2017) also confirms these findings, where "the economic value propositions of earning money had no influence on the positive attitude toward p2p-sharing." (p. 14). Even with the economic incentive, many car providers are unwilling to share them on platforms (Münzel et al., 2019), which highlights the individuality of each participant. Furthermore, the importance of economic motives varies depending on the shared asset (Böcker & Meelen, 2017). For example, accommodation and car sharing tend to be more economically motivated than food and ride-sharing (Böcker & Meelen, 2017), reflecting the different economic considerations in the different sharing sectors. Although the economic aspect does not affect attitudes toward CC, it

directly affects the intention to participate in CC (Hamari et al., 2016), which shows that economic motives have a different place depending on the study.

SOCIAL BENEFITS

In peer-to-peer sharing, social values and benefits are an important motivation for peers, shaping their attitudes and intentions towards peer-to-peer asset sharing platforms. A positive correlation between intention, behavior, and social benefits was found in some papers (Stofberg & Bridoux, 2019; Wirtz et al., 2019; Fritze, 2017; Raza et al., 2021; Luri Minami et al., 2021). Social benefits incorporate several aspects of social interactions or thinking in the SE and peer-to-peer asset sharing.

Stofberg and Bridoux (2019) researched two social benefits of peer-to-peer sharing, in which transactions are guided by communal belonging and balanced reciprocity between peers. The presence of social interactions on these platforms increases the likelihood of using them and highlights a preference for social interactions over platforms without social interactions (Stofberg & Bridoux, 2019). In particular, social benefits act as peers' motivations for participation, and a wide range of characteristics have been examined. These motivations do not differ significantly between the user and peer provider (Stofberg & Bridoux, 2019).

The motivations and social benefits of peer-to-peer sharing are diverse and show multiple levels. Participants engage on these platforms to foster a sense of community and belonging (Böcker & Meelen, 2017; Köbis et al., 2021; Olaru et al., 2021; Richardson, 2015; Stofberg & Bridoux, 2019). In addition, peer-to-peer sharing covers the desire for social interactions, meeting new people, and enabling socialization opportunities (Benoit et al., 2017; Wirtz et al., 2017; Raza et al., 2021; Ballús-Armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019). Sharing becomes a way to help others as a peer provider (Wilhelms et al., 2017b), enables simple interactions with users (Panniello et al., 2022), and supports the well-being of the local community with additional income (Wirtz et al., 2019). Hence, this makes the structure of peer-to-peer sharing more altruistic and part of the true sharing concept (Belk, 2014).

However, the relationship between social motives and peer-to-peer sharing is not universal, and it depends on the particular asset being shared. Böcker and Meelen (2017) found that social motives play a minor role in accommodation sharing compared to other goods studied, indicating circumstantial differences in the importance of social benefits. Moreover, motives may change over time, with social motives sometimes taking precedence or fading into the background (Böcker & Meelen, 2017).

ENVIRONMENTAL AND SUSTAINABLE BENEFITS

The influence of environmental and sustainability-oriented motives on participation in peer-to-peer sharing platforms has been extensively discussed in previous literature (Fritze, 2017; Köbis et al., 2021; Ballús-Armet, 2014; Kurisu et al., 2021; Olaru et al., 2021; Hawlitschek et al., 2018b). While some studies confirm the significant influence of environmental concerns and sustainability (e.g., Hamari et al., 2016; Köbis et al., 2021), others present a differentiated picture (e.g., Raza et al., 2021; Wilhelms et al., 2017b), suggesting that these motives may not be as dominant as initially expected (Münzel et al., 2019). Hence, there is disagreement in the literature as to whether or not environment and sustainability have an impact.

On the one hand, research has shown that environmental benefits and values guide peers' attitudes toward participating in sharing activities (Fritze, 2017). Perceptions of environmental benefits influence individuals' decisions to participate in peer-to-peer sharing, with sustainability

being one of five necessary conditions for peers (Hawlitschek et al., 2018b). Studies have examined different facets of environmental motivation, from the desire to use resources more efficiently and sustainably (Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al, 2017), being a greener activity (Hamari et al., 2016), being good for the environment (Olaru et al., 2021), sustainability (Kim & Yoon, 2021; Hamari et al., 2016; Kurisu et al., 2021: Hawlitschek et al., 2018b), or sustainable development (social responsibility) (Gazzola et al., 2019). For some, the incentive is to contribute to environmental sustainability in a way that is compatible with the overall goal of the SE.

Nevertheless, the literature offers a different perspective on environmental and sustainability motivations. Contrary to expectations, this is not the main reason for joining the platform (Münzel et al., 2019). Some researchers have found a weaker link between sustainability and participation intentions, attitudes, and behaviors. The study by Hamari et al. (2016) sheds light on the complex interplay between attitudes and behaviors. While sustainability influences attitudes toward CC, it is not always directly reflected in actual participation, leading to a gap between attitudes and behaviors. Instead, economic motivations often take precedence in shaping actual participation decisions. Similarly, Wilhelms et al. (2017b) found that environmental concerns were not the primary driver of participation but rather considered a "byproduct" (p. 45) of peer-to-peer sharing decisions. In contrast, Raza et al. (2021) found that sustainability did not influence the participation intentions of users and peer providers.

Product-related factors further complicate the influence of environmental motivations in peer-to-peer sharing. Studies have shown that these motivations vary across peer-to-peer sharing sectors. For example, car sharing is more environmentally friendly than sharing accommodation which is more economically motivated (Böcker & Meelen, 2017). These findings highlight the importance of considering the specific context when examining the impact of environmental motives on participation in peer-to-peer sharing platforms. Moreover, motivations can change over time (Kurisu et al., 2021; Böcker & Meelen, 2017), and what once began for utilitarian, economically oriented (realistic) reasons can evolve over time into environmental and sustainable reasons for participation and "add meaningful reasons" (Kurisu et al., 2021, p. 5) or the other way around.

Personal motivations

In addition, researchers have identified other personal motivations closely related to intrinsic desires, in which peers engage primarily to satisfy their individual needs. First, the activity is seen as a source of enjoyment (Raza et al., 2021; Kim & Yoon, 2021; Hamari et al., 2016; Luri Minami et al., 2021), emphasizing the experiential and hedonistic value of both sides with the activity (Wirtz et al., 2019; Benoit et al., 2017). In addition, personal growth is also seen as an advantage and motivation for peers (Köbis et al., 2021).

On the user side, it is exciting to try something new or gain access to previously unattainable products, including rare goods, which enhances their overall experience (Wirtz et al., 2019; Benoit et al., 2017; Kurisu et al., 2021). This not only creates a sense of excitement but also satisfies users' curiosity (Kurisu et al., 2021). These platforms expand the product offering and provide users with more variety, which motivates them to participate (Hermes et al., 2020; Hawlitschek et al., 2018b; Ballús-Armet et al., 2014). It also saves time (Kurisu et al., 2021; Wilhelms et al., 2017a; Ertz et al., 2018), space (Kurisu et al., 2021), and reduces risk and responsibility through non-ownership (Benoit et al., 2017). This makes it more convenient for users to participate and is seen by many as a motivation for participation (Wirtz et al., 2019; Wilhelms et al., 2017a; Ballús-Armet et al., 2014; Stofberg & Bridoux, 2019; Luri Minami et al., 2021; Münzel et al., 2019) as well as it can reduce

transaction costs over time (Wirtz et al., 2019). Product availability has been found to be a motivation on the one hand (Ballús-Armet et al., 2014; Hawlitschek et al., 2018b), and on the other hand, Gazzola et al. (2019) considered it not influential in their study context.

For peer providers, the appeal lies in the flexibility of working hours (Panniello et al., 2022), which allows them to integrate sharing activities into their daily lives and thus improve their work-life balance. In addition, the "reduced set-up, distribution, and transaction costs" (Wirtz et al., 2019, p. 471) provide peer providers with easy and convenient access to the market to share their products.

Overall, it is possible to divide users and peer providers into customer groups or segments to better understand and communicate with each type. In an analysis by Wilhelms et al. (2017a), different types of car-sharing users and peer providers were identified and separated according to the intensity of the economic benefit to the individual. Users were divided into the following types: budgeters (saving money), convenience lovers (saving time, less hassle), assurance seekers (getting the desired experience); and peer providers into these types: cost-conscious types (reducing ownership costs, income), spenders (disposable income, enriching life), sharers (enjoyment, experience). Hence, three types do not seek monetary benefits and participate more for personal, hedonistic motives, but social and environmental/sustainability motives are less represented.

Furthermore, Ertz et al. (2018) examined the relationship between CC enthusiasts and their engagement in socially responsible consumption (SRC) compared to regular consumers, concluding that they are more likely to engage in SRC. With this knowledge, CC users can be better targeted in advertising, especially when utilitarian benefits are more strongly associated with SRC (Ertz et al., 2018).

These examples illustrate the complexity of peers' motivations for participating in peer-to-peer asset sharing platforms and the diversity of motivations for better targeting different audiences in peer-to-peer asset sharing and the SE.

4.1.2 ADDITIONAL INFLUENCING FACTORS

Other factors should also be ensured by all three, the platform provider and the peers among themselves, for initial and continuous use. An overview of the thematic analysis can be found in Appendix 6: Thematic analysis results part 2 – Other factors influencing P2P asset sharing

INDIVIDUALS ANTECEDENTS

In the field of peer-to-peer sharing, understanding diverse human personalities is supporting. Peers are driven by unique needs and life goals and engage in sharing processes strongly influenced by their individual characteristics. Research conducted by Hellwig et al. (2015) highlighted an important finding: sharing behavior is closely intertwined with personal attitudes and psychological dispositions and transcends the boundaries of purely demographic variables. Kurisu et al. (2021) elaborated on this phenomenon, emphasizing that personality traits such as materialism and normativity play a crucial role in shaping sharing behavior and motivation. Depending on the personality, interactions on peer-to-peer sharing platforms can vary from egocentric to more altruistic interactions.

Moreover, the relationship that needs to be built between the individual and the platform is important. The personality and individual needs need to fit the platform's goal. Baker et al. (2021) examined the intricacies of individual psychological ownership (iPO) as an antecedent to peer-to-peer sharing participation. Their study illuminated the profound influence of personal needs and social identity motives influencing their behavior (Baker et al., 2021). Facets such as self-identity or

belongingness comprise the basis for a person's connection to the platform (Baker et al., 2021). Depending on whether an individual's wants and needs match what the platform offers, an iPO with the platform emerges, which can lead to participating in the platform community, which drives socializing and sharing (Baker et al., 2021). Also, peers following a modern lifestyle are more likely to participate, which is one key factor influencing peer sharing behavior (Hawlitschek et al., 2018b). Therefore, individual connection with the platform based on personality and life goals is a key factor that drives participation in peer-to-peer sharing.

PLATFORM

On peer-to-peer platforms, establishing a meaningful connection between participants and the platform is an important precursor to positive engagement. Baker et al. (2021) elaborated on this connection, emphasizing the need for users to establish a personal dyadic relationship with the platform. This relationship enables users to promote their iPO so that they can positively perceive the benefits and rules of the platform. This positive perception can lead to active engagement within the platform community, fostering a sense of "collective physical ownership (cPO)" (Baker et al., 2021, p. 483). Critical to this engagement is the platform's ability to shape and communicate social norms, as Benoit et al. (2017) point out. Platforms that align their communication with shared goals, such as environmental benefits, are more likely to motivate peers and influence their participation (Kim & Yoon, 2021).

With this triadic actor structure and online interactions between users, peers, and platform providers (Benoit et al., 2017), a robust infrastructure is needed. Köbis et al. (2021) emphasize the importance of a well-established payment, insurance, and communication system. This infrastructure serves as a foundation and generates positive outcomes (e.g., trust, authentic experience, sense of community). Such outcomes not only enhance the experience of peer-to-peer sharing, but also reduce the risk of participating and sharing assets, thereby increasing participation (Köbis et al., 2021).

In addition, the platform provider must aim to create a sense of loyalty towards the participants. Akhmedova et al. (2020) identified important factors for building this loyalty: "(i) organisation of the information stored on the website (app); (ii) platform responsiveness and reliability; and (iii) customer interaction with the peer provider." (p. 40). These factors, which are closely intertwined with platform infrastructure and intermediaries, as Köbis et al. (2021) explored, underscore the holistic approach required to build relationships within peer-to-peer asset sharing platforms. This approach, built on a robust infrastructure, forms the foundation for peer-to-peer interactions and participation.

TRUST

Trust is an essential component of online peer-to-peer sharing platforms to build valuable interactions and support sharing. As He et al. (2021) stated, platform providers have the responsibility to promote transparency as well as to increase information transparency and security. Also, according to Köbis et al. (2021), they are responsible for setting clear guidelines for participants to support responsible sharing to build trust. Building trust is important, as shown by various studies (Benoit et al., 2017; Hawlitschek et al., 2018b; Möhlmann & Geissinger, 2018).

Online trust requires a different approach because it is built through technology (Richardson, 2015) instead of sharing with trusted individuals (Belk, 2014). Hawlitschek et al. (2018b) detected that trust in others is a crucial condition for participation. To support and build this trust, platform providers must make their online environment trustworthy and integrate intermediaries such as

reliable insurance, secure payment systems, or efficient matching processes (Kyprianou, 2018). Eckhardt et al. (2019) have highlighted trust-building mechanisms, mainly through online reputation systems, as a key factor for peer-to-peer sharing. This system to rate, read, and comment on each other serves as constituents for direct communication and trust building to strengthen the concept (Köbis et al., 2021).

Moreover, the communication process between the user and the peer provider is vital in building trust (He et al., 2021). As Münzel et al. (2019) argue, effective communication offsets the fear of sharing when peer providers know that others will take good care of their car. Conversely, a lack of trust can be a significant deterrent in the sharing process (Ballús-Armet et al., 2014). However, not only communication but also the provision of personal information contributes to trust building. As Richardson (2015) points out, sharing personal information through verified online profiles combined with identity verification and connections to social media channels becomes a factor that facilitates the trust-building process.

Hence, the platform serves as a basis and link to build trust. This "platform-mediated peer trust" is studied by Möhlmann and Geissinger (2018), where interpersonal trust is essential for participation in SE, but at the same time, the platform must be perceived as trustworthy.

Partially contrary to this is the study by Raza et al. (2021), who found no positive correlation of trust with users' intention to participate but did find a positive correlation with the peer provider.

EXPERIENCE

In general, both positive and negative experiences influence future intentions to participate. An authentic experience may prompt peers to return to the sharing platform (Köbis et al., 2021). Participants' experiences influence their trust satisfaction with the sharing process and, thus, their participation in peer-to-peer sharing (He et al., 2021). Building on this, Kurisu et al. (2021) investigated that prior usage experiences affect future usage intention and peer motivation. Several factors (e.g., flexibility, ease, functionality, condition, cleanliness, honesty) impact the sharing process experience (He et al., 2021). In addition, repurchase intentions and loyalty have been found to be affected by the initial sharing experience (Wirtz et al., 2019).

4.1.3 UNRAVELING PARADOXES FROM LITERATURE

By using the 2.3 eight paradoxes were identified during the literature review process: one systemic paradox and even individual behavioral paradoxes. On the one hand, behavioral paradoxes became visible within a paper when the author(s) mentioned contradictions, or on the other hand, between different papers when authors obtained different results. Table 6 gives an overview of all paradoxes and an overview of the thematic analysis can be found in Appendix 7: Thematic analysis part 3 – Identified paradoxes in P2P sharing literature

TABLE 6: IDENTIFIED LITERATURE BEHAVIORAL PARADOXES

Names of paradoxes	Perspective
1. Commercialized system vs. Sustainable consumption style	System
2. Remote access (no in-person contact) vs. in-person contact	Individual
3. Egocentric behavior vs. Altruistic behavior	Individual
4. Trust vs. Anonymity/discrimination	Individual
5. Irresponsible sharing vs. Responsible sharing	Individual
6. Platform control vs. Peer interaction freedom	Individual
7. Attitude vs. Behavior	Individual

8. Prosumer tension	Individual

1. COMMERCIALIZED SYSTEM VS. SUSTAINABLE CONSUMPTION STYLE

The paradoxical nature of the system is that the SE aims to create a new style of sustainable consumption while being a monetary system that supports old patterns, which has been widely discussed in previous literature. Martin (2016) explored the different possibilities of the SE and found that it has the potential to realize a new sustainable style of consumption while promoting and supporting the commercial system of the past decades. Regime actors see it as an economic opportunity, making its construction seem paradoxical. Richardson (2015) also wrote that the SE now faces more tensions because it is part of the capitalist economy and does not support what it should, but it also points to an alternative path away from the capitalist economy, which underscores Martin's (2016) last statement.

Furthermore, the SE can be divided into three different constructs: the access economy, the platform economy, and the community-based economy (Acquier et al., 2017). With each construct, paradoxes arise because the simultaneous occurrence "is very challenging, and any attempt to achieve them all at once lays bare the paradoxical nature of the sharing economy." (Acquier et al., 2017, p. 8). Frenken and Schor (2017) also evaluated the SE and its impact, but until now, the sustainability potential with economic, social, and environmental benefits is still unknown.

Besides, the concept of sharing seems to be questioned and differentiated. Belk (2014) distinguishes between sharing and pseudo-sharing and compares the new way of sharing (pseudo-sharing), where money is exchanged and loses the "moral power and sharing character it once had" (p. 17) to the true concept of sharing, where people share based on altruistic behavior by "helping and making human connections." (Belk, 2014, p. 17). Even the word SE itself is ambivalent, as it implies sharing, on the one hand, where intimacy, familiarity, trust, and social interactions within a close community are important (Belk, 2014). But economics, on the other hand, refers to the economic methods and opportunities where monetary exchange and activity are paramount (Martin, 2016). Thus, it becomes clear that the SE system is already built on paradoxical structures and already framed as paradoxical in literature.

2. REMOTE ACCESS (NO IN-PERSON CONTACT) VS. IN-PERSON CONTACT

Another paradox in peer-to-peer sharing literature is that some participants prefer social interactions, while others prefer remote access and lack of social interactions, which can lead to dilemmas.

On the one hand, it is stated that social interactions during the sharing process are unnecessary and not preferred by users (Wilhelms et al., 2017a). This makes it more convenient for peers when remote access technologies take over this process, such as the keyless option in car sharing (Stofberg & Bridoux, 2019). On the other hand, Stofberg and Bridoux (2019, p. 1186) studied that more than 50% of the respondents prefer free sharing, and another 29% prefer the business model of renting with personal interaction, which contradicts the previous statement and seems paradoxical in the behavior of peers between different papers.

In addition, He et al. (2021) studied peer dilemmas and concluded that when there is a lack of social interaction (including low skills in the sharing process), dilemmas along the way are more likely. Without a social presence, peers do not experience the psychological presence of the other person (He et al., 2021) and may be more open to the dilemmas of "information transparency, product

quality, product pick-up and return, security" (He et al., 2021, p. 975). Thus, interaction with social contacts counteracts the dilemmas and should be the preferred option for a good sharing experience.

3. EGOCENTRIC BEHAVIOR VS. ALTRUISTIC BEHAVIOR

The following paradox is related to the system paradox, but at the individual level, and shows that behavioral paradoxes can arise in motivating peers to participate in peer-to-peer sharing - altruistic behavior conflicts with egocentric behavior. The idea of the SE was that peers participate for more altruistic reasons (Wilhelms et al., 2017b; Hamari et al., 2016) to benefit others and themselves (Olaru et al., 2021). Some studies have found that social benefits are part of peer motivation (Raza et al., 2021; Stofberg & Bridoux, 2019). However, social and altruistic behavior should be the main reason for genuine sharing (Belk, 2014), which is not always the case.

As shown in the literature, economic, utilitarian reasons outweigh other motives. For example, Wilhelms et al. (2017b) found that peer providers are "intrigued by the possibility of helping others" (p. 38), so the altruistic aspect is still present to some extent. Nevertheless, the main motivation for peer providers is the economic motivation to improve their own lives (Wilhelms et al., 2017b), which shows the ambiguity of peer providers' behavior. Also, the fact that self-interest/utilitarian and economic reasons can influence initial participation behavior and then shift to social, environmental, and community motivations (Böcker & Meelen, 2017; Kurisu et al., 2021) highlights the paradoxical nature of peer behavior. This is supported by the fact that these platforms typically provide access where sharing occurs with an impersonal community and strangers (Eckhardt et al., 2019).

Therefore, motivations vary from altruistic to highly profit driven. The SE can work when these motivations are balanced, but both conflicting motivations are present (Hamari et al., 2016).

4. TRUST VS. ANONYMITY/DISCRIMINATION

Trust in peer-to-peer sharing relies on personal information to provide transparency, but concerns about privacy and discrimination conflict with the need for trust-building transparency. It is essential to be open and share with (anonymous) strangers, which is already at odds with Belk's (2014) concept of true sharing. Personal information by creating an online profile and verifying user or peer provider data with an ID or link to other social media channels should be available, creating a trustworthy environment for sharing through technology (Benoit et al., 2017; Richardson, 2015). Hence, peers need to open up and reveal personal information to create transparency (He et al., 2021), which can also be seen as a barrier.

At the same time, privacy concerns have been raised, discouraging the use of sharing platforms (Panniello et al., 2022; Eckhardt et al., 2019). Digital discrimination (Richardson, 2015, p. 125) may occur. Platforms need to create an environment where participants feel safe and have trust in the platform community, which is built through "trustworthy attributes" (Richardson, 2015, p. 125). However, if too many of these attributes are present, participants may feel unsafe or uncomfortable and limit or even stop using them (Richardson, 2015). Therefore, this leads to tensions in peer behavior, as on the one hand, personal information is needed to build trust, but on the other hand, fear is expressed about what will happen with this data.

5. IRRESPONSIBLE SHARING VS. RESPONSIBLE SHARING

The following paradox is characterized by responsible and irresponsible sharing behavior on peer-to-peer platforms. Trust acts as a foundation for the initial and ongoing use of the platform, the

interaction between user and provider, and the final sharing of the asset. The platform provides an environment where transparency and trust can be built and strengthened between both parties, which can be referred to as platform-mediated peer trust (Möhlmann & Geissinger, 2018).

However, as Köbis et al. (2021) observed in their concept of trust-based commercial sharing, there is a "paradoxical nature of information seeking and willful ignorance by participants" (p. 317) on platforms. Peers differ in these characteristics, and some exploit others by behaving irresponsibly to build trust for their benefit (e.g., fake reviews). While others behave responsibly by sharing even uncomfortable information (e.g., negative reviews) to build appropriate trust (Köbis et al., 2021). Thus, behavioral paradoxes can be identified while using reputation systems, which have an impact on trust building.

This paradox is related to self-interest and altruism, which is now visible in the process of building trust and ratings on online platforms, rather than motivation, as in Paradox 3.

6. Platform control vs. Peer interaction freedom

This paradox arises from the need for platform control to communicate benefits, facilitate peer interaction, and establish rules while at the same time providing space for peer interactions. Users and peer providers should interact on the platform to create an atmosphere where both sides want to participate in the peer-to-peer sharing process, create content, and socialize together, which is called "collective engagement" (Baker et al., 2021, p. 497). This is supported by low control of the platform, and peers have more freedom in their two-way interactions, which is beneficial for socialization and content creation (Baker et al., 2021). Nevertheless, tighter platform control is needed to determine the intermediaries for peer interactions like membership, insurance, or payment systems (Baker et al., 2021; Kyprianou, 2018). A functional and transparent platform structure can generate positive outcomes for peers, even if they are inconvenient, like negative feedback (Köbis et al., 2021). However, this means intervening in the freedom of peer interactions, such as finding solutions to problems or disagreements (Kyprianou, 2018) as a mediator. Thus, the balance must be maintained so that each participant gets what they need from the platform, such as trust, community, communication, mediation, or interaction.

Furthermore, platform providers control what they communicate and how they position themselves in the public sphere to convey the platform's values and promote dyadic relationships and individual engagement (Baker et al., 2021). However, some platforms intentionally position themselves socially and environmentally to their peers, even when this is not rooted in the platform, a practice known as "sharewashing" (Hawlitschek et al., 2018a, p. 1). Hence, this leads to consumer confusion and reduces participants' trust (Hawlitschek, 2018a), as some peers willingly search for information on the platform (Köbis et al., 2021). However, with the sharewashing practice, platforms "confront consumers with potentially paradoxical information, that is, pertaining mainly to information unclarity. This makes it arguably difficult for consumers to evaluate platforms and their products or services." (Hawlitschek, 2018a, p. 7). This can lead to behavioral paradoxes among peers if their values and those of the platform do not match and the platform exploits its control over freedom.

7. Attitude vs. behavior

An attitude-behavior gap related to sustainability has been researched by Hamari et al. (2016), but it has not been classified as a behavioral paradox. Visible differences occur regarding participants' attitudes and behaviors toward CC, also associated with peer-to-peer sharing. Hamari et al. (2016)

explored a behavioral attitude gap as "people perceive the activity positively and say good things about it, but this good attitude does not necessary translate into action." (p. 2). For example, sustainability was expected to influence people's behavior and attitudes, but no clear evidence emerged related to behavior. Sustainability can be assumed to be an influencing factor when ecological consumption is the person's focus (Hamari et al., 2016). Hence, a behavioral paradox of an individual in which thinking, and action do not coincide can be suggested here.

8. PROSUMER TENSION

As recognized from the literature review, users and peer providers can have slight differences in their intensity of extrinsic and intrinsic motivations. The study by Böcker and Meelen (2017) and illustrated by Benoit et al. (2017) and Raza et al. (2021) show that users and peer providers have different motivations, barriers, and needs in asset sharing. Therefore, the prosumer role, where one person takes on both platform roles, can lead to ambiguous behaviors. Previous research has not considered or neglected the two-sided nature and the complexity of these roles on sharing platforms (Hermes et al., 2020), which is important to consider.

4.2 SEMI-STRUCTURED INTERVIEWS

This section discusses the results of the interview analysis, which share similarities with existing research on peer-to-peer clothes sharing platforms. However, this study uniquely uncovers motivations and barriers to clothes sharing that have not been previously identified in the literature. This knowledge gap stems from the fact that previous studies such as Böcker and Meelen (2017), Hermes et al. (2020), and Hellwig et al. (2015) highlight different motivations based on different types of shared goods.

The results of this study show that peer participation in peer-to-peer clothes sharing platforms depend on five motivation categories (see Table 7 second-order category) and seven barrier categories (see Table 8 second-order category). Following the iterative process of data analysis of Homburg et al. (2017; Riegger et al., 2021), second-order categories are explained, exemplified with first- and zero-order categories, and verified with literature when possible.

Before discussing the results, some introductory explanations are necessary. The study included thirteen interviews, with eight participants being both users and peer providers (prosumers), while the remaining five were exclusively users. It is worth noting that most interviewees initially responded from the user perspective, and the peer provider perspective did not fully emerge until the follow-up questions. This made it occasionally difficult to distinguish between these roles, underscoring their inherent ambiguity.

4.2.1 PARTICIPATION MOTIVES FOR PEER-TO-PEER CLOTHES RENTAL PLATFORMS

This section examines the results of data analysis on the motivations and reasons for peer engagement on peer-to-peer clothes sharing platforms. Exploring the reasons provides a comprehensive insight and understanding of the user and peer provider dynamics on these platforms and serves as a basis for identifying behavioral paradoxes. Table 7 serves as an abbreviated overview of the coding table and a guide for the following explanations in this section. A detailed table of all zero- and first-order

categories, including literature references, can be found in Appendix 9: Interview coding results - Motivations of clothes renting peers with literature references

TABLE 7: CODING TABLE RESULTS FOR CLOTHES SHARING MOTIVATIONS

THIRD-ORDER CATEGORY: MOTIVATIONS			
Second-order category	**First-order category**	**Literature support**	**Zero-order category**
Economic benefits	Affordability	YES	more affordable (designer) clothes and bags with fashion rental for occasions
		NO	more affordable price offer also for everyday use
	Earning money	YES	dress is paying for itself with lending
		YES	earning money with lending
	Economical resource efficiency	NO	renting dresses together with friends for summer vacation
		NO	to make the money worth it (good investment) also doing photo shootings if possible
	Money spending somewhere else	YES	Spend money somewhere else from renting and lending
	Reasonable renting price	NO	prices are reasonable
	Saving money	YES	don't want to buy all the (designer) pieces
		YES	not spending much money
		YES	personal delivery to pay less money
Environmental & Sustainability perspective	Caring for planet, environment and sustainability	YES	feeling of doing good for the environment and sustainability
		YES	personal delivery is sustainable (no cars involved)
		NO	saving carbon emissions with renting & self pick-up
	Eco-friendly and sustainable fashion practice	YES	fulfilling clothing purpose
		NO	no clothing waste
	Mindful consumption	NO	fashion lifestyle changed
		YES	living more sustainable and buy less (no fast fashion)
		YES	not buying (fast fashion) clothes to wear only once or twice
Personal motivations and feelings	Cleanness of apartment or wardrobe without ownership	YES	closet does not get full
		YES	more space for myself
	Convenient for continue use	YES	convenient and easy with app use
		YES	delivery of clothes efficient and convenient
		NO	personal contact person manages account, renting, communication
	Desire for novelty	YES	bored of own wardrobe
		YES	in need of something fancy or new then renting
		YES	renting for special occasions
	Enjoyment	YES	enjoying using fashion rental
		YES	fun to rent things for special occasions
	Experienced feelings	YES	feeling beautiful in rented (designer) dress
		YES	having that feeling of luxury
		YES	no bad feeling anymore with buying clothes because of lending option
	Experimental, personal growth and self-exploration	YES	experience a new self
		NO	freedom to experiment
		NO	investing in myself for networking business, icebreaker for conversations
		YES	try out new things, styles and colors
	Frequent change of clothes	NO	promoting own project and clothes is part of it
		NO	renting for day-to-day life
		NO	studying abroad and needed clothes
		NO	attending pop-up events or shops to try on clothes

	Interaction with the clothing in shop or events	NO	pop-up store with all the clothes and QR codes
		NO	visiting shop to try on clothes
	Local platform location	NO	closeness of renting location
		NO	local platform location for frequent usage
	No commitment with short-term rental	YES	clothe variation for special occasions
		YES	renting is less risky
		NO	variety without commitment and buying
	Passion and care for fashion and style	NO	access to high-fashion
		NO	care about clothes and the clothes itself
		NO	great selection of clothes
	Platform development	NO	going to start with shoes on platform
		NO	materials are described by now
Social interactions (and motivations)	Collective use & enjoyment	YES	community and concept of fashion sharing
		YES	little use of clothes so someone else could use them
		NO	sharing happiness of the garment and the feeling of wearing it
	Community building & engagement	YES	community building through platform provider
		NO	inspiration through people and platform
		YES	more personal & build community with personal delivery
	Friendship	NO	introduction to fashion renting and lending through friend
		NO	opportunity to see friend with personal delivery
	Platform provider engagement	NO	face-to-face delivery with platform owner
		NO	personal contact and relationship with platform provider
		NO	personalization and communication nice
	Pop-up store, event, and hub experience	NO	clothe fitting in the shop was very personal and kind
		NO	knowing fashion rental through platform event
		NO	Pop-up store marketing with female empowerment
Trust in platform and people	Fundamental trust	NO	do not read reviews at all
		NO	totally clear from beginning that nothing breaks
	Interpersonal and social contact	NO	I trust them as it always worked well and people were nice on events
		NO	trust in platform providers contacts
	Platform insurance & protection	YES	cleaning fee, insurance, guarantees gives relief and security
		YES	different kind of platform systems for protection
	Platform support & communication	YES	personalization of messages and support
		YES	platform facilitates communication in case something happens
	Renting experience	YES	good experience
		YES	No bad experiences
	Reviews	YES	checking reviews and getting to know other peers
		YES	giving bad review with stating facts if solution finding didn't work out
		YES	writing comments if necessary
	Trustworthiness of concept	NO	Background check of initiative and founders
	User and peer provider interaction	YES	message back and forth
		YES	receiving and getting clothes back in time

4.2.1.1 PERSONAL MOTIVATIONS AND FEELINGS

The interviews show that users are motivated to participate in peer-to-peer clothes sharing by the desire for novelty. For instance, ID 4 stated having "the urge to wear something new" and ID 13 expressed the "need [of] a fancy dress and I didn't feel like using my own.". Several interviewees indicated that this is mainly the case for special occasions (ID 1 - 2, ID 4 - ID 13). Likewise, these

platforms provide users with a good selection of clothing (ID 5) for any occasion (ID 10), but they also give "access to high-end clothing" (ID 2) for the users who are looking for designer clothing (e.g., ID 3, ID 9, ID 10). Many users show their own intrinsic motive to participate and use clothes sharing to satisfy this urge. This corresponds with previous literature that found that it is exciting to try something new or use products out of one's reach (Benoit et al., 2017) but also supports the importance of the product variety motive as researched by Hawlitschek et al. (2018b).

In addition, the interviews show that participating in peer-to-peer clothes sharing instills the spirit of experimentation, personal growth, and exploration through fun without commitment. For instance, enjoying the activity because it is fun to play with clothes (ID 12) or having the possibility to explore different styles or colors (ID 8) and wearing something different without commitment (ID 6) are intrinsic motivations to participate. Moreover, one interviewee uses clothes sharing as a possibility to have more outstanding clothes as a business strategy to grow as a person through clothes:

> "I'm a little bit shy, especially in those networking situations and then because of the outfit, people will approach me, and I use that as an icebreaker to get into a conversation." (ID 6).

These findings highlight the multiple personal benefits of peer-to-peer clothes sharing that have also been identified in previous literature. Therefore, they emphasize not only its role as a source of clothes novelty but also as a catalyst for personal growth (Köbis et al., 2021) and the associated hedonic value of clothes sharing (Benoit et al., 2017; Wirtz et al., 2019). They are also consistent with the enjoyment of the activity as a user (Raza et al., 2021) and the use of different goods over time (Hermes et al., 2020). For peer providers, on the other hand, these results are not consistent with the enjoyment factor of providing clothes on these platforms (Wilhelms et al., 2017b; Wilhelms et al., 2017a; Raza et al., 2021). Therefore, they show less personal intrinsic motives than the user.

More intrinsic user motivations are positive feelings and experiences resulting from the activity, platform, or clothing. For example, ID 10 articulated that "I borrow a nice dress and then look good." (ID 10), but also the feeling of luxury (ID 13) for the moment of renting sticks in the interviewee's mind. These positive associations and feelings let users continue participating in clothes sharing and are consistent with the influence of previous usage experiences studied by Kurisu et al. (2021).

It also appears from the interviews that users valued the ability to interact with clothing offline in stores or at events, as well as the local presence. For instance, ID 2 expressed that "I really like [...] to visit them and try on some clothes" but also going to pop-up events to see the items (ID 13) is used when the possibility exists. The platform provider addresses a need of the user, which results in the user's personal motivations for sharing clothes being more specific and different from other assets with this motive.

Convenience was also mentioned as a motivation in the interviews but differs from the previous ones as it is about the platform structure and process. Therefore, it can be observed on the side of both users and peer providers. For example, ID 13 "does not want to go to someone's home and coordinate that they are at home" with personal delivery and uses the regular delivery option. The cleaning process is very convenient for the user because the platform provider handles it (ID 2). Thus, with many well-functioning platform processes (Köbis et al., 2021) and offers, peers can be motivated to participate through fewer social interactions or less engagement and responsibility. These findings are consistent with the convenience of the activity from previous research (Wirtz et al.,

2019; Wilhelms et al., 2017a; Ballús-Armet et al., 2014; Stofberg & Bridoux, 2019; Wilhelms et al., 2017b).

Overall, the coding process showed that this category, personal motivations, and feelings, has the most interview references and plays a leading role in users' motivations to participate in peer-to-peer clothes sharing. Providing its own asset is less personally motivated or associated with feelings. Thus, peer providers' motivations are not personally intrinsically motivated.

4.2.1.2 ENVIRONMENTAL AND SUSTAINABILITY MOTIVATIONS

The interview findings show that several users of peer-to-peer clothes sharing platforms reflect a growing awareness of mindful consumption by choosing environmental and sustainable clothes practices. For example, several interviewees consciously chose to participate in clothes sharing as a sustainable alternative, to not buy clothing for special occasions to only wear it once (ID 1 – 2, ID 5 - 8, ID 10 – 12). Likewise, ID 5 expressed that "I don't want to consume so much and all the time" and ID 10 highlighted the reuse and prolonged lifetime of a garment. Therefore, the sustainable attitude can act as a real motivation for the actual behavioral intention to participate in peer-to-peer clothes sharing, and altruistic behavior is visible. This finding corresponds with the user's motivation for environmental benefits like sustainable and efficient resource use (Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al., 2017). However, this partly contradicts Hamari et al. (2016), who stated that there is no direct association between predicted attitude toward sustainability with behavioral intention, Kurisu et al. (2021), who do not see sustainability as a realistic motivation and Raza et al. (2021) who did not find a strong relationship with user intention to participate and sustainability.

Furthermore, these behavioral intentions result in actual behavior during the sharing process. For instance, ID 4 expressed that she would rather rent locally than ship through Germany for one week, and ID 5 stated that "personal delivery is a good reason to rent it, and it's also for sustainable reasons a good idea.". Similarly, ID 8 has the "feeling of doing something good for the environment". This emphasizes the importance of environmental and sustainable aspects in their decisions. These findings align with previous literature that sustainability is important (Hamari et al., 2016; Kurisu et al., 2021; Raza et al., 2021; Kim & Yoon, 2021; Raza et al., 2021).

Overall, there are more references to previous literature, such as environmental sustainability, which is mentioned as a main characteristic that acts as a "prerequisite" (Hawlitschek et al., 2018b, p. 144) for users' motivation to participate but not social responsibility (Gazzola et al., 2019). While altruistic environmental awareness is an important motivating factor for some interview users' participation, it is not the only driver. In contrast to the findings of Böcker and Meelen (2017), where peer providers are predominantly environmentally and socially motivated. However, peer providers of clothes sharing do not show an inclination towards environmental or sustainability motivations and are therefore not mentioned.

4.2.1.3 TRUST IN PEOPLE AND PLATFORM

Trust built and promoted by the platform provider is an essential factor for peers to participate in peer-to-peer clothes sharing. The provision of clothes protection and insurance through the platform provider is proving to be an important enabler for clothes rental users and peer providers to start and sustain their participation in clothes sharing. For example, it was important to have a guarantee or cleaning fee to be covered in case something happens (ID12) to be reassured as a user. ID 2 mentioned being relieved and not "[having] the concerns of destroying something that's not really yours". On the other hand, it provides security to peer providers as the cleaning is either done as a platform service

(ID 2) or they have the money to do the cleaning themselves (ID 12) but also "to be covered if something [bad] happens" (ID 9).

Therefore, implemented platform processes with the availability of reliable insurance and clothing protection programs enable and enhance trust between peers. It also fosters a sense of security and reduces the risk. These findings are reflected in literature with trust as a vital prerequisite (Hawlitschek et al., 2018b). Platform intermediaries like insurance, in this case, play an important role in establishing trust and building a trustworthy environment for peers (Möhlmann & Geissinger, 2018; Kyprianou, 2018) to reduce risks (Benoit et al., 2017).

From the interviews, it appears that some value the online interaction between peers, and trust is gained through interaction and positive experiences with peers and the platform. ID 12 used the communication function to message back and forth, and ID 9 said that "people are always nice on the platforms. ". Also receiving clothes back in time (ID 12) or the overall good renting experience (ID 9) and service experience (ID 3) influence the motivations to come back:

"It was always positive. Let's say it's amazing. That's why I was continuing to use it." (ID 3) .

Peer satisfaction and experiences impact the continued use of the platform and align with existing research, emphasizing the crucial role of satisfaction in building trust (He et al., 2021), experiences influence future usage intention (Kurisu et al., 2021), and the repurchase depends on the first consumption (Wirtz et al., 2017).

Perceptions of trust vary among users, with some relying on clear guidelines and experiences of others, while others inherently trust their peers on the platform. For instance, one interviewee actively reviews and writes positive reviews (ID 1), while another user would also consider writing negative feedback but has not used the system yet (ID 10). ID 11, instead, has more fundamental trust and knows that it is "totally clear that it does not break.". Depending on the person, trust-building mechanisms such as the platform's reputation system can have a supportive function for participation. Thus, these results are partially consistent with responsible sharing and sharing uncomfortable information (Köbis et al., 2021) and little with peer provider reputation (Benoit et al., 2017).

The aforementioned trust was established through positive outcomes of online platform processes (communication, insurance, verification). However, interpersonal contact with the platform provider at events (perhaps with other like-minded people) or personally knowing people who work for clothes sharing platforms also helps to build trust among users. One interviewee developed trust by building a relationship through her experiences and interactions with people at the event:

"I trust them and it always worked well when I used them. And the people I met at the event were really nice" (ID 10).

This type of trust relates more to Belk (2014, p. 12), where "Trust [...] is fostered by closeness and familiarity" and is not directly related to other peer-to-peer sharing literature. Instead, it is cited as a point of criticism (Martin, 2016).

Overall, these results are consistent with existing research that trust is necessary for peers' participation and emphasize the central role of platform trust-building processes for initial and continuous participation (Kyprianou, 2018; Möhlmann & Geissinger, 2018; Benoit et al., 2017). But it gives the impression that interpersonal trust between peers and platform providers can also help persuade people to use clothes renting. Moreover, it seems that the cumulative nature of different

trust offers from the platform provider leverages the trust establishment (Möhlmann & Geissinger, 2018).

4.2.1.4 SOCIAL MOTIVATIONS

Altruistic tendencies are present in peers' actions and attitudes from the interviews and shape their social motivations before and during the process. An example of a peer provider's thought and reasoning to share the clothes is "so I can share them with somebody else" (ID 9). Another respondent likes the social and altruistic idea behind the concept that:

> "Many people can share the happiness that the garment brings and how they like themselves in this garment" (ID 10).

Likewise, some interviewees want to engage with other peers with personal interactions during the renting process (e.g., ID 5, ID 7, ID 4). ID 4 explained that "it is easier to form a community when you go to a person's home" or as ID 7 described:

> "it's quite nice that you actually get the contact with the person that's lending your item, so it's a bit more personal.".

Here, it becomes clear and aligns with Stofberg and Bridoux (2019) that altruism can influence transactions. Thus, the pursuit of social benefits has been found to influence peer behavior in the context of personal interactions. These findings align with previous motivations like community building and engagement (Böcker & Meelen, 2017; Belk, 2014; Olaru et al., 2021; Köbis et al., 2021; Richardson, 2015; Stofberg & Bridoux, 2019), sharing to help others (Wilhelms et al., 2017b) and social interaction/socializing (Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; Kim & Yoon, 2021).

In addition to altruistic peer interactions, the interviews highlight the importance of offline platform provider engagement and experiential aspects. Pop-up stores and events are compelling motivators for user participation in clothes sharing. For example, ID 10 explained that she "liked the presentation and the social contact on this event to get to know them." In contrast, other users have a direct relationship with the platform provider (ID 3 - 6, ID 8, ID 11, ID 13) and go beyond the online interaction. ID 11 explained to "meet with [...] [the platform employee] on a coffee and she brings me the clothes and we then still chat.". Personal connections with platform providers formed through events and face-to-face relationships impact users' motivation to engage in clothes sharing activities. This fosters a different type of relationship (including trust and community) in Benoit et al.'s (2017) triadic actor, which is closer to the true sharing concept through familiarity and closer circles (Belk, 2014).

Overall, a positive experience and attitude towards various forms of social interactions and altruistic thinking are visible and correspond with previous literature (Gazzola et al., 2019; Raza et al., 2021), but it influences less than other motivations. Even though these results do not represent the majority, they still complement the research of Raza et al. (2021) with more specific examples of social interactions in clothes sharing.

4.2.1.1 ECONOMIC BENEFITS

Peers expect economic benefits and are an important extrinsic motivation for both users and peer providers, encouraging their active participation and sustained engagement on peer-to-peer clothes sharing platforms.

Affordability has a significant impact on users' motivation to participate in peer-to-peer clothes sharing, as it gives them access to clothing, they would normally not be able to afford as noted in the interviews. This can be exemplified by ID 9 expression of, "I don't have the money to go and buy [...] another designer dress.''. These platforms offer affordable prices (ID 9), especially for special occasions like a wedding or a film festival (ID 10). The personal need of ID 13 can be satisfied with ''luxury brands that I wouldn't be able to afford, I can wear it twice and feel fancy.''. Another interviewee was even able to use clothes sharing for her everyday life because of more affordable prices:

> "And not only for events, but just in my everyday life, kind of because they had more affordable prices." (ID 4).

This allows some users to discover designer clothing and luxury brands for special occasions or everyday clothing while also having the opportunity to feel different. This motivation has received less research attention in the past but was highlighted by Münzel et al. (2019) in the context of car sharing. Thus, it is not only about gaining access to clothes but also fashionable, expensive pieces.

Additionally, the user side is seeking economic benefits in peer-to-peer sharing by saving money and following another more self-interested goal. For instance, for ID 4, it is "less expensive than to buy something "(ID 4), and ID 3 "don't want to go and buy all these [designer] pieces.". In contrast to these motivations, but with the rationale of saving money, three users opted for personal delivery to pay less (ID 6, ID 9, ID11). ID 9 explained this with:

> "If I am renting and if they are from Berlin I usually take personal delivery. So, I don't need to pay even more money" (ID 9).

Although it is not always the main motivations of some interviewees (e.g., ID 1, ID 13), these findings match previous literature with having lower prices (Köbis et al., 2021; Kurisu et al., 2021; Benoit et al., 2017; Ertz et al., 2018) and saving money (Wilhelms et al., 2017a; Köbis et al., 2021; Ballus-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017) as users motivations to participate in peer-to-peer sharing.

As revealed in the interviews, the primary motivation of peer providers is to gain economic benefits from sharing their own garments, focusing on additional income, reducing ownership costs, or using the money for other purposes. For example, ID 4 made clear that there are no other reasons behind sharing clothes:

> "Lending is purely economic because I'm trying to utilize what I have when I don't wear it all the time to make money."

Also, reducing the ownership costs is a motivation for ID 12 "by getting extra money for it [and] kind of ends up paying for itself." or using the earned money for something else (ID 3). Interestingly, one user considers becoming a future peer provider by interpreting the platform as a

potential source of income. Her main motivation is to make money and invest in new things by using the platform for personal benefit:

> "I'm also considering maybe investing in some clothes [...] or accessories to rent it out by myself, I think it's a very interesting way of maybe earning money as well." (ID 2).

These findings clarify the main extrinsic motivations of the peer provider in clothes sharing and corroborate previous literature that the peer provider has additional/extra income (Wilhelms et al., 2017a; Olaru et al., 2021; Köbis et al., 2021; Ballus-Armet et al., 2014; Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al., 2017), more money for other purposes (Wilhelms et al., 2017b) and reduced ownership costs (Wilhelm et al., 2017a; Wilhelm et al., 2017b).

Overall, the peer provider findings are consistent with Raza et al. (2021, p.116), who found a "strong association [...] between economic benefits and provider intention to rent out.". However, this study contrasts earlier findings of Münzel et al. (2019), Böcker and Meelen (2017), and Fritze (2017), namely that the economic incentive on the peer provider side is less important and influential. The economic savings and affordability for users are always subliminally present and support the other motivations. Whereas in the case of the peer provider, the economic benefits are the most important motivation for participating in the clothes sharing.

4.2.2 BARRIERS OR HESITATIONS FOR PEERS PARTICIPATION IN CLOTHES SHARING

The following section addresses barriers to participation in peer-to-peer clothes sharing, i.e., the reasons that discourage, might discourage, or make peers hesitant to participate. It provides a concise overview and serves as the basis for the behavioral paradoxes. The following table is an abbreviated overview of the coding table and is explained in more detail below. A complete coding table for barriers with all zero- and first-order categories, including literature references, can be found in Appendix 10: Interview coding results – Barriers of clothes renting peers .

TABLE 8: CODING TABLE RESULTS FOR CLOTHES SHARING BARRIERS

THIRD-ORDER CATEGORY: BARRIERS / HESITATIONS			
Second-order category	**First-order category**	**Literature support**	**Zero-order category**
Clothing-related concerns	Clothing condition and insurance	YES	cleaness and smell after arrival
		YES	concern about washing
		YES	damage(d) clothing
	Clothing shape, fit and appearance with online renting	YES	fit and size of the clothes difficult (especially for special occasions)
		NO	try-on of clothes before
		YES	unknown what comes until it arrives
		NO	visuality and haptics of clothes
Clothes rental service	Accessibility and availability	YES	available article at the right time
		YES	little local and country-wide alternatives of platforms
		YES	Unreasonable or increased pricing
	Clothing collection compatibility	YES	color and cut of items
		YES	limited platform offer and not your style
		YES	more everyday pieces
	Local rental store availability	NO	personal component (wish for a store)
		NO	wish for a store
	Marketing and awareness	NO	easier to find platform community with local presence
		NO	marketing and local presence important for start
		NO	more communication about clothes rental important

	Missing popularity	YES	clothes rental little known in society
		NO	clothes rental platforms shifted focus or were quiet
	Perceptions of clothes rental	NO	clothes renting is for rich people
		NO	never thought about renting
		NO	view that renting is not an option for yourself
	Platform policies and information	NO	certain item value necessary for uploading
		YES	missing description of materials
		YES	renting period days and payment
	Renting is expensive	YES	delivery a bit expensive
		YES	motivation changed because renting less due to economic reasons to save money
		YES	renting is like a premium class
		NO	renting it for so much money and have nothing in the end
		YES	with cleaning fee more expensive
Inconvenience	Lending dependency & responsibility	NO	certain item value makes lending price higher
		NO	lending is less fun
		YES	lending process more difficult
		YES	no access to clothes in storage
	Time issues and effort	YES	logistics of delivery when provider is not close
		YES	personal delivery needs time and ones own resource
		YES	time consuming and too lazy to become a lender
		YES	time consuming with non-functioning app or platform
		YES	too lazy to write (positive) comments
Negative experiences & fears	product disappointments	YES	product expectations do not match
		YES	receiving damaged clothing
	service disappointments	YES	bad customer service when needed
		YES	late service inconvenience for special occasions
		YES	no community feeling
		YES	no spontaneity
		YES	not making a lot of money with lending
Old behavior and habits	Buying or selling instead of renting	NO	buying dresses for special occasions
		NO	buying was cheaper then renting
		NO	mainly selling clothes instead of renting, then lending
	Cost comparison of buying and renting	NO	costs per wear with renting high, better purchase cheap clothing
		NO	money spending on renting high, could have bought a dress for this money
		NO	thought of evaluating how much would it cost if purchasing this item
	Ownership feeling	NO	feeling cheated at first, paying the equivalent amount but not keeping it
		NO	quite expensive and having nothing in the end
		NO	with renting money a dress could have been bought and owned
Personal circumstances	Inactivity reasons	NO	personal focus on clothes
		NO	satisfied with the wardrobe at the moment
		NO	using clothes from closet until falling apart
	Renting frequency	YES	depending on (special) occasion frequency
		YES	renting preferred but not on a daily basis
Trust & Risks	Doubts and trustworthiness of the concept	YES	cost-benefit analysis for renting - is it worth it
		NO	clothes is personal
		YES	reliability or misalignment of actual renting and environmental impact
		NO	user readiness
	Responsibility feeling	YES	being careful with rented item
		YES	more cautious than with own clothes
		YES	taking risk with renting clothes
	Skepticism towards peers	YES	lending to friends but not random people
		YES	less trust into users behavior (washing, use, return)

		YES	value uncertainty of borrowed item
	Reviews / Feedback	YES	little amount of reviews on platform
		YES	no renting with negative feedback
		YES	writing no comments
		YES	not writing negative feedback

4.2.2.1 CLOTHES RENTAL SERVICE

Issues of accessibility and availability emerge as a potential barrier from the interviews and can limit or stop users' participation on peer-to-peer clothes sharing platforms. The most profound impact is expected to come in the form of changes to the pricing structure. For example, when prices are perceived as unreasonable or too expensive over time (ID 1 - 2, ID 5 - 8, ID 10, ID 12 - 13), users would decrease their usage. In addition, renting is already perceived as expensive by some users and, therefore, affects the frequency of use, especially when considering the total cost and the platform's orientation. Several users mentioned that renting is expensive (ID 1, ID 4 - 9, ID 13, ID 1) but that it also depends on the platform that is used (ID 4). Due to a different pricing structure on another platform, one user decreased her renting amount and saw renting more as a not necessary luxury:

"I feel like it changed a little bit because as of now I'm not renting very often because of economic reasons, because [...] I'm trying to save in general. I feel like renting clothes or wearing something new is a luxury that's not really necessary." (ID 4).

The service is associated with high costs, which are mainly exacerbated by additional costs such as cleaning and delivery fees (ID 5). Hence, cost-related factors decrease the availability and access and are consistent with previous research, such as from Kurisu et al. (2021), in which price was found to be the main barrier to participation in clothes sharing and with Choi and He (2019) where delivery fees reduce the benefit.

Moreover, availability of platform offers, the availability of items and the missing popularity limit the access for certain individuals. For example, some interviewees did not know about these platforms earlier (ID 2-4, ID 8, ID 10). But also, the limited platform availability in countries (ID 8, ID 1) or the scarcity of accessible items on the platform (ID 1, ID 12) hinders participation. Research parallels can be drawn with the work of Hawlitschek et al. (2018b) and Ballús-Armet et al. (2014), who emphasize the crucial role of availability as a deterrent to participation in shared consumption models. Moreover, the unfamiliarity can be attributed to the recent emergence of peer-to-peer asset sharing platforms.

Another critical factor influencing user engagement with clothes sharing platforms is the compatibility of clothing collections with individual style preferences. Clothes sharing platforms differ in style and product range and can be an obstacle. For example, ID 2 looked for more interesting pieces rather than things that are too regular, while ID 5 wanted "more everyday pieces.". This barrier, characterized by a lack of suitable product offerings, is similar to the findings of Kurisu et al. (2021), who found that this is particularly common among individuals with diminished intentions to rent clothes. It is worth noting that this study's finding on product style also extends to individuals who frequently rent clothes (ID 3), highlighting the continued importance of this factor in user engagement.

More clothes-sharing specific barriers were also found in the interviews. Therefore, it is less correlated to the previous research. Platform policies and information for peer providers and users

influence the balance of supply and demand. For example, clothing on a platform must have a certain value to be uploaded (ID 4, ID 7), and without expensive pieces, it is difficult for people to participate as peer providers (ID 11, ID 6). Also, the minimum rental period and associated payment seem to be discouraging for some peers (ID 6-7, ID 10, ID 13) and influence usage.

Furthermore, the (non-)availability of offline options, such as local rental stores where users can try on clothes and have spontaneous experiences, could be a barrier in the future for some interviewees. This refers to the usual shopping experience but with sharing offers. For instance, ID 8 would like to look around and rent something, whereas ID 11 mentioned that it would be nice to have the offline experience with friends in a shop:

> "I think that would really be a gamechanger. Then I would go with my girls [...] [when] they're coming to Berlin for the weekend, [and] we want to go celebrate or somehow have concert tickets. What do I wear today, let's go quickly to [platform provider], borrow something and good. "(ID 11).

Overall, the setup, structure, and distribution of clothes sharing platforms pose a challenge to users and peer providers and can act as a major barrier. Therefore, it can lead to imbalances in supply and demand.

4.2.2.1 CLOTHING-RELATED CONCERNS

Peers expressed concerns about clothing before and during the rental process. Before the rental process, it was very important for both parties to know to what extent they were covered to be reassured. A prominent example mentioned by almost all respondents (ID 1- 10, ID 12 - 13) is the concern about the insurance with washing, damaged clothing, and insurance coverage if something happens. If clothes-sharing platforms do not offer these types of intermediaries to reduce risk during the renting process, they act as a barrier and prevent peers from participating. This finding is related to the user dilemma and concern about insurance and compensation (He et al., 2021) because insurance offerings enable positive consequences (Köbis et al., 2021).

In addition, the product specifications and handling uncertainties associated with online clothes sharing can be a barrier for peers. For example, the fit (ID 12), smell (ID 5), and cleanness (ID 13) of clothing are important, but "you kind of don't know what you're getting until it comes" (ID 12) with online sharing. Especially for special occasions when the garment is really needed as ID 13 elaborated:

> "Obviously the fit, especially with the wedding dresses, like you order something for a particular occasion, and if it doesn't fit, then you've only had this option and then you are lost." (ID 13).

Similarly, for some interviewees, the visuality and feel are an integral part of the clothing (ID 11, ID 3) and trying on the clothes (ID 2, ID 11), which is not given by online activities in general. The uncertainty is, as ID 1 mentioned, "is it going to be something that you're going to like when you put it on". But also, not knowing as a peer provider how the clothes will be handled and returned can result in hesitations by being "afraid that somebody damages" it (ID 9). Hence, the fit, shape, and appearance of the clothes are unknown, as well as the way the clothes are handled. These uncertainties in online sharing can act as a barrier. Research similarities can be drawn with the

cleanliness and adhesion (Ballús-Armet et al., 2014), the fear of losing the product or getting it back damaged (Hellwig et al., 2015; Münzel et al., 2019), product quality (Kurisu et al., 2021; He et al., 2021), product condition/functionality (He et al., 2021) and product safety issues from the peer provider (Raza et al., 2021; Kurisu et al., 2021; Ballús-Armet et al., 2014). Nonetheless, some findings are more clothes-related as the peer provider has a personal connection and value with the clothing (ID4, ID 9).

4.2.2.3 INCONVENIENCE

From the interviews, it appears that some procedures are perceived as a nuisance due to the time or effort involved and are therefore not used or only used to a limited extent. Thus, sharing is used more for its own sake. For example, ID 13 stated being "too lazy to do this shipping and packaging," and ID 11 explained that it is "the effort to make the photos "that discourages being a peer provider in online clothes sharing. Similarly, ID 10 is too lazy to comment and use the platform's rating system. Whereas lack of time and effort discourage participation in personal delivery, as indicated by some respondents (ID 5 - 7). These results are in accord with previous research that having extra effort is a key burden in peer-to-peer sharing (Hawlitschek et al., 2018; He et al., 2021). However, the time component limits personal resources and can also be seen as a barrier for peer providers, as noted by Panniello et al. (2022). Time savings (Kurisu et al., 2021) can also be seen as a motivation to participate in regular delivery for greater convenience.

Further, it was observed that the lending process comes with several dependencies and responsibilities, which could be a reason for the low response in the demand area. The process is perceived as more difficult and less fun (ID 4). This can be demonstrated with statements like "when somebody is renting from me, I cannot choose [the delivery option] because they are the ones choosing" (ID 9), or that it is the "lender's responsibility with cleaning the clothes" (ID 12) on some platforms. Some platform providers offer the possibility to take over the responsibility of the peer provider for the storage and processing of the clothes but the "downside of it is that you don't have access to that item all the time" (ID 6). This may pose another barrier for peer providers. These findings corroborate prior findings and build on He et al.'s (2021) finding that extensive efforts to facilitate sharing practices and burdensome agreements can create dilemmas.

4.2.2.4 PERSONAL CIRCUMSTANCES

Further analysis revealed that personal circumstances and attitudes are barriers to participation or regular use of peer-to-peer clothes sharing, especially from the users' perspective. The personal environment, e.g., regular events, parties, professional occasions, or weddings, has a strong influence on the frequency of renting. Most interviewees use clothes sharing for special occasions (ID 5 - 7, ID 9, ID 12) and not for their everyday life (ID 1, ID 5, ID 7 - 8, ID 10 – 11). As ID 1 stated "I prefer to rent but not on a daily basis". Therefore, the renting frequency correlates with the number of special occasions:

"And now I'm thinking of renting it for special events. I just don't have that many weddings or cocktail parties in my life" (ID 6).

This finding is linked to the previous research that carsharing is mainly used for specific purposes (Münzel et al., 2019), representing a barrier to regular online clothes sharing usage.

Beyond that, a conscious decision to limit the renting frequency can be attributed to factors such as the current satisfaction with one's wardrobe (ID 13) and a shift in clothes focus as ID 13 explained:

> "I don't care so much about my clothes anymore. I don't know what shifted, but [...] I don't need to play dress up. I have other worries, or my energy goes somewhere else." (ID 13).

This category has newly emerged from the interviews. The results show that personal life situations influence user behavior and represent an independent barrier to clothes sharing.

4.2.2.5 NEGATIVE EXPERIENCES AND FEARS

Peers have expectations of how they would like the product to be when it arrives. While positive experiences motivate, negative experiences or fears may delay or prevent further use of these platforms. Negative experiences with the platform service or product influence the online clothes sharing usage. For illustration, ID 1 would be negatively influenced when she "receive[s] the product in a bad condition" and is unusable. Also, a bad experience on the peer side can have an impact:

> "So, someone damaged something of my clothes when they rented it so that was of course not a nice experience" (ID 8).

Likewise, disappointments or fear arises when the service repeatedly disappoints (ID 8) or the customer service is bad in urgent situations (ID 10). In addition, product delivery delays can cause inconvenience, especially when there is a special occasion, and clothing is not available:

> "Imagine that if I have a wedding tomorrow, and I order an article and it's not here. It's really not convenient because you don't know what you are going to wear the next day, so the article or the service [...] is not at the right time. This can be something really negative." (ID 1).

Accordingly, disappointments with the platform, service, or product led to negative experiences if they do not meet expectations. Experiences influence the trust satisfaction factor (He et al., 2021). Thus, the usage experience may negatively impact peers' perceptions and affect their intention to use the service in the future. This finding is consistent with Kurisu et al. (2021) study that prior usage experience affects peers' intention, motivation, and barriers or is not as expected (Panniello et al., 2022), acting as a barrier.

4.2.2.6 TRUST ISSUES

A limited perception of trust leads to trust issues during the exchange so that it can become a barrier. Building trust is closely linked and involves both the relationships between peers and between peers and the platform itself. The rating system serves as a trust reference for some, and if this is missing, it can negatively impact participation. For instance, ID 4 expressed that there are "no reviews yet because the platforms are so new" and interviewees who read comments on that review system (ID 1, ID 12) may be discouraged with no comments. Moreover, negative comments on a profile would discourage two users from doing business with that person (ID 1, ID 4). Hence, the rating system is part of the trust-building procedure on platforms for some, and reviews can discourage participation and build user dilemmas without information transparency (He et al., 2021).

Moreover, the rating system is not used responsibly and, thus, leads to irresponsible sharing practices. For instance, ID 1 articulated to write positive comments but no negative ones about her sharing experience. Conversely, some respondents have refrained from using the review process or have not yet used it (ID 10, ID 3) and share neither positive nor negative experiences. Neglecting platform processes to build online trust between peers can negatively impact those who use ratings to build trust, leading to the former problem of no information transparency. This result is consistent with irresponsible online sharing behavior and inconsistencies in using reputation systems (Köbis et al., 2021).

In this way, the skepticism of other peers may be increased. For example, one interviewee is afraid to upload items on the platforms:

"I mean, I did think about uploading other items. Like bags or whatsoever, like designer shoes. But then I was a bit scared that people could swap them." (ID 7).

With other peers' ratings and responsible sharing, these fears may be decreased. Overall, online trust building in clothes sharing is executed in different ways and shows asymmetric usage of peers, which leads to irresponsible sharing (Köbis et al., 2021). These results confirm that trust between peers is a central element in peer-to-peer sharing, as previous research has shown (He et al., 2021; Benoit et al., 2017; Hawlitschek et al., 2018b). The lack of trust or the perception of it on both sides can be a significant barrier to engagement (Ballús-Armet et al., 2014; Panniello et al., 2022). Also, misleading reviews (Panniello et al., 2022), low trust in peers, especially from the peer provider side (Raza et al., 2021; Kurisu et al., 2021; Panniello et al., 2022) and reliability of shared assets (Ballús-Armet et al., 2014) are already researched trust barriers. All this is important because interpersonal trust is at the root of the SE, as explored by Möhlmann and Geissinger (2018).

Furthermore, doubts as to whether the concept of peer-to-peer clothes sharing delivers what it promises or not became apparent. This would lead to two peers no longer participating (ID 12 - 13). A useful example is from ID 13:

"And even if there would be a study that would come out and being like clothes rental is a flop, it doesn't actually save the environment. I would be like screw it then. Why am I doing it then?" (ID 13).

Trustworthiness of the clothes sharing concept can be a hurdle. This raises the issue of sharewashing, where the platform presents misleading information to entice consumers to participate, and strongly influences trust (Hawlitschek et al., 2018a). Möhlmann and Geissinger (2017) researched that institutional trust is also an important factor for participation. However, most interviewees trust the company and do not align with other research (Olaru et al., 2021; Panniello et al., 2022; Ballús-Armet et al., 2014).

4.2.2.7 OLD BEHAVIOR & HABITS

From the users' point of view, there are still barriers based on entrenched behaviors and habitual consumption patterns that became visible in the interviews. This is evident in the persistent tendency to compare resource sharing with the traditional purchase of items. For example, ID 2 compared the expense of renting to buying a dress after it was rented:

"because [...] the money I spent now on renting, I could have bought a dress for that, not the same one, but I could have done that." (ID 2).

Another respondent compared the rental price to buying the same item on a secondhand platform before participating and chose to buy rather than rent:

"sometimes I look it up on vinted for the exact same brand and dress and then it's cheaper to buy it, than to lend it for four days. So, then I ended up buying it." (ID 7).

Previous research, as well as the definition of SE and peer-to-peer asset sharing in this study, indicates that there should be a shift in thinking toward resource sharing and reuse (Wirtz et al., 2019). Furthermore, these habits are visible on another level where non-ownership is questioned. Two interviewees doubted the non-existing ownership of the items (ID 5, ID 12). One user describes this feeling as "cheated" (ID 12), because in the end nothing tangible remains. Another interviewee explained that it is hard to break away from the habit of buying and keeping it (ID 12). Essential in the peer-to-peer sharing concept is that it promotes access without transferring ownership (Bardhi & Eckhardt, 2012), and some results do not align with this. However, the results of this study show that these habits are related to the price expectations already elaborated, which led some interviewees to continue following the "old" habits.

4.3 BEHAVIORAL PARADOXES

The 2.3 was used during transcribing and coding. A total of 11 paradoxes were identified, which can be divided into interpersonal, between groups and individuals, and intrapersonal, conflicts within a person. Table 9 provides an overview and brief description of the behavioral paradoxes identified. All behavioral paradoxes in this research are elaborated below with illustrative quotes from the interviews and are embedded in the existing literature on peer-to-peer asset sharing.

TABLE 9: OVERVIEW OF BEHAVIORAL PARADOXES IN ONLINE PEER-TO-PEER CLOTHES SHARING

	Paradox	Description
A | Interpersonal	A1 Offline interaction vs. Online interaction	Rental stores and events facilitate peer-to-peer rentals and online rentals take more of a background role, with the online platform at its core.
	A2 Platform engagement vs. Peer interaction	The triadic actor structure represents the interaction flows of all three actors, but sometimes the platform is more involved, takes more control, and influence or diminish the peer's interaction.
	A3 Fake community building vs. Community building	Altruistic behavior is part of the true sharing concept and is performed by some peers but is abused by others for economic purposes.
	A4 Offline trust building vs. Online trust building	Intermediaries such as communication or rating systems are systems provided by platforms to manage and build trust between peers. However, with events, stores, or knowing the platform provider personally, trust is built in a different, asymmetric way, and the rating system is no longer reliable.
	A5 Egocentric behavior vs. Altruistic behavior	Different motivations arise on peer-to-peer clothes sharing platforms on the user as well as the provider side and tensions can arise when these different motivations clash.
	A6 Less lending vs. More renting	The supply and demand on these platforms show a big difference and bring tensions for the platform function and the renting offer
B | Intraperson	B1 Buying vs. Renting	The comparison between buying and renting is still in the minds of some peers, where access and ownership or cost are still weighed.
	B2 Economic peer provider vs. Sustainable/social user	The ambiguity in the role of prosumer with different motivations for borrowing and renting clothes is very present.

B3 Irresponsible sharing vs. Using review system	Online sharing is based on rating peers with positive as well as negative comments. But with one-sided use (only positive), information transparency shifts, and irresponsible sharing is supported.
B4 Decreased renting vs. Questioning the system	Questioning the clothes sharing system and the willingness of users to understand why it does not work but at the same time reducing own rental frequency for personal reasons shows an inner conflict.
B5 Overconsumption vs. Consumption reduction	Promoting "normal" consumption by buying new things in order to abuse the concept for economic purposes.

In this study, an interpersonal paradox refers to a situation or dynamic in a relationship in which contradictory or conflicting elements on the group level coexist, often unconsciously leading to complex and challenging interactions. These paradoxes include conflicting expectations, motivations, or needs within the triadic actor structure (Benoit et al., 2017). But they also include other ways of thinking, interpretations, and contradictions to the theoretical concept that make it difficult to find simple solutions.

An intrapersonal paradox, on the other hand, is a situation in which an individual, in this case, the user, peer provider, or prosumer, unconsciously experiences ambiguous thoughts, feelings, or beliefs within themselves, which can lead to internal conflict and tension. In this study, the individual is not aware of this conflict, but it was recognized through the paradox lens. It can lead to ambiguity and internal struggles in the decision-making and participation process.

THE FOLLOWING

Figure 4 visualizes the interpersonal paradoxes (A) and intrapersonal paradoxes (B). The created *Figure 2: Paradox lense for this study* from the theory was graphically extended to capture the behavioral paradoxes identified and the places where they occur. The expanded figure can now be used to identify where the paradoxes occur and who is affected in the actor structure. The darker blue triangle represents the triadic actor structure of Benoit et al. (2017) and five paradoxes are present in this interpersonal relationship. The light blue triangles also represent a triadic structure, but the interpersonal relationship is characterized by the user or peer provider with the platform provider and the actual online platform. The light-yellow boxes indicate the intrapersonal paradoxes and with which actor they occur.
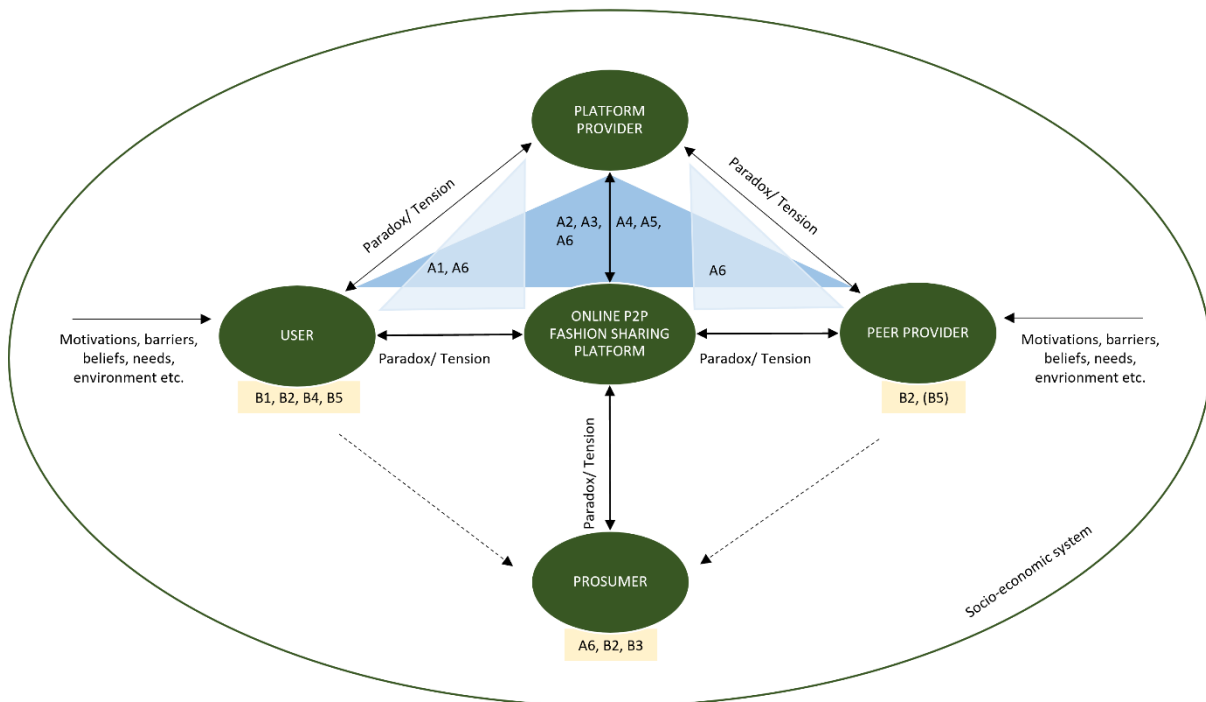
FIGURE 4: EXTENDED PARADOX LENS WITH OCCURING PARADOXES

4.3.1 Interpersonal paradoxes (A)

A1 Offline interaction vs. Online Interaction

WHAT: The first interpersonal paradox revolves around the tension between the core concept of online conceptualization of peer-to-peer platforms (Wirtz et al., 2019) and users' intrinsic desire for tangible offline experiences with clothing before engaging in the online rental process (Figure 5). It shows the conflict between digital interaction (e.g., images, descriptions) and the human need for actual experiences in stores or at events hosted by the platform provider. This paradox is partially related to the paradox of self-regulation and control of the platform (see Table 6), as it gives the platform a high level of control through the offline offerings to the users, thus shifting the balance and freedom of choice.
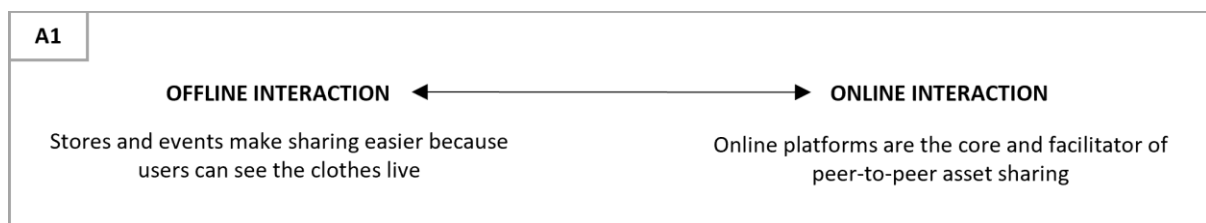
FIGURE 5: INTERPERSONAL PARADOX A1 – OFFLINE INTERACTION VS. ONLINE INTERACTION

WHO: The platform provider, users, and online platforms are the main actors in this paradox.

HOW: To implement the peer-to-peer asset sharing model, the platform provider offers a platform where peer providers can upload pictures of their garments, including a detailed description; users can view the garments online with pictures and descriptions and then select a garment to continue

the rental process online. However, the platform provider's offering of stores and events where users can actually see and touch the garments (as they are accustomed to) does add another dimension to an online interaction which is not ordinarily present in previous literature. On the one hand, it motivated users to participate in peer-to-peer clothes sharing:

> "I probably never would have done it otherwise, [...] [I visited] a pop-up store, so I saw what they were doing. And they had all the garments on display and hanging up and each garment had a tag on it that you immediately went to the website with a QR code. "(ID 11).

It was stored as a positive experience from ID 2 "I really like to visit them and try on some clothes". On the other hand, it became apparent that this makes it more difficult for some users (e.g., ID 2, ID 11, ID 13) to participate in the online rental process in the future without offline interaction. ID 11 stated, "I would have a problem with it if you can only rent it online. "(ID 11) and ID 8 even wished for a local rental store. This creates a barrier and paradoxical behavior in this construct of online peer-to-peer sharing where offline and online activities are challenging each other.

WHERE: The *personal motivation* for *interacting with the clothing* and associated barriers of the *clothing fit, shape, and appearance*, as well as the *local rental store availability*, are contradictory to the online platform construct.

WHEN: This is the case when an event or store was visited that was perceived as positive and, therefore, would like to be used again before online sharing. Even if this option is no longer available, this can be a barrier to online clothing sharing (e.g., ID 2). It is also evident in the general problem of clothing and the "uncertainty of product specifications" (He et al., 2021, p. 982) and trying on before renting (e.g., ID 1).

A2 Platform engagement vs. Peer interaction

WHAT: The second interpersonal paradox is characterized by the asymmetric involvement of all three actors in the triadic actor structure (Benoit et al., 2017). Due to the extended engagement and personal contact with the platform provider, peer interactions shift, and the platform provider becomes more central to the process (Figure 6). Thus, it creates tensions and conflicts with the actual structure (implications for interpersonal paradox A5). Correlations can be assigned to the self-regulation vs. platform control paradox from the literature review (see Table 6) because the platform provider role comes more in the foreground.
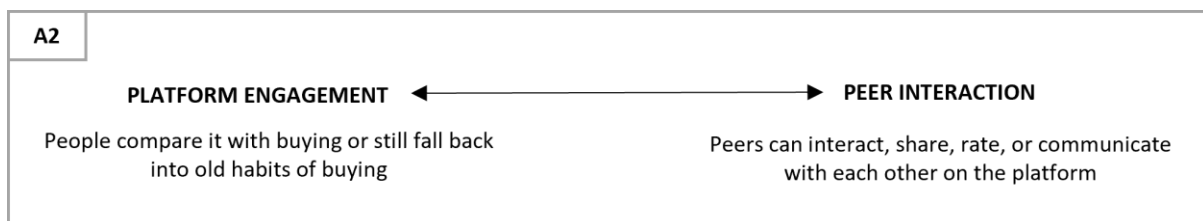
FIGURE 6: INTERPERSONAL PARADOX A2 - PLATFORM ENGAGEMENT VS. PEER INTERACTION

WHO: The paradox appears in the triadic structure between the user, peer provider, and the platform provide.

HOW: The online platform itself is the mediator between the user and peer provider (Miguel et al., 2022; Wirtz et al., 2019), where strangers share assets, and they interact in a triadic actor structure as described by Benoit et al. (2017). The interaction between peers is one of the main components, which is why it is also called peer-to-peer. The online platform is seen as a supporting function for the sharing process. However, with the extended engagement of the platform provider in the form of events, shops or personal contact, a physical relationship is established with users and platform providers. For example, a prosumer does not have access to her own online account to change, share or rent anything. The contact person of the platform provider takes over the interaction:

> I don't have direct usage of the website because I'm doing everything through [platform employee] or if I need something to change on the website or if I need something to rent then I text her. (ID 3)

But also, through the shops, users build a personal and different relationship with the platform provider:

> "Positive was that I went there, and they really didn't do the whole fitting anymore, but she was very kind, and she let me try other dresses. She gave it to me so that was very personal." (ID 2).

In this way, the relationship between the three actors' shifts, and what is referred to as peer-to-peer is no longer exclusively peer-to-peer but rather peer-to-platform-to-peer. Hence, platform engagement contradicts with peer-to-peer and shifts the actual concept where behavioral paradoxes arise.

WHERE: The social interactions and motivations with the *platform provider engagement* and *pop-up store, event and hub experiences,* as well as the *convenience* for the peer provider, conflict with the theoretical construct of online peer-to-peer asset sharing platforms as elaborated in this study (see Chapter 2) leading to a practical coexistence of tension.

WHEN: This paradox becomes apparent when the platform provider decides how to set-up the online structure and offering for users and peer providers and may become visible throughout the rental process.

A3 "Fake" community building vs. Community building

WHAT: The third interpersonal paradox is that people either participate in community activity for financial reasons or participate in socializing and building the community, which is one of the main aspects of true sharing (Belk, 2014). This paradox arises because the participants' ulterior motives are different and can coexist but also conflict with each other (Figure 7). This paradox illustrates the struggle between motivations and can lead to tension and discord within the group (implications for interpersonal paradox A5). Similarities can be drawn to the paradoxes of remote access vs. in-person contact and egocentric vs. altruistic behavior (see Table 6) from the literature review paradoxes where self-interest and altruistic behavior are contradictory.

A3	
"FAKE" COMMUNITY BUILDING ←————————————→ **COMMUNITY BUILDING**	
Self-interest drives peers to get involved in the community	Altruistic peer interactions to build a community

FIGURE 7: INTERPERSONAL PARADOX A3 - FAKE COMMUNITY BUILDING VS. COMMUNITY BUILDING

WHO: This paradox is visible in the triadic actor structure between the user, peer provider, and platform provider.

HOW: Users can decide which delivery option they choose to receive the shared clothes. Since sharing clothes is perceived as expensive by some users, they try to save money wherever they can. When participating in personal delivery, users have different motivations. Some use personal delivery to meet new people, socialize and build community, or for sustainability reasons:

> "easier to build a community around it if you go to a person's home, because otherwise you just don't see the person really. "(ID 4).
> "I think personal delivery is a good reason to rent it, and it's also for sustainable reasons a good idea." (ID 5).

Others, in contrast, opted for personal delivery only for cost reasons to save on delivery costs:

> "If I am renting and if they are from Berlin I usually take personal delivery. So, I don't need to pay even more money "(ID 9).

Similar attitudes can also be observed on the peer provider side, where some like to meet the person (e.g., ID 7), and others prefer the drop-off and pick-up option (e.g., ID 6). Since peers do not know and cannot see why the other person has chosen personal delivery, tensions, disappointments, and misunderstandings arise, which hinder the actual goal of community building. The platform is involved in this by offering peers different delivery options, communicating, and explaining the delivery options.

WHERE: The *social interactions and motivations* with *community building & engagement* and the *economic motivations* with *saving money* are opposing elements but self-interest is coexisting with utilitarian motivations (has implications for interpersonal paradox A6).

WHEN: This paradox can occur as soon as personal delivery is chosen for one's own self-interest or social reasons. This paradox can occur when peers with different motivations meet, and an unsatisfactory outcome can result on both sides.

A4 Offline trust building vs. Online trust building
WHAT: The fourth interpersonal paradox is that people participate in community activity for financial reasons while others participate in socializing and building community, which is one of the main aspects of true sharing (Belk, 2014). This paradox arises because the participants' ulterior motives are different and coexist but also conflict with each other (Figure 8). This paradox illustrates the struggle

between motivations and goals and can lead to tension and discord within the group. Similarities can be drawn to the paradoxes of remote access vs. in-person contact and egocentric vs. altruistic behavior (see Table 6) from the literature review paradoxes where self-interest and altruistic behavior are contradictory.

A4	
OFFLINE TRUST BUILDING ← → **ONLINE TRUST BUILDING**	
Meeting the platform provider offline (events, shops) creates different trust and shifts the online trust	Online trust is built through intermediaries such as reviews, communication, or a profile.

FIGURE 8: INTERPERSONAL PARADOX A4 - OFFLINE TRUST BUILDING VS. ONLINE TRUST BUILDING

WHO: This paradox is also observable in the construct between the user, peer provider, and platform provider.

HOW: Offline offerings with face-to-face encounters and personal contact with the platform provider shift the trust to the platform provider and less between peers. A higher level of control on the part of the platform can be demonstrated, and it does not support the freedom of peer interaction and trust building. For example, face-to-face contact while trying on clothes in a store was perceived as pleasant and thus built a different level of trust towards the platform provider instead of sharing clothes online with other peers:

> "Positive was that I went there, and they really didn't do the whole fitting anymore, but she was very kind, and she let me try other dresses. She gave it to me so that was very personal." (ID 2).

Another interviewee does not use the platform itself because the peer provider manages everything (peer-to-platform):

> "I don't have direct usage of the website because I'm doing everything through [platform employee] or if I need something to change on the website or if I need something to rent then I text her. "(ID 3).

Whereas another interviewee relies on online peer-to-peer contact with "other reviews from other lenders. So you can kind of get to know them a little bit" (ID 12).

Therefore, the possibility of offline renting and personal contact with the platform provider does not fully support "platform-mediated peer trust" (Möhlmann & Geissinger, 2018). Moreover, other interviewees do not use the rating system at all (e.g., ID 10, ID 11), further limiting its functionality. Thus, asymmetric trust shifts occur if platform processes are not used properly. Irresponsible sharing (Köbis et al., 2021) and skepticism toward peers may be fostered by this shift. The conflicting elements of the online platform as a mediator for building peer trust and offline interactions coexist which can lead to trust tensions in the triadic actor structure. Especially the trust between peer is shifted and contradicts the literature on online trust building. Nonetheless, it is essential to note that these offline interactions support community building and engagement.

WHERE: The *social interactions and motivation* with the *platform provider engagement* and *pop-up store and event*, as well as the *convenience* for the peer providers and *trust* as motivation and barrier, conflict with the online trust-building literature.

WHEN: This paradox arises when users and peer providers have more contact with the platform provider than with each other during the sharing process through offline offers or personal acquaintance. This leads to the platform processes not being fully utilized to build interpersonal trust online.

A5 Egocentric behavior vs. Altruistic behavior

WHAT: The fifth interpersonal paradox is represented by the self-centered and altruistic behavior on peer-to-peer clothes sharing platforms. These online platforms are based on a model where individuals share their resources online to help others, support the concept of the SE, and contribute to their sustainable path (Martin, 2016). However, people on peer-to-peer platforms exhibit both egoistic and altruistic contradictory behaviors, leading to tensions between the motivations, actions of peers, and the concept itself (Figure 9). This paradox is related to the paradox of egocentric vs. altruistic behavior and the system paradox from the literature, where the commercial monetary system is opposed to the sustainable consumption style (see Table 6).
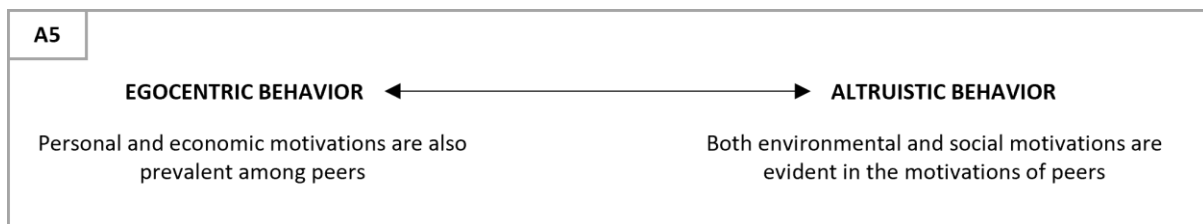
FIGURE 9: INTERPERSONAL PARADOX A5 - EGOCENTRIC BEHAVIOR VS. ALTRUISTIC BEHAVIOR

WHO: This paradox is evident between users and peer providers, but with the platform provider as the interaction mediator.

HOW: Each participant has a personality that influences one's needs or characteristics, and participation behavior (Kurisu et al., 2021; Hellwig et al., 2015). Thus, individuals build their own connections with the platform (iPO, Baker et al., 2021), relating in a very diverse range from personal to environmental and sustainable to social and economic motives. The altruistic motive appears to have a significant influence on participation behavior in peer-to-peer sharing, especially on the user side. ID 1, for example, stated that the main motive for participation is environment and sustainability:

> "If you think about the planet and you're thinking about everything that's happening and then for me it's the main motivation "(ID 1).

In contrast, environmental and sustainability motives are not represented among peer providers. But the social side is represented in peer behavior on both the user and peer provider sides. It shows the altruistic nature of why peer providers participate, for example:

> "So why does it have to hang in your closet, and why can't other people rent it." (ID 8)

Nevertheless, overall, personal, and economic motives predominate and place equal emphasis on self-interest on the user and peer provider side and coexist with altruistic behavior:

> "Sometimes I felt like I didn't have something to wear and then I would look on the platform and rent something new." (ID 4).
> "when you lend something, you also think of the monetary so you can earn money from it. I mean, it's not a lot, but it's also a motivation" (ID 8).

Furthermore, to underline this behavior from the barrier side, the pricing structure has a bigger influence on the participation than social or sustainable topics. Thus, the different motivations and barriers coexist and contradict each other between the participants and the concept.

WHERE: All *motivations* with the barrier of *accessibility and availability* with *pricing* contradict each other and the concept.

WHEN: This paradox begins with individual attitudes and motivation to participate, which are influenced by personality and other factors. This is evident in every step of the lending process and the behavior of users and peer providers toward each other.

A6 LESS LENDING VS. MORE RENTING

WHAT: The sixth interpersonal paradox highlights the contradictory relationship between the lending and renting frequency/behavior of peers on peer-to-peer clothes sharing platforms, which are the main activities (e.g., Frenken & Schor 2017; Figure 10). This paradox is not directly related to any of the previously mentioned paradoxes. Nonetheless, Wilhelms et al. (2017a) have already mentioned that a high interest in participating as a user and a lack of participating peer providers could be problematic for peer-to-peer platforms.

A6	
LESS LENDING ←————————→ **MORE RENTING**	
The lending of assets is a main activity that is carried out less (supply)	The renting of assets is a main activity carried out by more people (demand)
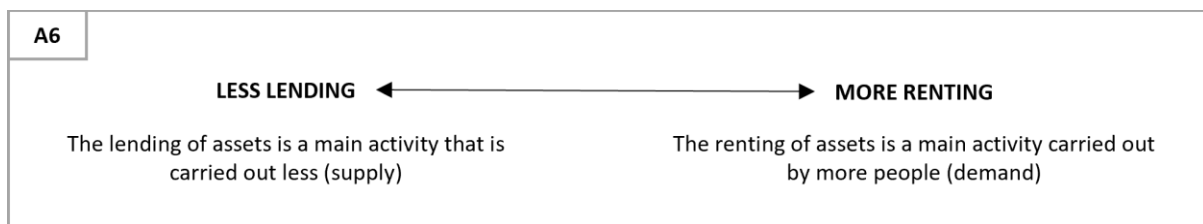
FIGURE 10: INTERPERSONAL PARADOX A6 - LESS LENDING VS. MORE RENTING

WHO: This paradox is evident between users and peer providers, but the platform provider is seen as the facilitator of the interaction and sets the basic rules for both.

HOW: The users' conscious decision to participate only from the user side, but with the expectation of using the platforms clothing variety to fulfill personal motivation, collides with the other. This can be illustrated with two interview statements of one user:

> "I was actually also too lazy. I admit it really openly, that's just the effort to make the photos. "(ID 11).
> "But the idea that we all really share the beautiful things […]. Because I would never have had the opportunity to wear this gold dress […]. I felt like now I'm going to an Oscar night." (ID 11).

In addition, there was no one in the interviewee sample who participated only as a peer provider. Likewise, it became explicit that prosumers also rent more than lend, as ID 4 explained:

"I rent and lend; I would say I rent more than I lend but yeah both directions." (ID 4).

Lending entails more responsibility and dependencies than renting. The fact that renting has more intrinsic personal motivations and feelings is opposed to lending. This can lead to an unequal distribution of benefits, resulting in imbalance of supply and demand. But without a sufficient supply on peer-to-peer platforms, people cannot rent clothes from others and the "Matching supply-side participants' resources with demand-side participants' needs and preferences" (Kyprianou, 2018, p. 339) cannot be fulfilled. This illustrates well the behavioral conflict on platforms. Users want to rent things for special occasions and feel comfortable, but at the same time, these platforms must be used both ways. Users and peer providers consciously decide to rent and/or lend clothes from/to others. This decision-making process is at the intrapersonal level, but it is reflected in the system. In this way, supply and demand are regulated and influence the triadic actor structure, leading to an interpersonal paradox.

WHERE: All *motivations* from users and peer providers, together with the barriers *inconvenient*, *clothing-related concerns*, and *negative experiences and fears* show contradictory behavior leading to this paradox.

WHEN: This paradox is due to different motivations, obstacles, and responsibilities on both sides, and may be apparent from the beginning or develop over time through multiple uses.

4.3.2 INTRAPERSONAL PARADOXES (B)

B1 BUYING VS. RENTING

WHAT: The first intrapersonal paradox describes the contradiction between the use of peer-to-peer sharing to access clothing without transferring ownership (Bardhi & Eckhardt et al., 2012) and the monetary comparison, the sense of ownership, and the purchase of clothing to maintain ownership by some users (Figure 11). It illustrates the tension still observed between the shift in thinking from ownership of clothes to a new style of consumption and the "normal" habit resulting from the prevailing monetary system. Therefore, this paradox is also partly related to the paradox of attitude and behavior from the literature review since this tension between (before or after) can be detected (see Table 6).

B1		
BUYING CLOTHES ← → **RENTING CLOTHES**		
People compare it with buying or still fall back into old habits of buying		Sharing clothes to or from other people is the main activity on these platforms
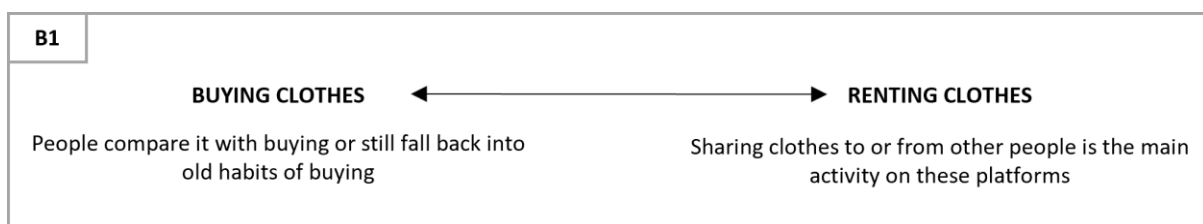
FIGURE 11: INTTRAPERSONAL PARADOX B1 - BUYING VS. RENTING

WHO: This paradox is evident in the case of individual users (ID 7, ID 12 - 13).

HOW: Some users consciously think about renting vs. buying, showing ambivalent thoughts and behavior toward the concept before or after the sharing process. This paradox is noticeable inside interviewees who participate because of sustainability reason:

> ''Sustainability, […] that's the fundamental why I think this is important'' (ID 13).
> ''So it was important to do the rental because of sustainable reasons'' (ID 12).
> ''mainly looking from a sustainability perspective'' (ID 7).

At the same time each individual compares it to buying, owning, or even buying in the end. ID 13 did the money comparison; ID 12 has ownership struggles; ID 7 bought a dress instead of renting it:

> "there is that thought of evaluating how much would it cost if I purchased this item." (ID 13).
> "maybe feel a little bit cheated at first when you think I've paid equivalent of what I would [pay when buying] and I don't get to keep it'' (ID 12).
> ''sometimes I look it up on vinted for the exact same brand and dress and then it's cheaper to buy it, than to lend it for four days. So then. I ended up buying it'' (ID 7).

Even though they know that renting and access may be better than buying, the ambivalent thoughts and behavior become apparent during the interviews and conflict with the concept and egocentric behavior. It comes to inner tensions within these individuals and shows the existence of opposing, coexisting dynamic elements.

WHERE: The *environmental and sustainability motivations* and adherence *to old behaviors and habits*, are contradictory elements on an individual level.

WHEN: This behavior and thinking can occur before, during, and after the sharing process whenever the comparison is made with money or ownership.

B2 Economic peer provider vs. Sustainable/social user (prosumer role)

WHAT: The second intrapersonal paradox arises within a prosumer who uses peer-to-peer clothes sharing platforms from both sides as a user and peer provider (Hermes et al., 2020). It refers to a person's inner tension and motivations that arise when they act as a provider on peer-to-peer platforms to make money while emphasizing the ideals of sustainability (environment) and social aspects as a user (Figure 12). This paradox already became evident during the literature review and is related to the prosumer tension and the systematic paradox (see Table 6). It is also related to the paradox of egocentric and altruistic behavior of the interpersonal paradoxes.
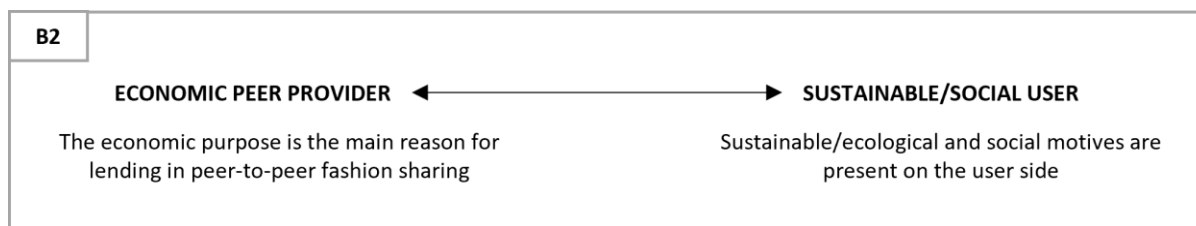
FIGURE 12: INTRAPERSONAL PARADOX B2 - ECONOMIC PEER PROVIDER VS. SUSTAINABLE/SOCIAL USER

WHO: It emerges in one prosumer as this person is influenced by two motivations (e.g., ID 4, ID 12).

HOW: Since prosumers participate from both sides, the interview results can also be related to a single person. The results show that mainly personal motives influence the users, but also ecological, social, and economic motives. ID 12 serves as an example, stating the reason for motivation on the user side as follows:

> "My like initial motivation is because it is more sustainable than buying a lot of cheap clothing and just wearing it once. So I think it's really good for occasion wear where you used to maybe go to Zara and buy a 30-pound dress and then never wear it again. Now you can rent a lot cooler dresses, in my opinion and pay similar amounts, sometimes more. And [...] you're not being wasteful. Everyone sharing it like that." (ID 12).

The main motivation of peer providers to lend their clothes is economic benefit. In some cases, the social side appears, but sustainable/ecological motivations are not evident and therefore contradict the user side. ID 12, for example, participates in lending for the following reasons:

> "For lending my own stuff out, I guess the motivations is that you get a bit of money on the side. [...] no real cost of yourself. You know you've bought the dress or bought whatever, and then you're getting extra money for it kind of ends up paying for itself. So that's a good motivation for renting your own stuff out" (ID 12).

Consequently, the use of peer-to-peer clothes platforms may inadvertently create internal tensions among prosumers, tensions of which they may not be fully aware. Paradoxically, these tensions also contradict the very essence of the concept. Most prosumers in this sample (ID 1, ID 4, ID 6 - 8, ID 12) showed similar two-sided behavior. Here, it is important to clarify the internal conflict of this individual, as it has received little attention in the literature and is a crucial actor for success in SE (Mi & Coffmann, 2019).

WHERE: The *economic benefits* for the peer provider conflict with the *environmental & sustainability perspective* and *social motivations* of the users but on an individual level, generating inner tensions.

WHEN: It can occur from the beginning or develop over time when a person starts borrowing and renting clothes at the same time. Different motivations can be at odds with each other.

B3 Irresponsible sharing vs. Using review system
WHAT: The third intrapersonal paradox between irresponsible sharing and the use of rating systems on peer-to-peer platforms is that these platforms rely on individuals to build trust online. This occurs

with the rating system as an intermediary (Kyprianou, 2018) to build interpersonal trust (Köbis et al., 2021). However, without transparent engagement, including the sharing of negative feedback, information and communication are shifted asymmetrically, and tensions arise when irresponsible sharing occurs (Figure 13). Parallels can be drawn with the paradox of irresponsible sharing vs. responsible sharing from the literature review (see Table 6), but here, it is visible in one individual.

B3	
IRRESPONSIBLE SHARING ◄————————————► **USING THE REVIEW SYSTEM**	
User does not share unpleasant experiences and feedback	Use of the rating system to build trust in the rental process

FIGURE 13: INTRAPERSONAL PARADOX B3 - IRRESPONSIBLE SHARING VS. USING REVIEW SYSTEM

WHO: This paradox is evident in the case of one prosumer (ID 1).

HOW: The interviewee openly expressed that it is important to read reviews before renting and that negative reviews might discourage her from renting from a particular peer provider and stated it like this during the interview:

> "Everything is about reviews, so if I don't see reviews of five stars, I'm going to check what is written and if it's like two stars and people commented negative about that person, I would probably not rent from that person. "(ID 1).

However, the interviewee does not write negative comments, even if unsatisfied, and participates in irresponsible disclosure by not sharing unpleasant information (Köbis et al., 2021). This became clear later in the interview: "I don't write negative feedback, even if I don't like it." (ID 1). But she does share positive experiences:

> "I'm just thinking that all the time I am writing positive feedback, when it was really nice, I am going to write it. But for the negative ones I don't know why." (ID 1).

This explains the paradoxical behavior of a user who, on the one hand, uses the rating system and relies on the (negative and positive) ratings of other peers. At the same time, however, she participates in the rating system in a less than transparent manner by writing only positive comments. This leads to inner tensions, but the interviewee is unaware of the consequences.

This paradox can also be seen as an interpersonal paradox if one considers the entire rating system as a central interpersonal interaction component of peer-to-peer platforms. Indeed, this can lead to information transparency dilemmas (He et al., 2021), as others also do not participate in a transparent and reliable sharing process (e.g., ID 10 or ID 11). Here it was important to emphasize the inner tension.

WHERE: The *trust in people and platform* with *reviews* as a motivation as well as *trust* with *reviews* as a *barrier* conflict each other on an individual level and existing in one user.

WHEN: This paradox may occur before and/or after the sharing process when the user actively choose to use the rating system - responsibly or irresponsibly - to begin or end the sharing process.

B4 DECREASED RENTING VS. QUESTIONING THE SYSTEM

WHAT: The fourth intrapersonal paradox describes a user who questions the peer-to-peer clothes sharing system while reducing the number of rentals. It illustrates the internal tension between the system and one's own behavior, which are not adequately aligned but coexist in one person (Figure 14). This paradox is related to the attitude-behavior paradox (see Table 6) from the literature review, although at a different level of explanation.

B4		
DECREASED RENTING ←———————→ **QUESTIONING THE SYSTEM**		
Reduced/terminated renting due to satisfaction with own wardrobe		Doubts about the system, why it may not work (user readiness)
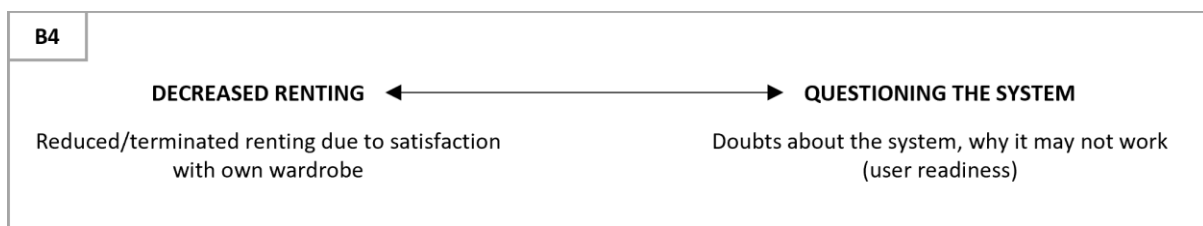
FIGURE 14: INTRAPERSONAL PARADOX B4 - DECREASED RENTING VS. QUESTIONING THE SYSTEM

WHO: THIS PARADOX IS EVIDENT IN THE CASE OF ONE USER (ID 13;
Figure 4).

HOW: This behavioral paradox occurred within one of the users interviewed, who rented clothing more frequently and participated for sustainable reasons. The use was also daily, not only for special occasions:

> "I did rent a dress for I don't know what it was, a gala or something fancy, and sometimes it's just basics that I don't have, like a sweater. "(ID 13).

Compared to the past, the respondent has decreased the frequency of rentals because her personal focus has shifted. She would consider returning for special occasions:

> "I mean, I took a break now for maybe a year. I could consider going back for special occasions. But I don't have the need right now. I'm pretty satisfied with my wardrobe and I don't care so much about my clothes anymore. I don't know what shifted, but […] I don't need to play dress up. I have other worries or my energy goes somewhere else. "(ID 13).

However, the peer-to-peer clothes sharing system is challenged by some philosophical questions. Firstly, about the actual impact of the concept and secondly, the reasons for the failure of many clothes sharing platforms in the market (willingness of users):

> "I think it's something that we need to learn and […] it's inspiring that they are striving for it. I think it's difficult […], one of the negative aspects […] user readiness. How, like [platform name] and [platform name] are not the first clothes venture in Germany or Europe. And most of them, except for [platform name] have been breaking down. So I wonder like what is it with users that we're not ready or it feels weird." (ID 13).

The tensions arise from the thoughts and sustainable attitudes towards the actual behavior of this interviewee to reduce the frequency of renting for personal reasons. The attitude and behavior do not align and contradict each other. When several participants think and act similarly, the number of peer-to-peer platforms fluctuates and may decrease significantly. Therefore, this could be a reason for the volatility of platforms in the market and is probably one of many answers to this question. The interviewee would also stop participating if the concept proved to be unsustainable.

WHERE: The reason for reducing the renting frequency is the *barrier* of *personal circumstances* with the *inactivity reason satisfied with own wardrobe* and *fashion focus shifted.* This contradicts her own *barrier* of *trust* with *doubts and trustworthiness of the concepts,* specifically *user readiness.*

WHEN: This behavioral paradox may occur after the peer-to-peer clothes sharing platform had already been used more frequently, and then usage was reduced and questioned.

B5 (Over)consumption vs. Consumption reduction

WHAT: The fifth intrapersonal paradox suggests that peer-to-peer platforms could be misused to share clothing for personal gain and interest. The definition of the SE that underlies this study states that tangible and intangible goods are shared but not purchased (see Chapter 2). The idea of a new purchase contradicts the meaning of SW and corresponds to the coexistence of two opposing elements (Figure 15). This paradox is related to the system paradox from the literature review, where monetary consumption and sustainability oppose each other (see Table 6). Also, the paradox of egocentric vs. altruistic behavior becomes visible here. However, this behavioral paradox could lead to misbehavior and a rebound effect (Acquier et al., 2017) of an individual.

B5		
(OVER)CONSUMPTION ←	→	CONSUMPTION REDUCTION
Buying new assets to lend out to earn money		Access to underutilized assets already in the system and purchased
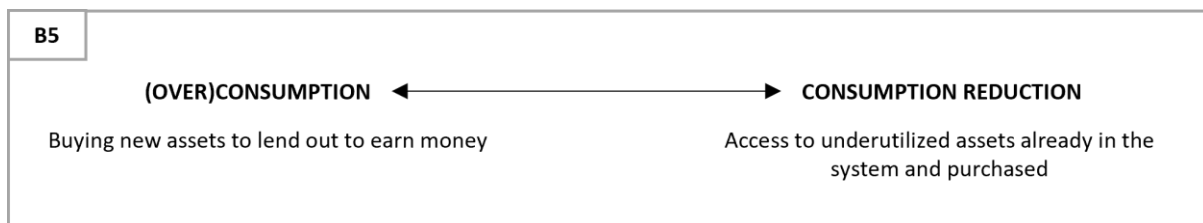
FIGURE 15: INTRAPERSONAL PARADOX B4 - (OVER)CONSUMPTION VS. CONSUMPTION REDUCTION

WHO: This paradox is particularly evident in the case of one user (ID 2)

HOW: One of the users who recently joined and is trying out peer-to-peer clothes sharing as a user expressed paradoxical thoughts about becoming a peer provider. On the one hand, the uncomfortable feeling of buying new clothes and wearing very little is no longer entirely present due to the possibility of lending through the platforms:

> "Also, that I don't feel bad anymore after buying something. I have some dresses that I wore twice and don't know what I do with those, maybe I can rent them one day. "(ID 2).

On the other hand, the interviewee expressed the idea of buying new things in order to lend them out and earn money in the future:

"I'm also considering maybe investing in some clothes [...] or accessories to rent it out by myself, I think it's a very interesting way of [...] earning money as well. "(ID 2).

Since the interviewee has not yet done so, this could lead to a possible paradox of opposing coexisting elements and misleading use of peer-to-peer clothes sharing platforms, which could lead to a rebound effect (Frenken & Schor, 2017) as a peer provider in the future. Although these thoughts and motivations were expressed, the interviewee did not seem to be aware of the potential behavioral consequences.

WHERE: First, the *personal motivations and feelings* with the *experienced feeling,* specifically *having no bad feeling anymore with buying clothes* and second, the *economic benefits* with *earning money with lending* contradicts on an individual level the concept and creates tensions.

WHEN: In this case, it is about the thought and motivation of a user to become a potential peer provider. If the thoughts are translated into action, the result would be a behavioral paradox of the peer provider and/or prosumer.

5. DISCUSSION

The qualitative approach was used to identify various motivations and barriers to participation in peer-to-peer clothes sharing. Examining these aspects using a paradoxical approach yielded eleven behavioral paradoxes that reveal the complexity of consumer behavior in peer-to-peer clothes sharing. The results are discussed below in the context of previous literature.

DISCUSSION OF MOTIVATION AND BARRIER FINDINGS

A review of the emerging literature on the SE and peer-to-peer asset sharing has shown that extrinsic and intrinsic motivations are part of peer participation. The type of asset shared influences the motivation (Böcker & Meelen, 2017; Hermes et al., 2020; Hellwig et al., 2015), and altruistic or self-interest is more prominent. Nevertheless, economic benefits (Bardhi & Eckhardt, 2012; Ertz et al., 2018) and altruistic motives such as sustainability (Raza et al., 2021; Stofberg & Bridoux, 2019), as well as self-interest and utilitarian motives (Bardhi & Eckhardt, 2012), influence sharing behavior. The findings of this study are consistent with the existing literature and show a diversity of motives: intrinsically shaped by altruistic and utilitarian reasons and extrinsically shaped by self-interest and one's own satisfaction with peer-to-peer clothes sharing. However, some of the findings contradict the existing literature when distinguishing between perspectives.

The results show that the user is more intrinsically motivated than the peer provider, for whom extrinsic motives are more prominent. These results thus contrast with Böcker and Meelen's (2017) findings on tool sharing, where the peer provider has more social and environmental motivations than the user. However, they are consistent with changing motivations depending on the asset. One possible explanation could be that clothing is more about the self and self-actualization. Therefore, there are more intrinsic motivations on the user side, which are altruistic and self-centered. Since only female respondents were included in this study, Hellwig et al.'s (2015) finding that women are more intrinsically motivated could also explain this phenomenon. It would be of interest to further explore the impact of various demographic influences such as gender, age, or cultural background on

peer-to-peer clothes sharing. Besides, social benefit seems to have less influence on users' attitudes towards clothes sharing than on the attitudes of some peer providers. The social side of users is more pronounced in the actual usage of clothes sharing. This finding is partially consistent with Fritze (2017), who found that social value influences individuals' attitudes toward peer-to-peer sharing.

In addition, several consistent patterns suggest a clear trend in the motivations and barriers on peer-to-peer asset sharing platforms. First, the results show that clothes sharing users and peer providers initially built trust because they knew they were covered by insurance through the platform. Participation without this offer would not have taken place in most cases. This finding suggests that the use of peer-to-peer platforms would decrease rather than increase without an appropriate insurance process, which acts as one of the key intermediaries between users and providers. Other studies have also proven that trust is an essential factor for peer-to-peer use (He et al., 2021; Benoit et al., 2017; Hawlitschek et al., 2018b), especially as a prerequisite (Hawlitschek et al., 2018b). Liability/insurance was also seen as a barrier (Ballús-Armet et al., 2014; Olaru et al., 2021; He et al., 2021), which is also confirmed by the present study. Second, findings show that both positive and negative experiences in clothes sharing have an impact on future participation. This is consistent with previous research that prior usage experience influences participation (Kurisu et al., 2021), experience influences trust satisfaction (He et al., 2021), and repurchase is influenced by initial consumption (Wirt et al., 2019). Consequently, these findings are more generalizable to peer-to-peer asset sharing, rather than to a specific shared asset. These recurring and intertwined dynamics will likely apply to all peer-to-peer platforms where sharing occurs with unknown individuals.

Finally, it is also worth noting that users mainly use the platform to share fashion rather than clothes, which is in line with the findings of Münzel et al. (2019), who found that carsharing is mainly used for special purposes. This raises the question of how the clothes sharing platform can be used in the future to reach the "mainstream" and promote sustainable consumption.

DISCUSSION OF BEHAVIORAL PARADOX FINDINGS

Sharing, in general, is a controversial topic, as mentioned at the beginning. Online offers are no longer true sharing (Belk, 2014) but are associated with strangers and monetary compensation and are referred to as pseudo-sharing (Belk, 2014). It is more about gaining access through these platforms than sharing (Eckhardt et al., 2019). Further, this is also reflected in the definitions of the SE and peer-to-peer asset sharing in this study. Thus, it can be argued that available offline offers from the platform provider tend to remove online distance and make real sharing more prominent. However, this, in turn, leads to other behavioral paradoxes such as offline trust vs. online trust. The user's need is reflected as well as community building, but the actual online transaction between peers (communication or evaluation) plays a secondary role. Therefore, if offline sharing opportunities become a trend for online peer-to-peer clothes sharing platforms because it is not feasible otherwise, the resulting tensions should be considered in further handling and management. Further research is needed to determine if online clothing sharing is practical and feasible.

In the existing literature on SE and peer-to-peer asset sharing, a predominant theme is balancing sustainable consumption with the pervasive commercial system. This paradoxical systemic view is explored in depth by Martin (2016), who discusses several SE paths. The behavioral paradoxes observed in this study confirm not only the prevailing systematic paradox but also the conflicts between different consumer group motivations described by Böcker and Meelen (2017). Furthermore, this study reveals new behavioral paradoxes within groups and among individuals. These paradoxes underscore the tension arising from motivations rooted in a sustainable consumption ethos shaped

by social sharing norms and confronted by the influence of the commercial system and egocentric behavior. This influence is evident in the persistence of buying habits, the decline of renting (too expensive), and the lure of convenience that causes social interactions to move to the background during the rental process (Stofberg & Bridoux, 2018).

With offline offers from the platform provider and face-to-face contacts between peers and the platform provider, platform control in peer-to-peer sharing manifests itself differently, shifting the triadic actor structure (Benoit et al., 2017) toward greater involvement of the platform provider. This limits the freedom of peers' online interactions and collective activities to achieve real social benefits and adds new insights to the peer-to-peer clothes sharing literature. Previous literature has shown that platform control is seen as a supportive element to improve peer interactions, such as communication, insurance, payment, or security, and to reduce conflicts between peers (Baker et al., 2021; Kyprianou, 2018). At the same time, however, it limits the freedom of peer interactions (Kyprianou, 2018) and does not facilitate the process of collective engagement (Baker et al., 2021). Therefore, a balance between control and freedom, thus between offline and online interactions, is needed. Further research should examine the extent to which these offline offerings (platform control) influence the triadic actor structure. Moreover, explore what strategies can help improve online interactions for all participants to encourage responsible sharing and provide as much freedom as possible for community building.

The attitude-behavior gap investigated by Hamari et al. (2016), which was defined as a paradox in the literature review, is also visible in light of the findings on the behavioral paradox in clothes sharing. First, some users intend to participate in clothes sharing for sustainability reasons, but at the same time compare this with buying (including owning) or occasionally choose to buy because of the perceived cost benefits. As a result, there is a discrepancy between their sustainability intentions and their actions. Second, one user questions the fulfillment of the clothes sharing platform's promises (including the user's willingness) and limits the frequency of renting, even though sustainability is an important driver of participation. This suggests a conflict between intention and behavior within an individual. These findings highlight a nuanced interplay between attitudes and behaviors that has not been fully explored in previous literature. New perspectives are uncovered that lead the way for further psychological research.

Interestingly, the results also show that sustainability intentions can influence actual behavior, albeit in conjunction with other motivations. Nonetheless, they may also discourage participation if the environmental impact of clothes sharing platforms is perceived as insincere or if the concept does not prove successful in the future. Therefore, the attitude-behavior gap highlighted by Hamari et al. (2016) is not fully reflected in these results. This suggests that further research is needed to understand the true environmental impact of clothes sharing and how to facilitate a mindset shift from ownership to access, which is important for SE in general. This complexity deepens understanding of the gap between attitudes and behaviors in clothing sharing and paves the way for innovative solutions and frameworks in SE.

Finally, a comprehensive approach is needed to effectively investigate these behavioral paradoxes. The integration of quantitative research methods is essential to decipher the recurrence and patterns of these behavioral paradoxes, discover new ones, or refute them on clothing sharing platforms, but also on other asset platforms. The approach of Eckhardt et al. (2019) provides valuable insights and proposes to develop a communication framework tailored to the paradoxes of SE. Birkelund's (2021) approach may also be helpful to further explore individual responses to paradoxes with the three phases of recognition, understanding and behavior to continue paradox theory. By

raising awareness of these contradictions among both platform providers and consumers, this framework can serve as a strategic tool to address the complexity of peer-to-peer clothes sharing platforms. Some further research questions for each paradox are listed in Table 10.

5.1 THEORETICAL CONTRIBUTION

The purpose of this study was to explore the under-researched area of behavioral paradoxes associated with peer-to-peer clothes platforms. It was uncertain whether peer-to-peer clothes sharing would reinforce social and environmental orientations or induce new ambivalent behaviors. Previous research has identified various motivations, including sustainability (Hamari et al., 2016), social factors (Raza et al., 2021), economic incentives (Bardhi & Eckhardt, 2012; Wilhelms et al., 2017a), personal motivations (Raza et al., 2021), barriers (Kurisu et al., 2021) and dilemmas (He et al., 2021). While tensions in the SE have been studied (Acquier et al., 2017; Martin, 2016), specific behavioral paradoxes arising from different motivations, barriers, actor roles, dual user-provider roles (prosumers), and behaviors that contradict the concept of sharing remains largely unexplored.

Therefore, this study fills this gap by showing that behavioral paradoxes exist on peer-to-peer clothes sharing platforms and what types of behavioral paradoxes are present. Furthermore, it provides more detailed information and answers to the questions of what, who, how, where, and when they occur. In addition, this study's division into two distinct categories, interpersonal (between groups) and intrapersonal (individual), reveals new levels that have not been previously distinguished. It is not only about the struggle between monetized and sustainable group dynamics, as already suggested by Böcker and Meelen (2017), but also about further dynamics, influences, and behavioral paradoxes between groups (e.g., irresponsible sharing and offline interaction). In addition, the level of the individual who interprets the concept and behaves paradoxically for oneself is highlighted. In this way, awareness of these different perspectives can be raised and better differentiated in the future.

Furthermore, this study provides valuable insights into the motivations and decision-making processes of clothes sharing peers. By examining peer-to-peer clothes sharing participants, this study provides the first qualitative overview of the motivations and barriers of users and peer providers, as well as their effects and behaviors in the triadic actor structure (Benoit et al., 2017). As such, it extends the findings of Futter (2020). An additional focus is on the approach of Hermes et al. (2020) to differentiate the peers' perspectives more clearly by looking at them individually. Accordingly, this study leads to a better understanding of both sides and reveals motivations as well as barriers and behavioral paradoxes. It also exposes that the platform provider is important in engaging and influencing clothes sharing user participation. This improves understanding of consumer behavior and contributes to future SE goals.

Beyond that, the analysis highlighted issues such as irresponsible sharing (Köbis et al., 2021), platform control (Baker et al., 2021; Kyprianou, 2018), and online trust (Möhlmann & Geissinger, 2018) in the context of paradoxical structures and showed that they could lead to behavioral paradoxes. The focus was not on clustering within user and peer provider groups but on exploring the issues already discussed, opening new perspectives for research in the field.

5.2 SOCIETAL CONTRIBUTION

The SE is supposed to contribute to environmental protection and sustainability. The insights into user and peer provider behavior in this study suggest that the actual environmental and societal impacts may be less than expected. This understanding highlights the possibility of rebound effects that could have negative social and environmental impacts.

This study makes an important contribution to society by raising awareness that behavioral paradoxes exist on peer-to-peer clothes sharing platforms to influence consumers' future behavior and attitude positively to contribute to the SE and its sustainable path. By educating consumers about what to expect and the potential consequences of using these platforms, people are empowered with knowledge. This increased awareness encourages people to think about their actions and promotes a more conscious approach to their behavior that encourages self-reflection. For example, the relationship between lending and renting on platforms can be influenced to create a balanced basis for peer-to-peer clothes sharing. In addition, knowledge of the different motivations of prosumers can lead them to adjust their motivations and recognize the benefits and purposes of lending. However, knowledge of the use and distribution of underutilized goods in society, as well as the actual conceptual goals, also prepares peers for successful participation and overcomes the barriers of sharewashing perceptions that can reduce participation.

As a result, consumers are not only informed but also inspired to act differently, which in many ways supports responsible sharing and mindful participation in the SE. This shift towards more thoughtful choices ultimately strengthens communities, fosters trust between people, supports sustainable practices, and thus enriches society and can encourage participation in the SE through good word of mouth (Wirtz et al., 2019).

5.3 MANAGERIAL IMPLICATIONS

From this study, business implications can be derived that are relevant for platform providers to improve the effectiveness and sustainability of peer-to-peer clothes sharing platforms to contribute to SE success. Table 10 provides an overview of each specific behavioral paradox and its managerial implications. The following recommendations for action are a summary under overarching headings.

CONSIDER AND INCORPORATE BOTH PARTICIPANTS PERSPECTIVES AND FEEDBACK LOOPS

To increase the engagement and satisfaction of users and peers and to break down barriers, the platform provider must consider the perspective of both participants with their motivations and barriers in its communication. In this way, it can provide a personal and sustainable experience for users and a collective sharing experience for peer providers, but above all, an economic benefit. In addition, implementing feedback loops where both perspectives can raise concerns or positive things can help gather feedback regularly and adjust the design and interventions accordingly. This can help voice intra- and interpersonal paradoxes, be aware of different needs, and customize the participant experience.

OPTIMIZE ONLINE EXPERIENCE: ADDRESSING USER CONCERNS AND BALANCING EFFORTS

From the clothes customer's perspective, there is a barrier and desire: the need to physically experience clothing before renting it online. To bridge this gap, platform providers should introduce detailed descriptions of garments to alleviate the information transparency dilemma identified by He

et al. (2021). By improving the online rental experience and ensuring accurate product information, trust between users and the platform can be strengthened. This can encourage more frequent usage by both parties in the future and address the behavioral paradoxes associated with offline and online tensions.

Unlike objects such as cars, clothes have a very personal touch (Hellwig et al., 2015), which can make the offline user experience indispensable. Therefore, considering the specificities of clothes is essential and cannot be completely mitigated. Platform providers need to find a balance by improving online processes, for example, by offering more flexibility in rental days and returning garments that do not fit while respecting the personal aspects of clothes in the offline space. A future step that is still being explored could be the integration of augmented reality into online clothes platforms to try on outfits virtually, enhancing the consumer experience (Pantano et al., 2017). At the same time, platform providers must support peer providers with the additional effort of providing accurate information about clothing to offset the behavioral paradox of "less lending vs. more renting."

STRATEGIES TO BOOST PEER PROVIDER ENGAGEMENT

Platform providers need to actively ensure mutually beneficial relationships with peer providers and tailor their offerings to individual needs and wants (Benoit et al., 2017) to build personal physical ownership of the platform (Baker et al., 2021). With this intrinsic motivation, participation can be increased, strengthening the peer provider side, and actively counteracting the behavioral paradox of "less lending vs. more renting." For example, lowering or eliminating platform guidelines for the value of clothing to lower the entry barrier or by assisting with taking photos or filling out the profile. Also, a clear communication of the benefits of lending and the social and environmental impacts associated with the perceived economic benefits (Wilhelms et al., 2017a). It may also be necessary to accept part of the "platform engagement vs. peer interaction" paradox. The platform provider adopts the activities of the peer provider to increase the convenience of the peer provider, thereby increasing the supply side.

CLARIFYING PEER-TO-PEER (CLOTHES) SHARING GOALS - STRATEGIC PLATFORM COMMUNICATION

The platform provider must be a communication and awareness leader to educate participants about the concept of peer-to-peer sharing and its advantages and disadvantages. A clear communication and awareness-raising strategy about the goals and actual numbers is needed to overcome the behavioral paradoxes where peers compare renting to buying, show more self-centered than altruistic behavior, consume too much instead of reducing consumption, and make prosumers aware of possible internal tensions. The pros and cons for users and peer providers should be communicated separately to effectively address both consumer groups (Wilhelms et al., 2017a).

In addition, it is important to communicate the inherent paradoxes of the SE and highlight the downsides (Eckhardt et al., 2019), including emerging behavioral paradoxes. Furthermore, offline interaction points with participants can be used for direct communication, but peer providers should be more involved in offline activities by platform providers. In addition, collaboration with universities or research institutes to obtain actual impact numbers for clothes sharing will increase transparency, awareness, and trustworthiness of the concept.

SUPPORT PEER-TO-PEER STRUCTURE AND RESPONSIBLE SHARING

The platform provider needs to proactively support peers' online (or offline) interactions, which requires a more active role in the platform processes and puts the platform provider as a person more in the background. The reputation system should also be supported by the platform provider to promote online trust and responsible sharing, increasing the platform's control for online activities but decreasing it for offline activities. This can increase the social benefits of this type of sharing and foster a sense of community and reciprocity, as noted by Stofberg and Bridoux (2019). For example, implementing an incentive-based (or mandatory) and robust rating system where peers are asked to rate each other at the end of each transaction. This feedback mechanism increases accountability and trust among peers (Möhlmann & Geissinger, 2018) and contributes to a positive platform environment. At the same time, platform providers should be aware that improving the quality of ratings may lead to a new behavioral paradox in which peers no longer seek social contact (Frenken & Schor, 2017).

Moreover, more events with interaction between users and peer providers should be organized to promote interpersonal trust, responsible sharing, community, and offline experience. For example, peer providers can show potential users their clothes while users can try them on, see them in real life, and add them to their favorites list to later rent online or rent them directly (similar to secondhand flea markets, but without buying, just showing and renting/lending).

EMBRACING PEER-TO-PEER CLOTHES SHARING PARADOXES

Another strategy that could be valuable for the platform provider is to be aware of these behavioral paradoxes in the triadic actor structure and, if possible, take them into account in the decision-making process. This is similar to what Hahn et al. (2015, p. 19) suggested in their framework for analyzing tensions in corporate sustainability. One option is the acceptance strategy: "With regard to tensions between personal and organisational sustainability agendas, acceptance strategies embrace divergent personal and organisational agendas and allow for different views". According to this approach, some behavioral paradoxes cannot be resolved (resolution strategies) and must be embraced and accepted by the platform provider, leading to open paradoxes with awareness. Consumer behavior on peer-to-peer platforms is difficult to influence, but understanding and accepting these tensions can be the key to better outcomes (e.g., recognition, understanding and behaviour, Birkelund, 2021). Accepting that online and offline interactions in clothes sharing may always coexist because it is personal, as one interviewee mentioned. Therefore, efforts should focus on improving the experience of users and peer providers in both domains, which also means acknowledging the higher extrinsic motivation of peer providers. In addition, it should be recognized that some peers will use the platform primarily for personal gain. Understanding this dynamic can inform platform policies and help to effectively manage these behaviors without solving them.

TABLE 10: MANAGERIAL IMPLICATIONS & FUTURE RESERACH OVERVIEW

	Paradox	Managerial implications	Future research questions
Interpersonal	Offline interaction vs. Online interaction	Better rules for delivery in case of non-fit can improve user experience and more specific product information on profiles. Likewise, support for peer provider to not extend their effort and inconvenience. Online AR solution to try it on.	To what extent is the online clothes sharing pioneering?

	Platform engagement vs. Peer interaction	Platform providers should support peer interaction and decrease control in offline activities but increase control in online activities. Mandatory or incentivized reputation systems and events for users and peer providers can stimulate interactions.	To what extent is it a triadic actor structure when the platform provider moves to the foreground? What strategies or incentives are needed for more peer interaction in the renting process?
	Fake community building vs. Community building	Increase awareness and communicate "do's and don'ts" for peer-to-peer clothes sharing. The use of regular surveys of actual peer-to-peer sharing behavior to take action. Communicate the benefits of community building and reciprocity.	Why do individuals misuse and interpret the concept for themselves? What are the real benefits for the community in peer-to-peer (clothes) sharing? Why does the concept of "real sharing" on online platforms does not work?
	Offline trust building vs. Online trust building	Platform providers should support building more online trust and incentivize the use of platform intermediaries to create a transparent and symmetrical flow of information for all. Also, increasing online user confidence leads to more online sharing and platform usage.	What strategies or communication efforts are needed to support the use of platform intermediaries?
	Egocentric behavior vs. Altruistic behavior	Create more awareness of the peer-to-peer sharing concept on the platform. However, all motivations should be addressed in the communication to reach many consumers.	What communication strategies should be used on online peer-to-peer platforms or on other channels to reach and convince many consumers?
	Less lending vs. More renting	Supporting the lending process on platforms can help increase the number of peer providers. More communication, offers, incentives, and interesting processes for peer provider participation can stimulate the participation.	What strategies are needed to support lending (supply side) on peer-to-peer sharing platforms? What do peer providers on peer-to-peer clothes sharing platforms need?
Intrapersonal	Buying vs. Renting	Create more awareness and numbers about renting and its social and environmental benefits so that peers don't compare it to buying and do not see renting as "lose or fake."	What strategies are in place to create more awareness of online peer-to-peer asset use? What pricing model works best on peer-to-peer platforms for clothes sharing?
	Economic peer provider vs. Sustainable/social user (prosumer paradox)	Communicate the tensions prosumers may feel to make them aware that it is normal to have these feelings and that others may feel the same way. Over time, with proper communication, these motivations may balance out.	Why is the economic motive so present on the side of the peer providers although sustainable or social benefits predominate on the user side? What do prosumers need to reconcile their motives? Do prosumers feel/experience the tensions themselves?
	Irresponsible sharing vs. Using review system	Raise awareness for responsible sharing among each other and incentivize the review system or introduce a mandatory step after each completed rental process. Show the benefits of responsible sharing with online communication.	What is the best way to support responsible sharing on peer-to-peer platforms to build trust? To what extent can the mandatory verification stage support responsible sharing and build trust?
	Decreased sharing vs. Questioning the system	The platform should openly communicate the business model, goals, requirements, and facts about peer-to-peer sharing from research (environmental impact, savings, etc.). Collaboration with research institutions can also help to demonstrate the benefits and avoid sharewashing.	What is the actual environmental impact of online peer-to-peer clothes sharing? How often does a user need to rent to be more sustainable? What is the best way to communicate and integrate social responsibility to raise awareness of all pillars of sustainability?
	Overconsumption vs. Consumption reduction	More communication about the benefits of renting versus buying and why buying fast fashion or the old system should be less supported/ used.	What communication strategies are most effective for peers to avoid misusing peer-to-peer sharing platforms?

5.4 LIMITATIONS

While this qualitative study sheds light on behavioral paradoxes in peer-to-peer clothes sharing platforms, further research is needed to address existing limitations.

First, this study was based on exploratory qualitative research with a literature review and semi-structured interviews coded according to grounded theory. To ensure the research criteria of replicability, reliability, and validity (Bryman, 2012), all documents, procedures, and research processes were documented to avoid errors and bias (Yin, 2009). In addition, the time-consuming interviews included only a limited number of the population, so the findings cannot be generalized to all peer-to-peer clothes sharing platforms, although some findings may be replicable for online clothes exchange in general (e.g., trying on clothes). In addition, the subjectivity introduced by the grounded theory process (Strauss & Corbin, 1998) could be partially circumvented by using the open coding process (Corbin & Strauss, 1990) to stay close to the interview statements. Nevertheless, researcher bias cannot be completely eliminated. Ultimately, a quantitative approach could eliminate researcher bias and more objectively assess motivations and barriers to participation in online peer-to-peer clothes sharing. Furthermore, it would allow future research to include more research participants from different platforms to confirm, complement, or generalize behavioral paradoxes from peer-to-peer clothes sharing platforms, but also to the general concept of peer-to-peer asset sharing or even the SE.

Second, to represent social reality as closely as possible (Bryman, 2012), individuals participating in the research focus on peer-to-peer clothes sharing platforms were selected. By choosing a purposive sample (EU, open age groups), this study was limited. As this process turned out to be more difficult than expected, the diversity of the respondents could not be considered and is therefore limited (female, 19-40 years old, mainly German culture, more users than peer providers). Therefore, looking at the EU with the inclusion of more diverse countries, cultures, or ages could lead to different results of motivations and barriers for using peer-to-peer clothes sharing platforms and could produce further or new behavioral paradoxes. In addition, a comparative study would be another avenue of research for further insights. Also, looking at a similar number of users and peer providers or focusing on one of these consumer groups could lead to more targeted results and the research appeal for more distinction.

Third, data triangulation was used to increase validity and reliability. Different types of data sets - literature review and iterative coding process with different interviewees - were consistently compared, as recommended by Flick (2019), and new data was embedded in the literature. In addition, the quality of the research process was enhanced through collaboration within a research project. This allowed for the discussion of issues and findings within a small team and encouraged a more comprehensive analysis. Further research could include investigator triangulation to increase the reliability of the research process and data.

Overall, the findings meet the research criteria, contribute to a better understanding of consumer behavior on online peer-to-peer clothes sharing platforms, and provide a foundation for further research approaches.

6. CONCLUSION

In the evolving SE landscape, the shift from ownership to access via underutilized resources (Bardhi & Eckhardt, 2012; Benoit et al., 2017) has the goal of sustainable consumption. Online peer-to-peer sharing platforms are used as mediators to support the sharing process (Wirtz et al., 2019). While existing literature has addressed a variety of motivations, barriers, or dilemmas of SE and peer-to-peer asset sharing, less attention has been paid to niche platforms such as peer-to-peer clothes sharing (Futter, 2020). SE itself has been associated with paradoxical structures (e.g., Acquier et al., 2017; Martin, 2016), but other actors have been relatively neglected in these structures (Acquier et al., 2017). Therefore, the goal of this study was to examine behavioral paradoxes within peer-to-peer clothes sharing platforms and explore whether the diversity of motivations, barriers, and interpretations leads to ambiguous behaviors.

To explore this phenomenon, a qualitative, exploratory approach was used in which a literature review was conducted that focused on motivations, barriers, paradoxical structures and behaviors in SE and peer-to-peer asset sharing literature through the paradox lens. A consumer-centered approach was then adopted, using thirteen semi-structured interviews to uncover the motivations and barriers that participants experience in peer-to-peer clothes sharing, while also uncovering behavioral paradoxes This dual approach allowed for an in-depth understanding that enables to answer the underlying research questions of this study.

The first question is: *What behavioral paradoxes in peer-to-peer sharing can be identified in extant literature?* An initial foundation was laid by identifying explicit and implicit behavioral paradoxes in the literature on SE and peer-to-peer asset sharing. It became clear that paradoxical structures and behaviors exist, and conflicts can occur between peer groups. It was also identified that this conflicting behavior is not only based on motivations such as egocentric and altruistic behavior. The structures and processes of the platform can also lead to paradoxical behavior, such as the platform's control over peer interactions or the unequal use of the rating system. A total of eight paradoxes were identified from the literature, named as follows: commercial system vs. sustainable consumption style, remote access (no in-person contact) vs. in-person contact, egocentric behavior vs. altruistic behavior, trust vs. anonymity/discrimination, irresponsible sharing vs. responsible sharing, platform control vs. peer interaction freedom, attitude vs. behavior, and prosumer tension.

The second question is: *What motivations and barriers do consumers participating in peer-to-peer clothes sharing experience?* Firstly, the motivations and barriers to clothes sharing are largely unexplored and require an initial database. This study, therefore, provides a first qualitative overview of motivations and barriers to clothes sharing. Overall, five categories of motivations (personal motivations and feelings, environmental/sustainability perspective, trust in the platform and people, social motivations, economic benefits) and seven categories of barriers (clothing-related concerns, fashion sharing service, inconvenience, negative experiences and fears, old behaviors and habits, personal circumstances, and trust) were identified. Indeed, many motivations and barriers are consistent with previous literature that economic, social, environmental/sustainable, and personal motivations are part of the motivations for clothes sharing. Nevertheless, some differences between clothes sharing and other services could be identified, such as the offline experience for users or the difference between the motivations of clothes sharing providers and users compared to other assets. In addition, the rental process is perceived as more effort, with more requirements and less intrinsic motivation than renting. Moreover, sustainability was seen as an influencing factor on user attitudes

and behavior, although a range of intrinsic and extrinsic motivations influence participation decisions, particularly on the user side.

Further, some findings could be generalized to peer-to-peer sharing, such as trust in the form of insurance and positive and negative experiences during the sharing process as influencing factors for participation when sharing with strangers.
Overall, identifying these latter factors was essential to have a basis for recognizing behavioral paradoxes for the overarching research question.

Finally, the overarching research question of this study is: *What behavioral paradoxes occur in peer-to-peer clothes sharing?* The study of behavioral paradoxes on peer-to-peer clothes sharing platforms contributes to a deeper understanding of consumer behavior in the peer-to-peer asset-sharing niche of SE. The identification of interpersonal - within a group - and intrapersonal - within an individual - behavioral paradoxes show the different levels of occurrence. Eleven behavioral paradoxes were identified. Interpersonal paradoxes are offline vs. online interaction, platform engagement vs. peer interaction, fake community building vs. community building, offline trust building vs. online trust building, egocentric behavior vs. altruistic behavior, and less lending vs. more renting. Intrapersonal paradoxes are buying vs. renting, economic peer provider vs. sustainable/social user, irresponsible sharing vs. using the rating system, decreased renting vs. questioning the system, and (over)consumption vs. reducing consumption.

These results show that the environment as well as individual choices, needs and preconditions influence the use of these platforms and are complexly intertwined. Peers make conflicting decisions towards a more social and environmentally friendly approach, where trust is at the root and is influenced by motivations, expectations, and altruistic and egocentric behavior (antecedents). However, the design, offer, and interpretation of the platform provider drive this behavior and are part of the construct of behavioral paradoxes. The offline offerings and face-to-face interactions bring the social and community side more into focus and closer to the concept of true sharing (Belk, 2014). However, with these choices, platform providers open new areas of behavioral paradoxes that need to be understood, managed, or accepted to develop these platforms and raise awareness. In addition, to be viable in the future, there needs to be a balance between renting and lending so that the beneficial effects for both sides are achieved. Some of these findings were also found in the literature review but were not mentioned under the concept of behavioral paradoxes. Therefore, this study provides new insights into the nature of these platforms.

Looking ahead, understanding behavioral paradoxes is crucial for the sustainable development of peer-to-peer clothes sharing platforms, and some of these paradoxes may also apply to second-hand clothes buying and selling platforms. Recognizing these paradoxes allows for a deeper understanding of consumer behavior. The new knowledge about the different levels of behavioral paradoxes reveals the deep-rooted complexity between peers and within an individual. It suggests that SE is not only about economic factors but also about psychological and social dynamics that influence peer decisions. This may be important for platform providers, researchers, and practitioners to develop strategies that account for these paradoxes and better predict, influence, accept, or adopt peer behavior on these platforms. Future research should address these complexities and find the best way to deal with these paradoxes to move purposefully into the future. This also opens new research areas into the depth of human decisions and interactions in digital social platforms. By addressing these challenges, SE can realize its full potential for a more sustainable and connected future.

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APPENDIX

APPENDIX 1: SCREENING QUESTIONNAIRE FOR INTERVIEW PARTICIPANTS

Information Welcome to this 5 min screening questionnaire!

We conduct a study on consumer behavior in the sharing economy and the goal of this screening questionnaire is to identify interview participants interested in and qualified for participation in this research project.

The data entered here is fully anonymous and will only be used to identify suitable interview partners for this research purpose.

With your participation, you will support our ongoing thesis projects at our institution.

Thank you very much in advance,

Irem, Melina, Konstantinos & the Utrecht University Team

E-Mail: Please enter your e-mail address here so we can contact you:

_____

Name: Please indicate a first name or nickname that we can use to address you:

_____

Country: Please indicate your country of residence

▼ Albania (164) ... Vatican City (Holy See) (214)

Gender: Please indicate your gender identity

○ Male (1)

○ Female (2)

○ Non-binary / third gender (3)

○ Prefer not to say (4)

Age: In which year were you born?

▼ Edit year of birth (254) ... 2023 (328)

Current Occupation What is your current occupation?

▼ Edit current occupation (28) ... Other (52)

End of Block: PERSONAL DATA

Start of Block: P2P DEF

Definition P2P Platf A peer-to-peer asset sharing platform is used to grant or gain access to assets (e.g., cars, hobby equipment, tools, clothes) in order to share your own assets with others or to rent other people's assets for a specified period of time in exchange for money.

Usage Have you ever used an asset sharing platform - like Peerby, Turo, Snappcar, Fainin or Byrotation - to share your own assets or where you rent assets from other people?

○ No (28)

○ I'm not sure (29)

○ Yes (30)

What is the name of the peer-to-peer asset sharing platform you used?

_____

How often did you use this platform already?

○ Once (1)

○ Twice (2)

○ Three times (3)

○ More than Three times (4)

! Multiple Platforms Do you use multiple peer-to-peer asset sharing platforms?

○ Yes (1)

○ No (2)

Have you shared your own assets and/or rented other people's assets on these platforms?

○ I shared my own assets (1)

○ I rented assets from other people (2)

○ I do both, I have shared my own assets AND I rented assets from other people (3)

Please indicate the types of assets that you shared

☐   Clothes (1)

☐   Tools (2)

☐   Cars (3)

☐   Hobby Equipment (4)

☐   Others (you can indicate multiple here) (7)

_____

Future usage Do you plan on using it more often/continue using the platform(s)?

○ Definitely not (1)

○ Probably not (2)

○ Might or might not (3)

○ Probably yes (4)

○ Definitely yes (5)

End of Block: P2P FINAL

Start of Block: Cold Multi P2P 3

Platform names What are the names of the other platforms?

_____

How often did you use this platform already?

◯ Once (1)

◯ Twice (2)

◯ Three times (3)

◯ More than Three times (4)

Please indicate - if applicable - other sharing platforms that you used

_____

End of Block: Cold Multi P2P 3

APPENDIX 2: SEMI-STRUCTURED INTERVIEW GUIDE

A mixture of questions will be part of this studies interview guide from starting with more general questions for warming up to more specific and controversial ones, phrased in open-ended questions (Jacob & Ferguson, 2012). In the following, semi-structured interview guide questions are listed based on the tips and structure from Bryman (2012) and Jacob and Ferguson (2012):

Steps before the interview starts:
1) *Ask if everything is alright and if he or she feels comfortable*
2) *If a face-to-face interview, do not forget to click on recording*
3) *If an online interview, check if technical things (recording, sound etc.) are working properly on both sides and do not forget to click on recording*
4) *Introduce the topic with one or two sentences*

Topic	Question	Question Type incl. Prompt
Part 1: Short introduction	1. Welcome and thank you for your time to participate in this interview and my research. First, I would like to ask you for your consent to record this interview. Do you agree? START RECORDING 2. Ok thanks, I just started the recording.	*Introducing Question / Obtaining Consent question* Prompt: Agree/Yes; Disagree/no
	3. After the formality I would like you to introduce yourself briefly.	*Introducing Question* Prompt: Name, Age, Lifestyle (normal, more sustainable)
	4. Okay, so let us go over to the main topic of peer-to-peer sharing platforms, your experience and motivations. We will start with your service usage experience.	*Structuring Question*
Part 2: Service experience	5. Describe the clothes rental service and your first experience with it. OR tell me about your first experience with the clothes rental service and describe the service you are using.	*Introducing Question* Prompt: User, Provider or both, easy, complicated,
	a. Follow up: How do you use the [XX] service now? b. Why did you use it just once? (Just for one time user)	*Follow-up Question*
	6. What was interesting or memorable about the [XX] service?	*Specifying question* Prompt:
	7. What were your considerations when first looking into the [XX] service?	*Specifying question* Prompt: information search, fear, trust building, privacy, Benefits, environmental concerns, nice,
	a. What were your concerns when considering the [XX] service? b. What was important to you?	*Follow-Up / Specifying Question* Prompt: Safety, Privacy, Trust etc.
	8. What are the positive and negative aspects of the [XX] service?	*Specifying Question* Prompt: payment, insurance, trust, community,
	9. I would like to move on to your motivations to use this specific service.	*Structuring question (if necessary)*
	10. Why did you first choose the [XX] service?	*Direct question* Economic, social, community, environmental etc.

Part 3: Motivations to use the service	a.	What motivated you to use it and why?	
		i. When multiple factors / not clear from answer: Which of these was most important?	*Follow-Up / Direct question* Prompt: Social vs. economic, privacy vs. trust; sustainability vs economic opportunity;
	b.	In what context/ situation do you use the [XX] service?	
	c.	Why did you use the [XX] service again?	
		i. You said earlier that your motivation is X – do you still have the same motivation?	*Probing questions* Prompt: change, other motivation added
	11.	Will you continue using the [XX] service?	
	a.	Why/ why not?	*Follow-up Question*
	12.	Did something discourage you from using this or a similar service? (relates to the past)	
	13.	Could anything discourage you from using this service in the future? (relates to the future)	

APPENDIX 3: CONSENT FORM

Informed consent form (interview)

In this study we want to learn about paradoxical behavior of participants from peer-to-peer asset sharing platforms. Participation in this interview is voluntary and you can quit the interview at any time without giving a reason and without penalty. Your answers to the questions will be shared with the research team. We will process your personal data confidentially and in accordance with data protection legislation (the General Data Protection Regulation and Personal Data Act). Please respond to the questions honestly ad feel free to say or write anything you like.

[Only in case of anonymous handling: Everything you say or write will be confidential, and anonymous. This means that we do not ask for your name, and no one will know which respondent said what.]

I confirm that:
- I am satisfied with the received information about the research;
- I have no further questions about the research at this moment;
- I had the opportunity to think carefully about participating in the study;
- I will give an honest answer to the questions asked.

I agree that:
- the data to be collected will be obtained and stored for scientific purposes;
- the collected, completely anonymous, research data can be shared and re-used by scientists to answer other research questions;

I understand that:
- I have the right to see the research report afterwards.

Do you agree to participate? O Yes   O No

_____
Name of interviewee

_____   _____
City and Date   Signature Interviewee

APPENDIX 4: CONCISE LITERATURE REVIEW OVERVIEW

A screenshot of the Excel table is attached at the end of the table.

A detailed description of the four LR questions can be found in the attached Excel file.

Authors	Article Title	Source Title	Publication Year	DOI
He, L; Sopjani, L; Laurenti, R	User participation dilemmas in the circular economy: An empirical study of Scandinavia's largest peer-to-peer product sharing platform	SUSTAINABLE PRODUCTION AND CONSUMPTION	2021	10.1016/j.spc.2021.02.027
Wilhelms, MP; Merfeld, K; Henkel, S	Yours, mine, and ours: A user-centric analysis of opportunities and challenges in peer-to-peer asset sharing	BUSINESS HORIZONS	2017	10.1016/j.bushor.2017.07.004
Fritze, MP	Like a rolling stone? Investigating consumption values and the spillover effect of peer-to-peer sharing	INTERNATIONAL JOURNAL OF BUSINESS ENVIRONMENT	2017	10.1504/IJBE.2017.092224
Choi, TM; He, YY	Peer-to-peer collaborative consumption for fashion products in the sharing economy: Platform operations	TRANSPORTATION RESEARCH PART E-LOGISTICS AND TRANSPORTATION REVIEW	2019	10.1016/j.tre.2019.03.016
Olaru, D; Greaves, S; Leighton, C; Smith, B; Arnold, T	Peer-to-Peer (P2P) carsharing and driverless vehicles: Attitudes and values of vehicle owners	TRANSPORTATION RESEARCH PART A-POLICY AND PRACTICE	2021	10.1016/j.tra.2021.07.008
Wirtz, J; So, KKF; Mody, MA; Liu, SQ; Chun, HH	Platforms in the peer-to-peer sharing economy	JOURNAL OF SERVICE MANAGEMENT	2019	10.1108/JOSM-11-2018-0369
Raza, A; Asif, M; Ayyub, S	THE ERA OF SHARING ECONOMY: FACTORS THAT INFLUENCE THE BEHAVIORAL INTENTIONS OF USER AND PROVIDER TO PARTICIPATE IN PEER-TO-PEER SHARING ECONOMY	SERBIAN JOURNAL OF MANAGEMENT	2021	10.5937/sjm16-24481
Baker, JJ; Kearney, T; Laud, G; Holmlund, M	Engaging users in the sharing economy: individual and collective psychological ownership as antecedents to actor engagement	JOURNAL OF SERVICE MANAGEMENT	2021	10.1108/JOSM-08-2020-0300
Böcker, L; Meelen, T	Sharing for people, planet or profit? Analysing motivations for intended sharing economy participation	ENVIRONMENTAL INNOVATION AND SOCIETAL TRANSITIONS	2017	10.1016/j.eist,2016.09,004
Stofberg, N; Bridoux, F	Consumers' choice among peer-to-peer sharing platforms: The other side of the coin	PSYCHOLOGY & MARKETING	2019	10.1002/mar.21265
Köbis, N. C.; Soraperra, I.; Shalvi, S.	The Consequences of Participating in the Sharing Economy: A Transparency-Based Sharing Framework	Journal of Management	2021	10.1177/0149206320967740
Richardson, L	Performing the sharing economy	GEOFORUM	2015	10.1016/j.geoforum.2015.11.004
Kim, E; Yoon, S	Social capital, user motivation, and collaborative consumption of online platform services	JOURNAL OF RETAILING AND CONSUMER SERVICES	2021	10.1016/j.jretconser.2021.102651
Ballus-Armet, I; Shaheen, SA; Clonts, K; Weinzimmer, D	Peer-to-Peer Carsharing Exploring Public Perception and Market Characteristics in the San Francisco Bay Area, California	TRANSPORTATION RESEARCH RECORD	2014	10.3141/2416-04

Panniello, U; Ardito, L; Petruzzelli, AM	Scoping the state of the sharing economy and its antecedents at the country level: Cross-country differences in Europe	GEOFORUM	2022	10.1016/j.geoforum.2022.05.013
Kyprianou, C	CREATING VALUE FROM THE OUTSIDE IN OR THE INSIDE OUT: HOW NASCENT INTERMEDIARIES BUILD PEER-TO-PEER MARKETPLACES	ACADEMY OF MANAGEMENT DISCOVERIES	2018	10.5465/amd.2017.0081
Wilhelms, MP; Henkel, S; Falk, T	To earn is not enough: A means-end analysis to uncover peer-providers' participation motives in peer-to-peer carsharing	TECHNOLOGICAL FORECASTING AND SOCIAL CHANGE	2017	10.1016/j.techfore.2017.03.030
Akhmedova, A; Marimon, F; Mas-Machuca, M	Winning strategies for customer loyalty in the sharing economy: A mixed-methods study	JOURNAL OF BUSINESS RESEARCH	2020	10.1016/j.jbusres.2020.02.046
Hamari, J.; Sjöklint, M.; Ukkonen, A.	The sharing economy: Why people participate in collaborative consumption	Journal of the Association for Information Science and Technology	2016	10.1002/asi.23552
Česnuitytė V.; Klimczuk A.; Miguel C.; Avram G.	The Sharing Economy in Europe Developments, Practices, and Contradictions	Book	2022	10.1007/978-3-030-86897-0
Gazzola, P.; Vătămănescu, E.; Andrei, A. & Marrapodi, C.	Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development	Corporate Social Responsibility and Environmental Management	2019	10.1002/csr.1715
Hermes, S.; Maier, M.; Hein, A.; Böhm, M.; Krcmar, H.	User Roles on Peer-to-Peer Sharing Platforms: A Critical Review of the Literature and Recommended Remedies	Hawaii International Conference on System Sciences	2020	10.24251/HICSS.2020.100
Kurisu K., Ikeuchi R., Nakatani J., Moriguchi Y.	Consumers' motivations and barriers concerning various sharing services	Journal of Cleaner Production	2021	10.1016/j.jclepro.2021.127269
Münzel K.; Piscicelli L.; Boon, W. & Frenken, K.	Different business models – different users? Uncovering the motives and characteristics of business-to-consumer and peer-to-peer carsharing adopters in The Netherlands	Transportation Research Part D: Transport and Environment	2019	10.1016/j.trd.2019.07.001
Luri Minami, A.; Ramos, C.; Bruscato Bortoluzzo A.	Sharing economy versus collaborative consumption: What drives consumers in the new forms of exchange?	Journal of Business Research	2021	10.1016/j.jbusres.2021.01.035
Möhlmann, M.; Geissinger, A. (Auth.); Davidson, Nestor M.; Finck, Michèle (Edit.); Infranca, John J. (Book Author)	Trust in the Sharing Economy: Platform-Mediated Peer Trust	Trust in the Sharing Economy: Platform-Mediated Peer Trust	2018	10.1017/9781108255882.003
Hellwig, K.; Morhart, F.; Girardin, F.; Hauser, M.	Exploring Different Types of Sharing: A Proposed Segmentation of the Market for "Sharing" Businesses: EXPLORING DIFFERENT TYPES OF SHARING	Psychology & Marketing	2015	10.1002/mar.20825
Belk, R.	Sharing Versus Pseudo-Sharing in Web 2.0.	The Anthropologist, 18(1), 7–23.	2014	10.1080/09720073.2014.11891518
Benoit, S., Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J.	(2017). A triadic framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors	Journal of Business Research, 79, 219–227.	2017	10.1016/j.jbusres.2017.05.004

Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G.	Marketing in the Sharing Economy	Journal of Marketing, 83(5), 5–27.	2019	10.1177/0 022242919 861929
Ertz, M., Durif, F., Lecompte, A., & Boivin, C.	Does "sharing" mean "socially responsible consuming"? Exploration of the relationship between collaborative consumption and socially responsible consumption.	Journal of Consumer Marketing, 35(4), 392–402	2018	10.1108/JC M-09-2016-1941
Hawlitschek, F., Stofberg, N., Teubner, T., Tu, P., & Weinhardt, C.	How Corporate Sharewashing Practices Undermine Consumer Trust	Sustainability, 10(8), 2638.	2018a	10.3390/su 10082638
Hawlitschek, F., Teubner, T., & Gimpel, H.	Consumer motives for peer-to-peer sharing	Journal of Cleaner Production, 204, 144–157	2018b	https://doi .org/10.10 16/j.jclepr o.2018.08. 326
Schor, J. B., & Vallas, S. P.	The Sharing Economy: Rhetoric and Reality	Annual Review of Sociology, 47(1), 369–389	2021	10.1146/a nnurev-soc-082620-031411
Martin, Chris J.	The sharing economy: A pathway to sustainability or a nightmarish form of neoliberal capitalism?	Ecological Economics	2016	10.1016/j. ecolecon.2 015.11.027
Acquier, A.; Daudigeos, T.; Pinkse, J.	Promises and paradoxes of the sharing economy: An organizing framework	Technological Forecasting and Social Change	2017	10.1016/j.t echfore.20 17.07.006
Frenken, K.; Schor, J.	Putting the sharing economy into perspective	Environmental Innovation and Societal Transitions	2017	10.1016/j. eist.2017.0 1.003

Authors	Article Title	Source Title	Publication Year	Which definition of sharing do the authors use for their paper? Just copy and paste here	Do the authors describe paradoxes, dilemmas or other phenomena, that suggest a misfit between what consumers want in sharing services? Please copy relevant sections here.	What do the authors say about motivations for consumers to participate in sharing services? Please copy relevant sections here.	Does the paper focus on the provider, the user, or the platform for ist analysis? Please indicate what applies	DOI	DOI LINK	Abstract
He, L; Sopjani, L	User participati	SUSTAINABLE PR	2021	"Sharing practices includ	"results reveal the diler	"studies support that tru	User, Peer provider,	10.1016/j.spc.20	https://doi.org/	Reusing materi
Wilhelms, MP; N	Yours, mine, an	BUSINESS HORIZ	2017	"While the umbrella cor	", a keyless rental proce	"Cost-conscious individu	User, Platform	10.1016/j.busho	https://doi.org/	The sharing eco
Fritze, MP	Like a rolling st	INTERNATIONAL	2017	"In contrast, peer-to-pe	/		User, Peer provider	10.1504/IJBE.201	https://doi.org/	The purpose of
Choi, TM; He, YY	Peer-to-peer col	TRANSPORTATIO	2019	"Collaborative consump	"We have proven that th	"Economic, environmen	User, Peer provider	10.1016/j.tre.201	https://doi.org/	With the advanc
Olaru, D; Greave	Peer-to-Peer (P2	TRANSPORTATIO	2021	"peer-to-peer (P2P) cars	"Despite the potential t	"Collaborative consump	User, Platform	10.1016/j.tra.202	https://doi.org/	Within the grow
Wirtz, J; So, KKF;	Platforms in the	JOURNAL OF SER	2019	"peer-to-peer sharing p	"cross-listing of assets i	Findings highlight the ir	User, Peer provider,	10.1108/JOSM-11	https://doi.org/	Purpose The pu
Raza, A; Asif, M;	THE ERA OF SHA	SERBIAN JOURN,	2021	"In the platform-based s	"no significant relations	"Need arousal can also	User, Peer provider	10.5937/sjm16-2	https://doi.org/	The Sharing Eco
Baker, JJ; Keame	Engaging users	JOURNAL OF SER	2021	"However, studies gene	"This categorization dep	"The empirical results c	User, Peer provider	10.1108/JOSM-0&	https://doi.org/	Purpose This co
Böcker, L; Meelе	Sharing for peol	ENVIRONMENTA	2017	"This paper focuses on	There is a constant stru	"In sum, PO theory expla	User	10.1016/j.eist.20	https://doi.org/	The sharing eco
Stofberg, N; Brid	Consumers' cho	PSYCHOLOGY & N	2019	"Peer-to-peer sharing re	"These remote access te	"here are pronounced d	User, Peer provider	10.1002/mar.212	https://doi.org/	Many peer-to-pe
Köbis, N. C.; Sort	The Consequen	Journal of Mana	2021	"trust-based commercia	"well-functioning infras	"seeking social benefits	User, Peer provider	10.1177/0149206	https://doi.org/	The sharing eco
Richardson, L	Performing the s	GEOFORUM	2015	"digital platforms that e	apparent paradox, framed as both part of the ca	"Economic Benefits for P	Platform, System	10.1016/j.geofor	http://dx.doi.org	Collaborative co
Kim, E; Yoon, S	Social capital, u	JOURNAL OF RET	2021	"Collaborative consump		social capital exerts a n	User, Peer provider,	10.1016/j.jretcon	http://dx.doi.org	Peer-to-peer car
Ballus-Armet, I;	Peer-to-Peer Car	TRANSPORTATIO	2014	"Carsharing is an altem	/	"expansion of mobility s	User, Peer provider	10.3141/2416-04	http://dx.doi.org	Recent technolo
Panniello, U; Ar	Scoping the stat	GEOFORUM	2022	"sharing economy (SE), v	"Concerns about privacy	PEER PROVIDER reasons	Institutional and in	10.1016/j.geofor	http://dx.doi.org	Peer-to-peer ma
Kyprianou, C	CREATING VALUE	ACADEMY OF MA	2018	"a peer-to-peer marketp	"low control of both sup	"Intermediaries typicall	User, Peer provider,	10.5465/amd.20	http://dx.doi.org	Globally, the ca
Wilhelms, MP; t	To earn is not e	TECHNOLOGICAL	2017	"Peer-to-peer carsharing	"self-centered motives c	"our overarching motiva	Peer Provider	10.1016/j.techfo	http://dx.doi.org	Loyalty is key fo
Akhmedova, A; I	Winning strateg	JOURNAL OF BUS	2020	"but most correspond to	"platforms enable and	"Loyalty is key for sharir	User, Peer provider	10.1016/j.jbusre	http://dx.doi.org	Information and
Hamari, J.; Sjökl	The sharing eco	Journal of the A	2016	"Collaborative Consump	"n interesting detail in t	CC is motivated by many	User, Platform	10.1002/asi.235t	https://doi.org/	The current stud
Česnuitytė V.; Kl	The Sharing Eco	Book	2022	/		"The sharing economy has been moving away fr	Whole system - Use	10.1007/978-3-03	https://doi.org/	The success of s
Gazzola, P.; Vät	Users' motivatic	Corporate Socia	2019	"According to Hamari et	/	The findings confirmed t	User, Peer provider	10.1002/csr.1715	https://doi.org/	Recently, the sh
Hermes, S.; Mai	User Roles on P	Hawaii Internat	2020	"Although individuals h	"lack theoretical ground	"though building upon	User	10.24251/HICSS..	https://doi.org/	Carsharing is re
Kurisu K., Ikeucl	Consumers' mot	Journal of Clean	2021	"As a broad definition,	"Once consumers have t	"individuals with prior u	User, Peer provider	10.1016/j.jclepro	https://doi.org/	Digital transfor
Münzel K.; Piscir	Different busine	Transportation	2019	"to extant research by ir	"P2P carsharing is a natı	"the environment is not	User, Peer provider	10.1016/j.jtrd.201	https://doi.org/	Sharing instead
Luri Minami, Ad	Sharing econom	Journal of Busir	2021	"Sharing economy consists of the practice of usii	"economic benefit in be	User, Peer provider	10.1016/j.jbusre	https://doi.org/	The Internet has
Möhlmann, Mar	Trust in the Sha	Trust in the Sha	2018	"In this paper, we take t	/	Interpersonal trust lies	User, Peer provider,	10.1017/9781108	https://doi.org/	Collaborative co
Hellwig, Kathari	Exploring Differ	Psychology & Ma	2015	"In this constantly grow	"More reservation conce	"set of trait-related, moti	User, Peer provider,	10.1017/9781108	https://doi.org/	The last decade
Belk, R.	Sharing Versus	The Anthropolo	2014	"sharing and pseudo-sh	"individual vs. communal	"Trust in relatives and tf	User, Peer provider,	10.1080/0972007	https://doi.org/	The p
Benoit, S., Bake	(2017). A triadic	Journal of Busii	2017	ACCESS BASED SERVICES	"Dyadic, between provide	CUSTOMER MOTIVES	"Eco User, Peer provider,	10.1016/j.jbusre	https://doi.org/	Sharewashing d
Eckhardt, G. M.,	Marketing in the	Journal of Mark	2019	"we synthesize these ch	"However, in reality mos	/	More system persp	10.1177/0022242	https://doi.org/	Contemporary e.
Ertz, M., Durif, F.	Does "sharing"	Journal of Cons	2018	"In the case of the mutu	"CC enthusiasts differ p	"the more consumers pe	User, Peer provider	10.1108/JCM-09-	https://doi.org/	The sharing eco
Hawlitschek, F.,	How Corporate :	Sustainability, 1	2018a	"broad umbrella term o	"Yet, some platforms position themselves as "sh	User, Peer provider,	10.3390/su1008;	https://doi.org/	The sharing eco
Hawlitschek, F.,	Consumer motiv	Journal of Clean	2018b	"Contemporary e-comme	"success of peer-to-pee	"Our findings suggest fir	User, Peer provider	https://doi.org/10.1016/j.jclepro.		In this article, w
Schor, J. B., & Va	The Sharing Eco	Annual Review	2021	"The sharing economy is	"The utopian discourse	/	system / platform	https://doi.org/10.1146/annurev		We develop a co
Martin, Chris J.	The sharing eco	Ecological Econ	2016	"The sharing economy s	"Hence, suggesting a pa	"Individuals working or	System/Platform	10.1016/j.ecolec	https://doi.org/	
Acquier, Aurélie	Promises and pi	Technological F	2017	"They propose defining	"Sharing economy as re	/	System/Platform	10.1016/j.techfo	https://doi.org/	
Frenken, Koen; :	Putting the shar	Environmental I	2017	"We follow Frenken et a	"As we noted above, the	/	System/Platform	10.1016/j.eist.20	https://doi.org/	

APPENDIX 5: THEMATIC ANALYSIS RESULTS PART 1 – MOTIVATIONS FOR P2P ASSET SHARING

THEMATIC ANALYSIS OF LITERATURE REVIEW	1		
Category 2	**MOTIVATIONS**	**Author**
Environmental / Sustainability benefits and motivations	environmental oriented/benefits/friendly	Böcker & Meelen, 2017; Köbis et al., 2021; Fritze, 2017; Ballús-armet et al., 2014; Kurisu et al., 2021
	environmental benefits as a side effect, not main motivation in the beginning	Wilhelms et al., 2017b; Kurisu et al., 2021
	greeness of activity	Hamari et al., 2016
	less resource usage (user), resource sharing	Benoit et al., 2017; Ballus-Armet et al., 2014
	ecological sustainability as prerequisite	Hawlitschek et al., 2018b
	good for environment	Olaru et al., 2021
	sustainable, efficient, less usage of assets/resources	Panniello et al., 2022; Wilhelms et al., 2017b
	sustainable development (social responsibility)	Gazzola et al., 2019
	Sustainability	Kim & Yoon, 2021; Hamari et al., 2016; Kurisu et al., 2021: Hawlitschek et al., 2018b
Social benefits and motivations	community building & feeling	Böcker & Meelen, 2017; Belk, 2014; Olaru et al., 2021; Köbis et al., 2021; Richardson, 2015; Stofberg & Bridoux, 2019
	Social benefits/orientation	Stofberg & Bridoux, 2019; Luri Minami et al., 2021
	platform supports income for local communitys well-being	Wirtz et al., 2019
	sharing to help others	Wirtz et al., 2019; Wilhelms et al., 2017b
	social interaction (socializing); meet other people; meet new people	Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; Kim & Yoon, 2021; Hermes et al., 2020
	social value	Wirtz et al., 2019; Fritze, 2017

	social capital (shared good, social interaction tie, norm of reciprocity) influences intrinsic motivations	Kim & Yoon, 2021
	easy to interact with consumers	Panniello et al., 2022
Economic benefits and motivations	entrepreneurial freedom (peer provider)	Wirtz et al., 2019; Benoit et al., 2017; Martin, 2016
	save money	Wilhelms et al., 2017a; Köbis et al., 2021; Ballús-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017
	enrich own life with money	Wilhelms et al., 2017a
	reduce ownership costs e.g. fixed costs and taxes	Wilhelm et al., 2017a; Wilhelm et al., 2017b
	additional income, extra income	Wilhelms et al., 2017a; Olaru et al., 2021; Köbis et al., 2021; Ballús-Armet et al., 2014; Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al., 2017
	owner type: cost-conscious type (reduction of ownership costs + income)	Wilhelms et al., 2017a
	owner type: spenders (disposable income, enrich own life)	Wilhelms et al., 2017a
	renter type: budgeters (saving money)	Wilhelms et al., 2017a
	no human interaction of importance	Wilhelms et al., 2017a
	functional and economic value	Wirtz et al., 2019; Fritze 2017 (just economic value)
	financial/economic benefit (user & peer provider)	Wirtz et al., 2019; Raza et al., 2021; Köbis et al., 2021; Wilhelms et al., 2017b; Hermes et al., 2020; Kurisu et al., 2021; Hawlitschek et al., 2018b; Hamari et al., 2016; Ballús-Armet et al., 2014
	economically motivated (peer provider)	Böcker & Meelen, 2017; Gazzola et al., 2019
	lower prices (less expensive)	Köbis et al., 2021; Benoit et al., 2017; Ertz et al., 2018
	more money for other purposes	Wilhelms et al., 2017b
	more money for other purposes	Wilhelms et al., 2017b
Personal motivations	Flexible working hours	Panniello et al., 2022

	enjoyment (peer provider)	Wilhelms et al., 2017b; Wilhelms et al., 2017a; Raza et al., 2021;
	Reduce risk and responsibility, no ownership (user)	Benoit et al., 2017
	usage of different good over time, variety of products; expanded mobility offer	Wirtz et al., 2019; Benoit et al., 2017; Kurisu et al., 2021
	experiential and hedonic value	Wirtz et al., 2019; Benoit et al., 2017
	indulgence	Raza et al., 2021
	Enjoyment	Raza et al., 2021; Kim & Yoon, 2021; Hamari et al., 2016; Luri Minami et al., 2021
	usage of different good over time, variety of products; expanded mobility offer	Hermes et al., 2020; Hawlitschek et al., 2018b; Ballús-Armet et al., 2014
	save space	Kurisu et al., 2021
	save time	Kurisu et al., 2021; Wilhelms et al., 2017a; Ertz et al., 2018
	convenience, reducing hussle	Wirtz et al., 2019; Wilhelms et al., 2017a; Ballús-Armet et al., 2014; Stofberg & Bridoux, 2019; Luri Minami et al., 2021; Münzel et al., 2019
	Curiosity	Kurisu et al., 2021
	primary use for special purposes	Münzel et al., 2019
	reduced transaction costs (more convenience, less risks) for consumer	Wirtz et al., 2019
	reduced set-up, distribution and transaction costs	Wirtz et al., 2019;
	renter type: convenience-lovers (saving time, reducing hussle, with convent. Car rental)	Wilhelms et al., 2017a
	owner type: sharer (joy, experience)	Wilhelms et al., 2017a
	renter type: status-conscious (signaling status)	Wilhelms et al., 2017a
	renter type: assurance-seeker (getting experience one desires)	Wilhelms et al., 2017a
	availability	Ballús-Armet et al., 2014; Hawlitschek et al., 2018b
	personal growth	Köbis et al., 2021
User and peer provider types	renter type: budgeters (saving money)	Wilhelms et al., 2017a
	renter type: status-conscious (signaling status)	Wilhelms et al., 2017a
	renter type: assurance-seeker (getting experience one desires)	Wilhelms et al., 2017a
	renter type: convenience-lovers (saving time, reducing hussle, with convent. Car rental)	Wilhelms et al., 2017a

	owner type: cost-conscious type (reduction of ownership costs + income)	Wilhelms et al., 2017a
	owner type: spenders (disposable income, enrich own life)	Wilhelms et al., 2017a
	owner type: sharer (joy, experience)	Wilhelms et al., 2017a
	sharing idealists (30.5%)	Hellwig et al., 2015
	sharing opponents (28%)	Hellwig et al., 2015
	sharing pragmatists (11.5%)	Hellwig et al., 2015
Other	normative sharers (30%)	Hellwig et al., 2015
	can change over time	Böcker & Meelen, 2017
	differ between user roles	Böcker & Meelen, 2017; Hermes et al., 2020
	differ depending of the good	Böcker & Meelen, 2017; Hermes et al., 2020; Hellwig et al., 2015; Fritze, 2017

APPENDIX 6: THEMATIC ANALYSIS RESULTS PART 2 – OTHER FACTORS INFLUENCING P2P ASSET SHARING

THEMATIC ANALYSIS OF LITERATURE REVIEW	2		
Category	**FACTORS INFLUENCING SHARING**	**Author**
TRUST	trust necessary in P2P consumption	He et al., 2021; Benoit et al., 2017; Hawlitschek et al., 2018b
	trust ownership and needs are the foundation and influencing factors in in the Sharing Economy success	He, L; Sopjani, L; Laurenti, R, 2021
	peer provider needs reputation	Benoit et al., 2017
	responsible sharing to create trust	Köbis et al., 2021
	communication process was important between the peers (peer provider knew what is happening)	He et al., 2021, p. 980
	Intermediaries (insurance, payment, matching process etc.) help support building trust (have to balanced out)	Kyprianou, 2018
	trust in others as prerequisite	Hawlitschek et al., 2018b, p. 154
	Interpersonal trust	Möhlmann & Geissinger, 2018
PLATFORM	shape and communicate social norms	Benoit et al. 2017
	create trust and reduce risk	Benoit et al. 2017
	communicate platform branding	

	Homogenous groups of participants to support sustainability	Olaru et al., 2021
	payment was essential for the ownership	He, L; Sopjani, L; Laurenti, R, 2021
	good infrastructure for positive outcomes such as trust, lower prices, loyalty, positive attitude, authentic experiences, personal growth, and a sense of community	Köbis et al., 2021
	dyadic relationship between user and platforms necessary, create individual physical ownership to then create collective engagement (collective physical ownership)	Baker et al., 2021
	communication of platform benefits	Baker et al., 2021
	shared goal has the strongest influence on all the motivations to participate in collaborative consumption (e.g. reducing environmental impact, helping the nature etc.)	Kim & Yoon, 2021
	"loyalty antecedents: (i) organisation of the information stored on the website (app); (ii) platform responsiveness and reliability; and (iii) customer interaction with the peer provider."	Akhmedova et al., 2020, p. 40
	information necessary in the pre-purchase stage, looking for comments - rating system	Wirtz et al. 2019
	repurchase intention and loyalty depends on first consumption/purchase	Wirtz et al. 2019
	Platform is mediator to create trust between the peers and needs to look trustworthy to peer (intermediaries help to create it)	Möhlmann & Geissinger, 2018
	"loyalty antecedents: (i) organisation of the information stored on the website (app); (ii) platform responsiveness and reliability; and (iii) customer interaction with the peer provider."	Akhmedova et al., 2020, p. 40
	Loyalty is key	Akhmedova et al., 2020
	Loyalty and positive attitude secure future transactions	Köbis et al., 2021
EXPERIENCE	experiences influence trust satisfaction	He, L; Sopjani, L; Laurenti, R, 2021
	factors influencing experience: punctuality, supportiveness of the user, flexibility and simplicity in the sharing procedure, functionality and condition of the shared products, reliability in payment (p. 980) and cleanness of products at the return time	He, L; Sopjani, L; Laurenti, R, 2021
	prior usage experience influences future intention of using sharing service again and the motivation participants have	Kurisu et al., 2021
	responsibility, honesty and consumer responsibility were important for peer provider	He, L; Sopjani, L; Laurenti, R, 2021

	repurchase intention and loyalty depends on first consumption/purchase	Wirtz et al. 2019
	authentic experience	Köbis et al., 2021
INDIVIDUALS ANTECEDENTS	peoples personality has an influence on consumer behavior	Kurisu et al., 2021; Hellwig et al., 2015
	Materialism	Kurisu et al., 2021
	Normative	Kurisu et al., 2021
	iPO (individual physical ownership) is necessary to start engaging in the first place with the platform	Baker et al., 2021
	social capital influences intrinsic as well as extrinsic motivations but more the intrinsic ones	Kim & Yoon, 2021
	social identity motives are crucial for ones needs and influence the feeling to belong to a community for creating cPO (collective physical ownership) and driving socialization and sharing on peer-to-peer platforms	Baker et al., 2021
	Human need for a sense of: - Self-identity, - Self-efficacy and effectance,	Baker et al., 2021
	the shared goal has the strongest influence on the motivations compared to other social capital factors	Kim & Yoon, 2021
	modern lifestyle	Hawlitschek et al., 2018b
	effort expectancy	Hawlitschek et al., 2018b

APPENDIX 7: THEMATIC ANALYSIS PART 3 – IDENTIFIED PARADOXES IN P2P SHARING LITERATURE

THEMATIC ANALYSIS OF LITERATURE REVIEW | 3			
SYSTEM PARADOX			
Commercialized system vs. Sustainable consumption style			
the sharing economy simultaneously masks new forms of inequality and polarisations of ownership.	Richardson, 2015	"an antidote to the narrative of economy as engendering isolation and separation"	Richardson, 2015, p. 121
part of the capitalist economy	Richardson, 2015	alternative to capitalist economy	Richardson, 2015
on the other hand, it is criticized that the sharing economy does not support what is supposed to do	Richardson, 2015	Sharing means community, collaboration and working together in a different way (no separation)	Richardson, 2015
"pseudo sharing" - sharing for money	Belk, 2014	real sharing - sharing for community reasons and altruistic behavior	Belk, 2014
commercialised system	Miguel et al., 2022 (In Česnuitytė et al., 2022)	non-market based sharing, gifting	Miguel et al., 2022 (In Česnuitytė et al., 2022)

new system may be safer, digitalised and efficient but more impersonal and monetary driven	Česnuitytė et al., 2022)	once was socially, emotional	Česnuitytė et al., 2022
well functioning platforms processes like payment, communication and insurance enable positive consequences for the users and peer providers	Köbis et al. 2021	with ambiguity in the persons role, rules positions enables the negative consequences to appear	Köbis et al., 2021
"expectations of environmental sustainability have been undermined by increasing evidence of its contributions to carbon emissions and other pollutants."	Schor and Vallas, 2021, p. 383		

INDIVIDUAL PARADOXES

Remote access / no in-person contact vs. In-person contact			
remote access technologies seems more convenient for consumers, no in-person meeting	Stofberg & Bridoux, 2019	Exactly 50% of the respondents chose a sharing for free model and 29% chose renting with in-person interactions, making renting without in-person interactions the least popular business model. (p. 1186)	Stofberg & Bridoux, 2019
No Human interaction necessary in the sharing practice	Wilhelms et al., 2017a	Lacking social interaction as well as, low competences in sharing practice support participants dilemmas like information transparency, product quality, product pick-up and return, security (p. 975)	He et al., 2021
		"The social presence estimates the extent to which an online sharing platform allows its users to experience the psychological presence from the other users whom they are facing in the sharing practice, and hence to perceive human contact, sociability, and sensitivity (Parker et al., 1978; Rice and Case, 1983; Ye et al., 2019)." (He et al., 2021, p. 977)	He et al., 2021, p. 77
		"Social presence explains the phenomenon presented in the results that users commenting on trust and ownership are inclined to consider the communication and personal interaction during the sharing practice" (He et al., 2021, p. 982)	He et al., 2021, p. 982)

Egocentric behavior vs. Altruistic behvior			
Information, messages and services should target personal benefits and cost savings towards some parts of the community	Olaru et al., 2021	But the "altruistic benefit of sharing for others" needs to be highlighted as well	Olaru et al., 2021 p. 180
economic motives are the main driver for peer providers including quality of life (spending extra money on something else)	Wilhelms et al., 2017b	peer providers have the possibility to help others	Wilhelms et al., 2017b
starting with economically motives to participate the sharing service	Kurisu et al., 2021	adding purpose/meanings to the use of sharing services may occur over time so that sustainability or environmental aspects become more important	Kurisu et al. 2021
altruistic motivations (but maybe it balances it out with each other)	Hamari et al., 2016	gain seeking motivations (but maybe it balances it out with each other)	Hamari et al., 2016

social and environmental aspects are more apparent after a while	Böcker & Meelen, 2017	sharing the first time because of utilitarian reasons and self-interest, motivations changes over time	Böcker & Meelen, 2017
the idea of the sharing economy is to participate for altruistic reasons	Wilhelms et al., 2017b	peer providers also participate for utilitarian reasons	Wilhelms et al., 2017b
Trust vs. Anonymity/discrimination			
trust is build is built with opening up in the internet and setting a profile, verifying ID details, profile picture and maybe even connection to other social media profiles	Richardson, 2015	digital discrimination can happen, and people may feel unwell to participate due to this kind of discrimination and dont participate at all or stop participating due to too many "trustworth attributes"	Richardson, 2015, p. 125
Information transparency and security (crucial dilemmas) influence the feeling of trust, ownership and need	He et al., 2021	Concerns about privacy	Panniello et al., 2022
peer provider can feel safety issues towards the shared good without trust towards the consumer	Raza et al., 2021		
Irresponsible sharing vs. Responsible sharing			
not responsible behavior can build trust and can lead to opportunistic behavior in the sharing process	Köbis et al., 2021	Some participants (an platforms) share responsible, also with sharing inconvenient information trust can be build in a responsible way	Köbis et al., 2021
Platform control vs. Peer interaction freedom			
platform control is necessary to control peer interactions with payment, security or membership offerings	Baker et al., 2021	little platform control is beneficial for peers engagement, socialization and content generation as they perform collective engagement	Baker et al., 2021
Transparency from side of the platforms is given and may even increased with "inconvinient" consequences as e.g. negative feedback on the websites	Köbis et al. 2021	ignorance of transparency and willingful sharing irresponsible	Köbis et al., 2021
stricter control with intermediaries (insurance, payment, matching process etc.)	Kyprianou. 2018	helps resolving conflicts between the participants but less freedom	Kyprianou, 2018
information searching	Köbis et al. 2021	wilingful ignorance	Köbis et al., 2021
platform capability to understand peers behavior	Hawlitschek et al., 2018b	peers engagement on the platform	Hawlitschek et al., 2018b
low control of supply and demand side on platform	Kyprianou, 2018	more freedom but carries the risk of unconformity of participants behavior (e.g. asset damage,)	Kyprianou, 2018
sharewashing practices from platform provider	Hawlitschek et al., 2018a	information search & developing individual physical ownership/engagement	Köbis et al., 2021 + Baker et al., 2021
Attitude vs. Behavior			
sustainable attitude towards collaborative consumption	Hamari et al., 2016	sustainability was not the main driver for participating in collaborative consumption	Hamari et al., 2016
there is a set of motives in the literature which are somehow agreed on for consumer behavior: financial benefits, social experience, ecological sustainability, sense of belonging, and familiarity.	Hawlitschek et al., 2018b	The result of this study show that not all of these effects/motives are actually important for consumers participation in peer-to-peer sharing platforms and motives like product variety and availability, process risk concerns, independence through ownership, and trust in other users have get less attention in research	Hawlitschek et al., 2018b

Prosumer tension			
user motivation	Böcker & Meelen, 2017	peer provider motivation	Böcker & Meelen, 2017
more economically oriented	Böcker & Meelen, 2017	less economically oriented compared to use	Böcker & Meelen, 2017
well-functioning platforms processes like payment, communication and insurance enable positive consequences for the users and peer providers	Köbis et al. 2021	with ambiguity in the persons role, rules positions enable the negative consequences to appear	Köbis et al., 2021

APPENDIX 8: THEMATIC ANALYSIS RESULTS PART 4 – BARRIERS TO P2P ASSET SHARING

THEMATIC ANALYSIS OF THE LITERATURE REVIEW	4		
Category	**Barriers**	**Author**
Product-related	product availability; availability as deterrent	Hawlitschek et al., 2018b; Ballús-Armet et al., 2014; Olaru et al., 2021
	fears about losing belonging or damaged after receiving back)	Hellwig et al., 2015; Münzel et al., 2019
	peer provider can feel safety issue towards good without trust	Raza et al., 2021; Kurisu et al., 2021; Ballús-Armet et al., 2014
	product non-functioning, product condition, functionality	He et al., 2021
	product quality	Kurisu et al., 2021; He et al., 2021
	no product	Kurisu et al., 2021
	uncertainty of product specification	He et al., 2021
	product information	He et al., 2021
	Vehicle reliability (user)	Ballús-Armet et al., 2014
	Liability, insurance (both sides)	Ballús-Armet et al., 2014; Olaru et al., 2021, He et al., 2021
	user knowledge about product operation	He et al., 2021
	accident/responsibility	Kurisu et al., 2021
Peer-to-peer interaction	Personal interaction (User)	Ballús-Armet et al., 2014
	dilemma: pick-up and return time	He et al., 2021
	Less trust in peer provider	Panniello et al., 2022
	misleading reviews	Panniello et al., 2022
	Lack of trust in user	Panniello et al., 2022
	Difficulties with consumers using your services.	Panniello et al., 2022
	effort expectancy, extensive effort	Hawlitschek et al., 2018b; He et al., 2021
Experience	experiences can influence motivation but also barriers and intention to use the service again	Kurisu et al., 2021
	Services as not expected	Panniello et al., 2022
Platform process / set-up	process risk concerns	Hawlitschek et al., 2018b
	Prefer a big company over P2P	Ballús-Armet et al., 2014
	risks/concerns causing dilemmas	He et al., 2021
	Liability, insurance	Ballús-Armet et al., 2014; Olaru et al., 2021, He et al., 2021
	dilemma: information transparency	He et al., 2021
	Convenience	Ballús-Armet et al., 2014
	security	He et al., 2021
	reputation of company	Olaru et al., 2021
	Lack of trust, prefer traditional channels.	Panniello et al., 2022
	Did not know SE platforms	Panniello et al., 2022
	Issue with booking/payments.	Panniello et al., 2022

	Lack of clarity about responsibility for problems.	Panniello et al., 2022
	Misuse of personal data	Panniello et al., 2022
	Lack of trust toward booking/ payments with becoming peer provider	Panniello et al., 2022
	Lack of legal clarity on how to provide the service	Panniello et al., 2022
Monetary	price	Kurisu et al., 2021
	Compensation	He et al., 2021
Others	independence through ownership	Hawlitschek et al., 2018b
	Poor internet connection.	Panniello et al., 2022
	Lack of technical knowledge.	Panniello et al., 2022
	No time/interest for becoming peer provider	Panniello et al., 2022
	Unclear impact on your employment status.	Panniello et al., 2022
	Complicated system for paying tax	Panniello et al., 2022

APPENDIX 9: INTERVIEW CODING RESULTS - MOTIVATIONS OF CLOTHES RENTING PEERS WITH LITERATURE REFERENCES

Third-order category: MOTIVATIONS			
Second-order category	**First-order category**	**Literature support**	**Zero-order category**
Economic (economic benefits)	Affordability	YES Wilhelms et al., 2017a; Köbis et al., 2021; Ballus-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017; Benoit et al., 2017 (lower prices, save money, affordability by Münzel et al., 2019)	more affordable (designer) clothes and bags with fashion rental for occasions
		NO (not everyday use mentioned)	more affordable price offer also for everyday use
	Earning money	YES Wilhelms et al., 2017a; Wilhelms et al., 2017b (reduced ownership costs)	dress is paying for itself with lending
		YES Wilhelms et al., 2017a; Olaru et al., 2021; Köbis et al., 2021; Ballus-Armet et al., 2014; Panniello et al., 2022; Wilhelms et al., 2017b; Benoit et al., 2017 (additional income, extra income)	earning money with lending
	Economical resource efficiency	NO but related to Panniello et al., 2022; Wilhelms et al., 2017b (efficient usage of resources, but this is economically driven)	renting dresses together with friends for summer vacation
		NO	renting for limited time period and need to make use of it
		NO	to make the money worth it (good investment) also doing photo shootings if possible
		NO	used the same rental dress for four christmas parties, no one knew each other
	Money spending somewhere else	YES Wilhelms et al., 2017b (spending money on sth else)	Spend money somewhere else from renting and lending
	Reasonable renting price	NO	prices are reasonable
	Saving money	YES Wilhelms et al., 2017a; Köbis et al., 2021; Ballus-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017 (save money)	dont want to buy all the (designer) pieces
		YES Wilhelms et al., 2017a; Köbis et al., 2021; Ballus-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017 (save money)	not spending much money
		YES Wilhelms et al., 2017a; Köbis et al., 2021; Ballus-Armet et al., 2014; Kurisu et al., 2021: Benoit et al., 2017; Kurisu et al., 2021; Benoit et al., 2017 (lower prices, save money)	personal delivery to pay less money
Environmental & Sustainability perspective	Caring for planet, environment and sustainability	YES Olaru et al., 2021 (good for environment)	concept good for environment
		YES Olaru et al., 2021 (good for environment)	feeling of doing good for the environment and sustainability
		NO (but part of sustainable development,	human reason

		social responsibility from Gazzola et al., 2019)	
		NO	local renting instead of shipping through germany
		YES Kim & Yoon, 2021; Hamari et al., 2015; Kurisu et al., 2021	personal delivery is sustainable (no cars involved)
		NO	renting emission saving available on platform
		NO	saving carbon emissions with renting & self pick-up
		NO	water usage impact
	Eco-friendly and sustainable fashion practice	YES Panniello et al., 2022; Wilhelms et al., 2017b (sustainable and efficient usage of assets)	fulfilling clothing purpose
		NO BUT INDIRECT YES Benoit et al., 2017; Böcker & Meelen, 2017; Köbis et al., 2021; Fritze, 2017; Ballus-armet et al., 2014; Kurisu et al., 2021 (environmental oriented/benefits/friendly, less resource usage)	no clothing waste
		YES Benoit et al., 2017; Ballus-Armet et al., 2014 (less resource use, resource sharing)	reuse and prolonged life of clothes
	Mindful consumption	YES Hamari et al., 2016 (sustainability related of ecological consumption important)	conscious use of own wardrobe
		NO	fashion lifestyle changed
		YES Kim & Yoon, 2021; Hamari et al., 2015; Kurisu et al., 2021 (Sustainability)	frequent renting to be more sustainable than buying
		NO (but part of antecedents/personality from Kurisu et al., 2021; Hellwig et al., 2015)	little bit of resistance against fashion in general
		YES Kim & Yoon, 2021; Hamari et al., 2015; Kurisu et al., 2021 (Sustainability)	living more sustainable and buy less (no fast fashion)
		NO	looking at brands before renting
		NO (but part of antecedents/personality from Kurisu et al., 2021; Hellwig et al., 2015)	minimal fashion spending, not fashion oriented
		YES Baker et al., 2021 (social identity motives to generate iPO)	no support of fashion businesses and unfair system
		YES Panniello et al., 2022; Wilhelms et al., 2017b (sustainable and efficient usage of assets)	not buying (fast fashion) clothes to wear only once or twice
		NO (but part of antecedents/personality from Kurisu et al., 2021; Hellwig et al., 2015)	not buying many clothes in general
		YES Panniello et al., 2022; Wilhelms et al., 2017b (sustainable and efficient usage of assets)	only purchase sustainable clothing
		YES Kim & Yoon, 2021; Hamari et al., 2015; Kurisu et al., 2021 (Sustainability)	reduce consumption and amount
Personal motivations and feelings	Cleaness of apartment or wardrobe without ownership	YES Benoit et al., 2017; Kurisu et al., 2021 (no ownership; can save space)	closet does not get full
		YES Benoit et al., 2017 (no ownership)	more space for myself

	Convenient for continue use	YES Köbis et al., 2021 (platform processes influence positive consequences)	clothes in storage are managed by platform provider (no responsibility)
		YES Köbis et al., 2021; Akhmedova et al., 2020; Baker et al., 2021; Panniello et al., 2022 (good infrastructure for positive outcomes, loyalty antecedents; dyadic relationship user and platform; easy interaction with consumer)	communication for personal pick-up and drop-off possible
		YES Köbis et al., 2021; Akhmedova et al., 2020; Baker et al., 2021; (good infrastructure for positive outcomes, loyalty antecedents; dyadic relationship user and platform; Wirtz et al., 2019; Wilhelms et al., 2017a; Ballús-Armet et al., 2014; Stofberg & Bridoux, 2019 (convenient)	convenient and easy with app use
		YES Köbis et al., 2021 (platform processes influence positive consequences,	convenient with the washing of the clothes (platform provider)
		YES Kurisu et al., 2021; Stofberg & Bridoux, 2019 {remote more convenient)	delivery of clothes efficient and convenient
		YES Wilhelm et al., 2017a; Wilhelm et al., 2017b	easier and comfortable over time
		YES Köbis et al., 2021 (platform processes influence positive consequences)	easy and practical service
		YES Köbis et al., 2021 (platform processes influence positive consequences,	easy to get questions answered
		YES Köbis et al., 2021 (platform processes influence positive consequences)	easy upload of pictures on platform
		YES Köbis et al., 2021 (platform processes influence positive consequences)	easy with availability of local pick-up and drop-off stores (hubs)
		YES Köbis et al., 2021 (platform processes influence positive consequences)	filters on website are
		NO (but part of platform processes from Köbis et al., 2021)	personal contact person manages account, renting, communication
	Desire for novelty	YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	bored of own wardrobe
		YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	feeling of nothing to wear
		YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	in need of something fancy or new then renting
		YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	renting for special occasions
		YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	the urge for or need for something new

		YES Wirtz et al., 2019; Benoit et al., 2017 exciting to try something new)	there are still dresses I want to wear
	Enjoyment	YES Raza et al., 2021; Benoit et al., 2017, Wirtz et al., 2017 (Enjoyment, hedonic value)	enjoying using fashion rental
		YES Raza et al., 2021 (enjoyment)	fun to look around in local pick-up store
		YES Raza et al., 2021; Hermes et al., 2020; Hawlitschek et al., 2018b, Wirtz et al., 2017, Benoit et al., 2017 (Enjoyment, usage of different goods, variety, hedonic value)	fun to play with clothes, mix up closet, wear something new
		YES Raza et al., 2021; Hermes et al., 2020; Hawlitschek et al., 2018b, Wirtz et al., 2017, Benoit et al., 2017 (Enjoyment, usage of different goods, variety, hedonic value)	fun to rent things for special occasions
	Experienced feelings	YES but more feelings related Kurisu et al., 2021 (prior usage experience)	(building) memories with clothing
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	feeling beautiful in rented (designer) dress
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	feeling excited about rented item
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	feeling of wearing rented clothes is good or special
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	feeling special when clothes get delivered to home
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	feels nice to rent items for events
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	having that feeling of luxury
		YES but more feelings related Kurisu et al., 2021 (prior usage experience)	no bad feeling anymore with buying clothes because of lending option
	Experimental, personal growth and self-exploration	YES Kurisu et al., 2021 (curiosity)	curiosity of trying it out
		YES Wirtz et al., 2019; Benoit et al., 2017	exciting to explore new territory
		YES Köbis et al., 2021 (personal growth)	experience a new self
		NO	freedom to experiment
		NO (but belongs to personal growth Köbis et al., 2021)	investing in myself for networking business, icebreaker for conversations
		YES Hermes et al., 2020; Hawlitschek et al., 2018b (usage of different good over time, variety of products)	try out new things, styles and colors
	Frequent change of clothes	NO	different clothing for photo shootings
		NO	different outfits for fashion events
		NO	promoting own project and fashion is part of it
		NO	renting for day-to-day life

		NO	studying abroad and needed clothes
		NO	work events, parties (formal or informal)
	Interaction with the clothing in shop or events	NO	attending pop-up events or shops to try on clothes
		NO	pop-up store with all the clothes and QR codes
		NO	visiting shop to try on clothes
	Local platform location	YES He et al., 2021 (product location)	closeness of renting location
		NO	local platform location for frequent usage
	No commitment with short-term rental	YES Hermes et al., 2020; Hawlitschek et al., 2018b (Different goods over time, variety)	clothe variation for special occasions
		YES Benoit et al., 2017 (reduce risk and no ownership)	going wild and having it as it is just for once
		YES Benoit et al., 2017 (reduce risk and no ownership)	no garment responsibility
		NO	No other choice than lending
		YES Benoit et al., 2017 (reduce risk and no ownership)	renting is less risky
		NO	variety without commitment and buying
	Passion and care for fashion and style	NO	(new) clothes on platform are nice
		YES Benoit et al., 2017 (exciting to try something new and products out of reach)	access to high-fashion
		NO	care about fashion and the clothes itself
		NO	great selection of clothes
		NO	having cool trendy pieces
		NO	love for (fancy) clothing and dressing up
		NO	nice, interesting brands and designer options
	Platform development	No	going to start with shoes on platform
		NO	materials are described by now
Social interactions (and motivations)	Collective use & enjoyment	YES Wilhelms et al., 2017b; Wirtz et al., 2019 (sharing to help others, providers possibility to help)	community and concept of clothe sharing
		YES Wilhelms et al., 2017b; Wirtz et al., 2019 (sharing to help others, providers possibility to help)	cool feeling that someone else can wear it too
		YES Wilhelms et al., 2017b; Wirtz et al., 2019 (sharing to help others, providers possibility to help)	little use of clothes so someone else could use them
		YES Wirtz et al., 2019; Wilhelms et al., 2017b (sharing to help each other)	share styles
		YES Wirtz et al., 2019; Wilhelms et al., 2017b (sharing to help each other)	sharing each others clothes and everyone looks good in it
		NO (but related to Wilhelms et al., 2017b, sharing to help each other)	sharing happiness of the garment and the feeling of wearing it
		NO (no generous or helpful infomation on peer	bring clothes to people in big cities

		Community building & engagement	providers in literature but social interaction may fit: Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017)	
			NO	closer connections as concept and community new
			YES Böcker & Meelen, 2017; Belk, 2014; Olaru et al., 2021; Köbis et al., 2021; Richardson, 2015; Stofberg & Bridoux, 2019 (community building)	community building through platform provider
			NO	inspiration through people and platform
			YES Hermes et al., 2020 Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017 (meeting new people, social interaction, socializing)	meeting new people with local pick-up store and personal delivery
			YES Stofberg & Bridoux, 2019; He et al., 2017 (more in-person interaction wanted, lacking social interaction to user dilemmas)	more personal & build community with personal delivery
			YES Hermes et al., 2020; Böcker & Meelen, 2017 (meeting new people, community building)	personally knowing people in community
		Friendship	NO	building friendships through fashion rental
			NO	close circle joined fashion renting
			NO	introduction to fashion renting and lending through friend
			NO	opportunity to see friend with personal delivery
		Platform provider engagement	YES Benoit et al., 2017 (service personalization)	direct messages for events or platform picture improvement
			NO	face-to-face delivery with platform owner
			NO	personal contact and relationship with platform provider
			NO	personal contact person manages account, communication, renting
			YES Benoit et al., 2017 (service personalization)	personalization and communication nice
		Pop-up store, event and hub experience	NO (not direct related to in-person contact with platform but is related to experience influences participation, social interaction, meeting other people Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; He et al., 2021)	clothe fitting in the shop was very personal and kind
			NO (not direct related to in-person contact with platform but is related to experience influences participation, social interaction, meeting other people Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; He et al., 2021)	in person pop-up events ending up in collaboration
			NO (not direct related to in-person contact with platform but is related to experience influences participation, social interaction,	knowing fashion rental through platform event

		meeting other people and communication of benefits Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; He et al., 2021, Baker et al., 2021)	
		NO (not direct related to in-person contact with platform but is related to experience influences participation, social interaction, meeting other people Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; He et al., 2021)	Pop-up events from platform provider
		NO Baker et al., 2021 (communication of platform benefits and brand)	Pop-up store marketing with female empowerment
		NO (not direct related to in-person contact with platform but is related to experience influences participation, social interaction, meeting other people Wirtz et al., 2019; Raza et al., 2021; Ballus-armet et al., 2014; Hermes et al., 2020; Gazzola et al., 2019; Benoit et al., 2017; He et al., 2021)	social contact to platform provider on event
Trust in platform and people	Fundamental trust	NO	do not read reviews at all
		NO	knowing that it is going to be okay
		NO	totally clear from beginning that nothing breaks
		YES Hawlitschek et al., 2018b (trust in others as prerequisite)	trust through popularity and friends
	Interpersonal and social contact	NO (but is related to Interpersonal trust from Möhlmann & Geissinger, 2018)	I trust them as it always worked well and people were nice on events
		NO (but is related to Interpersonal trust from Möhlmann & Geissinger, 2018)	people I met at the event were really nice
		YES Hawlitschek et al., 2018b (trust in others as prerequisite)	someone of your friends used that before or its popular then its something that is tested and secure
		NO	trust in platform providers contacts
	Platform insurance & protection	YES Kyprianou, 2018; Köbis et al., 2021 (intermediaries as insurance; platform processes enable positive consequences)	cleaning fee, insurance, guarantees gives relief and security
		YES Kyprianou, 2018; Köbis et al., 2021 (intermediaries as insurance; platform processes enable positive consequences)	different kind of platform systems for protection
		YES Köbis et al., 2021 (inconvenient consequences with negative feedback; platform processes enable positive consequences)	negative comment stays on profile
		YES Kyprianou, 2018; Köbis et al., 2021 (intermediaries as payment; platform processes enable positive consequences)	paypal as payment system
	Platform support & communication	YES Kyprianou, 2018 (intermediaries as communication)	personalization of messages and support
		YES Kyprianou, 2018 (intermediaries as communication)	platform contact person as communication lead in renting process
		YES Möhlmann & Geissinger, 2018 (platform acting as mediator for trust creation)	platform facilitates communication in case something happens

	Renting experience	YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experience influence future intention; repurchase depends on first consumption)	all rentals were smooth
		YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experience influence future intention; repurchase depends on first consumption)	amazing platform service
		YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experience influence future intention; repurchase depends on first consumption)	clothe is better than expected
		YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experience influence future intention; repurchase depends on first consumption)	good experience
		YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experience influence future intention; repurchase depends on first consumption)	No bad experiences
		YES He et al., 2021;Kurisu et al., 2021; Wirt et al., 2019 (experience influence trust in the satisfaction; prior usage experiece influence future intention; repurchase depends on first consumption)	no need for negative comments so far, great experience so far
	Reviews	YES Köbis et al., 2021; Möhlmann & Geissinger, 2018 (responsible sharing, transparency, interpersonal trust	always writing positive feedback
		YES Benoit et al., 2017; Kyprianou, 2018; Wirtz et al., 2019 (peer provider reputation/reviews; intermediaries as rating system create trust; information searching with rating-system)	checking reviews and getting to know other peers
		YES Wirtz et al., 2019; Kyprianou, 2018 (information searching in pre-purchase stage with comments/rating system; platform intermediaries like review system important)	everything is about reviews
		YES Köbis et al., 2021 (responsible sharing; inconvenient consequences with negative feedback;	giving bad review with stating facts if solution finding didnt work out
		NO (but somehow related to communication, Köbis et al., 2021; He et al., 2021)	solution finding before negative comment
		YES Köbis et al., 2021; Möhlmann & Geissinger, 2018	writing comments if necessary

Second-order category	First-order category	Literature support	Zero-order category
		(responsible sharing, transparency, interpersonal trust	
	Trustworthiness of concept	NO	Background check of initiative and founders
	User and peer provider interaction	YES Köbis et al., 2021; Akhmedova et al., 2020 (intermediaries for communication, peer interaction)	message back and forth
		YES Richardson, 2015 (trust through profile set-p)	own profile to know that it is a real person
		YES Hawlitschek et al., 2108b (trust as prerequisite)	peer provider responsibility with clothing condition
		YES Akhmedova et al., 2020 (customer interaction as one loyalty antecedent)	people are nice on platforms
		YES He et al., 2021 Akhmedova et al., 2020 (factors influencing experience); customer interaction as one loyalty antecedent)	received new piece by renter who damaged own clothes
		YES He et al., 2021 Akhmedova et al., 2020 (factors influencing experience); customer interaction as one loyalty antecedent)	receiving and getting clothes back in time
		YES Richardson, 2015; Köbis et al., 2021 (own profil; platform infrastructure)	renting information available on platform website

APPENDIX 10: INTERVIEW CODING RESULTS – BARRIERS OF CLOTHES RENTING PEERS WITH LITERATURE REFERENCES

Third-order category: BARRIERS/HESITATIONS			
Second-order category	**First-order category**	**Literature support**	**Zero-order category**
Clothing-related concerns	Clothing condition and insurance	YES Ballús-Armet et al., 2014; He et al., 2021 (cleanliness & liability, product non-functioning)	cleaness and smell after arrival
		YES Ballús-Armet et al., 2014; He et al., 2021 (cleanliness & liability, product non-functioning)	concern about washing
		YES Raza et al., 2021; Ballús-Armet et al., 2014; Hellwig et al., 2015 (peer provider can feel safety issue towards good without trust; cleanliness & liability; fears about losing belonging or damaged after receiving back)	damage(d) clothing
		"YES Raza et al., 2021 (peer provider can feel safety issue towards good without trust)"	personal value and connection to own cloths
	Clothing shape, fit and	YES He et al., 2021	fit and size of the clothes difficult (especially for special occasions)

	appearance with online renting	(product non-functioning, product condition, functionality)	
		YES He et al., 2021 (product non-functioning, product condition, functionality)	not knowing how it looks on yourself
		NO	try-on of clothes before
		YES He et al., 2021 (product non-functioning, product condition, functionality)	unknown what comes until it arrives
		NO	visuality and haptics of clothes
Fashion rental service	Accessibility and availability	YES Hawlitschek et al., 2018b; Ballús-Armet et al., 2014 (product availability; availability as deterrent)	available article at the right time
		YES Ballús-Armet et al., 2014 (availability as deterrent)	little local and country-wide alternatives of platforms
		YES Kurisu et al., 2021 (price as barrier)	Unreasonable or increased pricing
	Clothing collection compatibility	YES similar Kurisu et al., 2021 (no product)	choosing by functionality
		YES similar Kurisu et al., 2021 (no product)	color and cut of items
		YES similar Kurisu et al., 2021 (no product)	limited platform offer and not your style
		YES similar Kurisu et al., 2021 (no product)	more everyday pieces
		YES similar Kurisu et al., 2021 (no product)	style differences and range in fashion rental platforms
	Local rental store availability	NO	personal component (wish for a store)
		NO	wish for a store
	Marketing and awareness	NO but is related to Eckhardt et al., 2019; Hawlitschek et al.,2018a; Baker et al., 2021	easier to find platform community with local presence
		NO but is related to Eckhardt et al., 2019; Hawlitschek et al.,2018a; Baker et al., 2021	marketing and local presence important for start
		NO but is related to Eckhardt et al., 2019; Hawlitschek et al.,2018a; Baker et al., 2021	more communication about fashion rental important
	Missing popularity	YES Panniello et al., 2022 (not knowing about SE platforms)	fashion rental little known in society
		NO	fashion rental platforms shifted focus or were quiet
	Perceptions of fashion rental	NO	fashion renting is for rich people
		NO	never thought about renting
		NO	view that renting is not an option for yourself
		YES Panniello et al., 2022 (service not as expected)	wrong expectations of platform offer

	Platform policies and information	NO	certain item value necessary for uploading
		YES Sharewashing?	missing (environmental) attraction
		YES	missing description of materials
		NO	renting period days and payment
	Renting is expensive	YES Kurisu et al., 2021 (price) Münzel et al., 2019; Benoit et al., 2017 (contrary to "P2P less expensive")	delivery a bit expensive
		NO	minimum price of clothes on platform which makes the lending price higher in the first place
		YES Kurisu et al., 2021 (price) Münzel et al., 2019; Benoit et al., 2017 (contrary to "P2P less expensive")	motivation changed because renting less due to economic reasons to save money
		YES Kurisu et al., 2021 (price) Münzel et al., 2019; Benoit et al., 2017 (contrary to "P2P less expensive")	renting is like a premium class
		NO	renting it for so much money and have nothing in the end
		YES Kurisu et al., 2021 (price) Münzel et al., 2019; Benoit et al., 2017 (contrary to "P2P less expensive")	with cleaning fee more expensive
Inconvenience	Lending dependency & responsibility	NO	certain item value makes lending price higher
		YES with own results - some platforms offer this	if I could give platform clothes and they take care, then great
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	lender cannot choose delivery option
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	lenders responsibility with cleaning the clothes
		NO	lending is less fun
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	lending process and requirement differences on platforms
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	lending process more difficult
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	mostly lenders fault when somethings wrong
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	no access to clothes in storage

	Time issues and effort	YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	logistics of delivery when provider is not close
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	long process until delivery provider is known
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort;	personal delivery needs time and ones own resource
		YES Hawlitschek et al., 2018b; He et al., 2021; Panniello et al., 2022 (effort expectancy; extensive effort; no time	time consuming and too lazy to become a lender
		YES Hawlitschek et al., 2018b; He et al., 2021 (effort expectancy; extensive effort)	time consuming with non-functioning app or platform
		YES Hawlitschek et al., 2018b; Köbis et al., 2021; He et al., 2021 (effort expectancy; ignorance of transparency and willingful sharing irresponsible; extensive effort)	too lazy to write (positive) comments
Negative experiences & fears	product disappointments	YES Kurisu et al., 2021; He et al., 2021 (experience influences usage intention; product quality; not as expected)	product expectations do not match
		YES Kurisu et al., 2021; He et al., 2021 (experience influences usage intention; product quality)	receiving damaged clothing
	service disappointments	YES Kurisu et al., 2021 (experience influences usage intention, service quality)	bad customer service when needed
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	friend gets fired
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	late service inconvenience for special occasions
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	multiple service disappointments
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	no community feeling
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	no spontaneity
		YES Kurisu et al., 2021	non-working credit card payment

		(experience influences usage intention, service quality)	
		YES Kurisu et al., 2021 (experience influences usage intention)	not making a lot of money with lending
		YES Kurisu et al., 2021 (experience influences usage intention, service quality)	payment charging for non-used days
Old behavior and habits	Buying or selling instead of renting	NO	buying dresses for special occasions
		NO	buying was cheaper then renting
		NO	mainly selling clothes instead of renting, then lending
	Cost comparison of buying and renting	NO	costs per wear with renting high, better purchase cheap clothing
		NO	money spending on renting high, could have bought a dress for this money
		NO	thought of evaluating how much would it cost if purchasing this item
	Ownership feeling	NO	feeling cheated at first, paying the equivalent amount but not keeping it
		NO	quite expensive and having nothing in the end
		NO	with renting money a dress could have been bought and owned
Personal circumstances	Inactivity reasons	NO	feeling weird to rent from another platform
		NO	personal focus on fashion shifted
		NO	satisfied with the wardrobe at the moment
		NO	using clothes from closet until falling apart
	Renting frequency	YES Münzel et al., 2019 (using it for special purposes)	depending on (special) occasion frequency
		YES Münzel et al., 2019 (using it for special purposes)	renting preferred but not on a daily basis
Trust & Risks	Doubts and trustworthiness of the concept	YES Hawlitschek et al., 2018b (process risk concern)	cost-benefit analysis for renting - is it worth it
		NO but related to Böcker & Meelen 2017 (motivations differ depending on the good)	fashion is personal
		YES He et al., 2021; Benoit et al., 2021; Hawlitschek et al., 2018b (Trust necessary; create trust; process risk)	initial worry of platform and concept
		YES Hawlitschek et al., 2018a (sharewashing practices from company)	recognizing companies misalignment
		YES but also more generally Hawlitschek et al., 2018a (sharewashing practices from company)	reliability of actual renting and environmental impact
		NO	user readiness

		Responsibility feeling	YES Kurisu et al., 2021 (responsibility/accident)	being careful with rented item
			YES Kurisu et al., 2021 (responsibility/accident)	more cautious than with own clothes
			YES Hawlitschek et al., 2018b (process risk concerns) but here more product related	taking risk with renting clothes
		Skepticism towards peers	YES Raza et al., 2021; Kurisu et al., 2021; Ballús-Armet et al., 2014; Panniello et al., 2022 (peer provider can feel safety issue towards good without trust; lack of trust in consumers)	lending to friends but not random people
			YES Raza et al., 2021; Kurisu et al., 2021; Ballús-Armet et al., 2014; Panniello et al., 2022 (peer provider can feel safety issue towards good without trust; lack of trust in consumers)	less trust into users behavior (washing, use, return)
			YES Ballús-Armet et al., 2014; Panniello et al., 2022 ("vehicle" reliability; lack of trust in peer provider)	value uncertainty of borrowed item
		Reviews / Feedback	YES Akhmedova et al., 2020 (non-conformity with loyalty-antecedents)	little amount of reviews on platform
			YES Kyprianou et al., 2018; Panniello et al., 2022 (intermediaries for verification; lack of trust in peer provider)	no renting with negative feedback
			YES Köbis et al., 2021 (ignorance of transparency and willingful sharing irresponsible)	writing no comments
			YES Köbis et al., 2021 (ignorance of transparency and willingful sharing irresponsible)	not writing negative feedback