

-RESEARCH ARTICLE-

## ANTECEDENTS AND CONSEQUENCES OF PEOPLES' ATTITUDES TOWARDS SHARING ECONOMY: A MODERATED MEDIATION MODEL

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### —Abstract—

The current research study describes the antecedents and consequences of people's attitude towards the sharing economy using a moderated and mediation model. This research study was conducted in China and is based on primary data analysis where data is collected using specific questions related to the understudy variables, the TAM factors, the social factors, and the attitude factors. These are all considered as independent variables while the attitude towards sharing economy and repurchase intention are considered dependent variables. The data based on primary sources is collected from 100 plus respondent participants for measuring the data using the IBM SPSS software while running different informative results, including descriptive statistical analysis, the correlation coefficient, the one-way ANOVA test analysis, the regression analysis, as well as the ratio test analysis between independent and dependent variables. The result found that there are negative but significant relations between attitude towards sharing economy and TAM factors and social factors.

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**Keywords:** TAM factors (TAMF), Social Factor (SF), Attitude Factor (AF), Sharing Economy (SE), and Repurchase Intention (RI).

**Research Type:** Research paper

## 1. INTRODUCTION

(Ma et al., 2019) argued that sharing economy encourages reinventing of business models in the view of leveraging commercial and social impacts in society. There is a burgeoning of academic and practical concern in terms of exploring factors that contribute to elevating the sharing economy. In this milieu, consumers' purchase intention plays a central role (Mao et al., 2017). For instance, the authors argued that customers' repeat purchases would result in reducing transaction cost (Akbar et al., 2018), bringing in substantial revenue (Matzler, 2015), increasing purchasing products/services, and spreading positive word of mouth (Mao et al., 2017). Nonetheless, the dominance of the traditional economy is inevitable, and switching behavior of consumers back to the traditional service providers is plausible (Acquier et al., 2017). Peoples' intention towards executing a particular course of action is driven by their attitudes towards it. Thus, there is a dire need to identify factors that contribute to motivating peoples' attitudes towards sharing economy in order to ascend repurchase intention. Hence, the current research is an effort in gauging factors, i.e., antecedents and consequences of attitudes towards sharing economy (Li et al., 2021).

The purpose of this research is twofold. First, this research answers the call of Mao et al. (2017) to investigate technological, social, and cognitive factors that might turn lead to increased repurchase intention through the mediating role of attitudes towards sharing economy. Second, in addition, to examining the influence of TAM, social, and attitudinal factors in repurchase intention through the mediating role of attitudes towards sharing economy, this study also explores the boundary conditions under which peoples' attitudes towards sharing economy are more pronounced into exaggerated repurchase intention. With an emphasis on social exchange theory the author emphasizes the role of personal benefit projects. The underlying premise of SET is that people's evaluation of the exchange is subject to the cost and benefits associated with the exchange. Thus, people who perceive higher personal benefits by contributing to the sharing economy will be more likely to direct their attitudes towards it. Formally, the current research is aimed at investigating (1) TAM, social, and attitudinal factors in determining repurchase intention through the mediating role of attitudes towards sharing economy and (2) the moderating role of personal benefits in strengthening the association between attitudes towards sharing economy and repurchase intention (Zhu et al., 2021). However, there has been extensive growth as well as setbacks in the sharing economy in China (Chan et al., 2020). Due to rationalization and tightened government regulations, several impediments are faced (Liu et al., 2018). For instance, there is a lag in policy regarding sharing economy in China. Recent developments in China concerning the shared

economy precede policy formulation and implementation (Chan et al., 2020). Due to the lack of unanimous policies by the Chinese government, every region applies its own sets of rules and interpretations, which results in increased complexities of business operations. Being at an early stage of development, China's sharing economy is suffering from constant tensions and paradoxes (Agarwal et al., 1997). For example, on the one hand, sharing economy requires regulatory measures that protect public safety, consumers, and legitimate governmental goals. On the other hand, such regulations might result in increased costs, which ultimately prevents or impedes new entry and offers lesser benefits to the consumers of the products and services, as argued by Davis (1985). The current study extended their theoretical model, responds to the call from these authors to examine the role of social, cognitive, and technological factors in determining attitudes towards sharing economy, and repurchase intention. Moreover, there have been significant gaps in the understanding of the boundary conditions of repurchase intention (Yang et al., 2021). Thus, the current study explores the boundary effects based on SET to assess the repurchase intention of people towards the sharing economy in China. As noted above, the study measures the impact of social, cognitive, and technological factors in the repurchase intention of people, mediated by attitudes towards sharing economy and moderated by personal benefits. Therefore, the study focuses on TAM, TPB, social influence theory, attitude theory, and SET to measure the hypothesized relationships. The study has some uniqueness and innovativeness in this perspective in that it is focused on different theoretical lenses to explore people's repurchase intention towards sharing economy (Talha et al., 2021).

The study is aimed at assessing the effects of social, cognitive, and technological factors that contribute to repurchase intention towards sharing economy in China. Moreover, the study explores the intervening role of personal benefits in the relationship between attitudes towards sharing economy and repurchase intention. The study is restricted to a positivist philosophical stance and gathers quantitative data to empirically assess the proposed model. Therefore, the study has three methodological limitations. First, the study is aimed at assessing the repurchase intention of Chinese people towards sharing economy. Therefore, the data will be collected from the selected participants who have undergone the experience of buying and selling in the sharing economy (Akbar et al., 2018). Moreover, only a limited sample of studies has utilized PLS-SEM to measure the antecedents of repurchase intention towards sharing economy. Hence, the study is novel in this regard in that it tests the hypothesized model through path modeling. The underlying premise of sharing economy is to enhance social bonding and collaboration, and reduce economic burden (Andreoni, 2020). Moreover, there is an established relationship between sharing economy and sustainability (Liu et al., 2018) because of social, environmental, and economic influences. Thus, the present study explores multiple factors that might contribute to the repurchase intention of people towards sharing economy in China. For this reason, the study draws on several theories and investigates several antecedents of repurchase intention. First, the study focuses on

technological factors and draws on TAM to explain the influence of technology in peoples' use of sharing economy. In this section, the theoretical underpinning of the research work is outlined on the basis of which the research will be conducted, and the collected data will be empirically tested. Although the concept of sharing economy is evolving and its acknowledgment is increasing with the passage of time, there are still a number of inconsistencies in its conceptualization as well as a dearth of empirical evidence on the consequences of the sharing economy (Shan et al., 2021).

## 2. LITERATURE REVIEW

Several studies have utilized TPB (Ajzen, 1991) in order to determine the attitudes and intentions of consumers with respect to specific products and services (Vahdat et al., 2021). Drawing on SET, the author suggests that the exchange process can be evaluated based on perceived benefits of engaging in an activity, ultimately shaping repurchase decisions. When individuals evaluate benefits from the exchange, they are likely to assess the exchange as positive. On the contrary, when individuals evaluate the cost in the exchange, they are likely to evaluate the exchange as negative. Therefore, perceived benefits drive peoples' choices towards sharing economy. Such that at high levels of perceived benefits, the likelihood to engage in the sharing economy increases and vice versa. The current research measures the impact of social, cognitive, and technological factors in the repurchase intention of people, mediated by attitudes towards sharing economy and moderated by personal benefits. After approximately three decades, the notion was fabricated as a "sharing economy."

Recently, there has been a burgeoning interest among academicians and practitioners around the concept of sharing economy. This has been growing into an emerging internet-based business model (Botsman et al., 2010). This is because, without the intervention of the Internet, the concept of sharing economy cannot be generalized to the economy due to low aggregation into a huge scale (Liu et al., 2018). Therefore, one stream of researchers proposes it to be an access economy rather than sharing economy. As noted above, SET presents theoretical support to the understanding of personal benefits in underpinning the aforementioned relationship between attitudes towards sharing economy and repurchase intention. Kwon et al. (2010) stated that both positive and negative attitudes can be predicted with SET. According to SET, individuals evaluate an exchange on the basis of the value they ascertain with the exchange (Jurowski et al., 1997). People associate value with a positive experience and cost with a negative experience. In lieu of sharing economy, personal benefits will likely enhance repurchase intention.

Furthermore, sharing economy is beneficial for individuals who have less affordability that it requires a small share of these individuals to satisfy their needs (Liu et al., 2018). Table 2.2 presents past research on consumers' attitudes towards sharing economy.

Thus, all these above-noted theories extend support to hypothesize the currently proposed model. These variables are correlated with each other indicating a causal mechanism triggered by attitudes towards sharing economy. Formally, the study predicts that social, cognitive, and technological factors influence repurchase intention, mediated by attitudes towards sharing economy and moderated by perceived benefits. The study measures the impact of social, cognitive, and technological factors in the repurchase intention of people, mediated by attitudes towards sharing economy and moderated by personal benefits. Drawing on TPB, the study investigates the mediating role of attitudes towards sharing economy and its impact on repurchase intention (dependent variable). The moderating variable of this study is perceived benefits. The following section provides theoretical definitions of the key constructs. Their theoretical framework offers opportunities to predict and explain behavior and attitudes. In order to understand and balance certain observations, the authors added a third component. The main aim is to comprehend and predict one particular behavior of an individual irrespective of the volitional control as well as to devise strategies and targets aimed at changing the behavior.

The prime objective of their research was to investigate theoretical and methodological developments in the TAM during the period of 1986-2013. In addition, the authors identified numerous future directions as well as suggested the boundary conditions for future avenues. The authors extended the literature review of (Lee et al., 2003), who examined progressions in the TAM from 1986 to 2003. Lastly, Hsiao et al. (2011) identified three main trends in TAM using a sequence of statistical analyses *such as* cluster analysis, multidimensional scaling, and factor analysis.

## **2.1 Sharing Economy**

The study is aimed at measuring the impact of social, cognitive, and technological factors in determining people's attitudes. Sharing economy is a recent transition in traditional business practices, where products and services are sold and purchased on the basis of shared and social purposes.

## **2.2 TAM Factors**

The study's purpose is to explore the antecedents of repurchase intention; the first antecedent variable is TAM.

## **2.3 Social Factors**

The current study's purpose is to explore the antecedents of repurchase intention; the second antecedent variable is social factors. The author projects that social factors play a dynamic role in transforming attitudes and repurchase intention towards the sharing economy.

## 2.4 Attitudinal Factors

The study's purpose is to explore the antecedents of repurchase intention. The third antecedent variable used in this study is attitudinal factors, i.e., effective belief component, cognitive belief component, behavioral belief component. The study predicts that attitudinal factors influence repurchase intention towards sharing economy.

## 2.5 Perceived Benefit

In addition, to explore the antecedents of repurchase intention towards sharing economy, the present study also outstretches the boundary conditions under which repurchase intention is more or less likely to occur. For this reason, the study explores the boundary effects of perceived benefits in relationship attitudes towards sharing economy and repurchase intention.

## 2.6 Defining the Sharing Economy

The outcome of sharing economy may be the societal benefits aimed at extending opportunities to save and/or make money (Fang et al., 2016); enhancing social cohesion in cities (Kopnina, 2017), facilitating sustainable economic growth (Bonciu et al., 2016), minimizing the use of resources and escorting in more sustainable consumption (Fang et al., 2016), and changing consumer behavior (Harmaala, 2015).

Inferring from the abovementioned literature, the term sharing economy consists of organizational models and consumption practices. However, there are still inconsistencies among authors and across disciplines in the types of activities linked with the sharing economy (Curtis et al., 2019). For instance, the authors found the emerging tensions in diverse definitions of sharing economy.

Furthermore, the sharing economy is also used by some scholars as an alternative to "collaborative consumption" (Martin et al., 2015). Hence, there continuously arises confusion in the conceptualization of the construct (Herbert et al., 2017).

## 3. RESEARCH METHODOLOGY

The subsequent section presents the rationale for choosing the philosophical stance as follows:

Since the purpose of this study is to examine the relationship between the proposed variables, the study is quantitative. According to Firestone (1987), in order to quantify relationships, researchers should adopt a positivist philosophical stance. According to Creswell (2009), positivist assumes that reality can be discovered through rigorous empirical research. As knowledge is embedded in reality, by using appropriate scientific methods, it is possible to derive facts and logic (Sale et al., 2002). Furthermore, positivist philosophical stance aids in expanding knowledge based on these grounded scientific methods. Furthermore, these methods are readily accessible to be employed and are free

from subjective biases because, in these methods, researchers act as neutral observers. Hence, these methods are not biased due to their beliefs and opinions (Guba et al., 1994). In addition, as these methods can be confirmed by replicating the results, therefore, chances of subjective biases in these methods are minimized (Firestone, 1987).

The study employs a positivist philosophical stance. Thus, to execute scientific methods to test the proposed relationships, the study employed scientific tools (Firestone, 1987). The study will utilize a non-experimental framework to assess the association among exogenous variables, i.e., social, cognitive, and technological factors; mediating variable, i.e., attitudes towards sharing economy; moderating variable, i.e., personal benefits; and endogenous variable, i.e., repurchase intention. Since the researcher cannot maneuver the factors that might affect respondents, therefore, the study is non-experimental. Furthermore, as the focus of the analysis is to measure the quantitative variables, the design is a correlational one (Johnson, 2001). The researcher will collect data using established measurement scales.

Since detailed information, i.e., their names, email addresses, contact numbers, could not be accessible; the study will choose the purposive sampling technique. The non-probability sampling allows the selection of arbitrary responses to complete the research questionnaire (Cooper, 2006). Furthermore, Cooper (2006) suggested that when the purpose is to meet the study objectives, then the purposive sampling technique should be a favorable choice. Moreover, purposive sampling is selected when cases are particularly informative. This is because research intends to generalize theory, not the population. Furthermore, the choice of purposive sampling is particularly recommended when research is focused on exploration (Cooper, 2006). Thus, several factors will be considered by the researcher to obtain a sufficient sample size.

RQ1. What are the factors hindering people from participating in the sharing economy?

RQ2. To what extent do social, technological, and cognitive factors influence peoples' attitudes towards sharing economy?

RQ3. To what extent do attitudes towards sharing economy translate into repurchase intention?

R! 4. How much do personal benefits underpin the association among attitudes towards sharing economy and repurchase intention?

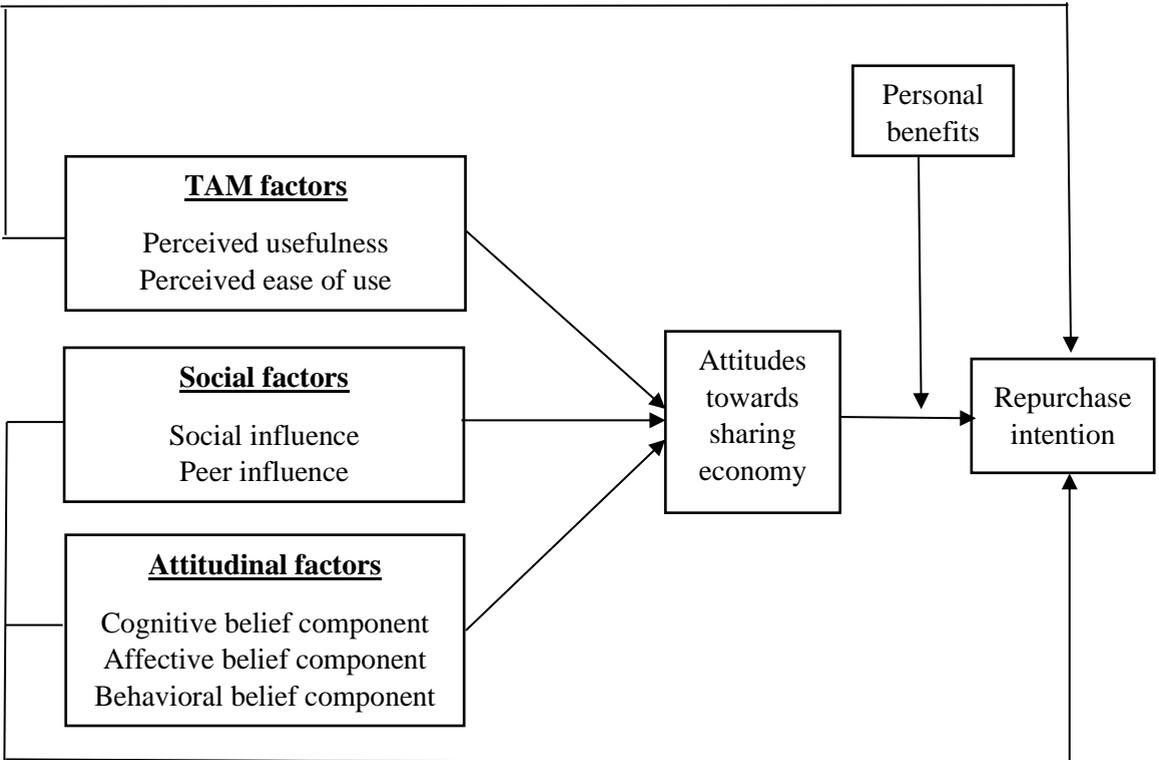
In this framework, with the help of a research philosophy, research strategy and methods are identified that are to be utilized as a part of the strategy. Furthermore, research design and data collection process and techniques are discussed.

**Variables**

Sr. No	Descriptions	Notations
1	Independent variable	IV
2	TAM factors	TAMF
3	Social factors	SF
4	Attitudinal factors	AF
6	Dependent variable	DV
7	Attitudes towards sharing economy	ATSE
8	Personal benefits	PB
9	Repurchase intention	RI

Table-1

***Theoretical framework***



#### 4. RESULT AND DESCRIPTIONS

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
TAM factors	100	1.00	4.00	2.3100	.86100
Social factors	100	1.00	4.00	1.9900	.85865
Attitudinal factors	100	1.00	5.00	2.1900	.77453
Attitudes towards sharing economy	100	1.00	5.00	2.5900	.96499
Personal benefits	100	1.00	4.00	1.9900	.85865
Repurchase intentions	100	1.00	4.00	1.9900	.85865
Valid N (list-wise)	100				

The above result presents a descriptive statistical analysis related to the variables include dependent and independent variables. The result describes the minimum values, the maximum values also and describe the mean values, and presents standard deviation values. The number of observations is 100, the minimum value is 1.000, and the overall maximum value is 5.000. The TAM factor is an independent variable. Its mean value is 2.3100, and standard deviation value is 0.86100, which shows that 86% deviate from the mean. The social factor is another independent variable. Its mean value is 1.9900, and the standard deviation value is 0.85865, respectively. The result also presents for attitude factors whose average value is 2.1900 and standard deviation is 0.7745, which shows that 77% deviate from the mean. The attitude towards sharing economy is considered the dependent variable. Its mean value is 2.5900 and the standard deviation value is 0.96499. The result presents those personal benefits are a dependent variable and it is shown that the mean value is 1.9900, and the standard deviation value is 0.8586. According to the research study, the repurchase intention is a dependent variable, and its mean value is 1.9900, and the standard deviation is 0.85, which respectively shows that positive average value of the mean. The minimum value is 1.000, and the maximum value is 4.000. The overall result included independent and dependent variables.

The below [table](#) describes that the correlation coefficient analysis related to the variable with each other. The result describes that Pearson correlation values, the significant levels and present the number of observations. The repurchase intention is a dependent variable; it shows a negative relation with TAM factors. Its rate is -0.283, its significant level is 0.004, which shows a 100% significance level. The repurchase intention present that 0.018, which means 1% repurchase intention with attitude factors shows negative relation with attitude towards sharing economy, which is -0.090 shows 9% negatively affect with each other. Personal benefits describe that positive relationship with attitude towards sharing economy.

<b>Correlations</b>							
		TAM factors	Social factors	Attitudinal factors	Attitudes towards sharing economy	Personal benefits	Social factors
TAM factors	Pearson Correlation	1	-.283**	.002	-.040	-.283**	-.283**
	Sig. (2-tailed)		.004	.987	.693	.004	.004
	N	100	100	100	100	100	100
Social factors	Pearson Correlation	-.283**	1	.018	-.090	1.000**	1.000**
	Sig. (2-tailed)	.004		.858	.371	.000	.000
	N	100	100	100	100	100	100
Attitudinal factors	Pearson Correlation	.002	.018	1	.173	.018	.018
	Sig. (2-tailed)	.987	.858		.085	.858	.858
	N	100	100	100	100	100	100
Attitudes towards sharing economy	Pearson Correlation	-.040	-.090	.173	1	-.090	-.090
	Sig. (2-tailed)	.693	.371	.085		.371	.371
	N	100	100	100	100	100	100
Personal benefits	Pearson Correlation	-.283**	1.000**	.018	-.090	1	1.000**
	Sig. (2-tailed)	.004	.000	.858	.371		.000
	N	100	100	100	100	100	100
Repurchase intention	Pearson Correlation	-.283**	1.000**	.018	-.090	1.000**	1
	Sig. (2-tailed)	.004	.000	.858	.371	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**One-Way ANOVA test:**

<b>ANOVA</b>						
		Sum of Squares	df	Mean Square	F	Sig.
Attitudes towards sharing economy	Between Groups	3.211	3	1.070	1.155	.331
	Within Groups	88.979	96	.927		
	Total	92.190	99			
Personal benefits	Between Groups	12.304	3	4.101	6.488	.000
	Within Groups	60.686	96	.632		
	Total	72.990	99			
Repurchase intention	Between Groups	12.304	3	4.101	6.488	.000
	Within Groups	60.686	96	.632		
	Total	72.990	99			

The above table presents the one-way ANOVA test analysis related to the variable including dependent and independent variable; the result present that sum of square values, the df values, the mean square values, and describe the f-statistic value and significance levels. The result describes situation between the groups, within the groups, and total values, of each variable. The attitudes towards sharing economy are dependent variables. Its sum of square value is 3.211, 88.979, and the total value is 92.190, respectively. The mean square value is 1.070 and 0.927. According to the result, its f-statistic value is 1.155, and its significant level is 0.331, which shows 33% significance levels. The resulting present that personal benefits show a between group sum of square value of 12.304 within the group is 60.686, and the total value is 72.990, the mean square value is 4.101 and 0.632 respectively. The result presents that the F-statistic value is 6.488, its significant level is 0.000, which shows a 100% significance level. The repurchase intention presents that dependent variable shows sum of square value of 12.304 between the group, 60.686 within the group and 72.990 total value of a sum of square value. The mean square value is 4.1010 and 0.632, the f-statistic value is 6.488, and the significant level is 0.000, which shows that 100% significance level.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.208 <sup>a</sup>	.043	.014	.95843
a. Predictors: (Constant), Attitudinal factors, TAM factors, Social factors				

The above table presents the model summary results showing the R-value, the R-square value, and presenting adjusted R-square value and standard error of the estimate values. The result shows that the 0.208 value of R, the 0.043 value of R-square also presents that the adjusted R-square value is 0.014, and the standard error of the estimated value of 0.9584 shows that 95% standard error of the estimated values.

<b>ANOVA</b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.006	3	1.335	1.454	.232 <sup>b</sup>
	Residual	88.184	96	.919		
	Total	92.190	99			
a. Dependent Variable: Attitudes towards sharing economy						
b. Predictors: (Constant), Attitudinal factors, TAM factors, Social factors						

above table presents ANOVA test results related to the regression model which shows that the sum of square value, the mean square value, the f-statistic value and presents the significant level. The regression value of the sum of the square is 4.006, its residual value is 88.184, and the total value is 92.190. The mean square value is 1.335 and 0.919, the f-statistic value is 1.454, and the significant level is 0.23, which shows a 23% significance level. According to the result, the dependent variable is the attitude towards sharing economy, and the independent ones are attitudinal factors, TAM factors, and social factors.

<b>Coefficients</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.555	.492		5.192	.000
	TAM factors	-.081	.117	-.073	-.697	.488
	Social factors	-.128	.117	-.114	-1.095	.276
	Attitudinal factors	.218	.124	.175	1.753	.083

a. Dependent Variable: Attitudes towards sharing economy

The above result shows a linear regression analysis of coefficient values; the result presents the unstandardized coefficient value with beta and standard error the result shows that standardized coefficient value shows beta value. The result also presents the t-statistic value and significant level of each variable. The TAM factor is an independent variable. Its beta value is -0.081, its standard error value is 0.117 at unstandardized coefficient values. The standardized coefficient value of beta is -0.073, the t-statistic value is -0.697, which shows a negative effect between attitudes towards sharing economy. The social factor presents a beta value that is -0.128, its t-statistic value is -1.095, and significant level is 0.276 shows a negative and insignificant relationship between them. The attitudinal factors present a beta value at 0.218, its standard error value is 0.124, its t-statistic value is 1.753, and the significant level is 0.083, which shows an 8% significance level.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.480	6

The above table describes the statistical reliability analysis results, presenting a Cronbach Alpha value of 0.480 with the total number of items being 6. The Alpha value shows that 48% of the research is reliable for analysis.

<b>Paired Samples Test</b>									
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	TAM factors - Attitudes towards sharing economy	-.28000	1.31871	.13187	-.54166	-.01834	-2.123	99	.036
Pair 3	Attitudinal factors - Attitudes towards sharing economy	-.40000	1.12815	.11282	-.62385	-.17615	-3.546	99	.001

The above results present the paired sample test analysis between dependent and independent variables; TAM factors and attitude towards sharing economy is pair 1. The results present the means value, the standard deviation value, the standard error of the mean value and the 95% confidence interval of the difference at a lower value and upper values. The result presents the t-statistic rate and significant rate of each pair. The mean value is -0.2800, the standard deviation value is 1.318 the standard error of the mean value is 0.131. The result shows that the t-statistic value is -2.123, and the significant level is 0.036, which means a 3% significance level in between TAM factors and attitude towards sharing economy. Another pair is attitudinal factor and attitude towards sharing economy. Its lower confidence interval is -0.62385, its upper value is -0.17615, its t-statistic value is -3.546, and its significant level is 0.001

<b>Test Statistics</b>					
	TAM factors	Social factors	Attitudinal factors	Attitudes towards sharing economy	Personal benefits
Chi-Square	27.280 <sup>a</sup>	28.720 <sup>a</sup>	82.700 <sup>b</sup>	46.100 <sup>b</sup>	28.720 <sup>a</sup>
Df	3	3	4	4	3
Asymp. Sig.	.000	.000	.000	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.					
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.					

The result presents the statistical test analysis with the help of Chi-square values. The result shows that TAM factors value is 27.280, the chi-square value of a social factor is 28.720, the value of attitudinal factors is 82.700 and attitude towards sharing economy value is 46.100. The result describes that for personal benefits, the chi-square value is 28.720 with anand the overall significant level at 0.000, which shows 100% significance levels.

The above result describes that the ratio analysis between attitude towards sharing economy, personal benefits, and social factors and TAM factors. The result is on a spectrum ranging from strongly agree, neutral, also agree, disagree, and total TAM factors. The values of attitude toward sharing economy value mean value are 2.8500, 2.45, and 2.59, respectively. The result describes that the standard deviation value is 1.1367, 0.95, 0.82, 1.26, and 0.96 deviation values of attitude towards sharing economy. The result that personal benefit has a mean value of 1.9900 at the total point, its disagree rate is 2.33, the neutral value is 1.666, and the standard deviation value is 0.73, which

shows a 73% value-neutral point. The results present that a number of observation levels are 100' at total observation where the value is 39 and neutral value 6 is disagree point.

<b>Attitudes towards sharing Personal economy benefits Social factors * TAM factors</b>				
TAM factors		Attitudes towards sharing economy	Personal benefits	Social factors
strongly agree	Mean	2.8500	2.6000	2.6000
	N	20	20	20
	Std. Deviation	1.13671	.68056	.68056
agree	Mean	2.4571	1.9429	1.9429
	N	35	35	35
	Std. Deviation	.95001	.90563	.90563
Netural	Mean	2.5128	1.6667	1.6667
	N	39	39	39
	Std. Deviation	.82308	.73747	.73747
Disagree	Mean	3.0000	2.3333	2.3333
	N	6	6	6
	Std. Deviation	1.26491	.81650	.81650
Total	Mean	2.5900	1.9900	1.9900
	N	100	100	100
	Std. Deviation	.96499	.85865	.85865

## 5. DISCUSSION AND CONCLUSION

Technology acceptance refers to "an individual's psychological state in respect to his or her voluntary or intended use of a particular technology." According to [Davis \(1985\)](#), the rapid growth of end-user computers leads to advances in computer technology, which makes end-user systems economically attractive. Furthermore, it is shown that the competitiveness of a country's economy depends largely on these systems. Moreover, it has led to a change in the ways people meet and commute with each other ([Lee et al., 2003](#)). It is argued that almost every sector is influenced directly or indirectly by information technology. Moreover, [Agarwal et al. \(1997\)](#) endorsed that in the networked, digital, global, and modern economies, organizational dependencies and corporate expenditures on information technology are elevating at a high rate. The overall result concluded that there are negative but direct and significant relationships between sharing economy and attitudes with different moderated effects. This research study based on the primary data analysis for measuring the result use latest software and models related to the sharing economy and attitude. Results present a vital role in literature and its helpful for new researchers it's provide informative knowledge about sharing economy and people attitude. In addition, the authors identified numerous future

directions as well as suggested the boundary conditions for future avenues. The foremost aim is to comprehend and predict one behavior of an individual irrespective of their volitional control as well as to devise strategies and targets to change the behavior.

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