Expanded abstract

Utility, online reputation and intention to use four collaborative economy platforms. Multivariate analysis model (anova). Accommodations, trips, food, and experiences. Comparison of Airbnb, Blablacar, Eatwith and Trip4Real

Objectives

The objective of this research is to evaluate different collaborative economy (CE) online platforms, based on scales of utility, trust, utility of reading and commenting, intention to use and recommend. This study is framed within the tourism sector and compares four CE platforms: Airbnb, BlaBlaCar, Eatwith and Trip4Real, used for travel, accommodation, local experiences and eating, respectively. Through the assessment of the platforms, the effect of gender, age and the way in which the study participants access them is analyzed.

Design/methodology

A multivariate analysis of variance model (MANOVA) is applied within a factorial design composed of four factors 2x2x2x4 (2 Generations x 2 Groups x 2 Genders x 4 Platforms) to analyze the main effects and the interactions between the factors. The design is quasi-experimental. The assignment of the situation (control or experimental) is random, except for cases where the participant is already a user, in which case the individual is assigned to the experimental group. The platforms presented to the participants were previously distributed among the researchers. Each researcher could only show the participants the previously assigned platform. The type of sampling is non-probabilistic, intentional, based on age and sex quotas. The final sample was 222 participants (n=222).

Approach

The social economy, also known as the third sector, aims to benefit the community. One of its models is the well-known collaborative economy – a term used by the European Commission, in substitution of "sharing economy". The idea of collaborative economy (hereafter, CE) emerged in 2008, within the context of the digital revolution and new technologies that have transformed the relations of consumption, as well as production, financing, training, participation,

and legislation. The CE includes any area where there is an exchange of products and/or servic-es between people, whether they are houses, spaces, tasks, toys, clothes, time; or even actions such as crowdfunding, coworking and citizen mobilization for noble causes like Change.org.

Results, discussion and Future Research

Trip4Real platform, acquired by Airbnb at the end of 2017, is related to experiential travel. It is this platform that the participants of the study show the greatest degree of interest.

The Group variable was the factor with more influence on the different evaluations, corrob-orating the importance of approaching the analyzed collaborative economy services from a forced-real need. In this experimental group, the participants score significantly higher the in-terest-liking for the platforms, the trust-security of navigation and payment, the usefulness of writing online reviews, the intention of using the services again, the intention of recommend-ing it, the intention of being a provider or offer the service, and the interest of receiving infor-mation on the platforms. On the other hand, young people or *millennials* are more receptive, they show more trust in the platforms presented, they present a higher score in interest-liking and in the intention to recommend. In utility of reading online reviews there are no differences between generations or between groups. Gender does not have a decisive influence on almost none of the evaluations of the platforms analyzed. Only in intention to recommend, women show higher scores than men.

The quasi-experimental design of the study made data collection more complex. Furthermore, the scales from 1 to 5 show a limited variability, what contributes to the fact that in some of the tests performed there is no homogeneity between variances. In assessment scales with a higher range, from 0 to 10, and with larger samples, this type of limitation could be mitigated. In some of the situations there are few individuals in the control group, since the participants who previously knew or were users of the platforms evaluated were assigned to the experimental situation.

Practical Conclusions and Original Value

The outcomes of this research highlight the importance and acceptance of CE proposals, that in this study are linked to the tourism sector. The enormous impact that this type of initiative has in the social economy is demonstrated. The best-rated platform was Trip4Real, although young people prefer CE models where goods are shared, that is vehicle and accommodation -BlaBlaCar and Airbnb– while slightly older people (generation X) prefer models where expe-riences are shared -Eatwith and Trip4Real. Young people prefer CE models, where goods and services offered by individuals are shared, over traditional models. Eatwith –a platform for sharing a table and local gastronomy with other people– is the best valued by the experimen-tal group and the worst by the control group, something that happens to a lesser extent in the rest of the platforms. The effect of approaching this type of proposal from the need and direct experience increases the interest and perception of utility.

The scale, consisting of 9 items, shows good psychometric properties. It shows evidence of validity and high reliability to be applied in the assessment of other types of CE platforms.