The Consumer Potential of Collaborative Consumption

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Identifying the motives of Dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam

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Why did we select this research?

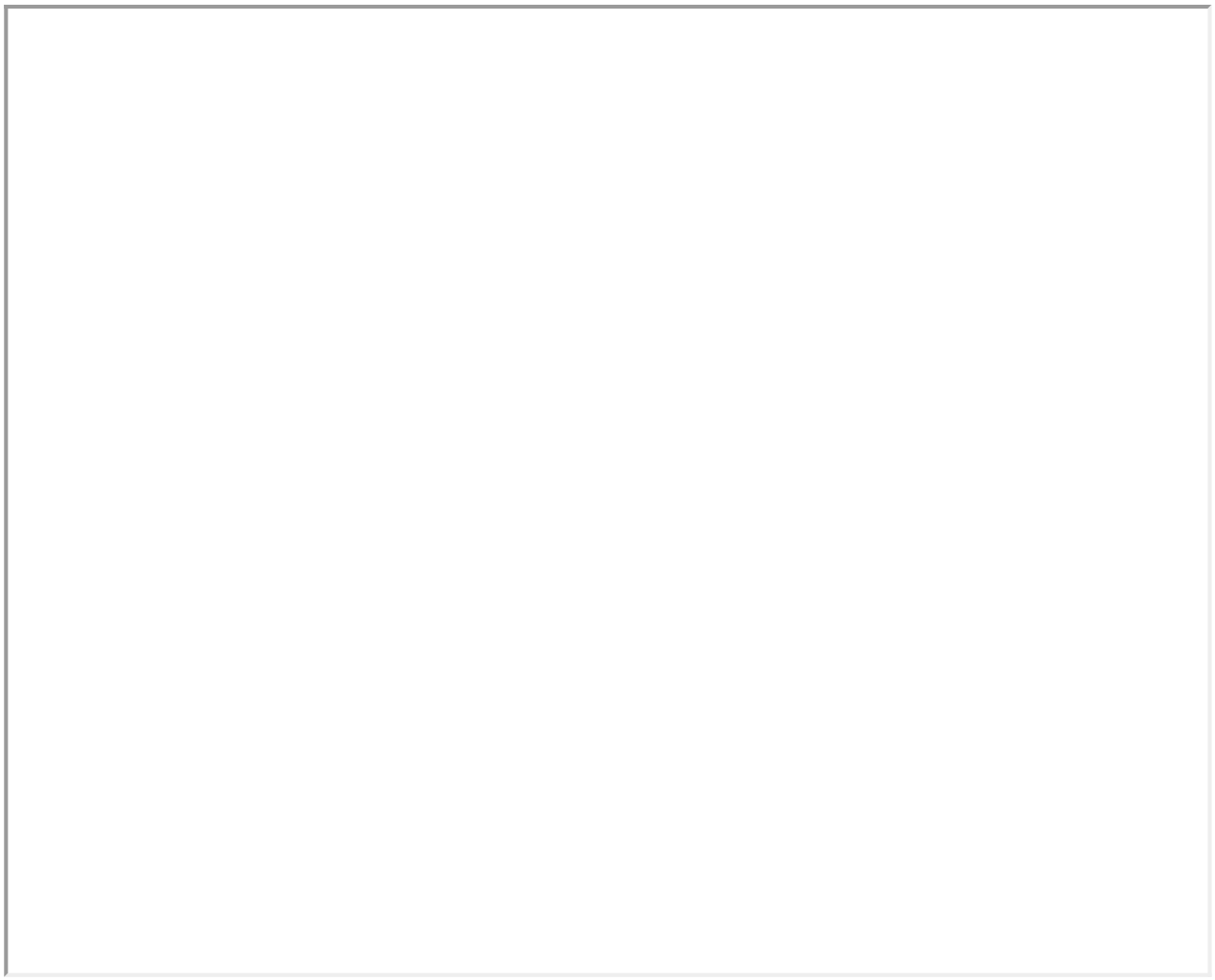
This study answers the critical question: 'why do consumers take part in collaborative consumption?'. Based on a survey of 1330 residents the study provides empirical evidence on the motives and factors influencing participation in collaborative consumption in Amsterdam.

Key findings:

The study confirms that people participating in the collaborative economy are driven by extrinsic motives, including practical need and financial gains, as well as intrinsic motives, such as the desire to meet new people or support a healthy environment. Other key findings, outlined below, contribute further insight into consumer behaviour and signal a groundswell for collaborative consumption in Amsterdam. The study highlights:

- Significantly more people, 43.8%, are willing to participate as ‘takers’ instead of providers, 31.9%, in collaborative consumption.
- Among those not yet taking part in collaborative consumption, there is a substantial willingness to do so. Furthermore, the study finds that collaborative consumption is not confined to the young and digitally savvy.
- Respondents are slightly more likely to take part if the exchange mode does not

involve money, especially for less expensive assets (i.e. bikes or tools).



Reference:

Van de Glind P.B. (2013) The consumer potential of Collaborative Consumption: Identifying the motives of dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam.