

A Triadic Framework for Collaborative Consumption (CC)

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Motives, activities and resources & capabilities of actors

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Why did we select this research?

Research on collaborative consumption (CC) is expanding in a number of different directions. This article by Benoit et al. aims to clarify the roles of the three main actors in CC – the platform provider, peer provider and customer – and delineate CC from other similar concepts.

Key findings

The study conceptualizes CC using three criteria: the number and type of actors, the nature of the exchange, and the directness of exchange. It notes that, unlike other similar forms of sharing and access-based consumption, CC is triadic (i.e. involves three actors: the platform provider, peer provider and customer), does not involve exchange of ownership, and is mediated by market mechanisms.

The study also provides a discussion of the roles of the three main actors, as manifested in their motives for CC, their activities, and capabilities. A number of potential research areas relative to CC, sourced from leading experts and scholars, are also presented.

Reference

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. Retrieved from: <https://www.sciencedirect.com/science/article/pii/S0148296317301509>
