

## **SUSTAINABLE BENEFITS IN PEER-TO-PEER PLATFORMS: A CUSTOMER-CENTERED APPROACH**

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### **Resumo**

This theoretical study explores how the integration of economic, social, and environmental benefits of peer-to-peer (P2P) platforms can promote customer-centered sustainability in the context of the sharing economy. The motivation for this investigation arises from the growing importance of P2P platforms, driven by the internet, social networks, and mobile technologies, which challenge ingrained consumption habits and offer significant potential for social, economic, and ecological growth (Hansmann & Binder, 2023; Wirtz et al., 2019). Economic benefits are predominant in the adoption of collaborative consumption practices, with financial incentives being one of the main drivers. In scenarios where efficiency and cost-benefit are highly valued, adherence to P2P platforms is significantly influenced by the expectation of savings (Nascimento et al., 2018). This alignment with consumers' pursuit of optimizing expenses on goods and services reflects a strong association between economic benefits and consumers' attitudes and behavioral intentions (De Canio et al., 2020; Hamari et al., 2016; Kim & Jin, 2020). In addition to economic benefits, social dynamics on P2P platforms are driven by trust, which is essential for mitigating opportunistic behaviors (Celata et al., 2017). Trust is a crucial factor for social change facilitated by Information and Communication Technologies (ICTs), which enable virtual connections to replace physical interactions (Vaclavik et al., 2020). Shared economy platforms promote their services as facilitators of "sharing," "trust," and "community building" (Köbis et al., 2021). To achieve consumption and sustainable development, changes in consumer attitudes and behaviors are fundamental. Shared consumption tends to attract consumers with high environmental awareness who recognize that sharing is more ecologically responsible (Hamari et al., 2016). Environmental sustainability, therefore, complements other motivational factors, influencing consumer intention (De Canio et al., 2020). The study proposes that promoting sustainability on P2P shared economy platforms requires initiatives that leverage economic benefits without overshadowing social and environmental goals. The acceptance and success of these platforms depend on how they integrate these issues, develop strategies that foster trust and inclusion, and align with broader social values. Additionally, it is essential to carefully consider the environmental impacts of each sharing modality, promote practices that minimize wear and resource renewal, and educate consumers about the benefits and environmental responsibilities. Adopting the concept of "customer-centered sustainability," developed by Sheth et al. (2011), the study aims to improve the effectiveness of sustainable efforts by aligning them with customers' perceptions of economic, social, and environmental well-being. Understanding the user's perspective offers an opportunity to explore the dynamic interactions between the consumer, the object, and society (Bardhi & Eckhardt, 2012; Gordo López et al., 2020; Hamari et al., 2016). A proposed model places the customer at the center, interlinking the three main benefits: environmental, economic, and social well-being. These interactions highlight the holistic nature of sustainability, where improvements in one aspect can positively influence the others. P2P platforms are crucial intermediaries that facilitate the delivery of these benefits to customers, while other agents in the

ecosystem play complementary roles. This demonstrates that P2P platforms are not just transaction facilitators but also significant agents of change for sustainability. The theoretical contribution of this innovative model highlights the importance of considering consumers' perceptions and needs to promote sustainability. The holistic approach of the three benefits aligns with the Triple Bottom Line concept, extending it to a practical context where benefits mutually reinforce each other. Practically, P2P platforms are identified as key facilitators for delivering benefits to customers and as catalysts for sustainability, promoting practices that benefit consumers, society, and the environment. Recognizing the necessary collaboration among different agents in the ecosystem can guide the formulation of public and business policies that promote customer-centered sustainability.

**Palavras Chave**

Sharing Economy, Customer-Centric Sustainability, Peer-to-Peer Platforms