

## THE INFLUENCE OF ECONOMIC, SOCIAL, AND ENVIRONMENTAL BENEFITS ON CONSUMER ATTITUDES AND BEHAVIORAL INTENTIONS TOWARD PEER-TO-PEER PLATFORMS

LILIAN CAROLINA VIANA

FACULDADE DE CIÊNCIAS APLICADAS | UNICAMP

CHRISTIANO FRANÇA DA CUNHA

FEA/USP

### Resumo

**Introduction** The sharing economy has revolutionized consumer behavior and business practices by promoting collaborative consumption and addressing global challenges such as climate change (Bardhi & Eckhardt, 2012; Liu & Chen, 2020). Peer-to-peer (P2P) platforms have become integral to this economy, providing significant economic, social, and environmental benefits (Wirtz et al., 2019). However, the success of these platforms depends on continuous consumer engagement, necessitating an understanding of how consumers perceive sustainability and its influence on their attitudes and intentions (Benjaafar et al., 2019). This study aims to explore the impact of perceived economic, social, and environmental benefits on consumer attitudes and behavioral intentions towards P2P platforms, with a focus on “customer-centered sustainability” (Sheth et al., 2011). The study also examines how sociodemographic factors moderate these relationships in São Paulo city, Brazil, a major urban center that epitomizes the dynamics of the sharing economy.

**Theoretical Background** The sharing economy, encompassing new economic practices and social interactions, has grown significantly since the late 1990s, with platforms like eBay and CouchSurfing leading the way (Ahsan, 2020; Ertz et al., 2016). These platforms enhance resource efficiency, social interactions, and address sustainability challenges, particularly in developing nations (Raza et al., 2021). Economic benefits, such as cost savings, drive consumer participation in P2P exchanges (Barnes & Mattsson, 2017; Hamari et al., 2016), while social benefits foster community engagement and a sense of belonging (Botsman & Rogers, 2010). Environmental benefits, including reduced ecological impact through efficient asset use, are also significant (Hamari et al., 2016; Toni et al., 2018). Attitudes towards these benefits are crucial in determining behavioral intentions (Ajzen, 1991), with evidence suggesting that these perceived benefits directly and indirectly influence consumer intentions to use P2P platforms (Dabbous & Tarhini, 2019). The study hypothesizes that perceived economic, social, and environmental benefits positively influence attitudes, which in turn mediates the relationship between these benefits and behavioral intentions.

**Methodology** The research employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships between the constructs. Data were collected from 499 valid responses from São Paulo city residents who had used P2P platforms in the past year. The structured questionnaire, based on adapted scales, assesses 33 variables on a 7-point Likert scale. The sample was drawn using non-probabilistic quota sampling, ensuring representation across key demographic variables. Mediation analysis was conducted to assess the role of attitude in mediating the effects of perceived benefits on behavioral intentions, while Partial Least Squares Multi-Group Analysis (PLS-MGA) tested the moderating effects of sociodemographic characteristics.

**Results and Discussion** The results confirmed the reliability and validity of the measurement model. Path coefficients revealed that economic benefits had the strongest direct effect on attitudes (0.680), followed by environmental (0.128) and social benefits (0.081). Attitude was a strong predictor of behavioral intention (0.658),

supporting the hypothesis that it mediates the relationship between perceived benefits and behavioral intention. The  $R^2$  values indicated moderate explanatory power for attitude (0.632) and behavioral intention (0.729). The multi-group analysis showed minimal differences in the path coefficients between demographic groups, rejecting the moderation hypotheses. Conclusions This study highlights the significant influence of perceived economic benefits on consumer attitudes towards P2P platforms, with attitudes being the most critical determinant of behavioral intentions. Environmental benefits also play a substantial role, while social benefits have a lesser impact. The findings suggest that demographic factors do not significantly moderate the relationship between perceived benefits and attitudes, indicating that market strategies should not focus heavily on these variables. The study contributes to the literature by integrating behavioral theory with customer-centered sustainability and offers practical insights for optimizing P2P platform strategies to align with consumer motivations. The research is particularly relevant for policymakers and urban planners in developing megacities, offering a foundation for promoting sustainable sharing practices.

### **Palavras Chave**

Sharing Economy, Peer-to-Peer Platforms, Sustainability in Consumer Behavior