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Trust in Collaborative Consumption

How to reduce customer risk and uncertainty

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PROBLEM DESCRIPTION

Due to higher perceived risk and uncertainty when interacting with services in the domain of collaborative consumption (CC), trust is considered to be of particular importance, especially in consumer-to-consumer (C2C) markets. Some researcher even consider trust as the currency of CC. Despite this, several researchers emphasise the lack of research on trust in CC firms. Research on antecedents of trust on digital platforms and the nature of the trust construct in the particular context of CC platforms, is still extremely rare.

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ABSTRACT

New services in the domain of collaborative consumption (CC), also known as the sharing economy have in recent years revolutionised their industries. Different from more traditional services, CC services introduce additional risk among the participating parties. These risks are leading to uncertainties and barriers for using the service. To overcome the perceived risk, building trust among the involved parties is essential. Trust is by some researchers even considered the currency of CC services. Despite this, research on antecedents of trust in CC is still extremely rare.

The purpose of the study has been to investigate influencing factors for customers to trust CC sharing services. To answer the purpose, we have formulated the following research questions:

- *RQ1: How do customers perceive risk and uncertainty in CC sharing services?*
- *RQ2: How do different trust mechanisms affect customers' perceived risk and uncertainty in CC sharing services?*

To fulfil the purpose of the study, we have chosen a mixed method single-case research design, with both a qualitative and quantitative approach. The method consists of a triangulation between 10 customer interviews, a manager interview and a survey with CC customers (n=100). As there is lack of qualitative research in previous literature, the qualitative method has received the primary focus in this thesis. Summarised, the mixed method research design has enabled us to acquire an in-depth understanding of customers' perceived risks and uncertainties, and how different trust mechanisms influence customers' trusting beliefs.

The insight gained from this thesis has provided more clarity to discussions on the legitimacy of reputational systems, the importance of a high-quality website as a trust-building measure and other trust mechanisms. Furthermore, we have addressed several gaps in the literature; on the formation of trust, the formation of customer expectations and finally, the relationship between risk and trust. To the best of our knowledge, this is the first study that investigates customer risk *and* trust mechanisms with focus on a qualitative method in the context of CC. By applying the theoretical framework in the analysis, we have connected existing literature to our findings and revealed new research areas. Lastly, this study has provided existing and future managers of CC services with actionable measures.

SAMMENDRAG

Nye tjenester i delingsøkonomien har i de seneste årene revolusjonert industriene de opererer i. Til forskjell fra tradisjonelle forretninger introduserer delingsøkonomien nye former for risiko for brukerne. Risiko og usikkerhet knyttet til disse tjenestene fører til høye barrierer for deltagelse. For å overkomme barrierene er det viktig å bygge tillit blant de involverte partene på slike plattformer. Noen forskere hevder til og med at delingsøkonomitjenester ikke vil fungere uten tillit. På tross av dette, finnes det lite forskning på hvordan delingsøkonomitjenester kan skape tillit.

Formålet med denne studien er å undersøke påvirkende faktorer for kunders tillit i delingsøkonomien. For å kunne svare på formålet, har vi formulert følgende forskningsspørsmål:

- *FS1: Hvordan opplever kunder risiko og usikkerhet i delingsøkonomitjenester?*
- *FS2: Hvordan påvirker ulike tillitsmekanismer kunders opplevde risiko og usikkerhet i delingsøkonomitjenester?*

For å nå formålet med dette studiet, har vi brukt både en kvalitativ og kvantitativ metode, der vi har sett på ett enkelt selskap. Metoden er bygget opp av en triangulering med 10 kundeintervjuer, ett lederintervju og en spørreundersøkelse rettet mot kunder (n=100). Siden eksisterende litteratur viser til mangler på kvalitative studier, har den kvalitative dataen vært vårt hovedfokus. Oppsummert, har den kombinerte metoden gjort det mulig for oss å få dyp innsikt og forståelse for kunders forhold til risiko og usikkerhet, samt hvordan forskjellige faktorer påvirker kunders tillit i delings-økonomien.

Innsikten har videre bidratt til mer klarhet i viktigheten av ulike tillitsbyggende tiltak. Blant annet hvorvidt brukeranmeldelser og brukerrangeringer er til å stole på, og hvordan inntrykket av en nettside kan bygge tillit. Videre har vi bidratt med innsikt der forskningen tidligere har vært mangelfull ved å forklare hvordan tillit kan skapes, hvordan kunder danner forventninger og til slutt hvordan tillit står i relasjon til risiko og usikkerhet. Så vidt vi vet, er denne studien den første av sitt slag som har studert kunders risiko og usikkerhet opp mot tillitsmekanismer i delingsøkonomien, med et kvalitativt fokus. Ved å knytte funnene våre opp mot eksisterende litteratur, har vi også avslørt nye forskningsområder som kan være svært interessante for dette relativt nye forskningsfeltet. Basert på funnene våre har vi også kommet med konkrete forslag til hvordan vår innsikt kan hjelpe ledere for delingsøkonomitjenester i å bygge tillit til tjenesten sin.

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GLOSSARY

	ABBREVIATIONS
B2C	Business-to-Consumer
C2C	Consumer-to-Consumer
CC	Collaborative Consumption
CEO	Chief Executive Officer
P2P	Peer-to-Peer

	EXPLANATIONS OF TERMS
Customer	Seeks access to the assets provided by the service provider
Peers	Refers to both customers and service providers
Service Enabler	Enables exchange between the customer and service provider
Service Provider	Grants access to assets for customers
Users	Refers to both customers and service providers
Generation Y	People born in the early 1980s to the mid-1990s

1 | INTRODUCTION

In recent years, information-technology (IT) and a shift in customer preferences have resulted in new business models that are revolutionising traditional industries (Hamari et al., 2016; Benoit et al., 2017; Kumar et al., 2017). In the literature, these business models are known as two-sided markets, sharing economies and perhaps more generally as *collaborative consumption* (CC) (Benoit et al., 2017). Two of the most well-known examples of these are Airbnb and Uber. Whereas Airbnb is revolutionising the hotel industry, Uber is doing the same in the taxi industry. CC is characterised by its triadic business model, involving a service enabler (e.g., Uber), service providers (e.g., Uber divers) and customers (e.g., Uber passengers) (Benoit et al., 2017). The common trait among CC business models is that the customer access, e.g., goods or services (assets) that are provided by a peer (Malhotra & Van Alstyne, 2014). The CC firms themselves do not own the goods or services they provide, leaving the peers collaborating in such services with additional risks and uncertainties. Risk is therefore considered to be the primary barrier to participate in CC (Burnett, 2014).

Perceived risk in CC can be related to the quality of the asset or service (Belk, 2014), psychological threats (Yang et al., 2017), physical harm, and even death (Kamal & Chen, 2016). Due to higher perceived risk during user interaction on CC platforms, trust is considered to be crucial, especially in consumer-to-consumer (C2C) markets (Belk, 2010; Botsman & Rogers, 2010; Ert et al., 2016; Hawlitschek et al., 2016; Mittendorf & Ostermann, 2017). Lack of trust might lead to insurmountable barriers inhibiting transactions (Buskens, 2002).

Therefore, service enablers such as Uber and Airbnb have implemented mechanisms to facilitate the formation of trust between customers and service providers (Resnick & Zeckhauser, 2002; Zervas et al., 2015), including for example; identity verification, mutual ratings and reviews, insurance cover, and specific web design techniques (Teubner, 2014; Gebbia, 2016). Whether peers want to participate in CC environments, does not solely depend on the trustworthiness of other peers, but also to the extent the platform appear trustworthy (Teubner & Hawlitschek, 2017), and the CC community as a whole (Möhlmann, 2016).

Furthermore, trust is considered to be a decisive factor for the success and sustainability of CC services (Botsman & Rogers, 2011; Möhlmann, 2015; Skålén et al., 2015; Barnes & Mattsson, 2017). Botsman (2012) even consider trust as the currency of CC. Consequently, understanding the role of trust in CC has never seemed more vital. In addition, the value worth of transactions in CC firms is forecasted to increase as much as 2000% and reach €570 billion by 2025, only in Europe (PwC, 2015). To meet this change, managers need to equip themselves with the necessary tools and knowledge of how they can manage different trust mechanisms. This will be essential to attract and retain users of CC firms, and be able to compete in the highly competitive landscape of CC.

1.1 Gaps in the Literature

Despite the importance of trust in CC, several researchers emphasise the lack of research in this field of study. For example, Möhlmann (2016) stresses that research on antecedents of trust on digital platforms and the nature of the trust construct in the context of CC, is still extremely rare. As CC is expected to continue to grow at a fast pace, Huurne et al. (2017) emphasise the need for continues investigation on how trust is established in the context of CC. Möhlmann (2016) further suggests that future research should address trust-building measures and trust concepts in different CC markets.

Trust-building measures are aimed to reduce risk and uncertainty (Lewis & Weigert, 1985; Mayer et al., 1995; Pavlou & Gefen 2004). Despite this, research on trust in CC, has with a few exceptions that we have found (e.g., Mittendorf & Ostermann, 2017), studied these phenomena separately. Furthermore, Yang et al. (2017) stress that while there are already some studies exploring the booming growth and sustainability of the sharing economy, the antecedents that drive customers to commit to peer service providers and maintain the peer relationships, remain mostly unknown. Finally, Benoit et al. (2017) stress the interest of future research on the formation of customer expectations in CC, as a part of building trust.

From the literature review initiated by the two of us, we found that existing literature on trust in CC is mostly based on quantitative research (e.g., Zhang et al., 2014; Ert et al, 2016; Kamal, 2016; Hartl et al., 2016; Mittendorf, 2017; Mittendorf & Ostemann, 2017; Hofmann et al., 2017; Barnes & Mattsson, 2017). In line with this, Huurne et al. (2017) pointed out that most studies use survey data to investigate trust, resulting in measures of perceptions, expectations, and attitudes towards trust. Consequently, they emphasise that research on actual trust-related behaviour in CC is scarce, although this would be very valuable as it would show the actual working of trust mechanisms. They further suggested that more qualitative research would be welcoming, as this type of research could reveal in-depth user stories and experiences underlying the working trust in CC.

1.2 Purpose of the Study

Due to the above-mentioned gap in the literature on antecedents of trust in CC and in-depth understanding of CC customers' behaviour, the following purpose of the thesis has been outlined:

«To investigate influencing factors for customers to trust CC services»

Through the investigation, we aim to fill the gaps presented in previous research by providing the reader with an in-depth understanding of how different factors affect trust. Furthermore, "influencing factors" refer to trust mechanisms that might affect customers' trusting beliefs in CC services; either positively or negatively. As seen from the introduction, risk is a precondition for

the presence of trust (Lewis & Weigert, 1985), hence an influencing factor. Following, we want to provide the reader with definitions of risk, followed by the applied definitions of trust and CC, to give additional context to the purpose of the study.

1.2.1 Definition of Risk

There are several definitions of risk. Brainard and Rejda (1966, p. 346) define risk as "uncertainty of loss; a psychological phenomenon that is meaningful only regarding human reactions and experiences." Crowe and Horn (1967, p.474) state that risk is "the possibility that a sentient entity will incur a loss." They further explain loss as an "involuntary reduction in the capacity of an entity to satisfy its wants." William and Heins (1985, p.5) see risk as "an objective doubt concerning the outcome in a given situation." They further elaborate that the doubt is concerning a future outcome.

Crowe and Horn (1967) use the term incur, which implies that risk is something that is objective, while Brainard and Rejda (1966) point to a psychological phenomenon. These opposing perspectives are present in several other definitions of risk (Crowe & Horn, 1967; Athearn; 1971). Willet's (1951) definition of risk might help in this regard, as he states that risk is "the objective correlation of the subjective uncertainty." This definition implies that by finding common traits among subjective perceptions, risk can be viewed upon objectively. Risk is also often related to loss or negative outcomes (Mittendorf & Ostermann, 2017). This statement is also supported by Crowe and Horn (1967) who conclude in their analysis of risk definitions, stating that the concept of risk is mainly an objective phenomenon, while the concept of loss (used in their definition of risk) is a psychological phenomenon. In this thesis, we will apply the definition given by Willet (1951).

1.2.2 Definition of Trust

Trust is seen on as highly sophisticated and contradictory concept among researchers (Shapiro, 1987; McKnight & Chervany, 2001), making it difficult to define (Gambetta, 2000; McKnight & Chervany, 2001). Therefore, it is no universally agreed upon definition of trust (Rousseau et al., 1998). Mayer et al. (1995, p.712) define trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party." Another definition is provided by Sabel (1993 p.1133): "trust is the mutual confidence that no party to an exchange will exploit another's vulnerabilities."

Hardin (2002, p. 10) defines trust as "a belief about another's trustworthiness." He further explains that "the declarations I believe you are trustworthy and I trust you are equivalent." In contradiction to Hardin (2002), Barney and Hansen (1994, p.176) state that "an exchange partner

is trustworthy when it is worthy of the trust of others." They further emphasise that trustworthiness is not about a belief, but a fact: "an exchange partner worthy of trust is one that will not exploit other's exchange vulnerabilities." Mayer et al. (1995) further state that a partner's trustworthiness is decided based on their ability, integrity and benevolence. They further explain that ability refers to a partner's competence and skills, integrity refers to a partner's ability to care and be concerned for the other party, and benevolence refers to the degree a party is dependable and reliable.

Barney and Hansen (1994) separate between weak, semi-strong and strong forms of trust. Weak form of trust implies that there is a limited opportunity for opportunism, as the parties have little or no vulnerabilities. Semi-strong form of trust can occur when governance mechanisms are in place to reduce risk, while the strong form of trust can be present when opportunistic behaviour violates values, principles and standards of the exchanging parties.

In the context of CC, Teubner et al. (2017) see trust as a consumer's willingness to rely on a host's actions and intentions. Furthermore, trust is defined as "a subjective feeling that the trustee will behave in a certain way according to an implicit or explicit promise she makes" (Kim et al., 2011; Ponte et al., 2015). In this thesis, we will use the definition provided by Kim et al. (2011) and Ponte et al. (2015). Furthermore, we want to underline that our understanding of "behaving in a certain way" is about meeting expectations and that the "promise" can include their ability, integrity and benevolence (ref. Mayer et al., 1995).

1.2.3 Definition of Collaborative Consumption

Several researchers agree that CC, the sharing economy, and access-based services often are recognised as the same (e.g., Hamari et al., 2015; Hartl et al., 2015; Benoit et al., 2017). On the other hand, there are some disagreements as to whether CC is different from the sharing economy. Kumar et al. (2017, p.2) take the standpoint of differentiating the sharing economy from collaborative lifestyles by emphasising that the sharing economy is about the "*monetisation* of underutilised assets that are owned by service providers (firms or individuals) through short-term rental." This definition of the sharing economy is paradoxical to Hamari et al.'s (2015) definition of the sharing economy which includes "giving" services or goods. We agree with Belk (2014) who recognise that the nature of CC can be monetary and non-monetary. Hence, CC include, but do not limit to, Kumar et al.'s (2017) definition of the sharing economy.

CC also covers a range of transactions in almost all business areas, including entertainment (e.g., file sharing), food (e.g., communal gardens), and traffic (e.g., car sharing) (Hartl et al., 2015). In addition, Möhlmann (2015) points out that CC can be found in both business-to-consumer (B2C) and consumer-to-consumer (C2C) settings and industries. This is contrary to Belk (2014) who emphasise that people (not businesses) coordinate the acquisition and distribution of a resource.

We agree with Möhlmann's (2015) description of CC; (1) it takes place in organized systems or networks, in which participants conduct sharing activities (2) the activities can be in the form of renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space, or money. We also emphasise that CC can range regarding industries (Belk, 2014), monetary- and non-monetary- exchanges (Belk, 2014; Hamari et al., 2015) and B2C- and C2C business models (Möhlmann, 2015).

1.3 Research Questions

As pointed out in the introduction, CC firms are characterised by introducing additional risks for the participating parties (Malhotra & Van Alstyne, 2014). To understand the fundamental reasons for why customer trust is needed in CC services, we first need to comprehend their perceived risks, as risk and trust are closely related. Therefore, we have defined the following research question:

- *RQ1: How do customers perceive risk and uncertainty in CC sharing services?*

The first research question seeks to discover CC customers' perceived risk and uncertainty during interaction in a CC service. In addition to risk, we have also included "uncertainty" in RQ1, as this phenomenon is often considered a part of risk (Willet, 1951; Brainard & Rejda; 1966; Lewis & Weigert, 1985). Furthermore, it is essential to understand different trust mechanisms, as they influence customers' perceived risk and uncertainty. Therefore, we have formulated a second research question:

- *RQ2: How do different trust mechanisms affect customers' perceived risk and uncertainty in CC sharing services?*

The study of RQ2 will give a better understanding of the actual working mechanisms of trust, and how they relate to specific risks and uncertainties in CC. By "trust mechanisms" we refer to specific trust-building measures (e.g., reputational systems) and other factors that influence customers' trusting beliefs in CC. By acquiring in-depth knowledge about both customer risk and uncertainty, and related trust mechanisms, we will understand the influencing factors for customers to trust CC sharing services. Thus, fulfilling the purpose of the study.

1.4 Contribution

With the collected data, we will be able to understand how different trust mechanisms influence customer trust in CC sharing services. Through a qualitative method, an in-depth understanding of the intricate relation between the different trust mechanisms will provide new insight into customers' trusting beliefs in CC. Such understanding has so far been scarce in earlier studies, which are mostly based on quantitative research methods. We will also reveal interesting insight

on how risk and uncertainty relate to different trust mechanisms, as well as how customers' characteristics and expectations affect their trusting beliefs in CC. Consequently, we will address existing gaps in the literature. Ultimately, the findings of the study will lay an actionable foundation for CC service managers and disclose new areas for future research.

1.5 Structure of the Thesis

Chapter 1: During the introductory chapter, the importance of trust in CC has been highlighted, and how trust serves as a precondition for building a successful platform in the context of CC. We have also defined relevant terms for the thesis and revealed existing gaps in the literature. Combined, this has contributed to developing the purpose of the study, as well as the research questions.

Chapter 2: This chapter introduces the theoretical framework that constitutes the thesis. To give the reader a good understanding of the research topic, we have included relevant literature that covers trust mechanisms in the context of CC.

Chapter 3: This chapter describes and reflects upon how our methodical choices have helped us to fulfil the purpose of the study and answer our research questions. To answer the research questions presented in chapter 1, we have used a mixed method with both a qualitative and quantitative research approach, whereas the qualitative method as received the primary focus.

Chapter 4: This chapter presents the data acquired through both the qualitative and the quantitative method. The data acquired from the quantitative method will serve as convergent data for the qualitative data in this thesis.

Chapter 5: In this chapter, we will analyse our findings relative to the theoretical framework developed for this thesis. We will also present a trust model developed from a customer perspective. Lastly, we will provide answers to our research questions.

Chapter 6: This chapter will discuss how our findings contribute to existing literature on trust in CC. Furthermore, we will discuss to what extent our findings might be of interest to other CC services that differ from the case chosen in this study.

Chapter 7: In this chapter, we will summarise our research and provide the reader with short answers to our research questions.

Chapter 8: Finally, based on our findings, we will explain how our research has implications for managers and existing literature, followed by suggestions for further research.

2 | THEORETICAL FOUNDATION

This chapter introduces the theoretical framework that constitutes the foundation of the thesis. It explains the composition of CC businesses and the trust relations and roles between the different parties involved. We have also included relevant literature which gives context to the theoretical framework.

2.1 Theoretical Framework

Traditional CC services encompass the triadic business model, including the service enabler, the service provider and the customer. The service enabler enables exchange, the service provider grants access to assets and the customer seeks access to the assets (Benoit et al., 2017). Similar to other triadic business models, the strength of the interaction between the service provider and the customer determines the sustainable success of the service enabler (Kumar et al., 2017). From previous literature in CC, we know that trust plays a critical role in fostering the relationship between the service providers and the customers (Chan & Shaheen, 2012; Lamberton, 2016). Additionally, trust is crucially important for the service enabler's ability to create a market (Lamberton & Rose, 2012). The community encompassing the service enabler, service providers and the customers is also considered essential to foster trust among the peers (Möhlmann, 2016).

As proposed by Möhlmann (2016) and Huurne et al. (2017), trust in CC should be discussed in relation to the parties involved. Firstly, risk and uncertainty encompass the whole CC environment (1). Moreover, the trust relations can be separated into four different instances; trust towards the service enabler (2), trust towards the service provider (3), trust towards the customer (4) and finally and trust towards the community (5) (Huurne et al., 2017). Based on the described trust relations, they form the theoretical framework as illustrated in figure 1.
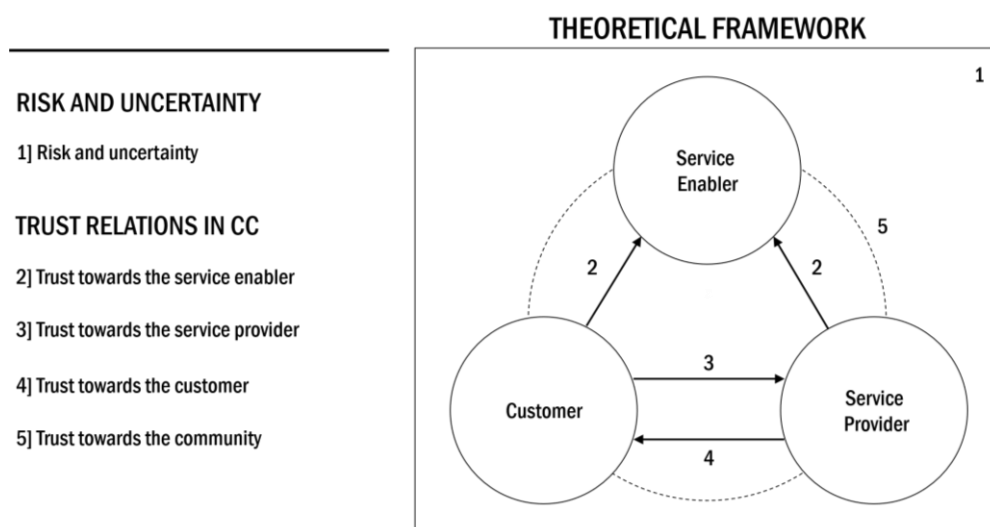
Figure 1: The triadic business model in CC and the trust relations between the parties

2.2 Risk and Uncertainty in Collaborative Consumption

Risk itself might be the primary barrier to participate in CC (Burnett, 2014). This is in line with Jessica and Paolo (2015), who argue that attitudes towards risk are a critical barrier that limits the level of engagement in the platform and the expansion of CC firms. For example, lack of legal requirements results in more uncertainty for users in CC communities (Hartl et al., 2016). The presence of risk is also the reason for why trust is needed in the first place (Lewis & Weigert, 1985). Therefore, it is essential to understand the risks associated with CC to further relate these to specific trust mechanisms.

As Mittendorf and Ostermann (2017) point out, taking part in CC might involve more risk than in traditional exchanges, where goods are exchanged permanently. This is in line with Ert et al. (2016) who emphasise that for example, customers of CC services are exposed to risks other than a monetary loss, to which customers of more traditional C2C markets are exposed. Both articles use the example of Airbnb, where the asset being consumed is returned to its owner after an exchange. This means that a service provider carries a risk even after the consummation has occurred. Maholtra and Van Alstyne (2014) claim that CC firms enjoy profits while offloading risk to others. Whereas "others" refer to the customers and the service providers, who in CC environments can be private individuals. For example, in Norway, a consumer is much less protected against wrongful fulfilment of an agreement if the other exchange partner is a private individual rather than a firm (Kjøpsloven, 1988; Forbrukerkjøpsloven, 2002).

Perceived risk in CC can be related to the quality of the asset or service (Belk, 2014), psychological threats (Yang et al., 2017), physical harm, and even death (Kamal & Chen, 2016). For example, Möhlmann (2016) states that interaction in CC has resulted in theft, rape and even wilful damages. Risk related to the quality of the service is what Hawapi et al. (2017) categorise as performance risk, and further refer to the chance of the service not meeting the expectations that a transaction was based on. This include both the functionality of the asset, as well as the complete experience of the transaction. Naturally, performance risk is also more prominently in the context of CC because the customers do not have the possibility to examine the asset before a transaction takes place (Hawapi et al., 2017).

Yang et al. (2017) stress that in CC, service providers are less often industry specialists, hence lacking professional training and are less affiliated with the CC enabler. As a result, the shared goods or services provided by the service providers are on a temporary and intermittent basis to accommodate their own interests, rather than being dedicated full time to the CC platform. Hence, there is a risk of opportunistic behaviour (Barney & Hansen, 1994; Rousseau et al., 1998). The perceived risk of interpersonal contamination is more pronounced when we are less familiar with the person sharing a space or good (Belk, 2010). Higher levels of confidence in the interaction between customers and service providers will result in more confidence in the service

provider's ability to deliver the services, thus leading to a continuous relationship (commitment) and loyalty (Yang et al., 2017).

2.3 Trust in Collaborative Consumption

It is a common understanding that building trust is a key to reduce risk (e.g., McKnight & Chervany, 2001; Benoit et al., 2017). Furthermore, the presence of trust is essential in CC, compared to traditional exchanges, due to the exceptional levels of risk (Ert et al., 2016; Yang et al., 2017). In this chapter, we will grant the reader with a better understanding of trust mechanisms and measures that must be considered to reduce risk and uncertainty in CC.

As there is a lack of literature regarding trust in CC, many researchers have therefore found it appropriate to apply literature from the field of e-commerce (e.g., Mittendorf & Ostermann, 2017; Mittendorf, 2017; Hofmann et al., 2017). On the other hand, Möhlmann (2016) argues that the characteristics of CC challenge prior research on trust, as face-to-face interactions are more common, and it can involve an intrusion on personal space. In many collaborative consumption settings, face-to-face interaction takes place among peers, for example, when handing over the keys to an apartment booked via Airbnb or when renting a car from a peer via Getaround and Turo. As a result, users are literally entering the personal space of others (e.g., their apartment or car), and thus interact on a more advanced social level. Even though trust appears more critical in CC than in more traditional exchanges, Möhlmann (2016) found in her analysis that trust is lower in CC than in traditional platforms and non-P2P platforms such as eBay and Walmart, due to additional risks.

Despite the presence of higher risks in CC, and due to the lack of research on trust in this field, we have found it appropriate to include some literature from the field of C2C e-commerce. Many of the trust issues present here are similar to those in CC (Huurne et al., 2017). For example, transaction partners are unable to inspect and evaluate goods upfront and there is a lack of rules and regulations (e.g., McKnight & Chervany, 2001). Because of these similarities and the lack of trust research in CC, we will supplement our literature with research from C2C e-commerce.

2.3.1 Antecedents of Trust in Collaborative Consumption

In this subchapter, we will discuss the different antecedents of trust found in the literature in terms of CC firms. These will include both descriptions of specific trust-building measures and fundamental prerequisites that must be present to build trust on CC platforms. Since CC firms are built on triadic business models, we will include trust mechanisms towards the service enabler, the service provider, the customer and the community as a whole.

The Service Enabler

The service enabler is responsible for matching customers and service providers (Benoit et al., 2017). To do so, trust is crucially important for the service enabler's ability to create a market (Lamberton & Rose, 2012). Therefore, the service enablers have implemented different trust-building measures in their CC firms to be perceived as more trustworthy. Examples of these are; reputational systems (Möhlmann, 2016), systems for verification (Teubner & Hawlitschek, 2017), security measures and assurances (Kamal & Chen, 2016). In addition, the perceived quality of the CC service is vital to appear as trustworthy (Kumar et al., 2017). The following subchapter will discuss different trust-building mechanisms which a service enabler can facilitate for to generate trust between the parties in CC firms, and towards the platform itself.

Reputational Systems

Reputational systems are characterised as one of the most important tools for creating trust in online marketplaces (Malinen & Ojala, 2013; Liu et al., 2016), and commonly found as effective trust-building measures between peers (Fuller et al., 2007; Bente et al., 2012). Such systems often include feedback systems, ratings, referrals and textual reviews, and allow for collecting, aggregating and providing feedback on past user behaviour (Resnick et al., 2000). Several researchers have emphasised the positive impact of reputational indicators (e.g., Bente et al., 2014; Ert et al., 2016; Li et al., 2016). Whereas Bente et al. (2014) and Li et al. (2016) research reputational indicators in the field of e-commerce using a quantitative method, Ert et al. (2016) do the same in the field of CC. Teubner and Hawlitschek (2017) emphasise that the importance of ratings and reviews becomes evident when considering the associated value generated from reputation or social capital (Huang et al., 2017), which particularly applies to CC. The effectiveness of reputational systems is determined by social proof, which starts with a situation including uncertainty (Teubner & Hawlitschek, 2017). Based on the outcome, individuals derive behavioural cues from past actions of others (Cialdini & Grad, 1987).

Several CC platforms (e.g., Airbnb and Uber) have implemented simultaneous reviews (Möhlmann, 2016). This is a mechanism that gives the customer and the service provider the opportunity to mutually rate each other simultaneously. The feedback from both parties are revealed simultaneously as a set, after being submitted (Möhlmann, 2016). Simultaneous reviews can also be considered as a progression of conventional peer-based reviews. This type of measure is supposed to prevent reciprocal feedback, the potential retaliation of negative ratings, and social desirability bias (Bolton et al., 2012). Möhlmann (2016) argues that simultaneous reviews seem to be of particular importance in the context of CC, due to the high degree of social interaction.

Some researchers also emphasize their scepticism towards reputational systems in CC platforms. For example, Slee (2013) and Zervas et al. (2015) discuss that the ratings of Airbnb are remarkably positive. Ert et al. (2016) also point to people's tendency of giving an exceptionally

high online rating on CC platforms. The tendency of high rating-scores has also been documented in other P2P marketplaces such as eBay (Resnick & Zeckhauser, 2002; Bolton et al., 2012). These studies suggested that biased reputation is facilitated by the mutual feedback mechanism, implying that a customer would think twice before posting a negative review of a service provider because of the fear of retaliation (Bolton et al., 2012). Kumar et al. (2017) state in their research that only 70% of customers report that they trust online reviews as a consequence of exceptionally positive online ratings and reviews on CC platforms. In reputational systems, ratings are misrepresented because both the service provider and the customer tend to give higher ratings due to reciprocity, herding behaviour, self-selection and strategic manipulation of reviews by firms (Mayzlin et al., 2014; Zervas et al., 2015).

Negative reviews and feedback can be of special interest in the context of trust, particularly in CC platforms where most feedback are overly positive (e.g. Airbnb and 9flats) (Abramova et al., 2015). The effect of negative reviews is influenced by the so-called "negativity bias", which is defined as; "the propensity to attend to, learn from, and use negative information far more than positive information" (Vaish et al., 2008, p. 383). Therefore, researchers (e.g., Park & Lee, 2009; Bambauer-Sachse & Mangold, 2011) suggests that negative reviews are far more scrutinized and crucial to use the service or not, since the negative reviews stand out among all the positive. Review systems in the context of collaborative consumption have shown to be less reliable due to biased review behaviour of peers (Slee, 2016). Biased review behaviour occurs when peers feel uncomfortable leaving a negative review, even though the service experience was not satisfying to them (Slee, 2016). In general, due to the high degree of social interaction on CC platforms, biased review behaviour is more likely in this context (Zervas et al., 2015; Slee, 2016), compared to services where social interaction is less evident.

Systems for Verification

Systems for verification of individuals are commonly used in CC platforms and are provided by the service enabler. Teubner and Hawlitschek (2017) suggest that the purpose of such systems is twofold; (1) to verify their existence as actual human beings and (2) to verify their qualification in a given context, e.g., as a driver in the ride-sharing platform Uber. There are several methods for user verification: scanning of ID cards, confirmation of profile by email, providing phone numbers and the use of third-party certification such as Google and Facebook (Botsman & Capelin, 2016; Teubner & Hawlitschek, 2017). Drivers' license, background checks and use of personal profile photos, can also serve as means for verification (Ert et al., 2016; Liu, 2016; Kamal & Chen, 2017).

From a user perspective, several researchers have emphasised the importance of personal profile photos as a driver of trust and sharing behaviour on CC platforms (Teubner et al., 2014; Karlsson et al., 2017; Ma et al., 2017). Personal photos offer additional information as a means of identity

verification (Liu, 2016), and emphasise the sense of personal, sociable, human contact (Botsman & Rogers, 2011; Tussyadiah, 2015). As reputational scores in many CC firms have extremely low variance, Ert et al. (2016) found in their research on Airbnb that visual-based trust has a stronger impact on customers' choice than reputation. This is because the human face is one of the most salient environmental sources of social information (Zebrowitz et al., 1996). Faces do indeed create trust, and several actors rely on this effect. For example; Carpooling.com reminds its users to complete their user profiles accordingly, by literally telling their users that "faces create trust" and Flinc.org reminds their users to "upload a photo" (Teubner & Hawlitschek, 2017).

Security Measures and Assurances

The most important difference between new and traditional services is the need to provide safety benefits, and since safety is considered as one of the basic human needs, ensuring customer safety against potential threats on a CC platform would be of critical importance (Yang et al., 2017). Higher safety benefits would be a fundamental driver of customers' retention in a CC firm, and with the less cognitive effort needed to worry about whether the service provider will introduce risks to personal safety or exposure to crime, the more customers felt assured and committed (Yang et al., 2017). This is also in line with Kamal and Chen (2016), who found in their research that implementation of security measures may increase CC users' trust.

Most service providers do not have any insurance to cover their assets or themselves while providing services in the CC (Kumar et al., 2017). In such cases, dedicated CC insurance providers such as SafeShare, CBIZ or optional insurance packages offered by the service enabler, can help in this regard. For example, Airbnb grants their service providers with a one million dollar insurance for damages incurred by guests, as a way of mitigating users' trust concerns towards the platform (Teubner & Hawlitschek, 2017). BlaBlaCar does also offer insurances, in addition to services such as roadside assistance, legal advice and return shipments of forgotten items. These are all examples of structural assurance, which refers to the willingness of the service enabler to support its users through legal protection and guarantees (Barnes & Mattsson, 2017). These authors also found from their survey, that structural assurance was among the most important factor for users to trust a CC firm. This is in line with Möhlmann (2016), who argues that insurance cover seems specifically relevant in many cases of CC, because services and goods are provided by private individuals rather than professionals (Sundararajan, 2016).

Quality of The Service

Since participants in CC communities interact on an interpersonal level, they might be anxious about the quality of the service (Belk, 2014). Higher levels of confidence in the interaction between customers and service providers in CC will result in lower customer anxiety concerning the services, thus leading to commitment and loyalty (Yang et al., 2017). Low perceived quality of the assets shared in a CC platform, could lower the trust in the service enabler, which can lead

to consequences such as higher churn rates (Kumar et al., 2017). Lower trust in the service enabler could also affect the CC firm's brand equity (Aaker, 1996; Ambler, 1997), which should be maintained since one can assume that brand effects of the service enabler play an essential role in the trust-building context (Sundararajan, 2016). Despite this, Kamal and Chen (2016) concluded in their study that service quality did not affect peers trust towards the service enabler.

Hartel et al. (2016) emphasise that CC firms are known to have more variation in quality, and that interacting peers feel satisfaction or dissatisfaction depending on the quality of the service (Martin & Pranter, 1989). If there is a lack of standardisation in quality, Piscicelli et al. (2017) argue that there should be a form of governance system connected to the platform to generate sufficient levels of trust. Implementation of governance would control user activity that may prove detrimental to the CC firm (Evans & Schmalensee, 2016; Hagiu & Rothman, 2016; Van Alstyne et al., 2016). In general, and especially regarding CC communities, people may call for governance and regulation to handle risk in an economic exchange (Hartl et al., 2015). Existing literature also suggests that CC lack regulation in contrast to conventional businesses (Koopman et al., 2014; Rauch & Schleicher, 2015). Despite this, Hartel et al. (2016) found in their study that several peers are sceptical towards governance systems. They fear a loss of self-determination and a break in the relationship of the community members, resulting in less cooperation.

Teubner and Hawlitschek (2017) emphasise that passive trust can be built by having a high-quality appearance of the service. For example, if peers interact with a website of high quality, this could result in a feeling of trust towards the service enabler (Jones & Leonard, 2008). Furthermore, they found that a high-quality website also can increase the perceived trustworthiness of the peers. They explain that in cases where the customer and service provider do not know each other, their perception of the website quality function as a social cue; indicating what kind of people that is likely to participate on the platform. The quality of the website is determined by users' perceptions of its visual appearance, ease of navigation and functionality (McKnight et al., 2002).

The Service Provider and The Costumer

Whether peers want to participate in CC environments, does not depend only on trust towards the platform, but also the extent to which other users appear trustworthy (Teubner & Hawlitschek, 2017). For example, in contrast to the traditional hotel industry, peers on Airbnb need to market themselves as trustworthy individuals to be granted permission to book (Karlsson et al., 2017). To convert an interested user's attention into a tangible booking request, trust is hence crucial (Gebbia, 2016; Hawlitschek et al., 2016). A host's overall appearance, including profile and product pictures or information on the hosting track record, is of high importance (Ert et al., 2016). The following subchapter will, therefore, discuss different trust mechanisms, which affect to what degree customers and service providers appear trustworthy.

User Characteristics

Besides direct trust-related scores, such as ratings, user representation is also considered important (Teubner et al., 2017). User representation is concerned with how user characteristics are communicated and presented. We have previously seen that verification through photos foster trust, but Fagerstrøm et al. (2017) found in their survey, that negative and absent facial expressions of Airbnb hosts evoke avoidance tendencies and decrease their chances to rent out their listing. This could be explained by what Ert et al. (2016) referred to as visual-based trust, a mechanism that seems to affect people's choice more than reputation. Furthermore, a reasonable number of Facebook friends may casually be regarded as an indication of not being a psychopath, e.g., based on presumed popularity or attractiveness (Tong et al., 2008). Connecting user profiles to other accounts (e.g., Google and Facebook) has proven to increase trust (Botsman & Capelin, 2016), as interacting parties can discover shared interests or common friends.

Research conducted by Ma et al. (2017) on users' self-description on Airbnb's platform, reveals that users strategically increase their trustworthiness by disclosing different topics in their profiles, such as interests, educational background, work history, and so on. Other researchers such as Teubner and Hawlitschek (2017) also emphasise that users may want to signal competence to increase trust. For example, by providing a boating certificate when seeking to rent a boat or a statement issued by their insurance company (documenting zero accidents in x years) when offering a shared ride as a driver (Teubner & Hawlitschek, 2017). Increased information has shown to positively increase trust in e-commerce (Goa & Wu, 2010), and is also expected to do the same in CC environments (Kamal & Chen, 2016). This is more likely to be in the case of service providers, as their profiles on CC platforms contain much more information than customers' profiles (Ert et al., 2016).

According to Guo et al. (2014), the amount of trusting information increases with greater numbers of ratings. A low number of ratings may raise reliability doubts for several reasons, e.g., ratings may be acquired by friends and family only and are naturally providing a lower level of confidence. Moreover, a high number of ratings points to consistency and enjoyable experiences. A high number of ratings can be assumed to be important for both the service provider and the customer, as we have seen that simultaneous reviews are a common practice among some CC firms (Möhlmann, 2016). Furthermore, service provider ratings usually support the emergence of trust and are helpful in bringing together compatible service providers and customers (Martin, 2016). Even though research on user characteristics has revealed several influencing factors on trust, there is still little knowledge of their influence on trust relative to each other Tussyadiah and Sangwon (2018).

Familiarity

Mittendorf (2017) and Möhlmann (2016) emphasise familiarity as a factor in determining whether people trust CC platforms. Whereas the literature demonstrates that trust aims at current and future interactions (Koufaris & Hampton-Sosa, 2004; Jiang et al., 2009), familiarity is based on previous interactions and experiences (Lessig & Park, 1981; Johnson & Russo, 1984). Thus, familiarity serves as a precondition for trust. In general, familiarity helps to provide context that allows individuals to clarify future expectations (Gefen, 2000). For example, familiarity with Uber can build trust when effort, complexity, and uncertainty are reduced by applying previously learned behaviour. Mittendorf (2017) assume in his study, that familiarity with Uber increases with successful interactions, hence obtaining knowledge about the mobile app. As a result, high degrees of familiarity improve the customers' ability to maintain clear beliefs of what constitutes their expectations of favourable platform usage. This is in line with Möhlmann (2016) who concludes in her study that familiarity and utility were estimated to have a significant positive effect on the likelihood of choosing a sharing option again. On the other hand, Zhang et al. (2014) found that familiarity does not affect trust towards the service enabler, even when, e.g., exposed to bad experiences in CC lending services. They conclude that lenders primarily rely on their own judgment to make decisions on the creditworthiness of a service provider rather than on the familiarity.

Disposition to Trust

Some researchers suggest that disposition or propensity to trust serve as determining factors in terms of trusting a CC platform (Kamal & Chen, 2016; Möhlmann, 2016; Mittendorf, 2017). Whereas Kamal and Chen (2016) and Möhlmann (2016) refer to the propensity of trust, Mittendorf (2017) refers to the disposition of trust. Existing literature shows that disposition to trust is a personality-type mechanism with two components: trusting stance and faith in humanity (McKnight & Chervany, 2001; Kim et al., 2008). In this context, trusting stance assesses the confidence in superior outcomes when engaging in interactions with other individuals (McKnight et al., 1998), whereas personal faith in humanity assesses that other individuals are typically reliable, trustworthy, and well-meaning (McKnight et al., 1998). In general, a disposition to trust represents an individual's tendency to trust others (Gefen, 2000; Kim et al., 2008), thus serves as a plausible antecedent of trust. The antecedent is the result of lifelong personal development, education, and cultural consistency (McKnight et al., 2002; Kim et al., 2008). Whereas humans have a natural disposition to trust and ability to judge trustworthiness, researchers emphasise that disposition to trust is the tendency to believe in the integrity of other entities (Mayer et al., 1995; McKnight et al., 2001). Mayer et al. (2015) refer to propensity in their research. Although the willingness to trust others can vary depending on the environment (McKnight et al., 2002), in general, people with a high disposition to trust are more inclined to frame positive initial interactions with an unfamiliar counterpart (Wu et al., 2010). Therefore, a disposition to trust is

highly effective in one-time interactions (Gefen, 2000; McKnight et al., 2002), which are common in various CC environments.

The Community

Several factors could affect the trusting beliefs towards a CC service as a consequence of the belonging community, such as large networks (Möhlmann, 2016), reputation of the platform (Yang et al., 2012), and social interactions between the peers (Chen et al., 2009). The following subchapter will therefore explain the different trust-building mechanisms that influence trust towards the CC community as a whole.

Network Effects

Möhlmann (2016) found that a large network in the community had the most substantial positive effect on trust in the platform, compared to other trust variables (e.g., simultaneous reviews, reliable insurance cover). Large networks can be associated with many offers available worldwide and can cause network effects, which is on two-sided platforms generally are known to increase utility levels. Indeed, there is higher value for, e.g., customers the more service providers there are and vice versa (Parker & Van Alstyne, 2005; Hagiu & Spulber, 2013; Sundararajan, 2016). In line with Möhlmann (2016), researchers have also found that the perceived size of a marketplace within e-commerce, may be associated with higher levels of trust (Son et al., 2006). From earlier, we also know that Jessica and Paolo (2015), argue that attitudes towards risk are a key barrier that limits the level of engagement in the platform and the expansion of CC firms.

The Reputation of the Platform

Word-of-mouth through recommendation, rating and reviews offered by the network (Hajli, 2012; See-To & Ho, 2014; Wang & Chang, 2013) may contribute to building a reputation (Kim & Park, 2013), an essential element in building trust in social commerce (Yang et al., 2012). Furthermore, reputation is defined as a public opinion that represents a collective evaluation of a group regarding the characteristic of an entity or a person (Wang & Vassileva, 2007). Reputation has been shown to be an important external motivation factor in determining participation in communities and other online collaboration activities such as information sharing (Davenport & Prusak, 1998; Wasko & Faraj, 2005) and open-source projects (Lakhani &Wolf, 2005; Nov et al., 2010). Möhlmann (2016) also found in her research that the reputation of a CC platform influences trust. Moreover, lower trust in the service enabler could also affect the CC firm's brand equity (Aaker, 1996; Ambler, 1997). Strong brands are especially important for CC services as they help create trust and reduce perceived risk (Benoit et al., 2017).

Social Interactions

Social interactions between members of a community were found to affect trust in a community (Chen et al., 2009). Social interaction can be classified into two types of interactions; (1) information interaction and (2) emotional interaction (Burnett, 2000; Luo, 2005). Information interactions refer to the perceived interaction of information and knowledge among community members. This could include activities such as; information seeking, information provision, information exchange, and knowledge-sharing (Haythornthwaite & Wellman, 1998). Secondly, emotional interactions refer to interactions which affect moods and emotions among members of a community. Emotional interactions create an environment that is felt by participants to be supportive and welcoming and facilitate intimate relationships among community members (Burnett, 2000). As social interactions play a significant role in fostering trust in a community (Chen et al., 2009), Hartl et al. (2016) also mention that more social types of CC communities might cause users to feel more responsible for the community as a whole, implying that trust between community members in such CC platforms is higher (Bardhi & Eckhardt, 2012).

2.4 Applied Theoretical Framework

The presented theory has given an extensive understanding of different aspects of trust mechanisms mentioned in the literature in the context of CC. To narrow down the scope of the research, we have simplified the theoretical framework. Hereafter, we will only focus on the customers' trust relations, and their perceived risks and uncertainties, as indicated in figure 2.

THEORETICAL FRAMEWORK APPLIED

RISK AND UNCERTAINTY

1] Perceived customer risk and uncertainty

TRUST RELATIONS IN CC

2] Customer trust towards the service enabler

3] Customer trust towards the service provider

4] Customer trust towards the community
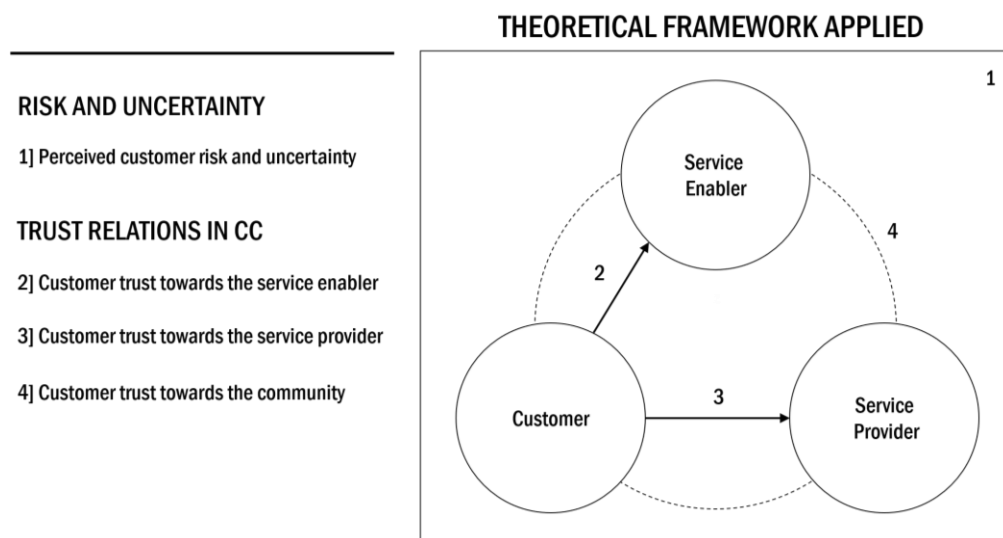
Figure 2: The applied theoretical framework

The customers primarily interact with the service enabler and the service providers. The customers may also interact with other customers, either directly or indirectly, as many service enablers promote their platforms as social communities (Botsman & Capelin, 2016). Additionally, interactions might also occur when customers notice signs of usage from previous

users of the accessed good (Schaefers et al. 2016). This type of interaction is valued by CC service providers and customers, and is considered the driver of the community aspect of CC (Habibi et al., 2016). During these interactions, the customer experience additional risk and uncertainty (Ert et al., 2016), compared to traditional services due to the nature of CC. Consequently, trust is needed to fulfil customers' trusting beliefs.

The theoretical framework applied (figure 2), has worked as our guideline throughout the thesis. All analytic considerations have been done from a customer perspective, aligning with the purpose of the study.

3 | METHOD

In the following chapter, the expedient method of the thesis will be laid forth and accounted for. The chapter includes descriptions of the research design, data acquisition process, analysis of the data and reflections of the chosen method.

3.1 Research Design

For this study, we have chosen a mixed method single-case research design. The rationales for choosing a single-case design are given by Yin (2009). Single-case research designs might give in-depth knowledge and additional insights which are not covered by, for example, multi-case studies. As we seek to acquire in-depth understanding of influential factors for customers to trust CC sharing services, this method was found to be the most appropriate to fulfil the purpose of the study. Moreover, we have chosen Nabobil to represent our single-case study in this thesis (*see section 3.1.1 for selection criteria)*. In our instance, the study of Nabobil could reveal interesting insights for other C2C sharing services in the context of CC. Furthermore, the research design is based on a mixed method, which constitutes a triangulation of a qualitative and quantitative research approach. Overall, the approach of triangulation in social research can take us beyond some of the limitations of one-sided research (Flick, 2015). In this sense, the triangular research approach may provide a more comprehensive understanding of the subject being studied.

There are several ways of combining triangulation and mixed methods (Flick, 2015). In triangulation of both qualitative and quantitative research, Kelle and Erzberger (2004) discuss three different alternatives; (1) results may converge, (2) result may be complementary or (3) results may be divergent or contradictory. The rationale was to see if the quantitative data would converge with our qualitative data, thus increasing the credibility of the study. That is, the results may confirm or partly confirm the each other, and support the same conclusions. For example, statements from a representative study with standardised questionnaires may align with statements from semi-structured interviews with a part of the sample in the survey (Kelle & Erzberger, 2004).

In this study, our primary focus is on the qualitative method, as there is a gap in the literature when it comes to qualitative analysis of trust in CC firms (Huurne et al., 2017). Our primary source of data comes from 10 interviews with customers of Nabobil, while a manager-interview and the questionnaire serve as secondary sources (convergent data) that may confirm or partly confirm the primary data. The structure of the research design is illustrated in figure 3.
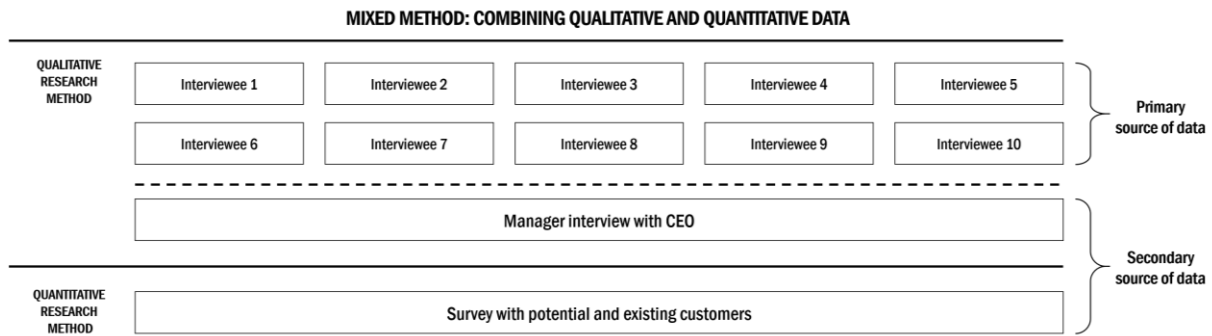
Figure 3: Methodical research design

3.1.1 Selection of Case Firm

To acquire the relevant data and fulfil the purpose of the study, it was essential to the choose relevant selection criteria for the subject (Bryman, 2008). Nabobil was selected as the case firm in this thesis, as a result of fulfilling the following criteria:

- The platform must be a C2C sharing service within the context of CC, due to the presence of higher risks and uncertainties compared to, e.g., B2C services
- The nature of the transaction must be economic and the asset shared must be of a high value as an indication of high risk peer involvement, thus, the need for increased trust
- The platform must have reached critical mass, and have a satisfactory number of users, as this might indicate sufficient implementation of trust-building measures
- The platform must be in proximity (in Norway) for easy data collection

3.1.2 Data Acquisition

For the data collection process, Miles and Huberman (1994) suggest four different research strategies when using triangulation with both qualitative and quantitative methods. In this thesis, we have chosen to pursue both methods in parallel with continuous collection of both sorts of data, as proposed by Miles and Huberman (1994). See figure 4.
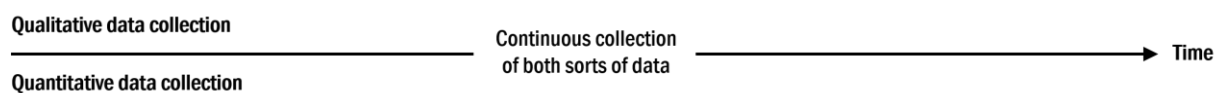
Figure 4: The chosen research strategy for data collection

Both the interview guides and the survey were designed to cover the same theoretical foundation and served the purpose of the study in the best manner. As emphasised earlier, the qualitative method received the primary focus in this thesis. Therefore, the analysis of the qualitative data is more comprehensive compared to the quantitative data analysis, as this data serves as convergent data (Kelle & Erzberger, 2004).

3.2 Quantitative Method

In parallel with the qualitative method, we conducted a survey. The purpose of the quantitative study was to (1) have a secondary source of data (convergent data) to increase the credibility of the study, and (2) to acquire potential interviewees for our qualitative research as part of the continuous data collection process (Ringdal, 2013). For example, as we sought to investigate influencing factors for customers to trust CC services, the results from the quantitative method could reveal interesting insights to what extent different trust mechanisms influence CC customers when using the service.

3.2.1 Quantitative Data Acquisition

Creating the Survey

To create the survey, we used Qualtrics. This allowed us to customise the layout and logic of the survey, as Qualtrics allows for dependencies. In that way, the questions were always relevant to the person conducting the survey, which is vital to gain a high response rate. In the survey, we included eight different factors (table 1) that were rated on a Likert Scale from 1-5, where one was considered "not important" and five was considered "very important". This allowed us to identify how decisive the different factors were for trusting Nabobil as a service.

SURVEY FACTORS

1 Ratings and reviews
The car owner has received good ratings and reviews in terms of comments which are available for you.

2 Verification of the car owner
The car owner is verified through, for example, drivers' license, Bank-ID, financial background check, visible mobile number, connected to Facebook or Google account.

3 Available information
There are lots of available information about the service and the car owner. For example, information about the car you are about to rent, the owner of the car, how the service works and a FAQ for further details.

4 Consistency
You get a feeling of predictability, and you get what you expect. In addition, the car leasing process feels simple and clear.

5 There are already several users of the service
You get the feeling that there are many users of the service. For example, through information on the website highlighting the number of users, or awareness that many people you know use the service.

6 Verification of the standard and quality
For example, if the car is EU-approved or has recently been to service and proven to be in good condition.

7 Compensation if something were to happen
You are confident that you will receive help it something unfavourable were to happen. For example, in terms of insurance cover, efficient support or information on how to handle an unfavourable situation.

8 Recommendations from people you know
You have been recommended to use the service from friends or other acquaintances.

Table 1: Survey factors

The rationale for selecting the factors in table 1, was that they broadly covered the existing literature on trust mechanisms from a customer perspective. Moreover, through a pre-investigation of Nabobil, all the above-mentioned factors were identified as relevant trust mechanisms for the service, such that the respondents could relate to each factor. From previous studies, we also knew that most of the trust mechanisms had been investigated quantitatively (Huurne et al., 2017), but not in the specific configuration as described in table 1. Therefore, to secure valid data for the thesis, it was necessary to measure the eight factors relative to each other. In addition, and in line with Flick (2015), the academic language from the literature was reformulated into everyday wording. For example, we changed the terms "reputational systems" to "reviews and ratings" and "large networks" to "there are already several users of the survey".

Subsequently, we used the same eight factors and asked the participants to choose the three most important factors (multiple choice). The answers from the Likert Scale and the multiple choice should show the same "weights" for each factor, as the two questions sought the same conclusions. This was done to identify whether the respondents were consistent in their answers, and to ensure internal validity of the survey.

We also included an open-ended question in the survey on why the respondent felt that specific mechanisms were considered more important than others. This allowed us to gain valuable insight that we could take advantage of in our interview guide. A complete overview of the survey can be found in appendix 1.

Finally, we tested the survey on 20 people and asked for feedback. This helped us to find logical shortcomings, typos and potential misinterpretations in the formulations of the questions. The survey was then revised and tested on additional 10 people before it was sent out to potential respondents.

Acquiring Responses of the Survey

We collected the responses by posting the survey on relevant Facebook-groups and our own Facebook-page. In addition, we went into the city and provided people with a QR-code of the survey and asked them to participate.

In total, we collected 453 respondents (n=453), whereas 100 respondents (n=100) were considered relevant for this thesis. The rest of the respondents (n=353) was not allowed to complete the survey, as they did not fulfil the following selection criteria:

- The respondent must be familiar with Nabobil
- The respondent must have rented a car within the last two years

The relevant respondents (n=100) were therefore existing customers or considered potential customers of Nabobil, as they both had heard about Nabobil and rented a car (from a

conventional car rental or Nabobil) within the last two years. The total population size was set to N=140,000, considering all the existing users of Nabobil (nabobil.no).

3.2.2 Analysis of Quantitative Data

We used Qualtrics to analyse the data from the survey. We compared the different trust mechanisms based on the responses of the Likert Scale to the results of the multiple-choice questions to see if there were any differences or similarities of the "weights" of each factor. This was done to identify whether the respondents were consistent in their answers. Furthermore, the "weights" of each factor would give an indication to what extent each trust mechanism affected the customers' trusting beliefs for using Nabobil. As the quantitative study served as our secondary data source, the overall analysis of the quantitative data was simplified. Therefore, we did not go deep into statistical significance of the quantitative data. The results from the survey are presented descriptively in subchapter 4.2.

3.3 Qualitative Method

To gain an in-depth understanding of the chosen research topic, we have also followed a qualitative method. The following subchapter will explain the process for acquiring and analysing the qualitative data.

3.3.1 Qualitative Data Acquisition

The qualitative data was acquired through interviews. According to Yin (2009), interviews are one of the most crucial tools to obtain case study evidence. We interviewed Nabobil's customers as our primary data source. In addition, we interviewed Even Heggernes, the Chief Executive Officer (CEO) of Nabobil to get a managerial perspective of trust mechanisms in CC. The manager interview served as a secondary data source. Figure 5 below illustrates the qualitative approach for the data acquisition.
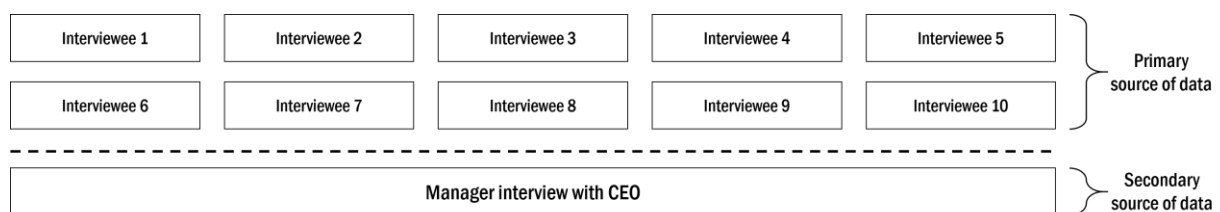
Figure 5: Acquisition of qualitative data

Customer Interviews

We interviewed 10 customers of Nabobil to cover our primary data. The interviewees were recruited through our quantitative survey, where we asked participants to leave their contact

information. By investigating the participants' survey answers, we could make sure that the potential interviewees fulfilled our selection criteria:

- The interviewee must have used Nabobil at least once
- Interviewees must be in close proximity, due to limited funds to cover potential expenses
- The interviewees must be 50% females and 50% males (could be inequalities in how different genders perceive risk and trust)

We then contacted the potential interviewees through e-mail and agreed on time and place for the interviews to take place. The following table 2 summarises the background of the interviewees selected. All interviewees were assigned fictional names to maintain privacy.

Fictional Names	Age	Number of Times used NB	Purpose of rental	Other CC services used
Anders	26 years old	3 times	Transportation of goods, and cabin trip	UBER, Lyft, Grabster
Bjarne	27 years old	2 times	Professional context, and private use	UBER, Airbnb, Foodora, Tibber
Celine	24 years old	3 times	Professional context	UBER, Airbnb
Dina	25 years old	3 times	Transportation of goods, and cabin trip	UBER, Airbnb, Grabster, Tise, Too Good To Go
Espen	28 years old	2 times	Cabin trips	UBER, Airbnb, Grabster, Foodora
Fredrik	24 years old	3 times	Cabin trips	UBER, Airbnb, Lyft, Too Good To Go
Guri	25 years old	2 times	Transportation of goods, and cabin trip	UBER, Airbnb, Too Good To Go, Couchsurfing, GoJack
Hilde	24 years old	4 times	Cabin trips	UBER, Airbnb
Isak	26 years old	10 times	Transportation of goods, and cabin trips	UBER, Airbnb, Lyft, Foodora, Volt
Julie	25 years old	1 time	Cabin trip	UBER, Airbnb, Too Good To Go, Couchsurfing,

Table 2: Summary of background information of the interviewees

Manager Interview

In addition to the customer interviews, we interviewed the CEO of Nabobil, Even Heggernes. The purpose of the interview was to receive a managerial perspective of the implemented trust-building mechanisms in Nabobil. As Heggernes possesses a lot of information on the platform and its users, including both the service providers and the customers, it was desirable to see if Heggernes had the same perception regarding trust in Nabobil, as the platform's customers. This information could contribute in revealing interesting perceptions of risk and trust on the platform from two different perspectives.

Execution of the Interviews

The purpose of the interviews was to get detailed information about how Nabobil's customers perceived risk, uncertainty and trust when interacting with the platform and the service provides. As we had limited pre-knowledge on what trust mechanisms which were the most relevant for the chosen case, some questions were more weighted than others during the interviews, depending on the information given. This is what characterises a semi-structured interview (Kvale & Brinkmann, 2009). The semi-structured interview also allowed the interviewee to pursue topics of particular interest and enabled us to capture activities, reflections, behaviours and processes that may not have been covered by the theoretical framework (Kvale & Brinkmann, 2009).

During the interviews we followed an interview guide (see appendix 2) and tried to the best of not ask leading questions. The final interview guide was a result of testing the initial guide on two persons, where we changed and improved questions that were unclear or seemed to overlap. The guide mostly consisted of open-ended questions such as; "Can you tell us about your most recent experience with Nabobil?" Moreover, we followed up by asking more specifically about parts of the experiences that were of special interest. Other examples are; "Why did you choose Nabobil instead of other alternatives?" and more specific questions such as; "How do you decide from whom or what to rent?" As part of most questions, we asked the interviewees to further elaborate by asking, "Why? /Why not" depending on their answers. We also made an interview guide for the interview with the CEO of Nabobil (see appendix 3). All interviews were conducted face-to-face to gain additional information from non-verbal communication. The interviews had a duration of 45 - 70 minutes. The variation in time was mainly caused by the nature of open questions, enabling the interviewee to speak freely (Kvale & Brinkmann, 2009)

The interviews were conducted by the two of us, and we had defined roles during each interview; one asked questions, and the other one took notes of vital elements during the conversation. By only focusing on one task each, it was more likely that both of us were more observant and could ask follow-up questions about important subjects. After each interview, we considered whether to edit our interview guide, making the process iterative.

To ensure that all data was collected and to improve the reliability of the data, we utilised a tape-recorder during the interviews. As we have previously experienced, and as Kvale and Brinkmann (2009) address; valuable information often tends to be given once the interview is "official over" and when the interviewee feels more relaxed. Accordingly, we kept the recorder on until the very end and asked for the interviewees' permission to use any additional information that was given. The interviews were transcribed afterwards by using the recordings.

3.3.2 Analysis of Qualitative Data

Analysing qualitative data is challenging since the data material often is vast and primarily consist of unstructured textual data. In addition, there are few established rules as to how such research should be conducted (Bryman & Bell, 2015). To analyse the qualitative data, we pursued an inductive approach inspired by Gioia et al., (2013), based on structural coding (Strauss, 1987). This method, allowed us to understand customers' perceived risks, uncertainties and trusting beliefs on a detailed level, and categorise their perceptions into itemised thematic categories (first-order codes). Furthermore, the first-order codes were brought into theoretical subcategories and theoretical categories, before anchoring them to the theoretical framework. As a result of this inductive approach, we developed a structural data overview. Figure 6 illustrates the code structure of the data overview, starting from left to right in the figure. The "black boxes" in the figure illustrate the different categories which emerged from the process. A complete overview of the final results can be seen in figure 10 in chapter 4.
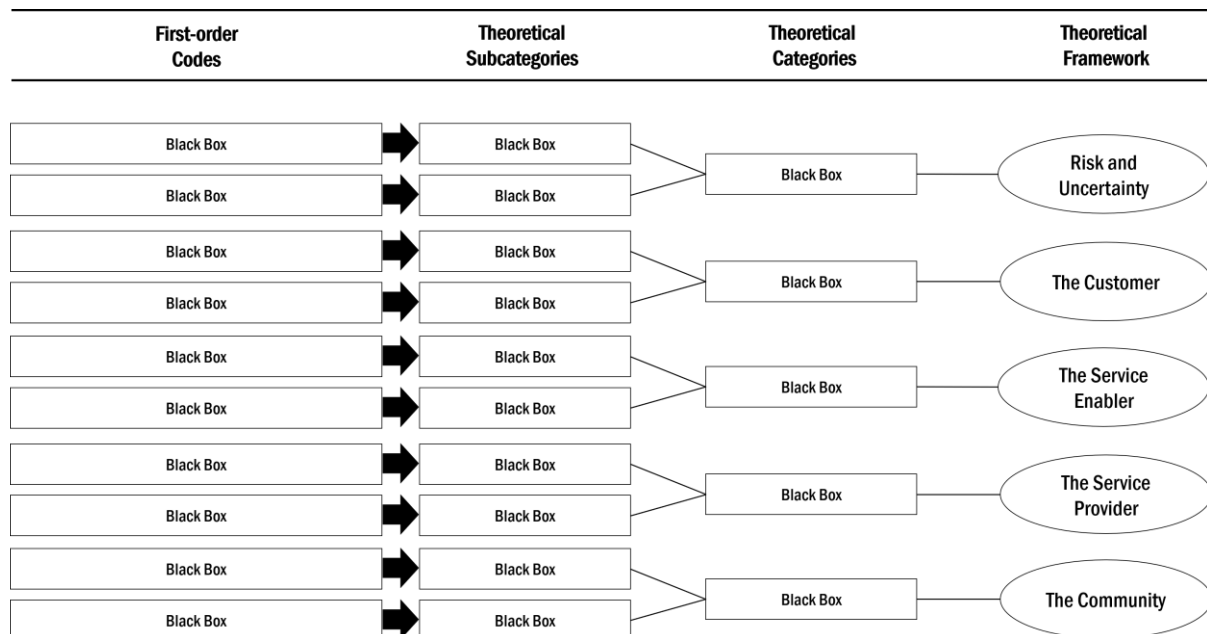
Figure 6: The structural approach of breaking down the theoretical framework (inspired by Gioia et al., (2013))

The inductive approach for analysing the qualitative data has served as a pre-analysis, resulting in the structural data overview. Moreover, this overview has served as the foundation for further analysis (in chapter 5) of the correlations between the various theoretical subcategories and theoretical categories.

From First-Order Codes to the Theoretical Framework

The method for organising the data consisted of four steps. These steps were meant to delineate first-order codes, theoretical subcategories and theoretical categories, which were to be anchored to the theoretical framework (figure 6).

As we began to analyse the interview transcripts, we started with an open-ended coding process, organising statements from the interviewees based on first impression-codes (Strauss, 1987). The first impression-codes were then assembled based on similarities into first-order codes. For example, the sentences: "The fact that it is a person's asset and not a company's, makes it more uncomfortable" and "You are responsible for a person's asset", which were coded as "statements about interacting with a private individual and controlling their asset." After working with the coding of the interviews, we noticed that some of the codes ended up with a disproportionate amount of content, while others were barely used. Following, Kvale and Brinkmann's (2009) analysis method, the data was recategorised in an iterative process. We read and reread the transcripts and coded and recoded the data several times. This process allowed us to identify phrases and terminology until the classification system covered the material. We used Excel to classify and organise the codes, whereas each code contained relevant statements from the interviewees.

In the second step of our analysis, we moved from first-order codes to more abstract coding of data; theoretical subcategories and categories (Strauss, 1987). As the first-order codes had emerged from the categorisation of the different statements, we started to discuss potential themes. As a result, all codes were named into theoretical subcategories. The first-order code; "Statements about interacting with a private individual and controlling their asset" was following coded as "personal discomfort". Furthermore, we took the theoretical subcategories and classified them into theoretical categories. Based on theoretical similarities between the subcategories, we named them with assistance from relevant literature and established the theoretical categories. As in the example above, the theoretical subcategory "personal discomfort", together with "financial risk" was classified into the theoretical category of "perceived customer risk".

In the final step of our pre-analysis, we anchored the theoretical categories into the theoretical framework. The complete analysis resulted in a detailed structured data overview (see figure 10) of risk and trust mechanisms based on; first-order codes, theoretical subcategories and theoretical categories, all in relation to the theoretical framework.

3.4 Combining the Methods

The previous sections have described the different methods utilised in this thesis separately. In this section, we want to clarify how the different methods are connected, and how the data has been combined to investigate the purpose of the study.

Since we had prior knowledge in the field of study from previous literature and aimed to challenge existing literature with an in-depth understanding of different trust mechanisms, the overall research approach is considered deductive. However, as previously seen in the method, the

structural data overview was developed through an inductive approach (Gioia et al., 2013) as part of a pre-analysis of the qualitative data in this study. By applying an inductive approach, this allowed us to identify and develop more detailed conceptual categories before anchoring them to the theoretical framework. Thus, this gave us a better basis for analysing the acquired data, and understand the working mechanisms of customers' perceived risks, uncertainties and the related trust mechanisms. Figure 7 illustrates how the research has been conducted throughout this thesis:
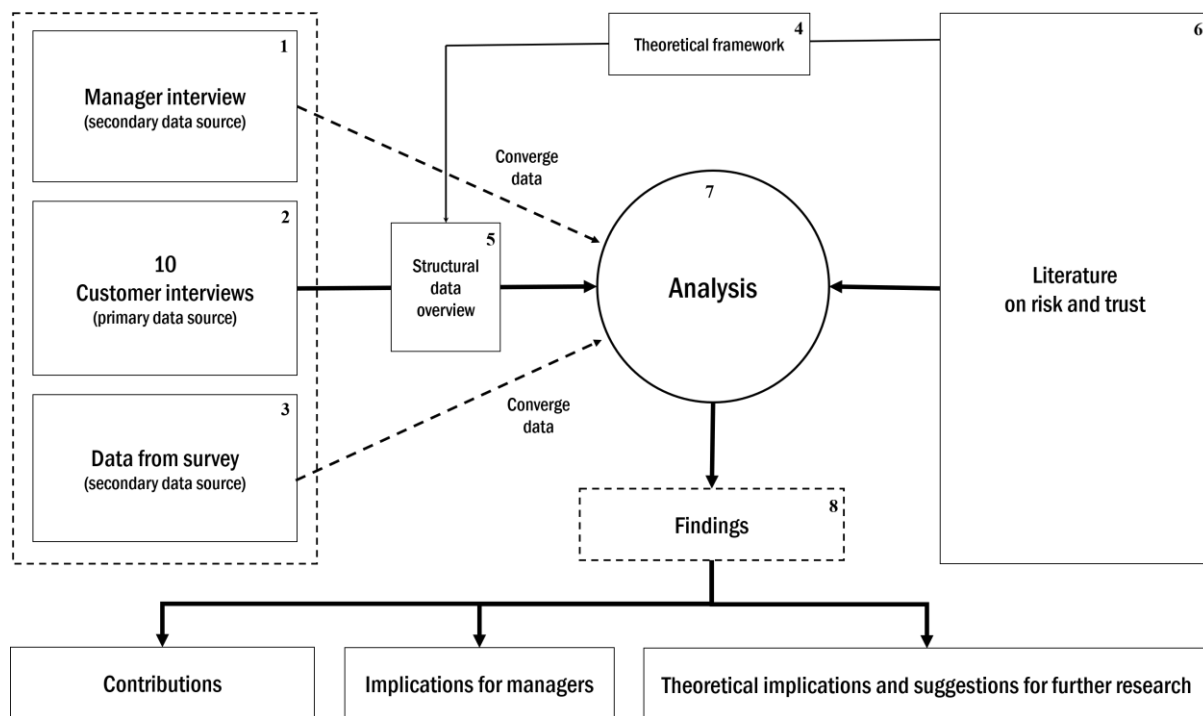
Figure 7: Illustration of how the research has been conducted

The customer interviews (2), have served as our primary data source. Based on the interviews, we made a structural data overview (5) of the qualitative data grounded in an inductive approach, that further was anchored in the theoretical framework (4). The manager interview (1) and the survey (3) are considered secondary data sources, and the information has been used as convergent data in the analysis (7). The secondary data has also provided valuable insight to what extent different trust mechanisms influenced CC customers. Summarised, the analysis (7) was grounded in both the empirical data (1-3) collected by the two of us, and relevant literature from previous studies (6), resulting in our findings (8). The findings have revealed new insights into the existing literature on trust in CC, thus leading to our contribution. Lastly, the findings have also contributed with both managerial and theoretical implications, as well as suggestions for further research.

3.5 Reflections of the Method

The following subchapter discusses the potential limitations and considerations of the study. It includes reflections on reliability, validity and the quality of the study, ethical considerations and limitations of the method.

3.5.1 Reliability and Validity

As part of the quantitative study, we calculated the necessary sample size for the survey to ensure external validity. By having a population size of N=140,000 (number of users on Nabobil), a confidence level of 95% and a margin of error of 10%, the ideal sample size was calculated to be 96 samples. In this study, we have acquired sufficient samples (n=100) to maintain external validity for the set conditions.

Furthermore, the reliability of the data from the survey was strengthened by asking the same question twice, but with different angles, also referred to as retest reliability (Flick, 2015). In this way, we could identify whether the participants were consistent in their answers. As mentioned, we also tested the survey on 20 people to see if the questions could provide non-intentional answers due to misinterpretations. Lastly, by applying both a quantitative and qualitative method, the convergent validity of the construct was strengthened (Flick, 2015).

By acquiring more responses to the survey, the external validity would increase. We tried to acquire as many responses as possible, but found it more difficult than intended, as few people fulfilled the set criteria in the survey and were disqualified due to dependencies before reaching the end of the survey (dropout rate of 4,5:1). We found it more effective to acquire survey responses manually, but since we had limited resources and time, we were satisfied with the number of relevant responses acquired (n=100), as this fulfilled the set criterion (confidence level and margin of error) of the ideal sample size of 96.

3.5.2 Quality of the Study

The trustworthiness of the study is crucial to determine its credibility. Based on this, Lincoln and Guba (1994) listed four criteria to judge the trustworthiness of a research study's worth; credibility, transferability, dependability, and confirmability. During this research, we have to the best of our manner adapted the principles mentioned. Table 3 below, explains the four criteria and the actions taken by us to ensure the quality of the study within each criterion.

TRUSTWORTHINESS OF THE STUDY

Credibility	Refers to the establishment of the results, such that they are believable in the eyes of the participants.
Action	To increase the credibility of the research, we have strategically used triangulation to investigate and understand the field of study from more than one perspective; through customer interviews, manager interview and survey data.
Transferability	Refers to whether the results of the research can be generalised or transferred to other contexts.
Action	During this study, the case has been described in detail, which increased the transferability of the study. The selection process for the case company and the interviewees are also described in detail to increase transferability.
Dependability	Refers to whether the research can be replicated or repeated with the same results.
Action	As part of the thesis, we have in the best of our manner described the whole process of acquiring and analysing the data for the thesis. The thesis's supervisors and other co-workers have overseen the process and findings and provided valuable feedback along the way.
Confirmability	Refers to the degree of neutrality, the authors' bias, and whether others could confirm the results.
Action	During the work of this thesis, we have been aware of potential bias and taken measures to avoid bias from influencing the study. In relation to this, we have also taken this into consideration under section, *3.5.3 Limitation of the Method.*

Table 3: Trustworthiness of the study; credibility, transferability, dependability, confirmability

3.5.3 Limitations of the Method

The following subsections summaries the limitation and weaknesses of the method and the execution process of this thesis. All limitations have been taken into consideration, and are treated as potential influential factors of the thesis's outcome.

- The thesis is based on a single-case research design. This allowed us to conduct an in-depth analysis of Nabobil and its customers in relation to different trust mechanisms. Due to limited time and resource available, a comprehensive investigation of several CC firms and its customers would not have been possible based on our preconditions. Our rationale for choosing Nabobil reflects the case's ability to reveal interesting insights for other CC sharing services. However, there is some uncertainty whether the conducted

research is transferable or representative for other sharing services in the context of CC. This must be considered in relation to the specific CC firm.

▪ As part of the qualitative method, the nature of semi-structured interviews lacks the structure available for other research methods. As a result, it was sometimes challenging not to know when to stop digging into a subject. This may have forced the interviewees to give more meaning to subjects they initially did not find important. This becomes a limitation if the forced answer was given because they felt they *had* to answer and not because they were able to reflect more on the subject. Thus it might have biased the collected data. During the pre-analysis process, we were aware of this issue and tried to exclude data if we felt that the interviewees had given answers they did not have strong opinions on.

▪ The selection of the interviews could have been more diversified. In this thesis, all interviewees ended up being young adults (generation Y). This might have affected the data, compared to a more diversified selection of interviewees. On the other hand, due to the narrow selection in terms of age of the interviewees, the results of the thesis might be much more consistent for the particular generation, which also might be more relevant for future managerial implications.

▪ All respondents were Norwegian citizens, and the interviews were conducted in our native language, Norwegian. Consequently, a translation to English was necessary for the thesis as the interview questions were asked and the responses collected in Norwegian. Therefore, some of the wordings can be lost during the translation. The interviews were recorded, and after each interview was conducted, a transcription was made to prevent that some sentence in the dialogues would lose their power and intention. Moreover, we have taken precautions against this by using respondent validation to strengthen the quality of the empirical findings.

▪ In the quantitative method, the selection of respondents was not entirely comparable with the selection of the qualitative method. In the survey, some of the respondents had not used Nabobil, but were considered potential users of the service. Based on their knowledge about Nabobil, they also rated the eight factors in the survey, with the same preconditions as the respondents who had used Nabobil. In their case, the factors served as more hypothetical statements. On the other hand, the respondents were familiar with, and had used other CC services, such as Airbnb and Uber. In addition, all rated factors are relevant to similar services, as they are found in most CC services. Therefore, the respondents that had not used Nabobil had several of the same experiences from other CC services as they would have gotten when using Nabobil. Thus, the results might not have been affected to a large extent.

- As we recruited several respondents from our own Facebook-page, it is plausible that those respondents share many of the same perceptions due to being part of a somewhat homogeneous group. Thus, it might have biased our data (Flick, 2015). On the other hand, our Facebook friends are mainly in their twenties or thirties, which means that they represent generation Y which is most involved in CC (Kumar et al., 2017). In that way, our recruitment process enabled us to gain a more representative sample.

3.5.4 Ethical Considerations

We have, to the best of our ability, followed the ethical and legislative guidelines proposed by the National Research Ethics Committees (Ot.prp. 58, 2005-2006). The guidelines have been developed to ensure good scientific practice and to safeguard human dignity. The ethical guidelines include, among other things, the informed consent of the participants (Thagaard, 1998; Yin, 2009). Informed consent implies that the participants must be informed of the purpose of the investigation and its main features before agreeing to comply. In this way, the interviewees can make an informed choice on whether he or she wants to participate. In line with this, we sent an email to the considered interviewees before an interview was set up, explaining the purpose of the study, its main features and other practical information.

Efforts should also be made to ensure the confidentiality of the interviewees (Thagaard, 1998; Yin, 2009). The nature of this research acquired openness regarding the interviewee's perception of past actions and experiences. Although the information obtained in this research is considered not to be of sensitive character, the interviewees, with the exception of the CEO of Nabobil, were given fictional names.

4 | DATA

This chapter presents the data acquired through both the qualitative and the quantitative method. The first subchapters will give the reader some background information about Nabobil. Furthermore, we will present the quantitative data descriptively, followed by the qualitative data. The qualitative data include the managerial interview, customer interviews and the structural data overview.

4.1 Introduction to Nabobil

Nabobil is a Norwegian company founded in 2015 (Bakken, 2018) by Jacob Tveraabak, Christoffer Moen, Fredrik Hager, Jenny Sjøgren, Theodor Tonum, Thomas Grøndahl and Karl Munthe-Kaas. Even Heggernes, who has previously been a country manager for Airbnb, serves as the company's CEO. Nabobil is as a platform for renting private owned cars. The platform launched in September 2015 and has more than 140,000 users, 5,500 cars available and have facilitated for 70,000 successful rentals (Nabobil.no, March 2018). Nabobil is currently only operating in Norway, where most of their rentals are carried out in Oslo and Akershus (Solberg, 2018), the same counties where they also have reached critical mass. In 2017, they had a turnover of 13 million NOK and were valued at 73 million NOK (Bakken, 2018).

4.1.1 How it Works

The service providers (car owners) determine when they want to rent out their cars, for how much and whom they accept as customers. Customers choose what time and car they want to rent, and pick the most suitable choice available. The process of renting a car consist of creating a user profile, choosing a vehicle and meeting the service provider to hand over the keys. It is also possible to rent a car without meeting the service provider, if the car has installed a keyless lockup-system provided by Nabobil, or if the parties agree to use a third party. The transaction is completed once the vehicle and a final report, regarding the usage of the car, have been delivered.

4.2 Summary of the Quantitative Data

The following subchapter summarises the quantitative data descriptively. We acquired 100 respondents (n=100) who were relevant for this thesis. The respondents had either used Nabobil or were considered potential customers as they both had heard about Nabobil and rented a car (from a conventional car rental) within the last two years. Table 4 below gives short background overview of the relevant respondents (n=100).

GENDER		AGE DISTRIBUTION					
Male	Female	<23	23-30	31-40	41-50	51-60	60<
58%	42%	11%	80%	2%	4%	3%	0%

POTENTIAL OR EXISTING CUSTOMERS OF NABOBIL (# times used)			
Potential customers	1 time	2-5 times	More than 5 times
40%	27%	29%	4%

FAMILIARITY WITH OTHER CC SERVICES				
Airbnb	Uber	Foodora	Tise	Other Services
97	96	78	56	52

Table 4: Background information of the respondents of the survey

As seen from the table above, there was a relatively equal distribution between male (58%) and female (42%) respondents. Furthermore, the age distribution was centred between ages of 23-30 years old (80%). In total, 60% of the respondents had used Nabobil, and 40% of the respondents were familiar with the service and had rented a car from a conventional car rental within the two last years. Lastly, almost all respondents were familiar with other CC services.

The selection of respondents from the survey was quite similar to the selection of interviewees (see table 2); (1) all interviewees were between the age of 23-30 and (2) all interviewees were familiar with other CC services. On the other hand, 40% of the respondents of the survey had not used Nabobil and rated the eight factors based on the same preconditions as the persons who had used the service. Despite this, the potential customers were all familiar with Nabobil and knew how the service worked. We crosschecked the data to see if there were any differences between the potential customers and the existing customers, and found no significant differences (see appendix 4). Thus, we have treated the data, as *one* set.

As we saw earlier, the factors measured in the survey were developed from existing literature on trust mechanisms in CC. The factors are once more presented in table 5 in a simplified version to give context to the reader, and to better understand the results from the survey.

SURVEY FACTORS (simplified)			
1	Ratings and reviews	5	There are already several users of the service
2	Verification of the car owner	6	Verification of the standard and quality
3	Available information	7	Compensation if something were to happen
4	Consistency	8	Recommendations from people you know.

Table 5 Survey factors, simplified

In figure 8, the results from the Likert Scale are presented. The respondents were asked to rate the different factors (1-8) presented in table 5 on a scale from 1-5 (not important to very important) relative to each other. The numbers on the different bars show how many respondents who rated a factor in relation to the Likert Scale. For example, both factor 4 and factor 7 received the most votes as "very important" (n=63 and n=66). As almost none of the factors were rated "not important" or "somewhat important", we excluded these ratings from figure 8. An enlarged version of figure 8 with all ratings, can be seen in appendix 5.
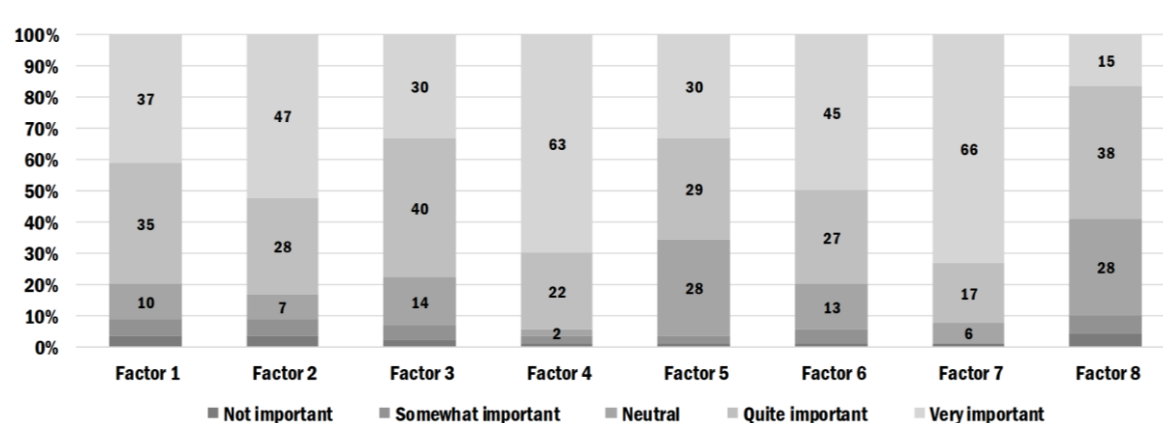
Figure 8: Results from Likert Scale (1-5)

In figure 9, the results from the multiple choice are presented. The respondents were asked to select the three most important factors relative to the others. The purpose of this question was to verify the results from figure 8, and identify the correlation of the results between the two questions to identify whether the respondents where consistent in their answers. The numbers on the different bars in figure 9 indicate the number of respondents who rate a factor as the most important relative to the others. We see that factor 1 and factor 4 was voted the most crucial factors by the most respondents (n=37 and n=49).
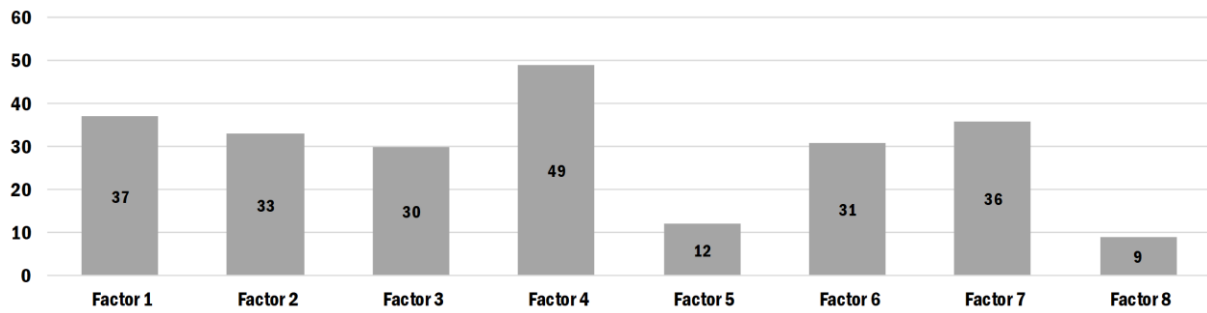
Figure 9 Results from the multiple choice

4.2.1 Comments on the Quantitative Data

To see whether the participants from survey were consistent in their answers, we have made a matrix that indicates the correlation between the Likert Scale and the multiple-choice questions. The percentages in table 6 indicate the "weights" of each question. For example, factor 7 from the Likert Scale received 20% (n=66) of all votes that were marked "very important". Hence, this factor was the most important factor (rank 1) from the Likert Scale. On the other hand, factor 7 only received 15% (n=36) of the votes from the multiple choice as the most important factor (rank 3) relative to the others.

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
Likert Scale	11%	14%	9%	19%	9%	14%	20%	4%
Multiple Choice	15%	14%	13%	21%	5%	13%	15%	4%
L.S. Rank	5	3	6	2	6	4	1	7
M.P. Rank	2	4	6	1	7	5	3	8

Table 6: Correlation between the data from the survey

From table 6, we see some differences between the factors' rank, implying that the respondents were not 100% consistent in their answers. Despite this, it is evident that both factor 4 and 7 appear to be the most essential; "consistency" (factor 4) and "compensation if something were to happen" (factor 7). Furthermore, factor 8 and 5 seem to be the least important; "recommendations from people you know" (factor 8) and "there are already several users of the service" (factor 5). Among the alternatives, factor 8 was rated the least important factor from both the Likert Scale and the multiple choice.

The results in table 6 indicate how important the different trust mechanisms are rated relative to each other from a customer perspective. We have further used these results to converge the qualitative data. The quantitative data have also provided additional information regarding the significance of customers' perceptions of different trust mechanisms in CC.

4.3 Summary of the Qualitative Data

The following subchapters summarise the qualitative data. We will first present the managerial perspective regarding trust in Nabobil, followed by the data from the customer interviews.

4.3.1 Trust in Nabobil from a Managerial Perspective

As part of the data, we conducted an in-depth interview with Even Heggernes (CEO of Nabobil) concerning trust mechanisms on Nabobil. The following paragraphs summarise Heggernes's thoughts regarding his strategy for building trust among the participating parties in Nabobil.

Heggernes initially commented, "We first needed to build trust towards the service itself, to prove that it works. People will not use a service they do not believe in." He further elaborated that this was done by ensuring critical mass on the supply-side in smaller geographical areas.

To build trust between the peers, Nabobil has implemented a reputational system, with simultaneous reviews. Heggernes said, "The idea is that the peers can build a user profile. In the long term, this will create more trust among new customers and service providers, than it was for the first users." Despite this, Heggernes found it hard to determine the actual effect of reputational systems, since the majority of the ratings and reviews are positive. Heggernes also mentioned that both the service providers and customers have the opportunity to send direct feedback to Nabobil after the rental. Generally, Heggernes thought that peers were too kind to each other when giving each other ratings and the reviews.

Insurance is also considered a critical factor. Heggernes commented, "Insurance is a critical part of the service. We cannot operate as a car rental provider without proper insurance to cover potential damages. Insurance is automatically included in all rental terms for both the service provider and the customer. If an injury occurs, the value of the car will be covered up to one million NOK, without any loss of insurance bonuses for the service providers.

To reduce risk, all entering peers of the platform are verified with Bank-ID. The peers also have the option of linking their profile to social media platforms, include a profile picture and a description of themselves. In addition, Heggernes commented, "We also do a financial background check. This is unique for us." The background check is vital for Nabobil, as they have the financial responsibility of the car if an accident occurs. The financial risk occurs if the involved person does not have the financial gains to cover the deductive. Heggernes also stressed that the background check is trust-building towards the service providers.

Heggernes further mentioned the payment system as a factor for creating trust. Nabobil serves as a third party and reserves the transaction between the customer and the service provider until the rental is completed. He further added, "The payment system itself, is also a form of a trust-building measure."

Heggernes believes that as of today (2018), trust towards marketplaces in the context of CC is already created since such services have been working properly for several years. He commented, "When we introduced Nabobil, people already had experience with Airbnb, so why shouldn't it work with cars as well? The entire community of peers in CC possess trust towards such services. If the services did not work, these companies would not exist today." During the interview, Heggernes told us that the Nabobil platform basically is a copy of Airbnb.

From Heggernes's perspective, the appearance of the platform is also among the factors that initiate trust. He especially points to how information is presented and the user interface. From his experience peers do not read the information on the website nor in the application. Heggernes elaborated, "In my experience, end users of different services are in general too comfortable and know-it-all. As a result, it is important to use symbols, and only have one bit of information for each screen in the process. By doing so, people do not have to think; they can just scan the information instead of reading it. Because even though the information is there, people do not bother reading it." Heggernes' final thought on the subject was that it was difficult to build a good and simple user interface.

Heggernes further explained the importance of Nabobil's brand, and commented: "Although Nabobil serves as a third party between the peers, we are not legally responsible for what can happen during rental. However, if something should happen, we know that this could affect our brand, which is extremely important for us." Due to this, Nabobil has implemented several trust mechanisms (e.g., reputational systems, insurance cover) to reduce risks among peers and to avoid unfortunate accidents or incidents.

One of the most significant challenges for Nabobil concerns the availability of the cars on the platform. Heggernes commented, "Let's say there's a person who tries to book a car. The person is ready to pay but gets rejected by the service provider even though the car apparently was available on the calendar. The chance that this person returns to Nabobil is rather small. This is the worst thing that can happen on the platform and is an issue I daily work on solving." Even further said that this trust-issue is the most pressing: "Peers who use Nabobil, must believe that they will find an available car when they are looking for one."

To generate trust among the users, Nabobil spends extensive resources on internal training of the service providers, especially regarding customer service. Heggernes further explained how they strive to provide a consistent quality of service towards the customers: "On Nabobil, we want the customers to get what they see. If green is your favourite colour, you will get a green car if you choose to rent a green car, not a blue one."

Heggernes acknowledged that large networks might affect the trustworthiness of the platform, but as Nabobil have more than 100,000 users, he does not think that even more users will increase the platform's trustworthiness. He commented, "I think everyone acknowledges that when we

have reached 100,000 users, we have done something right." Heggernes further told us that he has future plans to share the numbers of times each service provider and customer have used the service to increase credibility.

4.3.2 Trust in Nabobil from a Customer Perspective

The following sections will present the data from the customer interviews. We will first give the reader some background information about customers' preconditions and motivations for using Nabobil. Furthermore, the data from the interviews will be presented, followed by the structural data overview.

Preconditions and Motivation for Using Nabobil

We have included a short background chapter, such that the data can be related to the interviewees' preconditions and motivation. Firstly, a common trait among the interviewees was that their rentals had been short-term and for specific purposes such as driving to the cabin, moving furniture, or in a professional context. None of the interviewees expressed a need for long-term rentals. In addition, they all had previous experiences with other CC platforms such as Uber and Airbnb.

The interviewees had several motivations for why they use Nabobil, but there were two reasons that were more common than others; low price and that it was "a cool concept". All the interviewees mentioned "low price" as one of their main motivations. Even though price came forth as an important factor, several interviewees seemed more interested in the ideological perspective and "coolness" of using a new kind of service. For example, Isak, Guri and Celine repeatedly brought up that Nabobil was "cool" and that they liked specific parts about Nabobil because it was "a cool thing".

When asked about what they thought about CC services in general, Bjarne, Anders, Guri, Espen and Julie all emphasised the ideological perspective as something they value. For example, Bjarne commented, "It is insanely awesome that you can maximise resources! And that someone can earn on it as well. In my eyes, Nabobil is the same as recycling. It feels good." He also added that he gets the feeling of saving money on it, but that it may not be the case. Convenience, regarding proximity to the pickup location, variety in selection and a "smooth rental process", was also an important factor among the interviewees.

Risk and Uncertainty

All interviewees had experienced some sort of risk or uncertainty when interacting with Nabobil; risk and uncertainty on a personal level, towards the service provider, the car [asset] and the service enabler as the platform facilitator.

Perceived Customer Risk

Some interviewees felt personal discomfort when interacting with strangers [service providers] and from knowing that they were responsible for the service provider's personal assets. For example, Dina commented: "If something happens, it is unpleasant to deal with a stranger. To be involved with a person's [service provider] asset and not a company's asset, makes it more uncomfortable." Similarly, Anders said: "I control a private individual's asset, and if I am out of luck, I could crash the car. Then, what happens next?" Bjarne also commented, "When I rent from a person, there are higher stress-levels regarding the driving." He further elaborated, "If you ruin something in a hotel room, I am only economic responsible, but if I ruin someone's car, I also feel a social defeat."

Additionally, some interviewees mentioned financial risk as an influential factor. For example, Julie stressed, "I feel that there is a greater financial risk renting a car on Nabobil, compared to other services where the asset is of low value, such as Too Good To Go." Furthermore, Bjarne expressed, "Personally, I experience financial risk when renting a car from private individuals. If something happens, I cannot use my consumer rights to the same extent." Dina also commented that the financial risk was perceived as high, as the there was a real chance she could damage the asset, and therefore be held accountable for damages.

Uncertainty Towards the Service Provider

Several interviewees expressed their concern about unexpected behaviour from the service providers. For example, Bjarne commented, "When you deliver the car, you get a nasty feeling about what the person is going to say. At this point, I might be nervous. Will the person be unreasonable? You never know how strict they [service providers] are going to be. They could blame me for things I have not done. It is an uncertain power balance - they have the power."

Uncertainty regarding unexpected behaviour also seems to concern Anders. He said: "You could meet a service provider that is totally unpredictable and unreasonable. A professional actor would care about its reputation to a larger extent." Celine further commented, "There's a risk involved in meeting an unknown person. It is scary, and you do not know what is going to happen. My personal health and well-being are more important than the quality of the car."

Some of the interviewees also expressed their concern about the service enablers competence regarding the vehicle. For example, Anders commented, "I do not think private individuals maintain their cars as well as a conventional car rental. That is just how it is." Espen brought up another example: "The average Norwegian don't know anything about cars. I met a female student, who I'm a hundred percent sure did not know anything about cars. I could not be certain about whether the wheel of the car would fall off in the first turn." Furthermore, Isak talked about his own experience and elaborated, "I have had a car for many years, so I know how often you

actually check it [do not check at all]. You only check the basic stuff, like air pressure in the tires, etc."

Uncertainty Towards the Asset

Several interviewees were sceptical to the standard of the vehicle. There was a common agreement that the overall standard and quality of the car were unpredictable. For example, Dina stressed, "The biggest uncertainty is the standard of the car. You do not know whether things are OK or not. Is the car clean? Is the car in good condition? In general, it is uncertain what the quality of the car is like." Moreover, Anders said, "When you rent a car from a conventional car rental, there is not even a thought whether something is wrong with the car. Private individuals do not maintain their cars as well as firms. That is just how it is." Espen also used a conventional car rental as to compare: "If the quality of the car is not standardized, the price does not necessarily reflect the quality of the car, as with Nabobil. I do not want surprises, and that is why I choose to rent cars from conventional car rentals."

Uncertainty towards the Service Enabler

Most of the interviewees experienced unexpected costs after the rental that came from road tolls, added fees for extra kilometres, fuel costs, etc. Some of the interviewees had the perception that these costs were included in the initial price disclosed on Nabobil's home page. For example, Bjarne commented, "After the rental, one of the service providers sent me a request to pay 200 NOK for road tolls. Couldn't that just have been included in the price from the beginning?" Other interviewees also complained about the pricing model. Guri Said, "There was some uncertainty regarding the fuel cost and the total cost. There are different pricing models depending on several factors such as kilometres, time, fuel and road tolls."

Another uncertainty the interviewees had, was related to the availability of the cars. All cars seemed to be available in Nabobil's calendar, but when they requested a car, the request was rejected. For example, Fredrik commented, "It sucks when it turns out that the car is not available." Isak further said, "The cars are always available in the calendar, but that is just stupid because in reality, they are not." Espen elaborated from his perspective; "If you request an available car, it can suddenly be denied. As a customer, I have no power at all. It is totally unpredictable weather you get a car or not. It is like going to the supermarket and grab a Snickers, but when you are about to pay, the cashier says that the Snickers is not for sale."

Some interviewees expressed their concern about Nabobil's routines, and how the service enabler would handle an unfortunate situation. Anders seemed very sceptical and elaborated, "I do not think Nabobil have the professional routines if something extraordinary were to happen. When it comes to conventional car rentals, there are already established and professional routines for everything that potentially could go wrong during the rental." Bjarne said, "Nabobil has no

defined framework. I know what to expect when using a conventional car rental." Furthermore, Hilde commented, "I feel like it is up to the car owner and myself to decide how things should be solved, there is lack of routines that states how things are supposed to be handled."

The Customer

In addition to perceived risks and uncertainties, the interviewees also had inherent characteristics that affected their trusting beliefs towards CC services. The characteristics consisted of the customers' familiarity, expectations and general disposition to trust.

Familiarity

Nine of the ten people interviewed had heard about Nabobil from a friend before they tried the service. Several of the interviewees emphasised the need to hear about others' experience with a service before they decided whether they want to participate themselves. Celine thought she would not have tried Nabobil if it had not been for a friend who had tested it before her. She added that because she trusted her friend, who said good things about Nabobil, it was easier to trust the service. Fredrik, Anders, Julie and Hilde also thought it was easier to try Nabobil because they had heard positive things from friends: "I trust my friends, so if it works for them, I guess it will work for me", Hilde commented. Anders further explained that recommendations from friends work as a sort of filter, where his friends have "pre-qualified" the service for him.

Even though Anders thought that pre-qualification from friends was positive, he elaborated that it was not necessarily positive if too many have tried the service before him: "I have an aversion against doing what everyone else does.... I need to feel like I make my own decisions." This is in line with Espen and Isak who relied more on their own judgement than others. Isak viewed himself as an "early adopter" who can start using a new service as long as he thinks it is beneficial, while Espen tried Nabobil the first year it was operating.

Three of the interviewees had rented from friends through Nabobil, and two of them had only rented through Nabobil *because* they knew the person they rented from. Hilde explained that it is a lower threshold to contact a friend if something were to happen. Dina added that renting from friends meant that the agreement was more flexible and dynamic. She thought that this might be the case with strangers as well, but not with professional rental services. Because she had experienced dynamic agreements with friends before, she felt it was safer to choose them above strangers. Anders, Dina and Hilde also agreed that friends were more reliable in terms of "fairness" and "transparency": "I believe that in the case of a disagreement with a friend, things would sort itself out in a fair way", Dina commented. Hilde added, "I know that I can rely on friends when it comes to blame. If something were to happen, I know that my friends will be honest about whether it was something wrong with the car or if it was something I did." Even though Hilde, Anders and Dina trust their friends when renting from them, they all underline the

need for a third party to handle insurance. Dina commented, "disagreements with friends can be dreadful. Having a third party and insurance makes the agreement tidier." Furthermore, Anders said, "You need a system to handle the insecurity."

All the interviewees had tried several CC services before they tried Nabobil. Some of the interviewees compared Nabobil to services such as Uber and Airbnb. Julie emphasised that the user interface and -experience on Nabobil seemed similar to Airbnb, and was therefore easier to take in use: "It is quite likely that my subconscious really liked that the interface looked like something I had seen before. Something I recognised and has been comfortable with using earlier." She also added that because she recognised "the way things worked", she did not see the need to read more about the service. Dina and Hilde also compared Nabobil to other CC services and explained how it had affected their expectations to Nabobil: "I was not aware that road tolls were excluded in the initial price. I was surprised that it was added after I had delivered the car. On Uber, everything is included", Hilde said. Dina also expressed frustration over the difference in cost calculation and guidelines: "You never know if you are expected to fill the tank before delivery, clean the car or just swipe over it. On Airbnb, it always says what's included and not."

Once the interviewees had tried Nabobil the first time, several emphasised that the barriers for using it again were lowered. The first time Fredrik used Nabobil, he was a passenger of the person renting: "I was more anxious the first time, but later on I knew things would go smooth." Guri also thought that it was easier to choose Nabobil once she knew how things worked. Celine, who stated that she only chooses Nabobil because of a lower price compared to other services, admitted that she now would have chosen Nabobil even if the price was the same. This is because she now was more familiar with how things work on Nabobil compared to conventional rental services.

Customer Expectations

A common trait among the interviewees was how they expected Nabobil to take responsibility if something bad were to happen, but at the same time did not know whether this actually was the case. For example, Guri commented, "I do not know how Nabobil would have handled a situation if something were to happen, but I want to give them a chance and rather regret it if things do not work out." She elaborated on the subject: "I know that there is some sort of insurance included, but I have no idea what it actually covers. I have not researched it, and I forget to read about things." This is similar to Dina who explained that she does not take her time to read through such information: "I am like whoops-a-daisies! And then I swipe through it. I guess things will sort itself out." Anders, Julie, Hilde and Isak also admitted that they did not read up on terms and conditions before they used Nabobil and did not know how Nabobil's procedures were: "I just trust that Nabobil have everything covered if something were to happen, but I have not checked it out", Anders said.

Several interviewees seemed to have more slack on their expectations to the service provider than the service enabler, because they were aware that they were dealing with a person and not a company. Anders explained that he would have much higher demands if he was dealing with a professional company: "I know that these are regular folks who have kids in kindergarten and such. I know that things can happen, so in when it comes to punctuality and so on, I have some slack." Julie also had different expectations towards a private individual: "It is more like an interpersonal agreement, so I am prepared to be more flexible." Hilde felt the same.

Two of the interviewees also pointed out that they did not expect the same quality on the cars on Nabobil as they mainly went for a low price: "You get what you pay for, so I expect the cars to be a bit shabby", Julie commented. Isak agreed: "I mainly use Nabobil because it is cheaper, so I do not expect the cars to be that smooth."

Disposition to Trust

When asked about their willingness to trust strangers, Anders, Julie, Celine and Hilde said that they all like to see the best in people and were willing to trust people until the opposite was proven. Celine and Anders even said that they were on the borderline to naive when it came to trusting other people. Celine thought that people were trustworthy as long as they appeared "nice". She further elaborated that the tone of voice had much to do with her trust in service providers: "I do not believe anyone can have bad intentions if they reply nicely."

Even though both Celine and Hilde looked at themselves as gullible and trusted people to be good in general, they also expressed a concern about people being unfair and unreliable when there was money involved: "I think people are honest in general, but I am open to the idea that people might be willing to lie if it means that they can make more money.", Hilde commented. Celine, who might come forth as the most gullible, recognised that she took pictures of the cars before and after rental, in case someone would try to blame her wrongfully for damages. This is in line with Fredrik, Espen and Guri, who took precautions and evaluated the risk before deciding to trust someone. Espen stated that people could be honest, but still not trustworthy, and explained this by "human schizophrenia"; "A friend of mine was living in the same apartment as his landlord. When my friend was moving out, the landlord suddenly discovered a mark on a table that my friend was asked to pay for. The mark had been there since he moved in and the landlord had never spoken about it before."

Bjarne said that he did not necessarily trust strangers to fulfil his expectations, but he chose not to listen to his inner voice, as he knew that things would "sort itself out". Dina, on the other hand, was "obviously sceptical" towards strangers and said that she must have a direct or indirect relation to a person to have trust. Both Guri and Isak added that their willingness to trust strangers was much higher in Norway than in a foreign country due to cultural- and linguistic differences.

The Service Enabler

All interviewees commented on several trust-building measures which were implemented by the service enabler. This included reputational systems, the general quality of the service and security measures and assurances.

Reputational Systems

Most interviewees emphasised reputational systems as a key mechanism for building trust towards the service enabler. For example, Bjarne commented, "Reputational systems are a vital function and a precondition for using Nabobil." Similarly, Guri spoke positively about reputational systems, "Reputational systems are important. When choosing whether to rent a car, I base my decision on it [the reputational system]."

Furthermore, several interviewees recognised reputational systems as an important measure for building trust in general. The interviewees were all aware that the service providers receive ratings and reviews. Following, Hilde, Isak, Bjarne, Fredrik and Dina emphasised how the presence of reputational systems incentivised service providers to be reasonable and not behave opportunistically. Bad reviews would harm their reputation and chance of receiving new customers. For example, Hilde commented, "The thought that the service provider would not get any new customers if he or she receives a bad rating, provides safety for me. It feels fair." Isak further said, "Service providers often provide better service because they get a rating or review. They need a good rating to acquire new customers." Furthermore, Fredrik stated, "I think service providers are very aware that they are being rated. That is why it is so much easier to trust them."

Most interviewees mentioned that *user reviews*, in terms of comments, were more important than *user ratings* in terms of trust. Several interviewees used ratings as a screening mechanism to choose the appropriate service providers, before reading the comments. For example, Espen commented, "I use ratings to separate the different service providers. If they have a good enough rating, I will look further into the reviews." Similar Bjarne said, "I first look at the ratings to decide whether they are worth considering." Hilde also said, "A good rating only tells me that the person is not bad, while the reviews tell me whether the person is trustworthy."

Once the interviewees looked further into the ratings, they looked for signs that stood out in the comments, to ensure that the service provider seemed like a reasonable person. For example, Espen commented, "I need to know that it is a welcoming person and that things went smooth. I just need to know that the person provides a good service. I do not need the details." Similarly, Bjarne commented, "I am looking for something that stands out. Is it a good person? Does the person provide something extra? I'm looking for whether the experience was fair, and not unreasonable."

Some interviewees emphasised that negative reviews and ratings were the most interesting. If a service provider holds a negative review or poor rating, this could be enough to not choose the respective service provider. For example, Hilde commented, "Negative reviews and ratings increase the barrier for renting a car. If someone got three to four stars, I would be sceptical. If a person had been sneaky or taken more money, it would have been a no-go!" Despite this, Hilde further said, "It is understandable if a person responds late. I am a late responder myself, so I feel that I am compassionate on that point."

Even though most interviewees preferred to read a service providers reviews before renting a car, some interviewees found it hard to give feedback themselves, especially negative feedback. For example, Anders said the following, "I find it uncomfortable to give feedback and rate others. Ratings are dreadful; I feel like I am marking them [the service provider] for life. I do not like confrontations." Similarly, Julie said, "I find it hard to give negative reviews, but I try to be honest." Guri further says, "I have given feedback because I think it is important, but it is hard to give few stars or negative comments."

Furthermore, Isak stated that user reviews had lost its legitimacy: "Sometimes I forget to look at user reviews. User reviews and ratings have no longer legitimacy; everyone has five stars." In contradiction to most of the other interviewees, Isak also said that there was no problem in renting a car from a service provider that did not have ratings or reviews. He commented, "If there are no ratings or reviews, I do not care."

Quality of the Service

To maintain a high-quality service, many interviewees stressed how the service enabler had to take responsibility as a mediator. Some even stated that they did not need to trust the service provider, as long as the service enabler seemed trustworthy. For example, Guri commented, "I do not have to trust the people on the platform as long as our relationship is governed by a third party." Anders added: "Trust towards the person [service provider] is actually not that important to me for whether I decide to use the service, it is the trust towards the platform [service enabler] that counts. He [the service provider] can be a manipulative bastard for all I care. It is not like he is going to be my friend either." Celine agreed: "I do not necessarily have faith in the people renting out. I trust the platform [service enabler]." Guri, Isak, Julie, Anders and Bjarne all expressed that a bad experience with a service provider could be forgiven as long as they trust the service enabler: "As long as Nabobil [as a service enabler] fulfill my expectations, it would be totally fine to have a bad experience with a person [service provider]" -Bjarne.

The interviewees seemed less merciful when it came to a bad experience caused by Nabobil as a service enabler. Julie, Bjarne, Anders, Hilde and Guri all agreed that they probably would not use Nabobil again if they had a bad experience with the service enabler: "If the system fails, I will not come back", Hilde said. Bjarne further elaborated that he would instead use a service where

he had more legal rights as a consumer [conventional car rental] if he had experienced that Nabobil did not take their role as a third party seriously.

Another factor that seemed to affect the interviewees profoundly was the quality of the website. This included the quality of the user experience (UX), user interface (UI) and technical performance. The interviewees had high expectations to these parameters and emphasised how "bad performance" in these areas could eliminate their trust toward the service as a whole: "If the platform itself had been bad, such as bugs and so on, I would be like; no thanks! Never again.", Julie stressed out. She further explained that the technical part had to be in place as a minimum of what she expected: "Such errors are just not supposed to happen." In addition, if the UX had been bad and she would have to look for information to find it, she felt like the service enabler was trying to hide something: "I get a bit like *ough, I am not dealing with this...*" Espen was also clear in his articulation: "I get pissed off if the UX is not working properly." Anders seemed to agree: "I expect that the platform has complete control regarding the technical part. I have very high requirements when it comes to technical performance. Bugs in the system are exceptional negative. If things are not working properly, I view it as a symptom of the entire service. If they [service enablers] do not manage to control the technical part [front end], I imagine that there is complete chaos on the inside of the firm."

On the other hand, if the UX and technicalities work as it should, the interviewees seemed to view this as a form of trustworthiness. Anders had not experienced any bugs on the webpage and explained that he therefore trusted Nabobil as a platform: "When I am on their webpage, everything just looks neat. There are no errors that could indicate that they [Nabobil] do *not* have control over what they are doing." Celine mentioned a "neat UI" as the main reason for why she initially trusted Nabobil. Julie elaborated, "If it [the interface] gives you an impression of thorough work, I am more inclined to trust them [the service enabler]. I get the feeling that they [the service enabler] are taking their business serious."

Espen mentioned UX as the most positive thing about Nabobil: "They [Nabobil] have understood the concept of UX. It is intuitive and easy to use." Guri pointed out a specific part of the UX she values: "I forgot my driver's license in another city, but I had a picture of it on my phone. Once I uploaded the photo on Nabobil, I was permitted to rent a car. I did not have to show up and provide them with my physical driver's license." She further explained how the rental process was much easier on Nabobil, compared to conventional rental services: "you do not need to deal with the whole pre-process someone's office." Fredrik also compares Nabobil to conventional services: "It is much more bureaucracy when renting from a conventional car rental. You have to physically go into their office, sign papers, deal with different costs depending on what you want and so on..." Celine and Hilde also agreed that it was nice to have done all the "work" on the forehand and that everything was done in the app. As elaborated more on in

chapter "Familiarity: Familiarity with similar services", several interviewees also pointed out that they liked that Nabobil's UX felt like other CC services they had tried before.

Half of the interviewees pointed out Nabobil's variety selection as one of the platforms' greatest qualities. Dina, who so far only has rented from friends and is sceptical towards strangers, admitted that the variety in selection might convince her to rent from a stranger on Nabobil over a conventional rental service: "I am going on a ski-trip next weekend, and none of my friends has a car available. I am now considering renting from a stranger on Nabobil because I need a ski-rack attached to the car. I guess that a conventional car rental service does not think about such specific needs…" This is similar to what Isak, Guri, Bjarne and Anders values in Nabobil. Isak exemplified how the variety of selection meets his needs: "If I am only going to drive short distances, I can choose an electric car so that I do not need to pay for fuel and toll-tickets, but if I am going to move, I can choose a larger van."

Several interviewees also emphasised the proximity of the pickup- and delivery location as a valuable quality. Isak explained that proximity to the pickup point is one of Nabobil's competitive advantages: "One of the reasons for why I am using Nabobil is because I do not want to take the bus all the way to the airport to pick up a rental car." Right after "low price", proximity to the pickup is also one of the main reasons for why Anders chooses Nabobil. Julie, Fredrik and Bjarne also had the impression that one had to take the bus if they were to pick up a car at a conventional rental service, while Nabobil could offer them a walking distance. Dina added: "You do not have to worry about how you are going to get there." Several interviewees also pointed out that even if the car was far away, the service provider was often willing to drive the car closer to their location.

Security Measures and Assurances

Seven out of the ten interviewees acknowledged insurance as a critical factor for using and trusting Nabobil. For example, Fredrik commented, "The insurance is one of the main reasons for trusting Nabobil. You are quite unlucky if you crash the car and damage it for more than 1,000,000 NOK." Furthermore, Celine said, "The insurance is very important for me. I would not use the service without it. It is crucial to have insurance." Anders was of the same opinion: "If it had not been for the insurance, I could just as well have rented the car without going through Nabobil." Isak was even harsher in his articulation: "If you rent a car from a private individual without proper insurance, you are an idiot!"

Four of the interviewees mentioned third-party verification of both the customers and the service providers as a trust-building measure. For example, Isak elaborated, "I trust the service providers because both the customer and the service provider have given their identity through the driver's license. You cannot hide your identity. Third party verification on both ends gives a sense of security. You cannot run from your problems." Hilde further commented: "When I use Nabobil, I know exactly whom I am renting the car from. That gives me security if something should

happen, as opposed to taxi services where it is hard to know who the person really is." Bjarne also felt more secure knowing that there was a process involved before service enablers were allowed to rent out their car: "The fact that they have been vetted and their ID has been checked, creates a baseline for trust."

The Service Provider

All the interviewees mentioned different characteristics of the service provider as important factors for trusting the service. This included how the service provider presented themselves on their profile, when communicating with the customer, how they responded to reviews and how they behaved.

User Characteristics of the Service Provider

The interviewees agreed that user characteristics of the service provider were important for building trust. The sum of several positive impressions of the service provider created trust. The first impression was of great importance. For example, Espen commented, "The sum of all small impressions allows you to evaluate the person. If I feel like the service provider is not *solely* motivated by money, this creates a lot more trust." Similarly, Bjarne said, "I am looking for the small things that can verify whether it is a good person."

Several interviewees emphasised that the service providers' profile pictures and how they appear in the picture, generate trust itself. For example, Bjarne commented, "I am looking for people who smile, are together with their family or do something fun. I exclude the extremes like a bimbo or a man with tattoos in the face. If the person looks criminal, this lowers trust." Additionally, the interviewees emphasised the importance of how the service providers introduced themselves through information on their profile. Both Bjarne and Espen seemed very concerned about the service providers' incentives and motivations for renting out their cars. For example, Bjarne said, "I hope the service providers have a slightly more ideological motivation, not just economic incentives. I look for people who are comfortable to deal with. I think that those who are controlled by financial gains are more cynical when it comes to rules and regulations."

Most interviewees expressed the importance of communication, and whether the service providers were perceived as professional in their way of communicating. Fast response time seemed to be of particular importance. For example, Julie commented, "It is important to be available throughout the whole rental period. Quickly responses to messages create trust. The service provider should answer within a short period." Similarly, Fredrik said, "I have received quick responses from the service providers, that is good service!"

Furthermore, the service providers' manner of communication was essential, including the vocabulary, typos and tone of voice. For example, Espen expressed, "Poor vocabulary and typos in communication are very negative." Celine further stressed, "It is essential that the service

providers respond politely and kindly. It is a way of appearing trustworthy. "I do not believe anyone can have bad intentions if they reply nicely." Furthermore, each time she gave examples of nice messages, Celine added that there was a smiley at the end of the message. Bjarne also stressed that a personal tone of voice fostered more trust, as it indicated that the person cared about him.

Almost all interviewees (9/10) had positive experiences regarding the service provider's tendency to be more flexible and provide extra service, compared to conventional car rentals. The interviewees expressed that the service providers were much more flexible and service minded than what Nabobil expressed on their webpage. The fact that service providers were more flexible and provided extra service seem to be very positive and trust-building. For example, Celine commented, "We rented the car from a nice person who drove the car to us at Gardermoen. We did not pay anything extra for this service. It is the extra service provided that makes me happy to use the service again." Isak mentioned several positive experiences with different service providers, but one of them made a superior impression: "One time, we needed a ski rack on the car, but the service provider forgot to put it on. He then told us where the key to his house was located. From there, we went into the house to find the garage key, unlocked the garage and put the ski rack on top of the car." Guri had also experienced what she called extra service: "I did not manage to parallel park his [the service provider] car when I was delivering it. Then he actually came outside and parked the car himself. That was not a part of the agreement and nothing I expected from him, so I was happily surprised!"

In general, most interviewees mentioned that the service providers were more flexible, compared to conventional car rentals, such as AVIS, Europcar and Sixt. They emphasised that service providers would be less rigid when it came to delivery time, pricing and included driving kilometres of the cars. For example, Anders commented, "Private individuals are more flexible when it comes to delivering the car back to the owner. They [service providers] have no specific opening hours. That is positive because it is not always possible to plan what's ahead." Julie also talked about her experiences; "The service providers are less rigid and more flexible. That creates trust! In general, I feel that service providers are service minded. People [service providers] put effort into creating a good experience. Instead of following guidelines, as it is for larger companies, the agreement seems more interpersonal." Furthermore, Hilde expressed, "The service provider did some calculations on the road tolls after the rental. It turned out that I had paid too much, and the service provider paid the excess amount back to me. That created trust! In addition, I delivered the car too late, but I did not pay any extra."

Some of the interviewees elaborated on the importance of being transparent before and during the rental, because this implied that the person was honest and reliable. For example, Hilde said, "Before the rental, the service provider told me about some beeping sounds that could come from the car. That created trust. I felt that he [the service provider] was a nice guy that I could

count on. I felt that I could just call him if anything were to happen without being afraid of what he might say." Hilde had also experienced that one service provider took the initiative to double check that she had paid the correct sum, and ended up with transferring money back to her, as she had paid too much. This gave her a feeling that the service provider also would be honest about other things. Similarly, Fredrik commented, "I feel the service providers have been clear, open and provided good information before the rental. In total, this has given me a feeling of being relaxed and confident about the rental." Julie mentioned, "It is important to be transparent. The car may have its weaknesses that will not be explained before the rental."

The Community

The total impression of the community also affected whether the interviewees had trust in the service. Both large networks, the reputation of Nabobil in general and generalisation of previous experiences towards future rentals, seemed to be evident trust-related factors among the interviewees.

Large Networks

Large networks are considered trustworthy among some interviewees. For example, Fredrik stressed, "If Nabobil had a larger network and user base, I would have felt much safer. It is about not feeling alone if someone tricks me. I'm not the first to use new services. I must see that other use the service before I try it because of the uncertainty." Celine also commented, "I use CC services because everyone else does and I do not use services that has few users. From my perspective, having a large user base generate trust." On the other hand, one of the interviewees was not affected by large networks. Isak stated, "Large networks don not affect me when choosing a new service, I do not even think about it."

Reputation of the Platform

A few numbers of interviewees emphasised that the platform's reputation determine the level of trustworthiness towards it. Guri commented, "If Nabobil had a bad reputation, I would look at other alternatives." Hilde also expressed, "If I had read bad news about Nabobil, I would have avoided the service." Anders even thought a bad reputation would have affected Nabobil to a larger extent than conventional car rentals: "Perhaps it is because I almost expect something to go wrong when I use Nabobil, so if it happens, I would be like; I knew it!"

4.4 Inductive Analysis of Qualitative Data

In the above-mentioned sections, we have presented the data as a result of following the method described in chapter 3. Subsequently, we have developed a detailed structured overview of the data, based on an inductive approach. The complete structural data overview can be seen in figure 10. We have further used this structural overview as basis for further analysis in chapter 5.
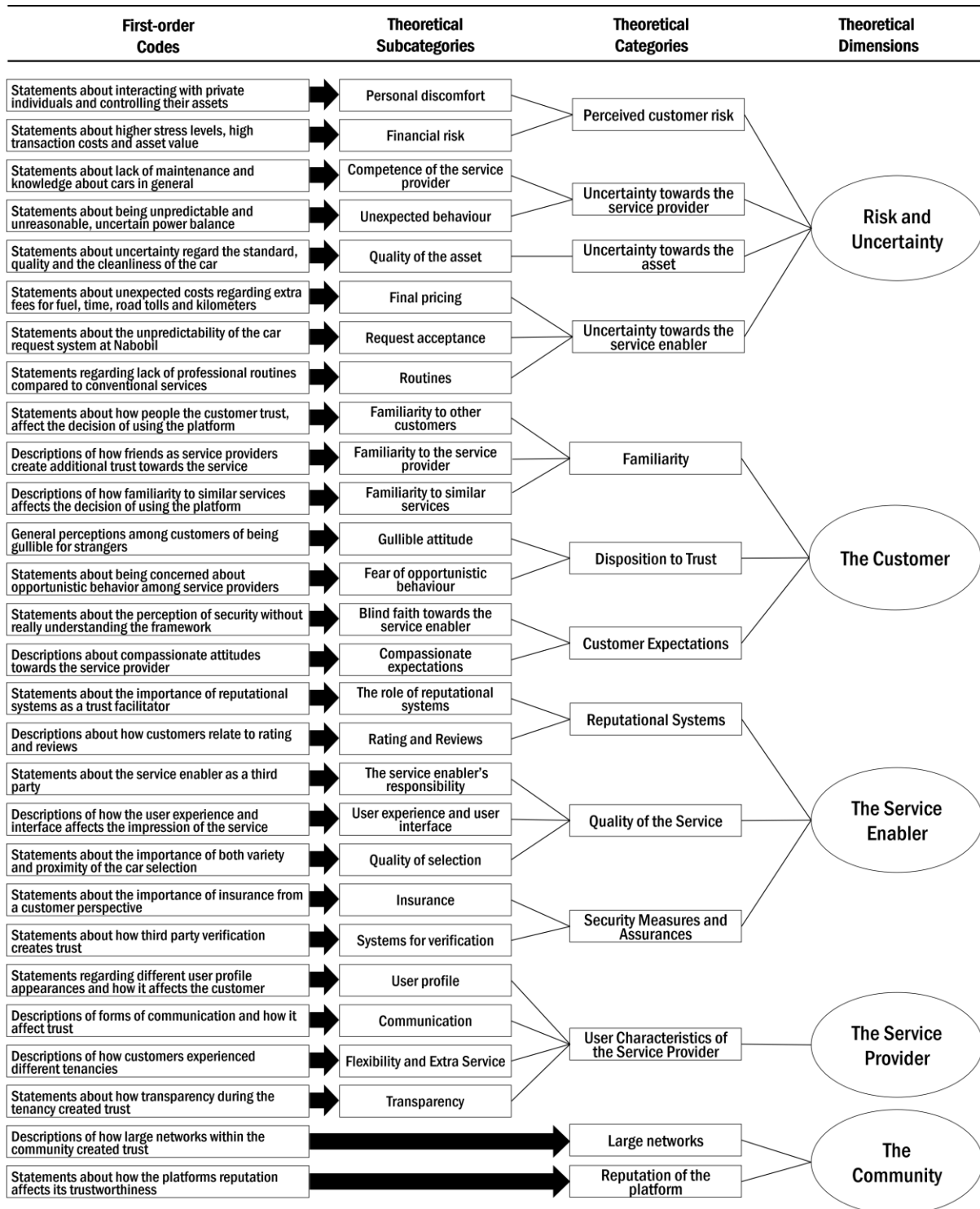
Figure 10: Structural data overview

5 | ANALYSIS

Based on the structural data overview (figure 10) and the theoretical framework, we have developed a trust model from a customer perspective, as shown in figure 11. This model has served as our guideline throughout the analysis.
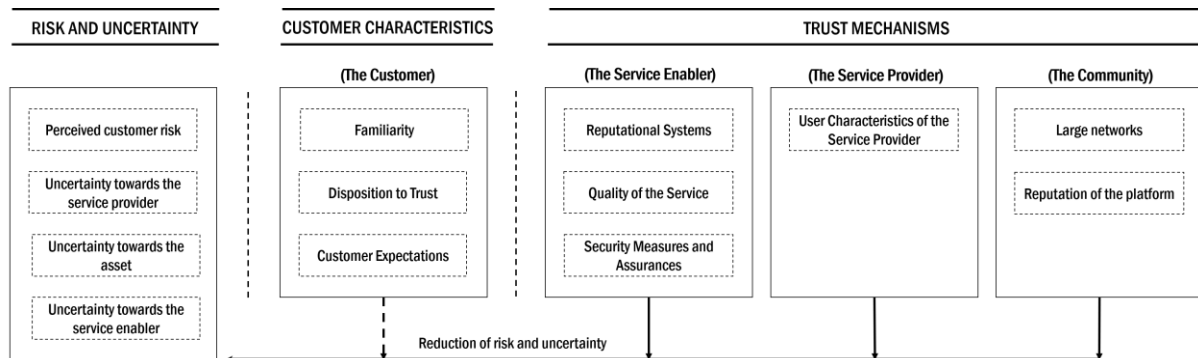
Figure 11: Trust model from a customer perspective

As shown to the left in the model, there are several factors of risk and uncertainty affecting the customers during interaction with a CC service. These factors might be reduced by different trust mechanisms of the service enabler, the service provider and the community. To what degree these trust mechanisms influence a customer is determined by different customer characteristics. The following sections will analyse how customer characteristics and different trust mechanisms of the service enabler, the service provider and the community affect customers' trusting beliefs. This will be done in relation to the corresponding risks and uncertainties.

5.1 The Customer

From a customer's perspective, perceived risk and the customers' characteristics play a role in forming trust (Huurne et al., 2017). In the following subchapters, we will analyse different customer characteristics and how they influence the formation of customers' trusting beliefs.

5.1.1 Familiarity

From the literature, we know that trust aims at current and future interactions (e.g., Jiang et al., 2009), whereas familiarity is based on previous interactions and experiences (Lessing & Park, 1981). As a result, familiarity is considered a precondition for trust (Mittendorf, 2017; Möhlmann, 2016). Based on our findings, we found familiarity to affect customer trust on different levels. We also argue that familiarity reduces perceived customer risk and uncertainty to a large extent on different levels, during interaction on CC.

Almost all interviewees were familiar with Nabobil before using the service. The interviewees had either heard about Nabobil from friends, colleagues or family before they participated on the platform. As a consequence, social proof and familiarity to other users of Nabobil seem to have a significant impact on customers for using the service. This might be explained by Gefen (2000), who emphasised that familiarity provides context that allows individuals to clarify future expectations. Despite this, the results from the survey indicate that factor 8; "recommendations from friends or acquaintances" was the least important factor relative to the other factors. On the other hand, this factor might be less relevant in forming trust when the customers are already familiar with the service, which were evident among our respondents. Therefore, referrals from acquaintances, seem to be a decisive factor for using the service mainly for first-time usage of the service.

Familiarity with other services in the context of CC also seems to affect customers' trusting beliefs towards Nabobil. Mittendorf (2017) assumed in his research that familiarity with Uber increases with successful interactions. Furthermore, we have noticed that customers tend to transfer their expectations from similar services (e.g., UBER and Airbnb) to Nabobil. This might result in both a positive or negative outcome, depending on whether the expectations are met during future interaction with a CC firm (Gefen, 2000).

Lastly, we also found that some customers preferred renting a car from acquaintances on Nabobil, rather than from other service providers. Consequently, familiarity with the service provider increases customer trust. By doing so, customers' expectations are clarified, and their perceived level of risk and uncertainty are naturally reduced. For example, customers' perceived personal discomfort is reduced as a result of renting a car from an acquaintance, rather than from an unknown service provider.

5.1.2 Disposition to Trust

Existing literature shows that disposition to trust is a personality-type mechanism with two components: trusting stance and faith in humanity (McKnight & Chervany, 2001; Kim et al., 2008). In general, disposition to trust represents an individual's tendency to trust others (Gefen, 2000; Kim et al., 2008). Thus, it serves as a plausible antecedent of trust.

Several of the interviewees were willing to trust people until the opposite was proven. In general, they had faith in other humans. From the literature, we know that personal faith in humanity assesses that other individuals are typically reliable, trustworthy, and well-meaning (McKnight et al., 1998). We also noticed that the magnitude of this characteristic varied between the different customers. In general, people with a high disposition to trust are more inclined to frame positive initial interactions with an unfamiliar counterpart (Wu et al., 2010).

McKnight et al. (2002) state that peoples' disposition to trust might change based on the environment. This was also the case with the interviewees, as they were more sceptical to trust people when the relation involved a monetary transaction. Despite customers' general willingness of trusting strangers, some customers expressed their concern regarding fear of opportunistic behaviour of the service provider when money was involved.

On the other hand, the interviewees seemed to be aware of Nabobil's governance mechanisms (i.e. reputational systems), which lowered their concerns regarding opportunism and resulted in higher levels of trust towards the service provider. For example, the interviewees pointed out that bad ratings or reviews would decrease a service provider's opportunity to acquire new customers. Thus, even though they initially had concerns regarding opportunism, the governance mechanisms made them more assured that it would not be in the service provider's self-interest to behave opportunistically. This indicates the customers' relation to the service provider is based on a semi-strong form of trust (Barney & Hansen, 1994).

5.1.3 Customer Expectations

In addition to familiarity and disposition to trust, we also found customers to have specific expectations that might affect customers' trusting beliefs towards the service enabler and service provider. Several customers expressed their blind faith towards the service enabler and were convinced that Nabobil would take the responsibility if something unfavourable were to happen. This attribute might also be a form of disposition to trust. For example, Mayer et al. (2015) emphasise that disposition to trust is the tendency to believe in the integrity of other entities; in this instance, the service enabler.

Furthermore, we found customers to have compassionate expectations towards the service providers as the customers acknowledged them as humans more than representatives of a business. This phenomenon might be explained by the presence of social interactions, which were found to affect trust in a community (Chen et al., 2009). As part of this, emotional interactions create an environment that is felt by participants to be supportive and welcoming and facilitate intimate relationships among community members (Burnett, 2000). Moreover, Hartl et al. (2016) mention that more social types of CC communities might cause users to feel more responsible for the community as a whole, implying that trust between community members in such CC platforms play a significant role (Bardhi & Eckhardt, 2012). We argue that customer's compassionate behaviour towards the service provider might be a result of more emotional and intimate interactions, compared to interactions in conventional services. Customers have the ability to put themselves in the situation of the service providers, thus leading to more compassionate behaviour.

5.2 The Service Enabler

In this chapter, we will discuss the different trust-building measures that are provided by the service enabler and how these can reduce the customers' perceived risk and uncertainty. The following trust-building measures will be addressed; reputational systems, quality of the service, and security measures and assurances.

5.2.1 Reputational Systems

Reputational systems have been widely covered by researchers (e.g., Resnick et al., 2000; Fuller et al., 2007; Bente et al., 2012; Malinen & Ojala, 2013; Ert et al., 2016; Liu et al., 2016; Teubner & Hawlitschek, 2017) and is considered to be of great importance for building trust. Therefore, a discussion has been raised regarding the legitimacy of reputational systems, as people tend to be overly positive in their feedback (e.g., Resnick & Zeckhauser, 2002; Bolton et al., 2012; Slee, 2013; Zervas et al., 2015, Ert et al., 2016; Kumar et al., 2017).

Our findings somewhat confirm customers' scepticism about the trustworthiness of reputational systems. As several of the interviewees stated that they felt uncomfortable with giving bad reviews and ratings, resulting in biased review behaviour (Slee, 2016), it is plausible that they also believe others to do the same. Two of the interviewees also explicitly stated that they did not trust the reputational system to provide them with an honest reflection of the service provider. The CEO of Nabobil was of the same perception.

Despite this, not all reviews and ratings were considered unreliable. The interviewees emphasised the importance of *negative* ratings and reviews to determine a service providers' trustworthiness. This is also in line with Park and Lee (2009), Möhlmann (2016), and Bambauer-Sachse and Mangold (2011), among others. In addition, we found that a good rating, in terms of a score, did not seem to create trust towards the service provider, but instead indicated whether the person was worth considering to be trustworthy. This can be explained by Teubner and Hawlitschek (2017) who state that ratings get a diminishing role in the formation of trust when they are overly positive. The researchers further explained that reviews become more important in such cases, as they allow for differentiating. The customers' split perception of whether the different elements in a reputational system creates trust is also shown in the survey. The respondents were inconsistent in their answers regarding the importance of factor 1, "rating and reviews" in the likert scale and multiple-choice.

Even though the interviewees were sceptical about the reliability of the content in the reputational system, the mere *presence* of the system seems to have an intrinsic value. Despite some customer concerns about overly positive feedbacks, most of the interviewees were convinced that the service provider would not risk receiving a bad review or rating. Thus, lowering the customers' concerns regarding undesirable behaviour from the service provider. The presence of reputational systems

therefore works as a governance mechanism (Barney & Hansen, 1994) and reduces risk, as the alternative cost of behaving opportunistically is so high that it will no longer be in the self-interest of that person (Hill, 1990). In addition, and independent of whether the reviews are negative or positive, we suggest that the presence of reputational systems can create trust towards the service enabler as it shows activity on the platform, hence serving as "fresh" social proof (Teubner & Hawlitschek, 2017).

This is though in contradiction to Zhang et al. (2012), who found that a *significant number* of *positive* ratings create trust towards the service enabler. We agree that large numbers of ratings, in general, can increase trust toward the service enabler, through social proof. However, due to the tendency of overly positive ratings, and customers' awareness of this phenomenon, we are more sceptical as to whether a large number of ratings create trust *because* they are positive. Furthermore, we draw our arguments from Li et al. (2016), who provides a more nuanced explanation of which we can agree to; that the amount of casual praise feedback, as a part of positive feedback, can contribute to trust towards the service enabler.

5.2.2 Quality of the Service

The perceived quality of the service is of great importance to build trust (Jones & Leonard, 2008; Teubner & Hawlitschek, 2017) and depends on several factors that the service enabler to some degree can control. One of the factors is how the website appears to the users (Jones & Leonard, 2008; Teubner & Hawlitschek, 2017). The quality of the website is determined by users' perceptions of its visual appearance, ease of navigation and functionality (McKnight et al., 2002). The interviewees had surprisingly high requirements when it came to website quality and especially emphasised how bad technical performance (functionality) could ruin their trust towards the service enabler in an instant. For several of the interviewees, CC services were perceived to be technically savvy. Thus, high technical performance of the website was expected. As two of the interviewees also explained that high technical performance was a minimum requirement for them to trust the service as the bad technical performance was viewed as a symptom of malfunction throughout the entire service. In other words, if the service enabler does not withhold a high standard on their website, trust-building measures towards service providers and the community will be in vain.

This is contrary to Kumar et al. (2017), who advocate that the number one priority of the service enabler is to ensure the quality of the service *provider* and not the platform itself. Though we do not neglect the importance of quality in the service provider, we stress that a well-functioning website serves as a precondition for enabling trust towards service providers. This is in line with Jones and Leonard's (2014) study on C2C-interactions in e-commerce. They suggest that in cases where the service provider is unfamiliar to the customer, the quality of the website is used as an indicator of the service provider's trustworthiness.

Another factor that influenced the perceived quality of the website was the customers' familiarity with similar services. All the interviewees had experiences from other CC services prior to their interaction with Nabobil, while some of the interviewees also had rented from conventional car services. As argued by Gefen (2000), customers' familiarity with similar services or procedures, can affect their expectations of the firm itself, hence Nabobil. As Heggernes pointed out, Nabobil had deliberately copied the UX and GUI of Airbnb. The rationale was that the customers were familiar with Airbnb and would therefore feel familiar to Nabobil. Thus, one can argue that Nabobil has "lent authority" or in this case, "lent trustworthiness" from Airbnb by applying a similar UX. Following, increasing customers initial trust towards the service enabler (Mittendorf, 2017).

Several of the interviewees compared Nabobil to Airbnb and Uber. However, the familiarity with similar services had both a positive and negative impact. Some interviewees pointed out that the similarity in UX and GUI made them feel comfortable using the service, as they knew how things worked. Others experienced frustration because Nabobil did not have the same price structure and internal guides as was expected from such services. This phenomenon is recognised by Mittendorf (2017), who argue that familiarity cause expectations, which if not met, can affect the trust towards the service enabler negatively. As such, copying a well-known UX and GUI can create initial trust towards the service enabler, but in such case, the service enabler should be aware of the additional expectations that might follow.

5.2.3 Security Measures and Assurances

From the literature, we know that high safety benefits are fundamental drivers of customer retention in CC firms (Yang et al., 2017). Furthermore, we also know that one of the most significant differences between CC services and conventional services is the need to provide safety benefits, ensuring customer safety against potential threats. Kamal and Chen (2016) also emphasise that implementation of security measures may increase CC customers' trust.

In line with the theory, the interviewees acknowledged that the included insurance cover from Gjensidige of one million NOK was critical for using Nabobil at all. For example, insurance cover reduced perceived customer risk related to financial risks and personal discomfort. From the survey, respondents also rated factor 7; "compensation if where to happen" as one of the two most important factors for trusting the service. As part of the manager interview, Heggernes also confirmed that the insurance cover is a critical part of committing customers to the service.

Furthermore, the interviewees felt a personal discomfort of being responsible for someone else's asset [the car]. The fact that it was a private individual's, as opposed to a company's asset, made the interviewees feel a personal risk in terms of discomfort of responsibility. This can be explained by an interpersonal relation, where the customers acknowledge that the asset might not only be of great economic value, but also have an emotional value for the service providers (Willet, 1951).

Following, this type of risk may not be as evident in the context of B2C platforms. In addition, by our definition of CC, the nature of the exchange is characterised by a face-to-face interaction and more intimate communication with the service provider. The exchange is also characterised by temporary ownership of the asset. Thus, it is plausible that the risk of personal discomfort and the perceived personal responsibility is even higher in CC than in more conventional C2C platforms such as eBay and Finn.no (Möhlmann, 2016; Mittendorf & Ostermann, 2017). Möhlmann (2016) argues that insurance cover seems specifically relevant in many cases, due to the fact that services and goods are provided by private individuals rather than professionals (Sundararajan, 2016).

Based on our findings, we argue that insurance cover not only will provide customers with less financial risk, but also lower their discomfort of responsibility by knowing that the service provider also is insured. Hence, an insurance cover is a necessary precondition for using and trusting the service. Such insurance might be seen as a structural assurance, which refers to the willingness of a service enabler to supports its users through legal protection and guarantees (Barnes & Mattson, 2017). Even though having an insurance cover is considered essential, few of the interviewees were aware of the actual terms and conditions of the insurance cover. The customers seem to a have blind faith in the service provider. The customers seem to trust Nabobil, and assume that the service enabler would handle an unfavourable situation.

Furthermore, systems for verifications are frequently used in CC services (Botsman & Capelin, 2016; Ert et al., 2016; Teubner & Hawlitschek, 2017). As suggested by Teubner and Hawlitschek (2017), the purpose of such systems are twofold; (1) to verify their existence as actual human beings and (2) to verify their qualification in a given context. In relation to this, Nabobil has implemented several verification assurances such as Bank-ID, financial background checks and the opportunity to link users' profiles to social media platforms (Botsman & Capelin, 2016; Teubner & Hawlitschek, 2017). These systems are in the literature considered as drivers of trust and sharing behaviour on CC platforms (e.g., Teubner et al., 2014).

From the interviews, several customers emphasised the importance of verification systems to reduce uncertainty towards the service provider. Additionally, verification of the service provider was rated as the third most important trust factor among the other options. In line with the existing literature, we argue that different forms of systems for verifications seem to be vital in a CC sharing context for the customer to trust the service providers. Furthermore, systems for verification also seem to work as a governance mechanism for reducing the service enabler's risks. By excluding adverse users from taking part of the service, potential unfavourable incidents may be avoided and the service enabler's reputation maintains. Thus, leading to customer trust and retention.

5.3 The Service Provider

In this chapter, we will discuss how different user characteristics of the service provider can increase their trustworthiness and lower customers' uncertainties and perceived risk. These characteristics include among others the service providers ability to communicate, be transparent, flexible and provide extra service.

5.3.1 User Characteristics of the Service Provider

As part of the service providers' characteristics, the general user representation plays a significant role in creating trust (Teubner & Hawlitschek, 2017). From the interviews, we found that both the representation of the service provider's user profile and the form of communication served as antecedents of trust. From the literature, we know that negative and absent facial expressions of Airbnb's service providers, decreased their chance to rent out their listing (Fagerstrøm et al., 2017). In line with this, we found that the service provider's profile picture on Nabobil determined the level of customer trust. Customers seem to exclude the extremes and choose to trust the service providers that do not differentiate themselves in a negative manner. For example, the customers seek the service providers who are smiling on their profile pictures. This is also referred to as visual-based trust (Ert et al., 2016).

Furthermore, provided information regarding specific topics on the service providers' profile has shown to positively increase trust (Ma et al., 2017; Kamal & Chen, 2016). For example, Teubner & Hawlitschek (2017) emphasise that users may want to signal competence to increase trust. From our data, we know that some customers felt uncertainty towards the service providers' competence. Hence, we argue that such information would be beneficial for the service provider's ability to attract customers, and increase trusting beliefs towards themselves from a customer perspective.

Additionally, we also found that fast response times and the level of perceived professionality in the service provider's way of communicating increased the trustworthiness of the service provider. For example, poor vocabulary, typos and a negative tone of voice would lower the trust towards the service provider from a customer perspective. Among them, fast response times seemed to be of particular importance.

Flexibility has previously been addressed as one of the factors that determine the quality of the service (Zhang et al., 2014). What the literature does not say, is how service provider flexibility and excellent service not only increase the perceived quality of the service, but also seem to have a second trust-building dimension; it provides the customer with additional security regarding the service providers' trustworthiness. We found that customers examine the service providers' profile, reviews and communication to search for signs of flexibility and extra service that goes beyond what is expected. Not only because it is something the customers want, but because it also

says something about who the service provider is as a human; that they are reasonable and do not only behave in their self-interest.

As we saw earlier, customers are generally concerned with service providers being unfair and unreasonable, driven by economic incentives. This is what we refer to as "fear of opportunistic behaviour" in the structural data overview, as part of the "customer characteristics". Proof of flexibility and extra service seem to lower this uncertainty by meeting the two criteria of trustworthiness; benevolence and integrity (Mayer et al., 1995; Teubner et al., 2017). Such behaviour from service providers, therefore, seems to be of extra importance to increase customers' trusting beliefs towards them.

Furthermore, we also found that customers appreciated the service providers' tendency to be transparent; before, during and after the rental. This characteristic seems to lower uncertainty towards both the service provider and the asset [the car]. For example, If the car has some weaknesses that is being disclosed by the service provider before the rental, the customer feel like the person is honest and reliable, thus meeting the criteria of benevolence (Mayer et al., 1995).

From the survey, factor 4; "consistency" was rated as the most important factor along with factor 7. This factor implied that the customers get what they expected, which means that transparency serve as an underlying factor. Transparency clarifies customers' expectations leading to less uncertainty, both towards the service provider and the asset [the car]. Therefore, we argue that the service providers' ability to remain transparent, serves as a central factor for creating customer trust. On the other hand, we found that the service providers' ability to provide flexibility and extra service exceeded customers' initial expectations. Thus, positive experiences of inconsistency increased customer's trusting beliefs towards the service provider.

5.4 The Community

As a final instance, service enablers must be aware of customers' trust towards the platform-community. In this chapter, we will discuss how large networks and the reputation of the platform can affect the perceived trustworthiness of the community as a whole.

5.4.1 Large Networks

From the literature, we know that large networks have substantial positive effects on trust toward the community of the CC platform (Möhlmann, 2016). This is also evident in e-commerce (Son et al., 2006). Based on information from our interviewees, we also found that large networks within the CC community do increase customer trust. On the other hand, there seem to be some indifferences between customers' perception regarding the effect of this trust mechanism. Some customers acknowledge that large networks do create trust, and some indicated the insignificance

of this mechanism. From the survey results, factor 5; "there are already several users of the service" turned out to be a modest factor compared to the others.

Furthermore, Heggernes also acknowledges that large networks might affect the trustworthiness of the platform. We argue that large networks create trust, but since there is an increasing number of new CC firms entering the market and they have been present in the market for almost a decade, user familiarity with different CC marketplaces is already created. Hence, large networks might not have the same effect in CC communities as of today, as in the beginning the emergence of CC platforms. This might also be confirmed by the modest answers from the survey, since all of the respondents were familiar with other CC services.

5.4.2 Reputation of the Platform

The reputation of the CC platform contributes to its trustworthiness (Möhlmann, 2016). For example, word-of-mouth through recommendation, rating and reviews offered by the network (e.g., Hajli, 2012) may contribute to building a reputation (Kim & Park, 2013), an essential element in building trust in social commerce (Yang et al., 2012).

Based on the interviews, some customers explicitly said they would have avoided Nabobil if the platform received bad reputation, for example, in terms of unfavourable news. Heggernes also pointed out that Nabobil's brand is extremely important, and as a result, they have implemented mechanisms to reduce risks, such as insurance cover to avoid unfortunate accidents which might affect their brand (Aaker, 1996; Ambler, 1997).

We argue that the CC platform's reputation is of particular importance, as service providers are less often industry less often industry experts (Yang et al., 2017), and customers are exposed to additional risks (Möhlmann, 2016). Hence, an unfavourable incident leading to negative reputation of the service might affect the community as a whole, since risk is already considered to be the primary barrier to participate in CC (Burnett, 2014).

5.5 Answer to Research Questions

In this subchapter, we will provide the reader with the answers to the research questions, based on our findings. As a reminder, both research questions are repeated below:

- *RQ1: How do customers perceive risk and uncertainty in CC sharing services?*
- *RQ2: How do different trust mechanisms affect customers' percieved risk and uncertainty in CC sharing services?*

5.5.1 Answer to RQ1

The findings show that there are several forms of risks and uncertainties that influence the customers. As part of the pre-analysis, we made a structural data overview, which revealed what types of risks and uncertainties the customer perceives during interaction with Nabobil. We have seen that these types of risks and uncertainties create barriers for using the platform, but are reduced by implementation of different trust-building measures.

Our findings reveal that customers' perceived risks and uncertainties are anchored in the perception of not being certain about the different processes of the service; before, during and after interaction with the CC service. We found that risk and uncertainty towards the service enabler seem to be most evident for the first-time usage of the service, but as customer gained positive experiences with Nabobil, the platform itself obtained the customers' loyalty. Secondly, customers expressed their concerns regarding the service provider and the car [the asset] itself, especially regarding the service providers' competence and the technical condition of the car. This was mainly due to the fact that the service providers were private individuals with no professional training. Furthermore, the customers expressed their concerns regarding the underlying incentives of the service providers for making their cars available for rental, and the service providers' behaviour during the rental time. Customers also felt personal discomfort being responsible for someone's asset and entering their private property.

From our findings, it is evident that perceived risk towards the service enabler is common for first-time users, and reduces with repeated positive experiences. On the other hand, customers will always feel some degree of uncertainty towards the service provider and the car [the asset], independent of the of the number of successful interaction with the platform. This is due to the nature of CC; it lacks control compared to traditional services, resulting in low service consistency and different experiences and outcomes for each interaction with a new service provider on the platform.

5.5.2 Answer to RQ2

Based on our findings, it is evident that different trust mechanisms reduce customers' perceived risks and uncertainties. It is also clear that trust-building measures are important tools for acquiring and retaining customers. The trustworthiness of the service enabler and the service provider is dependent on what degree different trust-building measures reduce risk and uncertainty, as well as various user characteristics of both the service enabler and the customer. For example, we have seen how customers use reputational systems to search for different user characteristics that may indicate sincerity and trustworthiness. Moreover, our findings show that customers draw conclusions based on several different first impressions, and use these impressions to determine whether the service enabler and the service provider seem trustworthy.

In addition, our findings reveal that trust mechanisms encompass far more than only controllable trust-building measures managed by the service enabler, as they also include different customer characteristics. These characteristics have proven to determine customers' perceptions of risk and uncertainty in CC, including customers' disposition to trust, familiarity, and other expectations. Our findings reveal that familiarity with the different parties seems to be of particular importance.

Furthermore, the perceived quality of the service, security measures and insurance cover, are trust-building measures that are necessary for receiving customers' trust. For example, good UX and GUI define the customers' first impressions of the service, and the insurance cover is essential for reducing the customers' financial risk. Lastly, our findings indicate that large networks and the reputation of the platform might affect customers' perception of how trustworthy the service is, based on social proof. Thus, giving the customers a consciousness of other customers' evidence that the service actually works. On the other hand, large networks seem to be less important than reputation, since customers of CC services has already proven to adapt such marketplaces for several years, as they have been present in the market for almost a decade.

6 | DISCUSSION

In this chapter, we will discuss our key findings and how these contribute to existing literature. We will also discuss to what degree our findings might be of interest to other CC services or only apply to our specific case.

6.1 Why an In-Depth Understanding of Customer Risk and Trust is of Essence

By focusing on qualitative data, we have been able to contribute with a more in-depth insight of the working risk and trust in CC, resulting in a holistic understanding of the two phenomena as well as a more nuanced picture of the existing research. As stated by Huurne et al. (2017), such in-depth understanding has so far been scarce in the research on trust in CC.

Firstly, we have provided the literature with a more in-depth understanding of customers perceived risks and uncertainties. For example, while the literature points to financial risk (Ert et al., 2016), we found that the perceived financial risk could be decomposed into (1) the value of the asset and (2) the perceived risk of damaging the asset. As such, our study shows that providing customers with an insurance cover might be more critical for CC platforms where the chance of damaging the asset is high or the asset itself is of high value. In addition, we found that customers experienced risk of personal discomfort (of being responsible for someone else's high-value asset). Thus, providing an insurance cover to service providers, and not only to the customers, lowered the customers' perceived discomfort, as they knew that the service provider would be covered if anything were to happen. Even though risk and trust are closely related (Lewis & Weigert, 1985; Mayer et al., 1995; Pavlou & Gefen 2004), research on trust in CC has mainly studied these phenomena separately. By investigating the relations between percieved risk and specific trust-building measures, we have thus provided a more holistic view of the trust formation.

Furthermore, our in-depth insight has enabled us to contribute to the ongoing discussion on reputational systems and its legitimacy (e.g., Slee, 2013; Zervas et al., 2015; Mayzlin et al., 2014; Kumar et al., 2017). Our study suggests that the presence of such systems create customer trust itself, even though customers might not trust the content (reviews and ratings). In addition, we have contributed with some nuances to the discussion. We found that customers separate between ratings and reviews. Good ratings do not necessarily create trust, but rather work as a filter to find out whom to *consider* trustworthy, while the absence of ratings creates uncertainty or even mistrust. On the other hand, reviews are more valuable in the formation of trust, as customers look for specific user characteristics of the service provider to determine their trustworthiness. These nuances can be important to consider in a further discussion on the legitimacy of reputational systems.

Our study has also shown a more nuanced picture of how familiarity affect trust towards the service enabler, which might explain the differences in Zhang et al.'s (2014) and Mittendorf's (2017) findings. Zhang et al. (2014) separated between familiarity and quality of the service when they investigated trust in the service enabler. The researchers found that familiarity did not positively affect trust towards the service enabler, while the quality of the service did. This is contrary to Mittendorf's (2017) findings. In this thesis, we found that familiarity can increase the perceived quality of the service by implementing a similar UX and GUI of another trustworthy CC service. Thus, familiarity can increase the trustworthiness of the service enabler through higher quality of the service. However, this only applies when customers have a positive experience with the service and their expectations are met. By suggesting that positive familiarity increases trust towards the service enabler through higher perceived quality of the service, Zhang et al.'s (2014) and Mittendorf's (2017) research seem aligned.

Finally, we have provided information on the relationship between service providers' user characteristics and trust. We have seen how user characteristics of the service provider are evaluated through their user profile, reviews and communication before rentals. Furthermore, we have seen how customers use service providers' responses and reviews to look for user characteristics such as transparency, flexibility and extra service, to evaluate whether the person is trustworthy. Thus, we have provided the literature with a more holistic view of service providers self-presentation in relation to trust, as solicited by Tussyadiah and Sangwon (2018). This gives valuable insight to managers who use extensive resources on internal training of their service providers, as they can train service providers accordingly.

6.2 How to Withhold a Position as a Trustworthy Service Enabler

As seen in the definition of trust, it is based on expectations of a certain behaviour due to implicit or explicit promises the trustee makes (Mayer et al., 1995; Kim et al., 2011; Ponte et al., 2015). Despite this, research on the formation of customer expectations in CC is limited (Benoit et al., 2017). In our analysis, we have pointed to different customer expectations and explained how these expectations might have emerged. In this section, we will discuss how customer expectations might affect the service enabler.

From our analysis, we have seen that Nabobil already has implemented many of the essential trust-building measures. They have a high-quality website, insurance cover provided by a well-profiled insurance company, simultaneous reviews, etc. Following, and not surprisingly (as the interviewees already were customers of Nabobil), they perceived Nabobil to be trustworthy. On the other hand, we see that the interviewees' expectations to Nabobil as a service enabler are extremely high.

We argue, that by implementing several trust-building measures, service enablers take a highly active role as a mediator. Thus, service enablers give the implicit promise of being responsible, despite their limited legal responsibility. In other words, the service enabler is viewed more as a responsible firm, than a mere platform provider. Following, customers turn towards the service enabler and not necessarily the service providers when issues occur.

Along with Heggernes, several customers point out that the repercussions of not meeting the customers' expectations of responsibility, can have severe consequences for the service enabler's trustworthiness and brand. To meet customer expectations and withhold their position as a trustworthy service enabler, we argue that service enablers must take more responsibility than legally required. This implies, among other things, that good customer-support is of essence. By this, we mean that customer cases concerning service providers should be handled in full by the service enabler, as customers expect them to do so.

On the other hand, it is not certain that the high customer expectations of the service enabler are present in all forms of CC services. The expectations must be seen in relation to the nature of the CC service investigated. Firstly, Nabobil is considered to be a well-established platform. In the context of a more newly established CC service, customers might not expect as high professionalism from the service enabler. Secondly, customers of Nabobil perceive the service as more risky than many other CC services because (1) the asset is of high value, (2) the chance of damaging the asset is perceived high, and (3) because customers feel discomfort of being responsible for a person's asset (the nature of C2C). In the context of for example B2C, it is plausible that customers would turn to the business (service provider) rather than the service enabler to sort out a feud, as customers might not be as compassionate to businesses as they are to private individuals. Furthermore, in the case of a non-economic CC exchange, it is likely that service providers would be driven by more ideological motives, which in turn lowers the risk of opportunistic behaviour. Thus, customers would not need to rely on the service enabler to the same extent.

6.3 Customers' trusting Beliefs and Expectations Towards the Service Provider

This study has also provided valuable insight into the formation of customers' expectations towards the service providers and their relationship. Based on the analysis, we have seen that customers' relationship with the service provider serves as a vital trust mechanism in the context of CC. For example, we have seen how customer trust increase as a result of the service providers' ability to appear transparent and provide extra service during the rental. Before the rental, customers develop different expectations towards the service provider based on several impressions associated with, for example, the service provider's reviews and information on their user profile. These factors determine the customers' levels of trust and expectations towards the service provider before the rental.

More interestingly, we found that most customers had positive experiences with the service providers that went beyond their initial expectations from before the rental. This was the result of the service providers' ability to provide extra service and be flexible during the rental. This tendency appears to be unique for CC services, compared to for example traditional services. Customers expressed that by using a traditional car rental, you get what you expect, but nothing more.

Therefore, we argue that the service provider's ability to exceed customers' expectation might be vital to form customers' trusting beliefs and enhance the relationship between them and the service providers. This tendency was highly appreciated by the customers and served as a vital condition for using the service again. From the survey, we also know that factor 4 (consistency – you get what you expect) was rated as the most essential factor for trusting the service. The result indicated the importance of meeting customer expectations during the rental. If the expectations are not met, customers tend to avoid the service. This was also evident based on the customer interviewees.

These insights might contribute to the existing literature, as the antecedent that drives customers to commit to service providers and maintain the peer relationships remain mostly unknown (Yang et al., 2017). Based on our findings, it is evident that the service providers' ability to provide flexibility and extra service increases customers' trusting beliefs. Additionally, we have also found that customers tend to have compassionate expectations towards the service providers. In total, this seems to foster stronger relationships between the customers and the service providers. Thus, result in commitment between the peers. We have also seen how customers form expectations before the rental based on available information and how these expectations have been exceeded during the rental. This has also provided the literature with new insight of the formation of customers' expectations in CC (Benoit et al., 2017).

6.4 May our Findings be of Interests to Other CC Services?

Nabobil has several characteristics that differentiate them from other CC services. Furthermore, our narrow selection of interviewees, in terms of age, implies that our findings may differ from a wider selection. In this chapter, we will discuss to what degree our findings may be relevant to other CC services, despite this study's limitations.

Firstly, customers' perceived risk and trust might vary depending on the customer's age, as risk and trust are fundamental human factors which may evolve during time. As this study has been focusing on young adults (generation Y), there might be some differences in how young people perceive these phenomena compared to senior adults. There are especially some findings we believe to be more dependent on this specific age group, than other. For example, familiarity to similar services and its implications on the UX and GUI design is probably more relevant to

young adults, as they are the most frequent users of CC services (Möhlmann, 2015). Furthermore, the high expectations to a high-quality website in general, might also be more limited to generation Y, as they are known to be highly tech-savvy (Kumar et al., 2017). These findings might therefore not be as relevant for CC services where senior adults are the targeted customers. On the other hand, because generation Y is the largest customer group in CC, these findings could be of interest for most CC services.

Secondly, the perceived risks, such as personal discomfort (of being responsible for someone else's asset), is naturally only found in the context of C2C and not B2C. However, it is reasonable that this risk is present both in economic and non-economic CC exchanges. Furthermore, this risk might be even more evident in CC services based on non-economic exchanges, as the customer could feel that their temporary ownership of the asset is not as eligible as if they had paid for the service.

In this study, we have investigated Nabobil, which represents a C2C sharing service based on peers' private owned cars. This type of service is seemingly perceived as high-risk in the domain of CC, compared to other services. Therefore, trust measures such as insurance is considered crucial in high-risk CC services. This is also evident from the interviews, the survey results and Heggernes's opinion regarding this issue. This type of trust-building measure would plausibly not be equally important in for example a food sharing service, where the potential loss in a negative outcome would be far less than in Nabobil.

As discussed earlier, customers' expectations may also vary depending on the nature of the CC service. For example, customers have a compassionate expectation towards the service providers because the service provider is a private individual. These expectations might therefore not be present in a B2C context. Furthermore, we have argued that the customers' high expectations to Nabobil is due to their active role as a mediator and Nabobil's position as a well-established service. Thus, these expectations might be less evident in a more early-stage CC service.

As we have seen, our findings might be of interest to other CC firms, especially in the domain of C2C sharing services. Most of the trust mechanisms that we have discussed in this thesis are to some extent independent of the service, such as user characteristics of both the customers and the service providers, reputational systems and the quality of the service. On the other hand, the need for different forms of security measures and assurances are highly dependent on the service provided or the goods being exchanged. Consequently, such trust-building measures must be taken into consideration as a function of the present risks and uncertainties for the specific context.

7 | CONCLUSION

Throughout this thesis, we have complemented existing literature on trust in CC by providing a more in-depth understanding of how different trust mechanisms influence customers' trusting beliefs. As trust-building measures are aimed at reducing risk and uncertainty, our first research question was "How do customers perceive risk and uncertainty in CC sharing services?" The second research question focused on how trust-building measures and other trust mechanisms affected customers perceived risks and uncertainties: "How do different trust mechanisms affect customers' percieved risk and uncertainty in CC sharing services?" To conclude our research, we will present brief answers to our research questions and explain how these have fulfilled the purpose of the study.

In terms RQ1, we have presented a more nuanced picture of the perceived customer risks and uncertainties associated with CC. Customers experience a financial risk, as well as personal discomfort of being responsible for a private individuals' asset. The financial risk is connected to the value of the asset and the perceived risk of damaging the asset. Furthermore, customers experience uncertainty towards the service enabler (e.g., final pricing, request acceptance and routines), the service provider (e.g., opportunistic behaviour and competence) and the quality of the asset.

In terms of RQ2, we have provided an in-depth understanding of how CC customers are affected by different trust mechanisms, including both user characteristics and specific trust-building measures, and how they relate to specific risks and uncertainties. For example, the presence of a reputational system can reduce customers' uncertainty regarding opportunistic behaviour from the service provider, independent of whether the customer relies on the ratings and reviews. Moreover, we have seen that a high-quality website with good technical performance, can decrease customers' uncertainty towards the service enabler and service providers, while a low-quality website can increase the customers' uncertainty towards the service as a whole. We have also seen, for example, how customers personal discomfort of being responsible for a stranger's high-value asset, can be reduced by knowing that the service provider is covered by an insurance. Furthermore, an insurance cover for the customer is also of essence when the asset being shared is of high value and the chance of damaging the asset is perceived high. Finally, our study has revealed that trust mechanisms involve more than solely trust-building measures but also depends on customer characteristics (e.g., familiarity, disposition to trust and expectations) and user characteristics of the service provider.

By studying (1) perceived customer risks and uncertainties in CC and (2) how trusting mechanisms affect customers' risks and uncertainties in CC, the two research questions and the chosen method for this thesis, has enabled us to fulfil the purpose of the study: *To investigate influencing factors for customers to trust CC services.*

Lastly, the insight gained from this thesis have provided more clarity to discussions on the legitimacy of reputational systems and the importance of a high-quality website as a trust-building measure. Moreover, we have addressed several gaps in the literature; on the formation of trust, the formation of customer expectations and finally, the relationship between risk and trust. To the best of our knowledge, this is the first study that investigates customer risk *and* trust mechanisms with focus on a qualitative method in the context of CC. By applying the theoretical framework in the analysis, we have connected existing literature to our findings and revealed new research areas. Finally, this study has also provided existing and future managers of CC services with actionable measures.

8 | IMPLICATIONS AND FURTHER RESEARCH

8.1 Implications for Managers

Building trust towards the CC service is essential to attract and retain customers. From this study, we have provided valuable insight on how managers can create initial trust, increase trust and remain trustworthy. Following, we have suggested some specific managerial implications:

First, managers must be aware of the perceived risks and uncertainties that customers experience when interacting with the specific CC service, to address those concerns adequately. By knowing *why* the different trust measures are necessary (the underlying risks and uncertainties), managers can make a more informed decision on whether the measure is expedient for their specific platform. For example, if the risk of damaging an asset during rental is low or the asset is of low value, providing insurance might not be necessary to build sufficient levels of trust. By providing managers with a more in-depth understanding of customers' perceived risks and uncertainties, we have also presented an opportunity to be more creative in addressing the customers' concerns, allowing for new trust-building measures to emerge.

Secondly, managers must consider the different customer characteristics that might influence to what degree the trust-building measures create trust. For example, the customers had high expectations to the service enabler's responsibility and the insurance they provided. At the same time, they did not seem aware that a deductive of 12,000 NOK would be paid by the customer if an accident had occurred. We see this as a potential pitfall for CC services if the insurance coverage does not cover what the customers expect. This might not be an immediate threat, but if enough customers experience a breach of trust on this part, it might damage the brand heavily. Following, managers might want to evaluate whether they should include a more comprehensive insurance cover for the customers, or communicate the conditions more clearly. If the latter suggestion is chosen, we also know that customers do not bother to read extensive information. As such, symbols could be used to communicate this effectively.

Another trust-building measure that managers should focus on, is the perceived quality of the website. This is one of the first things customers notice when deciding whether they even should consider trusting the service providers. Managers can increase the perceived quality of the website by designing a UX and GUI that is similar to another well-known and trusted CC service, as familiarity has proven to foster customer trust. Although, we stress that managers must be aware of additional expectations that might follow from such trust-building measure. In addition, it should be a priority to remove bugs and ensure high technical performance. Thus, it could be valuable to have at least one person designated for this task.

Based on our insights into reputational systems, we know that customers might be sceptical of renting a car from someone who has not received any ratings or reviews. In such cases, we suggest

that a temporary solution could be to connect the service providers' user profile with another platform-profile that the service provider might have (e.g., from Finn.no, Tise or Airbnb). Although the ratings and reviews would be based on another type of exchange, we know that customers mainly seek specific user characteristics of the service providers, which are likely to be the same across different CC platforms. Furthermore, we suggest that managers could include a rating system based on the user characteristics customers appreciate such as; flexibility, service, and transparency. This could incentivise the service providers to behave accordingly, and customers could get more easy access to the information they are seeking.

In addition to providing insight on what customers are searching for in a service provider, managers can also tailor their internal training of service providers accordingly. This can, for example, be done by implementing a pop-up window when a conversation is initiated by a customer; reminding the service providers to disclose any flaws the asset might have.

Furthermore, we see that customers' first-time interaction with a service provider is more sensitive than later interactions. Consequently, managers might want to make sure that customers' first-time rental is from a service provider that has an excellent performance record. Following, the website or app might only suggest such service providers for first-time customers.

Finally, we want to acknowledge that our research has focused on influencing factors for customers to trust CC services. Managers must therefore be aware that the different trust mechanisms aimed at increasing customer trust, may have an adverse effect on service providers' trusting beliefs, as in the example of an extended rating system. An alternative outcome could be that service providers feel lack of self-determination and become less cooperative (Hartel et al., 2016). Such effect could, for example, be evaluated by running an A/B test on the website with one standard and one alternative rating system. By tracking the service providers' behaviour, managers can see whether the alternative rating system decreases service providers' participation on the platform. The final decision should be evaluated based on the magnitude of negative or positive impact the alternative measure have for service providers, in addition to what peer-group (customers or service providers) the platform is struggling the most to attract.

8.2 Theoretical Implications and Suggestions for Further Research

As the explosive growth of CC services has been a fact for only a few years, research on trust in CC still has a long way to go. As seen in the introductory chapter, the existing research in this field of study has mainly been focused on quantitative research approaches. This study has investigated trust with a qualitative focus, and we have provided a more in-depth understanding of influencing factors for customers to trust CC services. Therefore, we suggest that further research should continue to investigate trust in CC with qualitative approaches, as this has proven to be valuable in this study.

Inconsistent with other studies, our findings suggest that customers' trust towards the service enabler serves as a pre-condition for trusting service providers. On the other hand, our arguments might not hold in the case of a less established CC platform, as customers' expectations of the service enabler might be lower. We believe that this might not be the case with CC services where the service enabler takes a less active role in being a platform mediator. Therefore, we suggest further investigation of the importance of trust towards the service enabler in more early-stage CC platforms. In addition, it would be interesting to study this topic in more ideological and community-based CC platforms.

As mentioned, we have only investigated trust from a customer perspective. Future research might want to investigate how trust-building measures aimed at customers, might affect service providers. An example of how such research might be conducted, is mentioned in managerial implications. Moreover, we believe it could be interesting to investigate the balance between a customer oriented website and service provider oriented, as there will be a tradeoff between information aimed at the different users. This study could, as in the example above, be conducted by performing A/B tests on an existing CC service, where the alternative websites are designed based on different hypothesis. The researchers can then employ tracking-data to follow user behaviours of both customers and service providers that are exposed to the same website. This data can then be compared user behaviours from the initial website to find a more optimal balance.

Finally, few researchers have, to the best of our knowledge, considered the differences between customer groups (generations) when studying trust in CC. Although one of the limitations of this study is the homogenous selection of interviewees (in terms of age), the limitation has also enabled us to provide a more in-depth understanding of the most frequent users of CC services; customers of generation Y (Möhlmann, 2015; Kumar et al., 2017). To take different age groups into consideration is important since customer characteristics and their perceived risks and uncertainties are likely to differ between generations. Additionally, with the need for new solutions in a continuously ageing population, insight into older and newer generations would also be of interest. Thus, research pertaining risk and customer characteristics in relation to different generations, seem warranted. In such case, a qualitative study with interviews would seem appropriate. Finally, and as we saw earlier, the trusting effects of a high-quality website could also be of particular interest in this regard.

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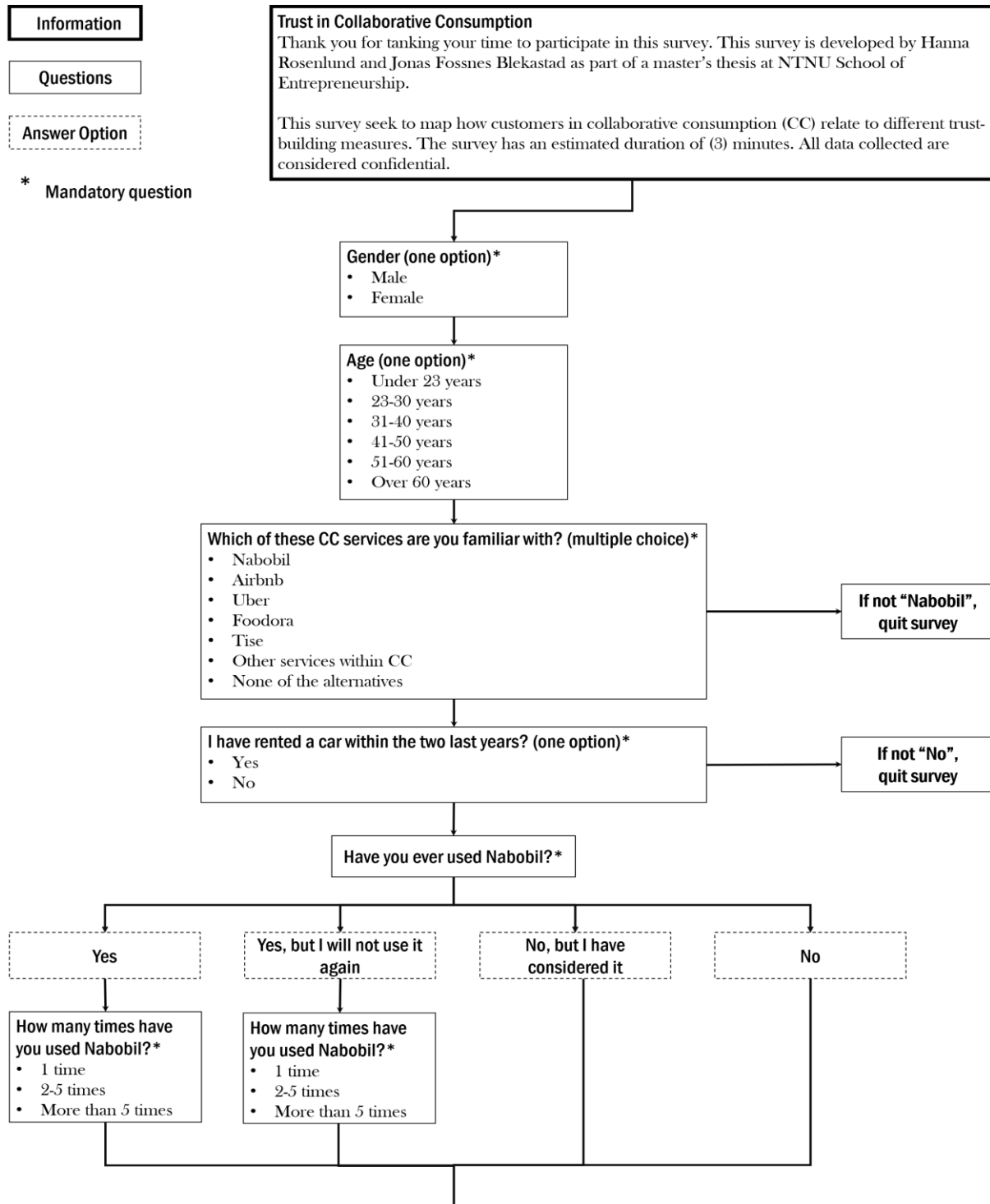
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APPENDIX

Appendix 1 – Survey Map

The picture below describes the survey structure used as part of the quantitative method. The survey structure was coded in Qualtrics. This version is translated from Norwegian to English.

You are an existing or considered a potential customer of Nabobil. How important are the following factors for you to use Nabobil rather than other alternatives? (Likert Scale)*	You are an existing or considered a potential customer of Nabobil. Choose the (3) three most important factor for you to use Nabobil rather than other alternatives.*

Ratings and reviews
The car owner has received good ratings and reviews in terms of comments which are available for you.

Verification of the car owner
The car owner is verified through, for example, drivers' license, Bank-ID, financial background check, visible mobile number, connected to Facebook or Google account.

Available information
There are lots of available about the service and the car owner. For example, information about the car you are about to rent, the owner of the car, how the service works and FAQ.

Consistency
You get a feeling of predictability, and you get what you expect. In addition, the car leasing process feels simple and clear.

There are already several users of the service
You get the feeling that there are many users of the service. For example, through information on the website highlighting the number of users, or awareness that many people you know use the service.

Verification of the standard and quality
For example, if the car is EU-approved or has recently been to service and proven to be in good condition.

Compensation if something were to happen
You are confident that you will receive help it something unfavourable were to happen. For example, in terms of insurance cover, efficient support or information on how to handle an unfavourable situation.

Recommendations from people you know
You have been recommended to use the service from friends or other acquaintances.

Ratings and reviews
The car owner has received good ratings and reviews in terms of comments which are available for you.

Verification of the car owner
The car owner is verified through, for example, drivers' license, Bank-ID, financial background check, visible mobile number, connected to Facebook or Google account.

Available information
There are lots of available about the service and the car owner. For example, information about the car you are about to rent, the owner of the car, how the service works and FAQ.

Consistency
You get a feeling of predictability, and you get what you expect. In addition, the car leasing process feels simple and clear.

There are already several users of the service
You get the feeling that there are many users of the service. For example, through information on the website highlighting the number of users, or awareness that many people you know use the service.

Verification of the standard and quality
For example, if the car is EU-approved or has recently been to service and proven to be in good condition.

Compensation if something were to happen
You are confident that you will receive help it something unfavourable were to happen. For example, in terms of insurance cover, efficient support or information on how to handle an unfavourable situation.

Recommendations from people you know
You have been recommended to use the service from friends or other acquaintances.

Why are these factors considered the most important? (open end)

Can you help us?
Regarding the master's thesis, we need to talk to customers of Nabobil. If you have the opportunity to help us, please provide us with your contact information and we will contact you.

Name (open end)

E-mail address (open end)

Phone number (open end)

From where are you available?
- Oslo
- Trondheim

Thank you for helping us!

Appendix 2 – Interview Guide, Customers

The following interview guide was used to interview 10 of Nabobil's customers. Most questions were open-ended to ensure freely speaking the of the interviews. The nature of the interview was semi-structured. The questions asked found below:

Background Questions (5 minutes)

- Can you tell us about yourself?
    - i.   Age?
    - ii.   Relationship?
    - iii. Living situation?
    - iv.   Do you own your own car?

Transition Questions (10 - 15 minutes)

- How do you generally respond to new services? Why?
- In general, how is your willingness to trust other people?
- In general, how are your experiences with collaborative consumption?
    - i.   Are they good/bad? Why so?

- In general, how are your experiences with Nabobil?
    - i.   Are they good/bad? Why so?
    - ii.   How did you hear about Nabobil?
    - iii. Have you ever recommended the service to someone else? Why?
    - iv.   How many times have you used Nabobil?

- Can you tell us about your most recent experience with Nabobil?
    - i.   Go further into parts that is emphasised

- Can you tell a story about a good experience with Nabobil?

- Can you tell a story about a bad experience with Nabobil?

- Why did you choose Nabobil instead of other alternatives?

Key Questions (30 - 40 minutes)

- How would you describe your trust in Nabobil?
    - i.   Why?

- How would you describe your trust towards the persons renting out cars on Nabobil?
    - i.   How do you decide from whom or what to rent?
    - ii.   Why?

- What parts of the car rental process do you find most uncertain? Elaborate.
    - i.   Why?

- What do you expect when you rent a car on Nabobil?
    i. What do you expect from Nabobil? Why?
    ii. What do you expect from the service provider? Why?

- How has the different experience on Nabobil been compared to each other?
    i. Where in the rental process does it differ?
    ii. What do you think of theses inconsistencies?
    iii. How does the service providers approach you as a customer during the rental?
    iv. How is your communication?

- How does the number of users on Nabobil affect your decision for using the service?

- What are the largest risks and uncertainties as part of renting a car from Nabobil?
    i. Why?
    ii. How does this affect you from using the service?

- What could Nabobil have done to increase the platform's trustworthiness?
    i. Why is that important for you?
- What should have happened for you to never use Nabobil again?

Final Questions

- What is the greatest advantage of using Nabobil? Why?

- What is the greatest disadvantage of using Nabobil? Why?

Appendix 3 – Interview Guide, CEO of Nabobil

This interview was done with the Even Heggernes (CEO of Nabobil) in Oslo on Mars 2018. The interview was conducted to give additional insights on how customer trust was built on the platform. The question asked are found below:

Interview Structure

- How is your strategy to build trust on Nabobil?
    i. Why have you chosen this strategy?

- How does the strategy for building a trustworthy service vary depending on the product or service provided?
    i. What factors determine the need for trust to be present?
    ii. What have you learned/implemented from other CC services?

- What are the biggest risks and uncertainties for the customers when using Nabobil?
    i. Why are these the biggest risks and uncertainties?

- What trust-building measures have you implemented on Nabobil's platform to build trust towards your customers?
    i. Why have you implemented these trust-building measures?

- To what extent is it Nabobil's responsibility for creating trust on the platform compared the users of Nabobil?
    i. How do the users on Nabobil facilitate the creation of trust in between themselves?

- What is the most important trust-building measure on Nabobil as of today?
    i. Why is this the most important trust-building measure on Nabobil?

- Are there other trust-building measures which you have considered to implement, but has not yet realised?
    i. Why / why not?

- To what extent is it important for the customers of Nabobil to operate independently?
    i. Why / why not is important?

- How do you think customers trusting beliefs in CC are chancing the following years?
   i. Why do you think so?

Appendix 4 – Results from Survey, Correlation

As seen from the figures, the patterns of the bars have approximately the same distributions. We see that the results do not vary to a large extent. Thus, the potential users of Nabobil had apparently the same perception as the customers who had used the service from before.

Potential users of Nabobil
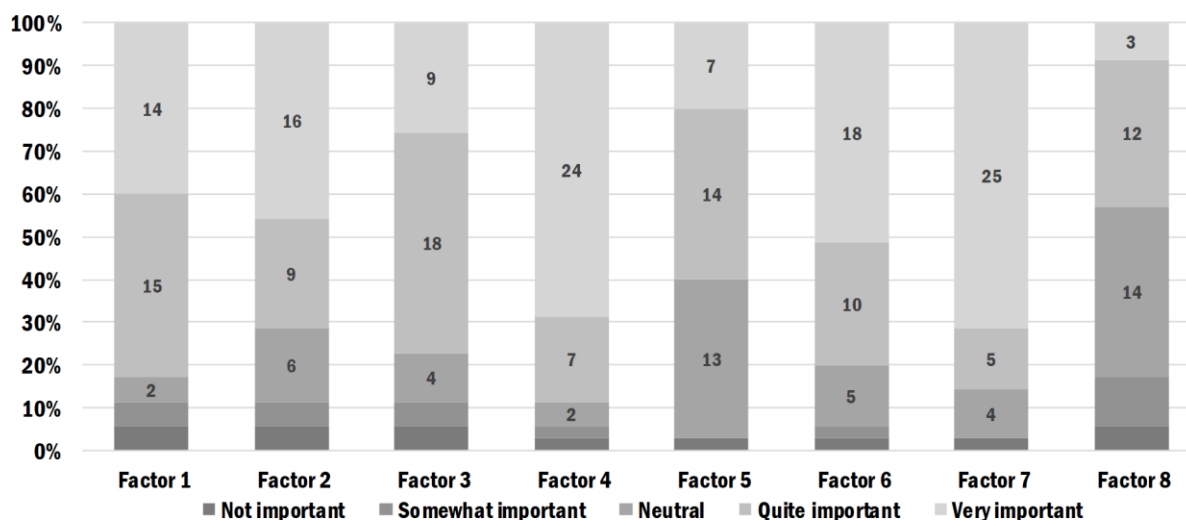
Users of Nabobil
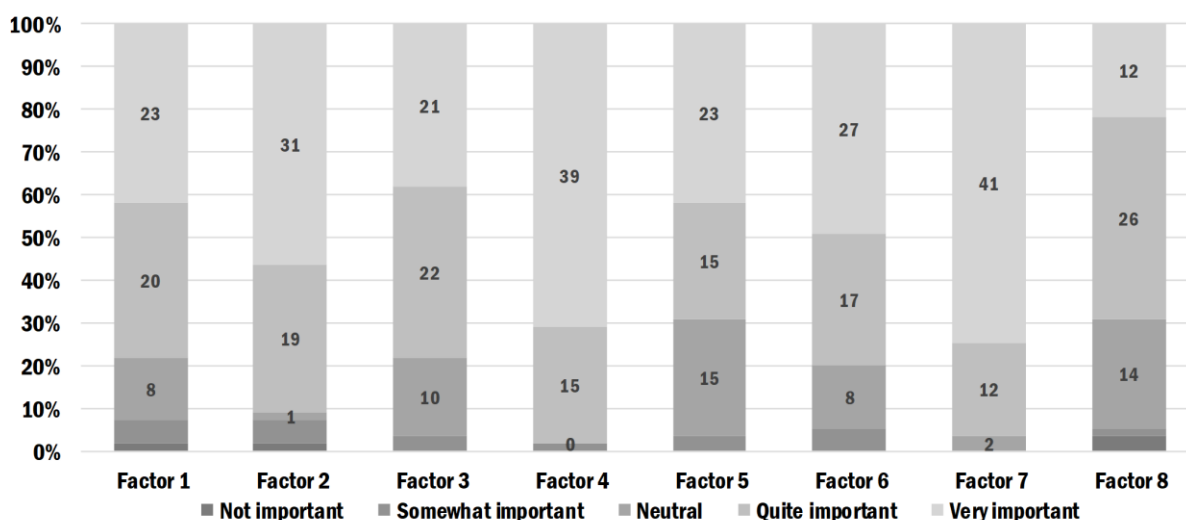
Appendix 5 – Results from Likert Scale Enlarged

The figure below includes all numbers for each factor from the Likert Scale.