

# Revisiting Trust in a Collaborative Consumption Platform: Conceptualization of an Alternative Composite Hierarchical Index of Trust in the Context of Sharing Economy

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## **Abstract**

The aim of this research is to investigate the construct of trust in the renewed context of collaborative consumption platform (CCP). Trust is a critical prerequisite to consumer engagement in sharing economy. While the use of platform like Airbnb or BlaBlaCar is expanding rapidly, few studies have regarded how trust can influence consumer revisit intention of the platform. We found a lack of reliable measurement tools in the context of the collaborative consumption. Based on the seminal work of McKnight et al., (2002), we deemed it important to renew and update this research. The present article's contribution to the literature is threefold: (1) to identify components expected to be strong indicators of trust in the CCP; (2) to compare this multidimensional hierarchical model with a direct (reflective) conceptualization of the construct; and (3) to check nomological validity of our instrument.

**Keywords:** *trust; collaborative consumption platform; hierarchical formative construct*

**Track:** Relationship Marketing