

How does Materialism Drive Japanese Consumers' Participation in Peer-to-Peer Exchanges? Role of Religiosity and Spirituality

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Abstract

Sharing economy (SE) is a rapidly spreading phenomenon across the world, and research in SE, including peer-to-peer (P2P) exchanges, is becoming burgeoning. Past studies have identified multiple utilities consumers seek through participation in P2P exchanges, however, they have not fully explored the underlying consumers' psychological process in which values and their antecedents play complexed roles. This study tries to investigate the impact of religiosity and spirituality on consumption values (materialism) which drives individuals' intention to participate in P2P exchanges in a unique cultural setting, Japan. Structural equation modelling on survey-based primary data (N=502) revealed that (1) materialism has significant positive relationships with P2P exchange intentions, and (2) spirituality has a significant positive relationship with materialism. By shedding light to the uniqueness of Japanese consumers, this study contributes to elaborating on P2P exchange literature.

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