

The Effects of National Culture on Sharing Platform Users' Motivations and Intention to Bypass

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Abstract

Bypass takes place when sharing users circumvent the exchange platform by transacting directly with one another, and the purpose of this research is to examine differences in bypass behavior across cultures. In the empirical study, we examine French (FR) users, higher in uncertainty avoidance, individualism, and power distance, comparing them with North American (US) users, lower in uncertainty avoidance, individualism, and power distance. Our model includes four bypass antecedents, two cognitive factors and two emotional factors, and results show that bypass intention significantly differs across culture. First, US users have a significantly higher bypass intention compared to FR users, and second, while the effect of cognitive factors (i.e. economic benefits and risks) is similar for both cultures, there are some differences regarding the effect of emotional factors, namely enjoyment and guilt, on bypass intention: the (positive) effect of enjoyment is stronger for US users, and the (negative) effect of guilt is stronger for FR users.

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