

MEASURING COLLOBORATIVE CONSUMPTION EVIDENCES FROM SELECT COLLEGES IN BANGALORE

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ABSTRACT

Purpose- Aim was to equate collaborative consumption of college students and understand which factors facilitate it.

Design/methodology/approach- Through an experimental survey, data from 339 college students from prestigious colleges in Bangalore were gathered. A study of the data's factors were performed.

Findings- The findings supported the current study's research aims and went in the expected direction. Seven main factors with high factor loadings ranging from 0.40 to 0.7 appeared throughout the factor analysis. Large levels of collaborative consumption were indicated by high factor loadings.

Practical implications- The business can keep up the good job being done, making it a desirable location for young individuals to work.

Originality/value – This paper uses self determination theory to explain collaborative consumption.

Keywords Motivation, Collaborative consumption, Trend, Youngsters

Paper type -Research type

1. INTRODUCTION

Collaborative consumption refers to sharing of goods and services amongs peers ,neighbours , companies to get a mutually beneficial advantage which is sustainable for all the parties involved.

Why is collaborative consumption is needed

The way to go forward in a sustainable way for the planet earth is collaborative consumption. For convenience, economy and utility, one has to indulge in sharing to use, reuse things again and again to reduce wastages which is causing pollution of huge amounts.

Need and significance of the study

This study tries to understand the factors which facilitates collaborative consumption. What makes people indulge in sharing business. Can we replicate the same model in a company to make an office a conducive environment for work for new joinees instead of being kept at a distance due to underlying threat of being upstaged or can the new joinees feel the bonhomie amongst themselves instead of considering them as a competitor and not being cooperative at all.

Significance of collaborative consumption among college students

With more of the corporate world becoming competitive, the young entrants need a handholding and welcoming environment which helps to retain the talent for a longer term due to the prosocial behavior of the current existing staff, who although they are competitive may not be seen as a threat to the long term staying of the new entrant. Hence the youngster who join may not see other joinees as a potential threat and be a willing party to help out incase of need with respect to heavy workload, staying on at nights etc. and share the knowledge, experiences to deal with operational aspects of running the company.

2. RESEARCH OBJECTIVES

- 1.To measure the level of collaborative consumption among college students.
2. To identify the factors which facilitate collaborative consumption.

3. REVIEW OF LITERATURE

Following definitions have been provided in the literature for the constructs of the present study.

“Collaborative Consumption” (CC): the peer-to-peer exchange of commodities and services for the purpose of receiving, giving, or sharing access, facilitated by online community services. It has been anticipated that CC will reduce societal issues including excessive consumerism, pollution, and poverty by making local economic planning more affordable (Hamari,J.2014). Traditional examples of these include peer-to-peer file sharing, collaborative online encyclopedias like Wikipedia, open source software repositories like SourceForge and Github, and other content

sharing websites like Youtube and Instagram (e.g., Scribd.com). Uber and Ola are more recent instances. Theoretical Underpinning for collaborative consumption The self determination theory is the most accepted and widely used theory in recent research on collaborative consumption.

Self determination theory separates extrinsic motivation and intrinsic motivation. SDT focuses on how much a person's behaviour is driven by their own motivation and choice. In contrast to engaging in an activity to achieve an external purpose, intrinsic motivation refers to starting one for its own sake because it is fun and satisfying in and of itself (extrinsic motivation). Deci and Ryan contend that the three psychological requirements are crucial for a person's psychological health and wellbeing because they drive self-initiated activity. These demands are relatedness, autonomy, and competency. According to Deci and Ryan, the hypothesis has three key components.

Being proactive with their potential and controlling their innate forces is in our nature (such as drives and emotions)

Humans have a natural propensity for growth, development, and full-range functioning. Humans naturally evolve and act in the best possible ways, but this doesn't happen automatically. They require nurturing from the social context in order to realise their innate potential. If this occurs, there are benefits (such as growth and well-being), but if not, there are drawbacks. Therefore, SDT emphasises how naturally motivated individuals are. However, if their basic needs are not met, this growth is inhibited.

And when this need to relatedness helps in creating a sharing environment because of the growing trust among the parties, need to economise or convenience. So a person with a prosocial behavior, a person willing to lend a helping hand converts an idle good in his possession to something useful to somebody else. In the hindsight he earns some money, creates utility for the society. Such a dealing is not only beneficial at the individual level but beneficial to the economy as a whole where people are willing to collaborate for sharing something with others provided the trust that the good will be intact is assured once its returned back to the original owner.

So we posit in this paper that people with the prosocial behavior will be positively amenable to sharing things with others creating value to others and the society creating collaborative consumption. So the hypothesis is

H1a: Pro social behavior is positively related to collaborative consumption.

4. METHODOLOGY

Research Design

Primary data collected by means of a questionnaire from students of select colleges in Bangalore as they constituted the sample of youngsters who would undertake collaborative consumption more readily due to convenience, economy, peer pressure. An elaborate questionnaire is made keeping in view the objectives of the study and administered among sample respondents. The questionnaire consisting of 27 questions was made after referring to Hamari et.al questions on collaborative consumption.

Sampling Frame

Sampling Unit – Students of select colleges in Bangalore within age bracket of 17 to 31 years

Sample Size: Despite 650 respondents receiving questions, samples of 339 responses were used in this study. So, 52% of respondents responded.

All college students received a printed copy of the questionnaire or it was emailed to them online via Google Docs. The questionnaire was floated in the group mail id of the different classes of select colleges.

Sample Technique: A straightforward random sampling technique was used. This method of sampling involves probability. The respondents who were taken into account for the data gathering were enrolled in a variety of post-graduate and undergraduate programmes at prestigious colleges in Bangalore.

A personal visit to all the colleges located in different parts of the city was made by the researcher meeting the department heads of the college explaining the idea behind the survey. Repeated follow-up through mail and telephone was done through faculties and class representatives of different classes to ensure maximum participation.

The reason for contacting the college students is that they are the future generations. The torchbearers of the societal cultures in which they are born. When these youngsters join corporate establishment, they bring with them a certain semblance of values principles which may embody collaborative nature and enhance collaborative consumption and which may fit or may not fit with an organizational culture.

Hence these traits can be identified in the initial entry stage and channelised for company good. To improve social capital within the organization, to breakdown silos and provide a very conducive environment to work which can attract more like minded souls benefitting the company short and long term steps to train them in collaborative consumption can be started.

5. DATA ANALYSIS

Instruments for analysis (Statistical Package for Social Science) Version 19.0 was used for the data analysis. The collected data is coded, tabulated, and analysed with Kaiser Meyer Olkin sample adequacy and factor analysis with varimax rotation using SPSS version 19.0.

Tables showing demographic details.

Out of the total 339 respondents ,247 were male comprising of 72.86% of the total respondents while 92 females constituted 27% of respondents. 17-21yrs constituted 55.5% of responses while 42.18% consist of 22-26 years age bracket. 7 respondents belonging to 27-32yrs constituting 2.06% were part of survey. Majority of the respondents were doing UG courses consisting of 60.4% while PG courses were done by 39.5% respondents.

Table 1.1 : Showing descriptive statistics

Construct	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CC	339	2.22616	0.42527	0.327	0.132	0.822	0.264

The mean for 339 respondents was 2.22 for CC . The standard deviation for CC was 0.42 as shown in table 1.1.

Table 1. 2 : Showing Cronbach alpha

Construct	N of Items	Cronbach's Alpha	KMO
CC	27	0.882	0.867

The Cron bach alpha of 27 items of CC is 0.882. KMO values of CC is 0.867. as shown in table 1.2.

Factor analysis for selected constructs for the present study

In order to confirm the key factors defining the entire questionnaire, factor analysis was used. Factor analysis was applied as a data reduction approach to eliminate extraneous variables from the data files , in other words, to decrease the number of significant parameters. Factor analysis was done for the 27 items selected for measuring collaborative consumption. It had a total variance of 60.17% of the data which is represented by the following 6 factors.

The factors derived for collaborative consumption construct is given below.

Table 1.7: showing the Extracted factor loadings after VARIMAX rotation in PCA2(pattern matrix)

Colloborative consumption	Factors					
	1	2	3	4	5	6
Q1)All things considered, I find participating in collaborative consumption to be a wise move.				0.75		
Q2)All things considered, I think collaborative consumption is a positive thing.				0.818		
Q3)All things considered, I think participating in collaborative consumption is a good thing.				0.808		
Q4)Overall, sharing goods and services within a collaborative consumption community makes sense				0.509		
				2.885		
Q5)Collaborative consumption is a better mode of consumption than selling and buying individually.					0.647	
Q6)All things considered, I expect to continue collaborative consumption often in the future.					0.745	

Q7)I can see myself engaging in collaborative consumption more frequently in the future.					0.8	
Q8)I can see myself increasing my collaborative consumption activities if possible.					0.717	
					2.909	
Q10)I think collaborative consumption is enjoyable.	0.815					
Q11)I think collaborative consumption is exciting.	0.861					
Q12)I think collaborative consumption is fun.	0.89					
Q13)I think collaborative consumption is interesting.	0.756					
Q14)I think collaborative consumption is pleasant.	0.701					
	4.023					
Q15)I can save money if I participate in collaborative consumption.						0.742
Q16)My participation in collaborative consumption benefits me financially.						0.739
Q17)My participation in collaborative consumption can improve my economic situation.						0.576
						2.057
Q18)My participation in collaborative consumption saves me time.			0.593			
Q19) Contributing to my collaborative consumption community improves my image within the community.			0.802			
Q20) I gain recognition from contributing to my collaborative consumption community.			0.733			
Q21) I would earn respect from others by sharing with other people in my collaborative consumption community.			0.689			
Q22) People in the community who contribute have more prestige than those who do not.			0.663			
			3.48			
Q23) Collaborative consumption helps save natural resources.		0.732				
Q24) Collaborative consumption is a sustainable mode of consumption.		0.815				
Q25) Collaborative consumption is ecological.		0.767				
Q26) Collaborative consumption is efficient in terms of using energy		0.73				
Q27) Collaborative consumption is environmentally friendly.		0.749				
		3.793				
Eigen value	6.942	2.853	1.98	1.586	1.173	1.111
% of variance	26.67	10.97	7.61	6.09	4.51	4.275
% of Cumulative variance	26.67	37.673	45.288	51.387	55.898	60.173

Interpreting and renaming the extracted factors in PCA.

Factor 1 had been extracted based on 6 factors. Those were based on the low to high factor. It can be said that factor solution accounted for 26.67% of the variance.

Factor 1, thus was renamed as “Happiness”.

Factor 2 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 10.97 %.

Factor 2, thus was renamed as “Need of hour”.

Factor 3 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 7.61%.

Factor 3, thus was renamed as “Is valued”.

Factor 4 based on low to high to low factor loading. From the communality values, it can be said that factor solution accounted for 6.09% of variance.

Factor 4, thus was renamed as makes sense”.

Factor 5 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 4.51%.

Factor 5, thus was renamed as “My contribution”.

Factor 6 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 4.27% of variance.

Factor 6, thus was renamed as “economical”.

6. FINDINGS AND CONCLUSIONS

The analysis finally shows people who are more social, friendly shall create more networks and contacts and are more inclined to share their things with peers, colleagues, relatives compared to others. People with individualistic mindset may look at sharing things from a competitive perspective and may feel the other may have an upper edge on them hence not willing to share their wares, their knowledge with their peers and colleagues. This closed mindset may be at a disadvantage to companies working on shared learning concept and team strategies. So training by the HR department at regular intervals for new employees both on general working as aspects and technical aspects may be a good thing where the current supervisors and colleagues may feel the new employee as threat to their status quo and unwilling to share or delegate responsibilities. Regular outbound trainings will help the current employees to forge good relations and breaks the department silos and junior senior conflicts leading to a more conducive working environment. Mentoring of a junior or new employees by a senior staff at regular intervals may help in alleviating the doubts, inhibitions which a new employee feels when he joins the company. All this overall enhances the collaborative environment of the organization.

Discussion – If people with collaborative mindset in the company can be identified among existing employees, they can be good mentors to new joiners who shall have their own inhibitions, doubts, dilemmas and may be reluctant to open up to immediate superiors. These mentors can be general mentors who can guide new joiners about how to go about their works, share their personal experiences when they were doing the same job, guide them about the company culture to be practiced, protocols to be followed during any company customer interaction etc. They can act as a bulwark especially for new joiners in the sales department who maybe facing difficult customers or how to face situations which are in dilemma based and need the motivation and moral support to face it instead of leaving because the initial goings may be tough. There can be technical mentors also on how to guide the joiners to apply their theoretical knowledge in real world scenarios with diverse forces pulling at all directions. They can share their notes and training material with new joiners, coach them. Share their equipments, their strategies in tackling situations.

7. LIMITATIONS OF THE STUDY

Only residents of Hyderabad and Bangalore may respond. Only students from a few select universities who will be entering the industry after completing their coursework are included in this study. It is presumed that the responses supplied by the respondents are genuine and represent their actual experiences. Only individuals who volunteered to provide their valued insight were asked for their opinions.

8. SCOPE OF FUTURE RESEARCH

Additionally, the study can be conducted geographically throughout several Indian cities. The study was carried out in two college branches, but it might be expanded to additional colleges to better assess the level of collaborative consumption among young people who would eventually work in various industries. To see the level of cooperation

among different age groups, the study that was conducted can be expanded. The study only looked at one industry, but it is possible to perform comparative research across a variety of industries, including IT, pharmaceuticals, and others, for more representativeness.

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