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Why continue sharing: Determinants of behavior in ridesharing services

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Abstract

The sharing economy is revolutionizing the way consumers use goods and services. The aim of this study is to understand consumer motivations to be satisfied and to continue using ridesharing services. With this aim, we modify and extend the expectation–confirmation model by including social value as an additional factor to those previously studied in the literature. Data were collected from 258 users of BlaBlaCar, one of the world leaders in ridesharing services. Social value positively affects satisfaction and has the second strongest total effect on continuance intention among the motivations in our model. Our results highlight that satisfaction of ridesharing users is driven by service quality, perceived usefulness, environmental impact, trust, and social value; and that all those factors joined for economic benefits affect continuance intention directly or indirectly through satisfaction. These results have important theoretical and managerial implications.

Keywords

collaborative consumption, expectation–confirmation model, ridesharing, sharing economy, social value

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Introduction

The sharing economy is revolutionizing the way consumers use goods and services. Worldwide companies such as Airbnb, Uber, and BlaBlaCar are at the top of their respective sectors in several markets. Sharing is growing in popularity today (Belk, 2014). According to the consulting firm PwC (2015), 44% of U.S. adults are familiar with the sharing economy, 18% have participated as consumers and 7% as providers, and the sharing economy will have a global market with a potential of US$335,000 million in 2025. Within the sharing economy, BlaBlaCar is among the favorite service of all users who want to rideshare (Casprini, Di Minin, & Paraboschi, 2018). It was created in 2006 as a start-up expected to build a structure based on connecting people who want to share a car on long trips in exchange for sharing expenditures (BlaBlaCar, 2018).

After the global economic crisis, the sharing economy has been an appealing alternative for consumers due to its economic benefits (Kumar, Lahiri, & Dogan, 2018; Tussyadiah, 2015). Motivations further than cost-savings, such as ecological and social, are also likely to drive satisfaction with collaborative consumption (Botsman & Rogers, 2011). To shed light on motivations would be essential to expand our understanding of the undeveloped decision-making process of users in this environment (Piscicelli, Cooper, & Fisher, 2014; Tussyadiah, 2015) and, most important, it would foster the general discussion around the sharing economy (Böcker & Meelen, 2017; Grassmuck, 2012; Martin, 2016; Parente, Geleilate, & Rong, 2018). A deeper knowledge of those motivations would also help companies to take advantage and use underutilized resources, changing the habits of consumption, all in favor of a greater efficiency and more sustainability.

Parente et al. (2018) claim that the widespread adoption of platform-based businesses across the world is one of the fastest and largest internationalization movements to date and the implications of this phenomenon need to be uncovered. They develop a framework and research agenda for the sharing economy, which is based on Internet-based firms, which allow rent appropriation from temporary utilization of underutilized assets. In this context, research on users' reactions, motivations, and engagement toward the sharing economy in different national settings could provide important information to the understanding of sharing-based businesses (Erez & Gati, 2004; Tomlinson, 2003). The sharing economy is often considered as an innovation with sustainability profits (Böcker & Meelen, 2017), and exploring motivations for adoption also contributes to the emerging debate about consumer preferences and practices in the literature on sustainable innovations and social transitions (McMeekin & Southerton, 2012; Kemp & van Lente, 2011).

Research on the sharing economy is a recent but growing field of study (Chang & Wang, 2018; Jin, Kong, Wu, & Sui, 2018; Kumar et al., 2018; Lutz & Newlands, 2018; Zhang, Jahromi, & Kizildag, 2018). Despite the practical importance of knowing user motivation toward collaborative activities, there is a lack of quantitative studies explaining motivational factors that lead to continuance intention in these services (Böcker & Meelen, 2017; Parente et al., 2018). Continuance intention among users of these collaborative activities is one of the most important factors that affect the company's profitability (Abbas & Hamdy, 2015); however, it remains unexplored in these business models based on social interactions. As sharing economy companies are challenging traditional service providers (Zhang, Gu, & Jahromi, 2018), the intention to continue using these services plays a key role to keep customers and remain competitive.

All this leads us to ask ourselves what are the motivations for consumers to engage in collaborative consumption on a repetitive basis. Therefore, this article aims to disentangle the motivational factors that drive continuance intention to use ridesharing services, focusing on BlaBlaCar users. Our study is centered on BlaBlaCar, which has been recognized as one of the main disruptors in the mobility industry of the last decade (Casprini et al., 2018). This article contains novel theoretical and practical contributions. On one hand, we adapt and develop a new predictive model on user

intentions to the context of ridesharing. We contribute to the existing literature by adding social value as a new driver of satisfaction and continuance intention in this context. On the other hand, we provide an empirical analysis of the motivational factors that drive satisfaction and continuance intention to use BlaBlaCar services.

In the next section, we present the theoretical framework. The third section describes the model and hypotheses, the fourth one describes the research method, and the fifth section includes the data analysis. Then, we discuss the results, and finally conclusions are presented.

Theoretical Background

The Sharing Economy

The sharing economy is a new trend in consumer behavior, changing the way in which users consume and acquire products (Kathan, Matzler, & Veider, 2016; Zhang, Gu, & Jahromi, 2018). A great number of definitions for the sharing economy have been proposed (Böcker & Meelen, 2017). Due to definitional ambiguity, new terms are emerging to characterize each business model more accurately such as "gig economy," "collaborative consumption" (Botsman & Rogers, 2011), and "access-based economy" (Bardhi & Eckhardt, 2012). In general, the different definitions of the sharing economy are not contradictory in nature but evolutionary, as the definition of the concept is taking shape with the level of inclusivity and variety in scope (Frenken & Schor, 2017). Parente et al. (2018) point out that the term "sharing economy" is used to "describe different organizations that connect users/renters and owner/providers through consumer-to-consumer (C2C) or business-to-consumer (B2C) platforms, allowing rentals in more flexible, social interactive terms."

Other studies have referred to the concept of the sharing economy as "peer-to-peer sharing of access to underused goods and services that prioritizes use and accessibility over ownership" (Botsman & Rogers, 2011; Hamari, Sjöklint, & Ukkonen, 2016; Kim, Woo, & Nam, 2018; Schor & Fitzmaurice, 2015). We follow Meelen and Frenken (2015) and Böcker and Meelen (2017) to consider the sharing economy as "consumers granting each other temporary access to their under-utilized physical assets ('idle capacity'), possibly for money." Blablacar is framed in that definition as ridesharing, including carpooling and vanpooling, which allows drivers and passengers with similar origins and destinations to share a ride (Jin et al., 2018).

Recent literature on the sharing economy focuses on identifying a customer value proposition (Zhang, Gu, & Jahromi, 2018), investigates consumer segmentation within a single-sharing economy platform (Lutz & Newlands, 2018), and provides an overview of motivations of people willing to participate in different forms of the sharing economy (Böcker & Meelen, 2017). Other studies investigate sharing services in the service industries (Kim et al., 2018), identify the leading reputational attributes that boost popularity in sharing economy platforms (Mauri, Minazzi, Nieto-García, & Viglia, 2018), and develop a framework to guide future research drawing from a business ecosystems perspective (Parente et al., 2018).

The Expectation–Confirmation Theory

The expectation–confirmation theory (ECT) has dominated the literature focused on consumer satisfaction from its beginning in the early years of the 1970s (Oliver, 1980). This theory conceives satisfaction as the result of a comparison between perceived reality by the individual and their expectations. The ECT and its variations have been applied to a variety of contexts. Bhattacherjee (2001) conceptualized and tested a model that distinguishes acceptance and continuance behavior in the information system context. In the expectation–confirmation model of information system

continuance (ECM), the viability of an information system depends on its continued use; continuance intention is determined by user satisfaction and perceived usefulness whereas user satisfaction by confirmation of expectations and perceived usefulness. Oghuma, Libaque-Saenz, Wong, and Chang (2016) analyzed the impact of perceived usability, perceived security, perceived service quality, and confirmation on user continuance intention to use mobile instant messaging. Hsu and Lin (2015) modified the ECM by incorporating app rating, free alternatives to paid apps, and habit as belief-related constructs to predict user behavior.

Although continuance intention has been widely studied in the literature, it has been scarcely studied in the sharing economy context. To the best of our knowledge, Yang, Song, Chen, and Xia (2017), Hamari et al. (2016), Mohlmann (2015), Schiel (2015), and Chudzian (2015) are the few recent studies explaining consumer motivation and satisfaction toward collaborative activities.

Yang et al. (2017) provided a taxonomy of relational benefits that drive customer loyalty in sharing-economy services and assess the relative strengths of these relational benefits in influencing customer loyalty. This study shows that confidence and social benefits have significant and positive effects on commitment in sharing-economy services. In addition, safety benefits also significantly affect commitment in this context.

Hamari et al. (2016) showed that participation in collaborative consumption is motivated by factors such as sustainability, enjoyment of the activity, and economic gains. Their results suggest that in collaborative consumption, an attitude behavior gap might exist; people perceive the activity positively and say good things about it, but this good attitude does not necessarily drive action. Mohlmann (2015) developed and tested a framework on the determinants of choosing a sharing option with two quantitative studies, focused on home sharing and carsharing. Satisfaction and the likelihood of choosing a sharing option again are predominantly explained by determinants serving user self-benefit. Utility, trust, cost savings, familiarity, service quality, and community belonging were found to be essential. Schiel (2015) clarified the impact of different types of motivations onto attitude toward and participation in coconsumption models. Findings suggest that the majority of respondents have been in touch with alternative modes of use and consumption. Across sharing categories, participants are driven by a triad of economic, ecological, and social motivations. Chudzian (2015) pointed out the awareness and activity of young consumers in the area of collaborative activities and indicated what factors condition such attitudes and behaviors. Results show that people who do not use this form of collaborative consumption consider economic aspects more important. Active users, on the contrary, value higher ecological, social, and psychological benefits.

Proposed Model and Hypotheses

The sharing economy is creating new markets and introducing new behavior paradigms. Our study contributes to the gaining insight of motivations to participate in these business, explaining user satisfaction and continuance intention to use ridesharing services. Applying the expectation–confirmation framework in our study with BlaBlaCar users, we develop an adapted model of continuance intention to this particular type of services. We propose that economic benefits, service quality, perceived usefulness, trust, environmental impact, and social value positively determine continuance intention and satisfaction; satisfaction, additionally, also influences the continuance intention. Now, we discuss each of the variables separately.

Economic Benefits

As a consequence of the financial crisis, consumers are more concerned about resources they use and how they spend their money (Chudzian, 2015; Gansky, 2010; Tussyadiah, 2015). Barnes and

Mattsson (2016) pointed out in their Delphi study that the largest current drivers of collaborative consumption are economic ones, underpinned by economic problems and a need to economize. Tussyadiah (2015) suggested society, economy, and technology as drivers of collaborative consumption. A new way of consumption emerges as a result of these changes (Botsman & Rogers, 2011). This economic motivation of sharing is by far the most widely identified (Hamari et al., 2016; Mohlmann, 2015; Schiel, 2015). Therefore, we present the following hypotheses:

H1. Economic benefits have a positive impact on the satisfaction with BlaBlaCar service.

H2. Economic benefits have a positive impact on the continuance intention to use BlaBlaCar service.

Service Quality

Service quality can be defined as the discrepancy between customers' expectations and perceptions of the service (Parasuraman, Zeithaml, & Berry, 1988). It can also be conceptualized as "the consumers' overall impression of the relative inferiority/superiority of the organization and its services" (Bitner & Hubbert, 1994). There is growing support related to the positive impact of service quality in many research studies on the sharing economy (Mohlmann, 2015) and other contexts such as continuance intention among mobile data services users (Boakye, 2015), information exchange virtual communities (Zheng, Zhao, & Stylianou, 2013), and service industries (Erjavec, Dmitrovic, & Brzan, 2016). In our context of the sharing economy, users of BlaBlaCar services might be more likely to use the service again after having positive experience with the service. Therefore, we present the following hypotheses:

H3. Service quality has a positive impact on the satisfaction with BlaBlaCar service.

H4. Service quality has a positive impact on the continuance intention to use BlaBlaCar service.

Perceived Usefulness

Perceived usefulness can be defined as the degree to which an individual believes that using a particular system would enhance his or her performance (Davis, 1989). Studies show that perceived usefulness is positively associated with continuance intention in the context of web-based learning (Chiu & Wang, 2008), social networking sites (Yin, Liu, & Lin, 2015), and mobile instant messaging (Oghuma et al., 2016). In this context, perceived usefulness refers to the degree to which BlaBlaCar users think that by using its services, a trip could be easier and more efficient. Therefore, we present the following hypotheses:

H5. Perceived usefulness has a positive impact on the satisfaction with BlaBlaCar service.

H6. Perceived usefulness has a positive impact on the continuance intention to use BlaBlaCar service.

Trust

Trust is a subjective feeling that the trustee will behave in a certain way according to an implicit or explicit promise he or she makes (Ert, Fleischer, & Magen, 2016). It has been regarded as a relevant driver in the context of information system usage (Pavlou, 2003). Barnes and Mattsson (2016) pointed out that "establishing trust" is one of the main inhibitors to collaborative consumption. According to

Mohlmann (2015), trust is among the most important determinants to explain satisfaction with a sharing option and the likelihood of choosing it again. In this context, we believe that if users find BlaBlaCar trustworthy, they may engage with its services. In addition, the relationship may continue if the user has a positive experience. Therefore, we present the following hypotheses:

H7. Trust has a positive impact on the satisfaction with BlaBlaCar service.

H8. Trust has a positive impact on the continuance intention to use BlaBlaCar service.

Environmental Impact

Collaborative consumption is supposed to decrease the negative impact on the environment because it reduces the manufacture of final products and the consumption of raw materials (Botsman & Rogers, 2011; Chudzian, 2015; Tussyadiah, 2015). An increasing awareness of environmental pressure leads people to find ways to use resources more efficiently to have a more sustainable society (Gansky, 2010). Ridesharing reduces vehicle ownership, allowing users to save resources (Efthymiou, Antoniou, & Waddell, 2013). In our context, environmental impact is likely to satisfy and motivate BlaBlaCar users to continue using the service. Therefore, we present the following hypotheses:

H9. Environmental impact has a positive impact on the satisfaction with BlaBlaCar service.

H10. Environmental impact has a positive impact on the continuance intention to use BlaBlaCar service.

Social Value

The social aspects of collaborative consumption are important to people. Chudzian (2015) highlighted that meeting new people, helping others, and caring for a common natural environment are among the main advantages in collaborative consumption, which strengthens social cohesion (Böcker & Meelen, 2017; Owyang, Samuel, & Grenville, 2014). The attached social benefits come with sharing: Participation brings joy, recognition, and thus, self-confidence and satisfaction (Hamari et al., 2016; Owyang et al., 2014; Schiel, 2015). Chudzian (2015) realized that social factors are more relevant than individual ones, what is interesting enough to be a premise for further research. Previous studies have not deeply explored several important aspects related with the social effects of the sharing economy. Creating friendships, knowing people from a variety of locations, or adding a social enjoyment to the rides build a social value inherent to ridesharing. Social value is a good candidate to influence satisfaction and the repeated use of BlaBlaCar service that we include into our model, being a novel contribution to the literature. Therefore, we present the following hypotheses:

H11. Social value has a positive impact on the satisfaction with BlaBlaCar service.

H12. Social value has a positive impact on the continuance intention to use BlaBlaCar service.

Satisfaction and Continuance Intention

Consumer satisfaction is essential to the longevity of any business and one of the most researched topics in marketing (Erjavec et al., 2016; Karatepe, 2011; Moriuchi & Takahashi, 2016; Oliver, 1980). Consumer satisfaction is defined as the overall evaluation of a consumer's total purchasing and consumption experience with products or services over a period of time (Anderson, Fornell, &

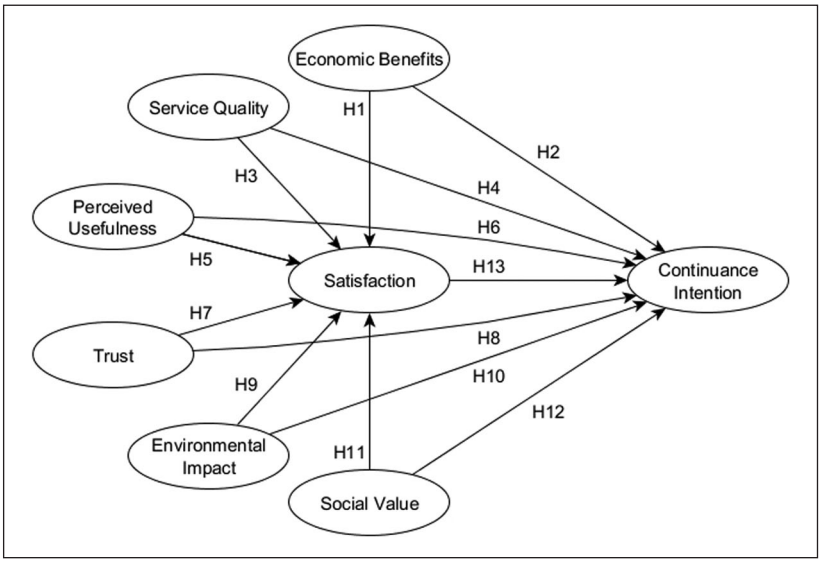

Figure 1. Research model.

Mazvancheryl, 2004). It is essential to build and retain a loyal base of long-term consumers (Gracia, Ariño, & Blasco, 2015; Kumar, Dalla, & Ganesh, 2013). Continuance intention is defined based on user's likelihood to continue using the service in the future and to recommend it to others (Anderson & Sullivan, 1993; Van Lierop & El-Geneidy, 2016). In our context, continuance intention captures the degree to which BlaBlaCar users will continue using the service. The positive relationship between satisfaction and continuance intention is well supported by previous research (Bhattacherjee, 2001; Hsiao, Chang, & Tang, 2016; Kaewkitipong, Chen, & Ractham, 2016; Karatepe, 2011; Mohlmann, 2015). Therefore, we present the following hypothesis:

H13. Satisfaction with BlaBlaCar service has a positive impact on continuance intention.

Thus, in Figure 1, we present the research model.

Research Method

Instrument

We developed a questionnaire to measure the motivational factors of BlaBlaCar users. The first part of the questionnaire gathered demographic information of participants. The second part had 41 items, where participants were asked about their motivations toward being satisfied and continuing to use the service. These items were evaluated on a 7-point Likert-type scale, from (1) *strongly disagree* to (7) *strongly agree*.

Next, we describe the scales. The economic benefits (EB) construct measurements were borrowed from Bock, Zmud, Kim, and Lee (2005). The measurements for service quality (SQ) were adapted from Parasuraman et al. (1988) and Seiders, Voss, Godfrey, and Grewal (2007). The measurements for perceived usefulness (PU) were adapted from Davis (1993) and DeLone and McLean (2003). The trust (TR) construct measurements were borrowed from Bhattacherjee (2002) and Chai, Deans, and Biggemann (2012). The measurements for environmental impact (EI) were obtained from Hamari

et al. (2016), Lamberton and Rose (2012), and Moeller and Wittkowski (2010). We contribute to the literature in this study by introducing social value (SV) construct measurements. The satisfaction (SA) construct measurements were borrowed from DeLone and McLean (2003), Fornell, Johnson, Anderson, Cha, and Bryant (1996), and Wu, Tennyson, and Hsia (2010). Finally, to measure continuance intention (CI), we followed Bhattacherjee (2001), Johnson, Herrmann, and Huber (2006), and Vogel, Evanschitzky, and Ramaseshan (2008). The complete questionnaire is in Appendix 1.

A pilot test was run with users of BlaBlaCar service. The comments received were taken into account to modify some items and to guarantee the content validity of the instrument.

Data Collection

We collected all the discussion threads including the term "BlaBlaCar" in the title in Forocoches, the biggest Spanish Internet forum. A total of 1,502 online surveys were distributed to active users who had participated in those discussion threads, obtaining a total of 258 responses of users with experience in BlaBlaCar, yielding a response rate of 17.18%.

Most of our respondents were males (93%), not married (93%), and a small majority with university studies (65%) and between 25 years and 34 years of age (57.4%), in line with characteristics of participants in the forum. Among the respondents, 8.9% had less than 1 year of experience using BlaBlaCar, 31.8% between 1 and 2 years, 31.4% between 2 and 3 years, and 27.9% for more than 3 years.

Data Analysis

Structural equation modeling (SEM) was deployed to examine the relationships among motivational factors, satisfaction, and continuance intention. We tested our model through partial least squares (PLS) technique because of its robustness in small samples and the weak assumptions required for the observed variables (Chin, 1998). PLS has been shown to have a number of advantages over other techniques (Chen & Lin, 2015) and is being increasingly used for analyzing SEM models. First, we assess the reliability and the validity of the measurement model, and second, we assess the structural model.

Reliability and Validity of the Measurement Model

We performed a confirmatory factor analysis (CFA) with SmartPLS 3.0 (Ringle, Wende, & Becker, 2015) to check the reliability and validity of the latent variables in our model. PLS algorithm and bootstrapping procedure (5,000 resamples) revealed that all the items had loadings higher than .707 (Hair, Ringle, & Sarstedt, 2011), except some items for economic benefits (EB2, EB4, and EB6), perceived usefulness (PU2 and PU3), and trust (TR4). These items were dropped from the model. Composite reliability (CR) showed values higher than .700, confirming the internal consistency of the measurement model (Peterson, 1994). Thus, the reliability of the measurement model was confirmed.

Convergent validity was guaranteed, being the average variance extracted (AVE) and CR higher than .500 and .700, respectively (Fornell & Larcker, 1981). Discriminant validity was assessed by the application of heterotrait–monotrait ratio of correlations (HTMT), an alternative approach recommended by Hair, Hult, Ringle, and Sarstedt (2017) to be superior for the examination of cross-loadings and the Fornell–Larcker criterion. Discriminant validity between two reflective constructs is guaranteed if the HTMT value is below .900, being fulfilled in the model for all the latent variables, except for trust and satisfaction. After removing some problematic items from both constructs (TR5 and TR6 for trust and SA1 for satisfaction), discriminant validity was guaranteed. Reliability and convergent validity are shown in Table 1 and discriminant validity is presented in Table 2.

Table 1. Reliability analysis and convergent validity.

Construct Measurement items	Factor loadings	CR	AVE
EB		.900	.751
EB1—BlaBlaCar allows me to save money	.889		
EB3—BlaBlaCar helps me to save the cost of the trip	.896		
EB5—I choose BlaBlaCar for economic reasons	.812		
SQ		.918	.652
SQ1—The design of the BlaBlaCar website is appealing to me	.824		
SQ2—BlaBlaCar mobile application is appealing to me	.754		
SQ3—I have quick and easy access to BlaBlaCar offers	.768		
SQ4—BlaBlaCar makes it easy for me to conclude my transaction	.838		
SQ5—I believe that BlaBlaCar knows the needs of their customers	.835		
SQ6—BlaBlaCar customer service meets its customer's needs	.822		
PU		.920	.742
PU1—BlaBlaCar helps me to travel more efficiently	.843		
PU4—BlaBlaCar makes my trip more effective	.824		
PU5—BlaBlaCar makes it easier to travel	.893		
PU6—Overall, BlaBlaCar is advantageous for my trips	.883		
TR		.908	.768
TR1—I trust that the trips offered in BlaBlaCar will be displayed as expected	.881		
TR2—BlaBlaCar users are truthful in dealing with others	.904		
TR3—BlaBlaCar users will not take advantage of me	.843		
EI		.964	.869
EI1—Using BlaBlaCar I show an environmentally friendly consumption behavior	.920		
EI2—BlaBlaCar helps save natural resources	.948		
EI3—BlaBlaCar is a sustainable method of consumption	.936		
EI4—BlaBlaCar is efficient in terms of energy usage	.925		
SV		.920	.698
SV1—BlaBlaCar allows me to meet interesting people	.883		
SV2—BlaBlaCar allows me to meet future good friends	.734		
SV3—BlaBlaCar allows me to know people from other places and cultures	.840		
SV4—BlaBlaCar allows me to be accompanied on my trip	.828		
SV5—BlaBlaCar allows me to have fun with other people during my trip	.885		
SA		.946	.815
SA2—BlaBlaCar represents the ideal version of a ridesharing option	.881		
SA3—Sharing car with BlaBlaCar is pleasant	.846		
SA4—I am satisfied with the result of the service	.940		
SA5—Overall, I am satisfied with BlaBlaCar	.942		
CI		.939	.795
CI1—I can see myself engaging in BlaBlaCar more frequently in the future	.851		
CI2—It is likely that I use BlaBlaCar in the near future	.864		
CI3—I will recommend the use of BlaBlaCar to anyone who asks me for advice	.919		
CI4—I will encourage friends and acquaintances to use the service	.930		

CR: composite reliability; AVE: average variance extracted; EB: economic benefits; SQ: service quality; PU: perceived usefulness; TR: trust; EI: environmental impact; SV: social value; SA: satisfaction; CI: continuance intention.

Table 2. Discriminant validity.

Construct	*M*	*SD*	HTMT							
			EB	SQ	PU	TR	EI	SV	SA	CI
EB	5.631	1.299								
SQ	4.924	1.139	0.618							
PU	5.299	1.147	0.608	0.660						
TR	5.241	1.175	0.697	0.728	0.729					
EI	5.322	1.345	0.508	0.548	0.549	0.650				
SV	5.153	1.196	0.518	0.583	0.533	0.665	0.623			
SA	5.401	1.198	0.694	0.761	0.720	0.840	0.673	0.725		
CI	5.421	1.349	0.615	0.590	0.667	0.702	0.600	0.635	0.834	

HTMT: heterotrait–monotrait ratio of correlations; EB: economic benefits; SQ: service quality; PU: perceived usefulness; TR: trust; EI: environmental impact; SV: social value; SA: satisfaction; CI: continuance intention.

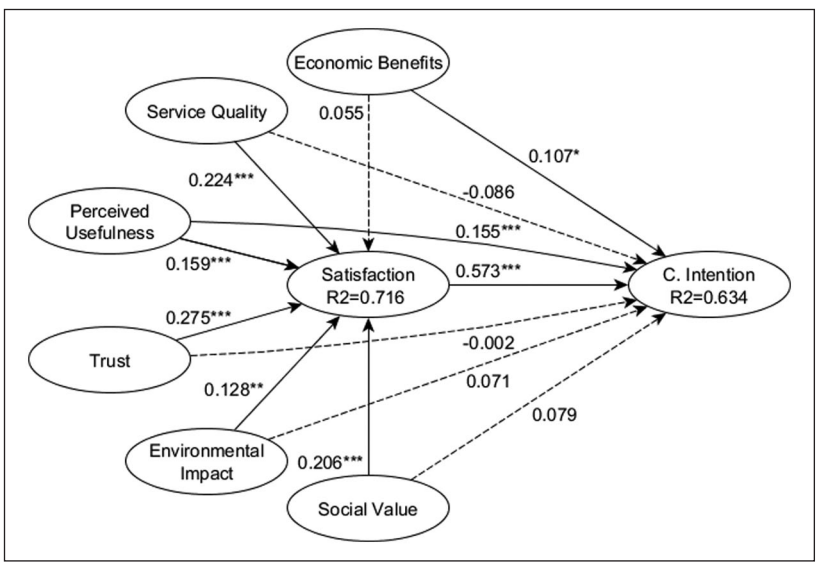

Figure 2. Structural model.
Significant paths with a solid line, nonsignificant paths with a dashed line.

Results of Structural Model Testing

We examined the structural model for collinearity issues by checking the Variance Inflation Factor (VIF) values of all sets of predictor constructs in the structural model. All VIF values were clearly below the recommended threshold of 3.3 (Kock & Lynn, 2012), so there was no collinearity among the latent variables.

A bootstrapping procedure (5,000 resamples) was used to assess the significance of path coefficients and to find the relative importance of the exogenous driver constructs for the endogenous constructs (Figure 2 and Table 3). Trust (H7; $\beta = 0.275$, $p < 0.01$) is the most important key driver of satisfaction, followed by service quality (H3; $\beta = 0.224$, $p < 0.01$),

Table 3. Hypotheses testing: Direct, indirect, and total effects.

Hypotheses	Path	Direct	Indirect	Total
H1	EB → SA	.055		.055
H2	EB → CI	.107*	.032	.138**
H3	SQ → SA	.224***		.224***
H4	SQ → CI	–.086	.128***	.042
H5	PU → SA	.159***		.159***
H6	PU → CI	.155***	.091***	.246***
H7	TR → SA	.275***		.275***
H8	TR → CI	–.002	.158***	.156**
H9	EI → SA	.128**		.128**
H10	EI → CI	.071	.073**	.144**
H11	SV → SA	.206***		.206***
H12	SV → CI	.079	.118***	.197***
H13	SA → CI	.573***		.573***

EB: economic benefits; SQ: service quality; PU: perceived usefulness; TR: trust; EI: environmental impact; SV: social value; SA: satisfaction; CI: continuance intention.
***$p < 0.01$; **$p < 0.05$; *$p < 0.10$.

social value (H11; β = 0.206, $p < 0.01$), perceived usefulness (H5; β = 0.159, $p < 0.01$) and environmental impact (H9; β = 0.128, $p < 0.05$). Economic benefits do not significantly affect satisfaction (H1; β = 0.055, $p > 0.10$).

With respect to continuance intention, a significant and positive effect is found from satisfaction (H13; β = 0.573, $p < 0.01$), perceived usefulness (H5; β = 0.155, $p < 0.01$), and economic benefits (H2; β = 0.107, $p < 0.10$). However, neither service quality (H4; β = –0.086, $p > 0.10$), trust (H8; β = –0.002, $p > 0.10$), environmental impact (H10; β = 0.071, $p > 0.10$), nor social value (H12; β = 0.079, $p > 0.10$) directly affect continuance intention.

We also study the total effects of exogenous constructs on continuance intention via the mediating construct satisfaction (Table 3). We find empirical support for significant indirect effects of trust (β = 0.158, $p < 0.01$), service quality (β = 0.128, $p < 0.01$), social value (β = 0.118, $p < 0.01$), perceived usefulness (β = 0.091, $p < 0.01$), and environmental impact (β = 0.073, $p < 0.05$). Conversely, economic benefits do not indirectly affect continuance intention (β = 0.032, $p > 0.10$). With regard to total effects, perceived usefulness (β = 0.246, $p < 0.01$) has the strongest effect on continuance intention, followed by social value (β = 0.197, $p < 0.01$), trust (β = 0.156, $p < 0.10$), environmental impact (β = 0.144, $p < 0.10$), and economic benefits (β = 0.138, $p < 0.10$). Service quality (β = 0.042, $p > 0.10$) does not have a significant total effect.

The coefficient of determination (R^2) is 71.6% and 63.4% for satisfaction and continuance intention, respectively, showing a moderate value (Hair et al., 2011). We examine the size effects (f^2) for all combinations of endogenous constructs and corresponding predictors. Environmental impact ($f^2 = 0.031$), perceived usefulness ($f^2 = 0.044$), service quality ($f^2 = 0.088$), social value ($f^2 = 0.082$), and trust ($f^2 = 0.105$) have small effects on satisfaction. Only perceived usefulness ($f^2 = 0.031$) and satisfaction ($f^2 = 0.255$) have effects on continuance intention. We also assess the predictive relevance of the structural model by examining the Stone–Geisser's Q^2 value (Stone, 1974). The Q^2 values for both endogenous constructs are considerably above zero (.542 for satisfaction and .459 for continuance intention), providing support for the model's predictive relevance.

Discussion of Results

As we expected, this study confirms the relevance of social value as a key motivation in the sharing economy, as found in our ridesharing context. In line with the importance of social aspects (Chudzian, 2015), we find that social value significantly affects satisfaction ($\beta = 0.206$), a fact that research in motivational factors in the sharing economy has not paid sufficient attention to. Among the factors we study, the total effect of social value on continuance intention is the second highest one ($\beta = 0.197$), after perceived usefulness ($\beta = 0.246$). Managerial strategy should be oriented to take advantage of the social interactions provided by these services, such as meeting interesting people, meeting future good friends, meeting people from other places and cultures, being accompanied and having fun with other people.

Contrary to other studies (Barnes & Mattsson, 2016; Mohlmann, 2015), we find that environmental impact has an effect on user satisfaction ($\beta = 0.128$) and continuance intention (total effect, $\beta = 0.144$). Environmental advantages are considered relevant for BlaBlaCar users, consistent with the idea that an increasing awareness of environmental pressure leads people to try to find ways to have a more sustainable society (Gansky, 2010). Regarding trust, little empirical evidence has been provided when assessing the motivational factors of collaborative consumptions, as Mohlmann (2015) remarks. In our study, trust is the strongest determinant of user satisfaction ($\beta = 0.275$) and affects continuance intention (total effect, $\beta = 0.156$). It is important, therefore, to manage adequately the community that participates in the sharing service, because it will help create a trustworthy environment that will satisfy their users.

In addition to the above findings, we provide empirical evidence that perceived usefulness leads users to be more satisfied ($\beta = 0.159$) and to continue using the BlaBlaCar service (total effect, $\beta = 0.246$), in line with the results in other contexts (Boakye, 2015; Zheng et al., 2013). Making efforts directed to simplify trips and making them more effective and efficient will satisfy and motivate users to continue using the service. Although economic benefits do not affect satisfaction, it significantly influences continuance intention (total effect, $\beta = 0.138$), supporting previous research (Barnes & Mattsson, 2016; Hamari et al., 2016). So saving money or financial benefits constitute a reason for participating. We also find that the greater the service quality, the greater the user satisfaction (total effect, $\beta = 0.224$), but no effect on continuance intention, as the direct and indirect effects compensate each other. Finally, as expected, user satisfaction leads to continuance intention ($\beta = 0.573$), as shown in previous sharing economy studies (Mohlmann, 2015). We would like to remark the importance of the mediating effects of satisfaction explaining the relation of motivational factors toward continuance intention.

Conclusion

Consumption behavior has changed in recent years, and the sharing economy is an essential part of this transformation. Among the ridesharing options, BlaBlaCar is one of the leading services. This study provides a novel model to study how different motivational factors lead ridesharing users to be more satisfied, which ultimately leads to continuance intention. Böcker and Meelen (2017) declared that "the investigation of user motivations is important for analysing whether the innovation can really induce a transition towards a more sustainable society," and this sustainable transition implies the change of consumer criteria (Kemp & van Lente, 2011). Thus, our proposed model also contributes to the literature by adding social value as a new determinant of user satisfaction and continuance intention in the sharing economy. We find that satisfaction of ridesharing users is driven by service quality, perceived usefulness, environmental impact, trust, and social value, and that all those factors join to economic benefits to affect continuance intention directly or indirectly through satisfaction. When studying the total effect of each motivation on continuance intention, it is found that social value is the second one in importance after perceived usefulness, which highlights its relevance in ridesharing services.

Based on our findings, social aspects as creation of friendships and social contacts should be strategically used by managers who should take advantage of the generated social capital. A proposal for the service provider is to invite users to share through social media their new friendships established during the trips. In addition, to foster social interaction, the service provider could propose different activities to be applied during the trips, such as conversation topics or games. According to our study, managers should also emphasize the environmental benefits of sharing and work toward the creation of a trustworthy community. Other more traditional aspects should be considered when managing these services, such as working on the efficiency and efficacy of the trips and pointing out the potential economic gains and savings when using the service. Zhang, Jahromi, and Kizildag (2018) claimed that shedding light on consumer behavior is one of the most important strategic challenges for contemporary business in the sharing economy. This study helps managers of sharing services to redefine their communication strategies to retain users, achieve performance-related goals, and develop competitive advantages. For managers of traditional services, this study can also help to gain a deeper understanding of new trends in consumer behavior, allowing a better knowledge of the changing environment.

There are the limitations that should be considered when interpreting our findings. First, this study has focused on motivational factors among people who have previously used the service. It is also necessary to examine whether people who have never used BlaBlaCar show the same motivation factors driving their potential satisfaction and the desire to start to use the service. Note also that given the nature of our sample, it is biased toward young men, so we should be cautious when generalizing our results. Second, the study has been carried on BlaBlaCar users, but motivational factors could potentially differ between the type of user (i.e., the driver or passenger). Future studies should analyze potential differences in motivational factors for both types of users. Finally, this article has considered longitudinal data to conduct the analyses. It would be interesting to take into account transversal data to try to provide differences or similitudes throughout a longer period of time.

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Appendix 1. Summary of measurement scales.

Construct	Item	Measurement	Adapted from
Economic benefits	EB1	BlaBlaCar allows me to save money.	Hamari et al. (2016)
	EB2	BlaBlaCar benefits me financially.	
	EB3	BlaBlaCar helps me save the cost of the trip.	
	EB4	BlaBlaCar helps me save time.	
	EB5	I choose BlaBlaCar for economic reasons.	
	EB6	I choose BlaBlaCar because of the lack of alternatives for my trip.	
Service quality	SQ1	The design of the BlaBlaCar website is appealing to me.	Molhmann (2015); Parasuraman et al. (1988); Seiders et al. (2007)
	SQ2	BlaBlaCar mobile application is appealing to me.	
	SQ3	I have quick and easy access to BlaBlaCar offers.	
	SQ4	BlaBlaCar makes it easy for me to conclude my transaction.	
	SQ5	I believe that BlaBlaCar knows the needs of their customers.	
	SQ6	BlaBlaCar customer service meets its customer's needs.	
Perceived usefulness	PU1	BlaBlaCar helps me travel more efficiently.	Davis (1993); DeLone and McLean (2003)
	PU2	BlaBlaCar helps me travel more comfortably.	
	PU3	BlaBlaCar helps me travel with a more flexible schedule.	
	PU4	BlaBlaCar makes my trip more effective.	
	PU5	BlaBlaCar makes it easier to travel.	
	PU6	Overall, BlaBlaCar is advantageous for my trips.	
Trust	TR1	I trust that the trips offered in BlaBlaCar will be displayed as expected.	Bhattacherjee (2002); Chai et al. (2012)
	TR2	BlaBlaCar users are truthful in dealing with others.	
	TR3	BlaBlaCar users will not take advantage of me.	
	TR4	BlaBlaCar will protect me from problems, which I am not responsible for.	
	TR5	BlaBlaCar provides a safe environment in which I can use the service.	
	TR6	Overall, BlaBlaCar is trustworthy.	
Environmental impact	EI1	Using BlaBlaCar I show an environmentally friendly consumption behavior.	Hamari et al. (2016); Lamberton and Rose (2012); Moeller and Wittkowski (2010)
	EI2	BlaBlaCar helps save natural resources.	
	EI3	BlaBlaCar is a sustainable method of consumption.	
	EI4	BlaBlaCar is efficient in terms of energy usage.	
Social value	SV1	BlaBlaCar allows me to meet interesting people.	
	SV2		BlaBlaCar allows me to meet future good friends.
	SV3		BlaBlaCar allows me to know people from other places and cultures.

(Continued)

Appendix 1. (Continued)

Construct	Item	Measurement	Adapted from
	SV4		BlaBlaCar allows me to be accompanied on my trip.
	SV5		BlaBlaCar allows me to have fun with other people during my trip.
Satisfaction	SA1	BlaBlaCar fulfilled my expectations.	DeLone and McLean (2003); Fornell et al. (1996); Wu et al. (2010)
	SA2	BlaBlaCar represents the ideal version of a ridesharing option.	
	SA3	Sharing car with BlaBlaCar is pleasant.	
	SA4	I am satisfied with the result of the service.	
	SA5	Overall, I am satisfied with BlaBlaCar.	
Continuance intention	CI1	I can see myself engaging in BlaBlaCar more frequently in the future.	Hamari et al. (2016); Molhmann (2015); Bhattacherjee (2001); Hsu and Lin (2015)
	CI2	It is likely that I use BlaBlaCar in the near future.	
	CI3	I will recommend the use of BlaBlaCar to anyone who asks me for advice.	
	CI4	I will encourage friends and acquaintances to use the service.	