

An Investigation of Consumer Behaviour

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EXECUTIVE SUMMARY

The phenomenon of the sharing economy has been an increasingly hot topic the last few years where the number of Danes participating in the sharing economy has tripled during the last year. This thesis includes an investigation of the consumer behaviour of the sharing economy consumers in Denmark. The thesis opt to discover the behavioural patterns related to the consumption of sharing economy services, as well as to uncover the symbolic meaning that the consumers assign to the phenomenon, as well as how this is affected by their cultural context. This is done by studying two central sharing economy industries; home-sharing and car-sharing. Thereafter, the thesis presents theoretical and practical implications for how brands in the sharing economy can use this knowledge of the Danish consumers.

The problem is investigated through theories from the field of consumer behaviour. We apply theories regarding symbolic meaning, tribal marketing and social linkages, the consumers' identities and self-concepts, and brand relationship with a focus on brand loyalty, in order to investigate and explain the Danish sharing economy consumer behaviour.

This exploratory research is based on a qualitative method of analysis, where consumers in Denmark within the sharing economy were researched through the use of focus groups. The methodology opted to create data that was interpreted and analysed by applying the presented theories.

According to the analysis, we have three highlights of our findings. Firstly, we found the consumers to be placed into six consumption groups, which consisted of the consumers with shared thoughts, opinions and mindsets regarding their sharing economy experiences. These were the Economic, the Convenience, the Experiential, the Avatar, the Social and the Green consumption groups. We found that the single consumer can be placed in more than one group. Secondly, we found some aspects of the Danish culture that may affect the symbolic meaning of the sharing economy services in Denmark. Thirdly, we found that the consumers are more interested in the consumption and the service itself, rather than the brand. This implies a great

issue for sharing economy brands targeting the Danish market, as it might be difficult to create a relationship with the consumer and thus create strong brand loyalty.

Our findings imply that the sharing economy brands targeting Denmark will now have a better understanding of the mindset of their consumers, which assists them in better targeting their consumers and position themselves in the market. The forming of the consumption groups may be a better way of segmenting the market, however this way proves some issues. An important implication of our findings is the essential position of the provider in the peer-to-peer sharing economy, which pushes the brand aside. Thus, the brand loses some control in this new relationship model between the consumers, the brand and the provider. We suggest how to manage this, amongst other by investigate and manage the brand's touchpoints with the consumer.

As we found that some of our results were specific to the certain sharing economy service, which was peer-to-peer home- or car-sharing, our results cannot be generalizable to the whole sharing economy industry. Nevertheless, some of our findings prove an understanding of how the consumers relate to the phenomenon of the sharing economy.

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INTRODUCTION

People's consumption patterns have been changing throughout the last decade where there has been a shift away from direct ownership of goods towards the ability of getting access to products and services for a certain time period (Bardhi & Eckhardt, 2012, Botsman & Rogers, 2010). This consumption change is much related to the rise of the phenomenon of sharing economy, which according to Botsman & Rogers (2010) can be defined as *"traditional sharing, bartering, lending, trading, renting, gifting, and swapping"* (p. xv).

Even though the sharing economy is a rather new and "hyped" phenomenon in the current era, the expression was already used as early as 1978 by Felson and Spaeth. They used the term in relation to basic activities like watching a football game with friends (Belk, 2013). Russell Belk (2013) presented a new definition, tweaking the one by Botsman & Rogers. They suggest that the sharing economy is *"people coordinating the acquisition and distribution of a resource for a fee or other compensation"* (Belk, 2013). This definition includes compensation as a part of the service, where a middle party credits a fee for the sharing of products or services. On the other hand, this definition excludes gift giving, where there is a transfer of ownership involved and therefore not that related to sharing.

There cannot be stated one exact reason for why the sharing economy appeared and evolved. However, there are suggestions from various researchers that shed light on its emergence. Belk argue that the phenomenon is closely related to the fundamental act of sharing, which has been practiced by humans throughout centuries (Belk 2010, Belk 2014). Moreover, the recent rise can be related to the fact that new services are being introduced in various different fields that have been non-collaborative before (Möhlmann, 2015). Botsman and Rogers (2010) elaborate on the causes for the rise of sharing economy to be a mix between: *"The convergence of social networks, a renewed belief in the importance of community, pressing environmental concerns and cost consciousness"* (p. xx). They argue that these factors are moving consumers away from a centralized and controlled type of consumption, towards a more open, sharing and cooperative way of consuming. Furthermore they argue that consumers are realizing the various benefits that



comes with access rather than ownership which also influences the recent growth of the phenomenon. Consequently, these macro environmental and social trends, in combination with innovative entrepreneurs, the development of new technology, and the internet and Web 2.0, also might have stressed and influenced the growth of sharing economy services.

Today, you can find all different types of services within the sharing economy, like car-sharing, house-sharing, child care, dog walking and sitting, ride-sharing and food-sharing. Some of these services have experienced enormous user growth. The private home-sharing service Airbnb, which was founded in 2008, has had a massive growth since the start-up. Now the service offers over one million available rooms globally, which is more than the hotel giants Marriott and Hilton are offering worldwide (Weed, 2015). Another success is the car-sharing market, which in North America is forecasted to be worth 3.3bn USD by 2016 (Möhlmann, 2015). Furthermore, the market potential for sharing economy services are believed to be huge worldwide. A recent study conducted by PwC (2014) argues that by the year 2025, the five key sharing sectors (travel, car sharing, finance, staffing, and music and video streaming) will have the potential to increase global revenues from today's \$15 billion to as much as \$335 billion.

The recent growth of the sharing economy can somewhat be seen as a western trend. The adaptation of services by consumers for both the US and UK markets can be stated as being rather successful. In the US, as much as 80 million people participate in the sharing economy (Owyang et al., 2014), and during the year of 2013, as much as 25 % of the population of the UK engaged in sharing economy (Stokes et al., 2014).

In Denmark, a recent study showed that 9 % of the population participates in the sharing economy (Nordea, 2015). This was a huge increase from the previous year, where the number was only 3 % (Nordea, 2014). Thus, in only one year, the Danish sharing economy participation has increased with a great amount of 200 %. Moreover, there exists several companies within the sharing economy in Denmark. Airbnb has the last years evolved to providing several thousands of rooms, houses and apartments in Denmark available for rent, and is also used by Danes' when going on vacation abroad (Dwarf, 2015). HomeAway is a similar platform for private holiday rentals, while

GoMore and MinbilDinbil are car sharing services where peer users can rent private cars or pay for joining a ride e.g. from Copenhagen to Odense. Moreover, in 2014, the successful "taxi" look-a-like service Uber was available for rides in Denmark. Furthermore, for help with small tasks and errands, you can use Den Lille Tjeneste, and if you want to share dirt for gardening, Del Jorden exists. Jepti is an online platform where peers can rent out their personal belongings. Their concept revolves around renting out the stuff you own but do not use that often, and the slogan of Jepti is actually a direct translation of Botsman's book title about sharing economy; "What's mine is yours".

The presence of the mentioned services, together with the great increase of participators, implies that the sharing economy has evolved in Denmark the last year(s). Car-sharing was amongst others described to be a hit in this summer of 2015 (Barfoed, 2015). However, still 67 % think that the sharing economy is not relevant for them. On the other hand, this number did also decrease from the previous year, from 72 %. This might indicate that more people found the sharing economy relevant for them to use (Nordea, 2014, Nordea, 2015).

Moreover, the great success in the US and the UK suggests that there *can* be seen a great market potential for the sharing economy in Denmark. The Danish sharing economy participation increase of 200 % the last year also proves that there can be a huge market potential. If companies focus on an understanding of the consumers' minds and how they relate to the sharing economy, it can support them in becoming even more successful on the Danish market. For a marketer it is essential to understand how the consumers think, feel and act, to successfully target their communication, because *"learning about the consumers is the key to successful marketing"* (Arnould et al., 2005, p. 16). Consequently, to try to gain a deeper understanding of the consumers of sharing economy, we wish to study the field of consumer behaviour.

Research question



The objective of the thesis is to understand the Danes' consumer behaviour patterns related to the sharing economy. By digging deeper, we want to understand more about their social context, how that influences them, and thus how they attach meaning to the consumption. Moreover, it is essential to investigate the cultural meaning in terms of understanding the symbolic meaning. Thus, we find it interesting to investigate how the Danish culture relates to the sharing economy. Lastly, we want to investigate how the sharing economy brands targeting the Danish market can use these findings in their brand management.

These goals bring us to the following main research question, with sub-questions:

What consumer behaviour patterns can be found within the Danish consumers of the sharing economy?

- How do the consumers assign symbolic meaning to the sharing economy?
- How is the Danish culture perceived in relation to the concepts of the sharing economy?
- How can brands within the sharing economy use these understandings of the Danish consumers to promote and manage their brands?

Delimitations

The research focuses on Danish consumers of the sharing economy consumption only, as we want to investigate if there can be identified behavioural patterns and related to the Danish market as well as which symbolic meanings are assigned to the phenomenon by Danish consumers. The research participants were chosen based on a prior experience as users of either home-, car-, or ride-sharing services within the sharing economy. The reason for why we focus on the prior experience is because it is considered unlikely, or at least difficult, to uncover symbolic meanings from participants unless they can relate and reflect their thoughts towards actual experience. Furthermore, the reason for the chosen service examples for the discussion is because those types of services can be considered as relatively widespread on the Danish market. Therefore the criteria could relate to a variety of users, as well as might ease the recruitment process. Those service examples are also all within the peer-to-peer of the sharing economy,

which is also the focus of our study. The reason for selecting users, and not providers, is made in order for keeping the data more focused. The research participants are also chosen based on an age criteria that is between 18-40 years of age. The reason for that is based on the study from Nordea (2015), which showed that the majority of Danish users of the sharing economy are within that age span.

Lastly, our research is limited to the consumer behaviour approach and the consumption studies perspective, and all the primary data is based on the consumer statements and their perceptions. Throughout the thesis we will focus on using the term “sharing economy” when describing the phenomenon as it is a well-known term. Furthermore, the word was also chosen as it is the direct translation of the Danish word “deleøkonomi” which is primarily used in Danish to describe the business model. Therefore, the word deemed most natural for us to use in the focus group sessions, and thus also throughout the paper.

Terminology

In this part we will define the terms we use throughout the thesis, so to minimize confusion.

Sharing economy: sharing economy is the word used to describe the phenomenon in this assignment. This is viewed as a synonym to other phrases like collaborative consumption, access-based consumption (ABC) and the mesh economy, which are words that describe the same phenomenon/business model.

Peer-to-peer: peer-to-peer is the special type of sharing economy, where the brand is a mediator between two (or more) people.

Provider & user: in the peer-to-peer sharing economy business model, there are two parties, where each party may consist of one or more people.

- The provider is the person who shares their own resources. The provider is equivalent to the owner and “host” in home-sharing, the owner of the car in car-sharing, or the driver/owner of car in ride-sharing.
- The user is the person who used the provider’s resources, by paying to the provider as well as a smaller fee to the brand. The user is equivalent to the guest who is renting the



provider's home in home-sharing, renting the car in car-sharing, or the passenger in ride-sharing. Thus, in this thesis, the user is also the customer or consumer of the sharing economy, and therefore the actor that we are investigating.

Home-sharing: home-sharing is the type of sharing economy service where a provider provides his or her home, by parts of it, or the whole apartment.

Car-sharing: car-sharing is the sharing economy service where the provider rents out his or her car.

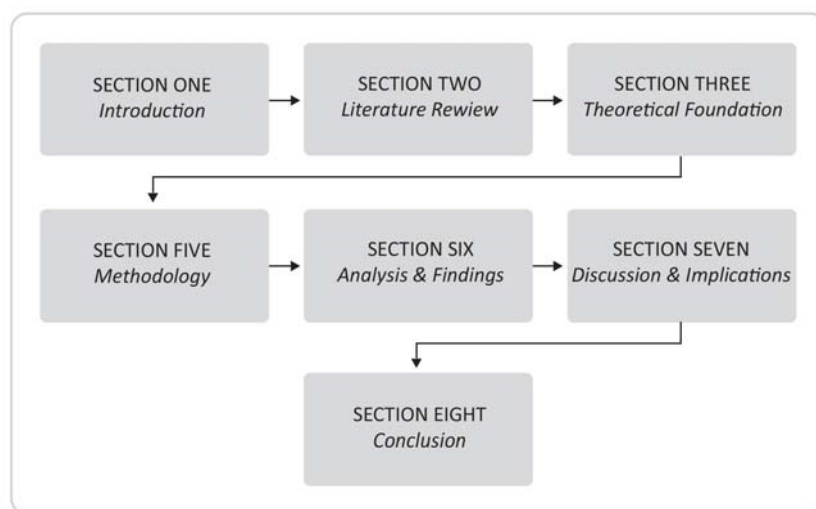
Ride-sharing: ride-sharing is the sharing economy service where the provider drives his or her car from A to B, and allows passengers to join the ride for a certain price.

Consumer behaviour: in the theoretical framework we will explain Østergaard & Jantzen's (2000) four consumer behaviour perspectives. The third perspective is called "consumer behaviour". However this is not how we use the phrase during the project. We use the term consumer behaviour in its real understanding, and not as this certain perspective.

Structure of the thesis

The thesis is structured as followed:

Fig. 1 – Thesis Structure



First, we will review the existing literature about sharing economy, to present what already has been researched about the phenomenon, and thus prove the contribution of our research.

Thereafter, we will present the theoretical foundation, which is deemed relevant according to our research question. Then we will go in depth with our chosen methodology and research design, as well as how data was analysed. After that we introduce the general findings gathered from the research. The analysis section is divided into four main parts; 1) Consumer behaviour patterns, 2) Social linkages within groups, 3) Danish culture and the sharing economy, and 4) The meaning of brands in the sharing economy. Those parts are used to address our research question and sub questions. After the analysis we will discuss our findings and suggest both theoretical and practical implications based on our findings that can assist brands that are operating within the sharing economy.

LITERATURE REVIEW

The sharing economy, collaborative consumption, access-based consumption, the mesh economy, the circular economy, are only a few of the different terms used to describe a growing trend which can be considered a highly hot topic in the current era. Botsman and Rogers (2010) presented a definition of the phenomenon where they use the term “collaborative consumption” to describe a range of activities, and classify them into three different main types; Product Service Systems, Redistribution Markets, and Collaborative Lifestyles. In the product service systems, consumers are able to get access to products and services without ownership, often in exchange for money. Furthermore, an aspect of the product service systems is what is defined as peer-to-peer, where users share access to things they own with other users (Botsman & Rogers, 2010). We will focus on the consumer behaviour within services that can be defined as peer-to-peer product service systems.

In this section, we will present reviewed literature and research about the consumer behaviour within the sharing economy, in order to get a greater overview and understanding about what knowledge already exists about this topic. We will begin by briefly introduce thoughts about sharing, as it is by some is claimed to be an important aspect of the sharing economy. Following, the literature and research about the sharing economy will be presented. We will start by presenting the qualitative research findings, as it relates to our study. Thereafter, we will present



research findings based on quantitative research methods, as it provides some valuable insights towards the consumer behaviour and supports the qualitative data findings. Thus, in order to get a broader perspective regarding the consumer behaviour, we review data gathered from both types of research methods.

As already stated in the introduction and the terminology, we use the term sharing economy for describing the phenomenon throughout the thesis. However, in this specific part reviewing the literature, we use the term the author uses, so that we present the literature from the most correct approach.

Sharing

It can be argued that an important aspect of the sharing economy is the fundamental act of sharing, which has been practiced since early history and has through time influenced our culture and norms. According to Belk (2007) traditional sharing can be defined as *"the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use"* (p. 126). Therefore, when providing others access to something we own or possess, we are sharing. The motivation for people to share is often related to functional reasons in order to survive, however it is also stated that the act of sharing can also be practiced for altruistic reasons and that we do it because of care and kindness towards others, preferably someone that we trust (Belk 2013). Therefore it can be assumed that people usually avoid sharing with someone outside their network, as they do not have connection to that person and therefore the issue of trust can be seen a barrier.

Furthermore, Belk (2010) argues that the act of sharing is able to link people together and form a social connection between peers, and the social connection that comes from sharing helps in building trust between them. However, it is also pointed out that the social connection and the bonding between people who share is not always preferred by those who participate. That suggest that people might be willing to share, but might avoid to bond with others.

Sharing activities between people have been increasing during the last years mainly due to introduction of new technologies and especially to the emergence of the internet and Web 2.0,



which has allowed traditional sharing activities to become more accessible to people on a larger scale, as well as introducing new methods of sharing between people (Belk 2013). These new methods of sharing are normally referred to as being a part of the phenomenon of the sharing economy. However, the services that are generally associated with the sharing economy have been argued by some to be not that related to the fundamental act of sharing, as it mainly provides people a shared access for a limited time in exchange for something else. This suggests that people's reasons for sharing is not only based on altruistic ones like Belk (2013) suggest, but also because of the economic benefits the sharing can possibly provide (Bardhi & Eckhardt, 2012, Hamari et al., 2015). Based on that, there seems to be different motivation for people to share and participate in sharing, from altruistic reasons to economic gains. Consequently, in order to get an insight to the consumer behaviour, we review the existing literature regarding the topic of the sharing economy.

Research about the consumption of sharing economy

Even though the phenomenon of the sharing economy is developing and increasing in use and size, little research, especially qualitative, has been made about the consumer behaviour.

Bardhi and Eckhardt (2012) argues that the sharing economy is more of an access-based economy where the consumers only care for the economic exchange and the utilitarian value, and not the social value. These findings were based on a research conducted in Boston, with semi-structured interviews of users of the American car-sharing service Zipcar. The consumer's' experience of Zipcar was not connected with the other users of the cars, and there was no wish for a social interaction. Furthermore, the *"Informants see Zipcar as a service provider as well as the enforcer and governing body, rather than as a facilitator of a brand that helps them to connect to like-minded people"* (Bardhi and Eckhardt, 2012, p. 892), and thus there exist no form of brand community. Bardhi and Eckhardt (2012) also argue that a market-mediated sharing between strangers has no connection or desire with the social aspect of sharing.

Catulli et al. (2013) researched access-based consumption (ABC), the same term that Bardhi and Eckhardt (2012) uses, in terms of renting used baby-prams in the UK. The research was based on



focus groups, in-depth interviews and some ethnography methods. Their findings was somewhat of the same as Bardhi and Eckhardt (2012). The anonymity of the consumption was a central topic; people want to rent the best brands of prams, but they do not want other peers to know they have not bought it themselves. Saving money was one of the found benefits, but the mothers were concerned about that the use of these prams would signal that they were not good mothers, because they were not buying the best and brand new pram for their child (Catulli et al., 2013). However, the findings revealed that the parents also cared for a social responsibility and for the environment, and there were also evidence of some altruistic, socially responsible beliefs (Catulli et al., 2013). Some of the important issues with the access-based baby-pram consumption, was the risk of damaging a used pram that could easily get ruined, the fear of contamination and hygiene-issues, and the role of trust (Catulli et al., 2013). Trust between “you and me” is argued by Botsman and Rogers (2010) to be essential for collaborative consumption, which often is done through ratings of the peer sharing their car or flat. Moreover, Keymolen (2013) argues that the trust need to be extended, towards including trust between not only the peer, but also the system that brings the peers together in the collaborative consumption.

Furthermore, Piscicelli et al. (2014) investigated *“how consumers’ values can influence the acceptance, adoption and diffusion of collaborative consumption”* (Piscicelli et al., 2014, p. 1), by the case of UK-based online marketplace where people can lend and borrow their objects, spaces and skills. The research was conducted based on quantitative methods, as well as semi-structured interviews. The findings indicated that only a few people shared the same values to be open and positive for using this kind of product and sharing service (Piscicelli et al., 2014).

Moreover, Binninger et al. (2015) investigated the sustainable aspect of collaborative consumption, with regards to consumers and producers. The qualitative study consisted of interpreting blogs and websites in France and the UK, where the findings suggested that collaborative consumption was viewed to be more respectful to the environment, both from the websites, as well as from the most environmentally-friendly consumers (Binninger et al. 2015). They found that collaborative consumption is also connected with the desire to develop social links. This is more important than a sustainable, altruistic model, because collaborative

consumption makes access of a certain type of products and services available for people that were not able to access them before (Binninger et al. 2015).

In terms of demographics of the sharing economy users, Frost & Sullivan (2010) found that in the car-sharing industry, generation Y (aged 18-30) are the most likely customers in the future. Additionally, Owyang et al. (2014) found that almost half of the people using sharing services is between 18 and 34 years old, and they are also widely diverse in terms of demographics.

Furthermore, we want to present some of the quantitative research about the consumers of the sharing economy. A study by Nordea (2015) revealed that Danish consumers below the age of 40 are the most positive towards the sharing economy activities, which implies that the sharing economy is more attractive for younger Danes. Evidently, as much as 73 % of the Danish users are below the age of 40. Moreover, the services are mostly popular for the residents of the capital area. One would assume that the participation in the sharing economy would be directly linked with a low income, as the sharing economy services often can be less expensive than the traditional alternatives. However, the study from Nordea (2015) suggests that the use is not linked with income, and just as popular for the inhabitants with a yearly income of 700.000 or more.

Moreover, another survey by Dwarf (2015) investigates Danes' vacation habits in terms of sharing economy. The results indicate that in 2015, 6 % of all Danes' vacation overnight-stays were booked through home-sharing. Most users come from the main capital area, and their age is most often below 40. Other from that, a large share of the users have high income, which also indicates that use of sharing economy is not solely based on economic incentives.

Furthermore, Havas Worldwide (2014) surveyed over 10.000 people in 29 countries, about their feelings about consumerism in the society. The countries included ranged from the US, to the UK to Japan, but did not include any of the Scandinavian countries. Regarding consumerism and overconsumption, the surveys showed that people believe that over-consumption will "kill" the planet, but on the other hand they feel it is necessary for the economy to maintain jobs. Furthermore, most people felt they did not need all the things they own, and often regret buying



products because of excess. An interesting turning point the survey uncovered, was that the new role models in terms of consumption was those who buy locally and reduce their consumption, compared to those who have enough financial resources to buy whatever they want. Even though saving money is the biggest motivational factor for buying used goods, there is also an environmental concern attached to it. Most people agreed that the society would be better if the people shared more and owned less. These findings suggest that people have the willingness and are positive towards sharing, but at the time few engage in it and feel it is not structured well enough for their everyday lives.

Amongst the most appealing aspects of the sharing economy, was definitely saving money, followed by feeling useful, reducing their carbon footprint and contributing to a movement away from hyper consumption. The research also showed that there exists differences in what people actually want to share. They are more positive towards sharing goods that are cheap, impersonal and easy to replace, while they are reluctant to share other more important things like homes and cars. The survey's participants were most likely to try out equipment and media sharing, but they were also positive towards trying out car sharing services as well as home sharing. Like Owyang et al. (2014) and Frost & Sullivan (2010), the research from Havas Worldwide (2014) showed that the most positive and active people in relation to the sharing economy were people at the age below 40.

Furthermore, Hamari et al. (2015) researched people's motivation to engage in collaborative consumption, by a quantitative survey study with 168 international participants. The consumers were motivated by factors like environmental benefits, the experience of the activity itself, economic gains, and generally had positive attitude towards the collaborative consumption (Hamari et al., 2015). Like Binninger et al. (2015), the research results suggest that sustainability was only an important motivational factor for those people who were already considered eco-friendly. Moreover, Lamberton and Rose (2012) found through their quantitative study based on rational models that lowering the costs while at the same time raising the benefits will make people be more likely to share in the sharing services.



Furthermore, also Mölmann (2015) conducted quantitative studies to investigate the most important factors to explain the satisfaction with a sharing economy alternative, as well as which factors would make it more likely for people to engage in it. The studies related to the car sharing service called Car2go, as well as a study for Airbnb, where the participants were German students. For the car-sharing study, determinants like cost savings, familiarity, service quality, trust and utility, were important for the satisfaction, while community belonging and utility were important for the likelihood of choosing the service (Mölmann, 2015). Regarding the satisfaction of Airbnb, the cost savings, familiarity, trust and utility were seen as the most important factors, and familiarity and utility were seen to have a positive effect on the likelihood of the service (Mölmann, 2015).

Sub-conclusion

We have presented the found existing literature about consumer preferences for the sharing economy. There has been done both qualitative and quantitative research to investigate this issue. Of qualitative studies, both the market in the US and the UK have been studied frequently, according to car-sharing, sharing of baby-prams, lending of different objects, and the sharing economy in relation to sustainability. In terms of quantitative studies, we found a study researching consumers' attitude towards consumption related to the sharing economy, worldwide but not including Denmark. Other studies investigated the rational motivation of international and German consumers. Consequently, we have found no current literature that studies the consumer behaviour of sharing economy consumers in Denmark, especially with focus on the symbolic meaning.

Before we proceed to the theoretical framework, we assign attention to one aspect we found noticeable within the literature review. We can see that these other research opt to re-name the term according to their results of the characteristics of the consumer behaviour. We want to point out that our research does not aim to develop the "right phrase" for how the sharing economy is consumed in Denmark, but rather explore Danes' consumer behaviour so that marketers have a better understanding of their consumer's mindset.

THEORETICAL FOUNDATION

For this research we focus on the consumer behaviour perspective, which is defined as *"individuals or groups acquiring, using and disposing of products, services, ideas or experiences"* (Arnould et al., 2005, p. 9). The consumer behaviour approaches have evolved the last years, from looking at the consumer as an animal that acts based on his or her basic needs, to a rational analysing "computer", to a consumer that have deeper symbolic meaning attached to products and services (Østergaard & Jantzen, 2000). We will focus on the most recent consumer behaviour approach that is called consumption studies. This perspective is often referred to as the interpretive turn. Within this view, the consumer bases the consumption choices on the symbolic benefits rather than the functional core benefits (Belk, 1988, McCracken 1986).

Sidney Levy (1959) introduced the idea of symbolic consumption, and the fact that people buy products because of their meaning. Consequently, people do not buy products solely based on what their function is, but having a deeper meaning attached to the consumption, which represents a symbolic value. In this way, the consumption is a part of the consumer's self-concept, and is viewed as a part of themselves (Arnould et al., 2005, Belk, 1988). Moreover, it is the cultural meaning of society that creates these symbolic attachments to the goods (McCracken, 1986).

Following this consumer behaviour approach, it will be discussed how consumption is a part of the construction of self and how it can be a part of the consumer's identity. The consumption is also viewed as possibilities to create valuable links to other people (Østergaard & Jantzen, 2000). Consequently, consumption can be used by people either to symbolize belonging to a group of people, but also to dissociate themselves from other subculture groups.

The last part of the theoretical foundation consists of a rather different approach, relating to brand management, and more specifically the importance of brand loyalty from the customers. This part will be addressed to analyse the last research sub-question.

Culture and consumption

It is essential for marketers to understand how consumers attach meaning to products and consumption, and thereby how the meaning is created. As mentioned, Levy (1959) introduced the breakthrough idea of symbolic consumption, that *"people buy things not only for what they do, but also for what they mean"* (p.118) stating that the choices made by the consumer is not only driven by functional value but also from the emotional attachment and symbolic meanings of goods and services which represent the lifestyle of the consumer. In addition, Levy argues that consumption will only be consumed if it reinforces the consumer's identity or perceived identity. Therefore the symbolic value has to match the image of the consumer, or match the image that the consumer wants to obtain. Furthermore, Arnould et al. (2005) state that *"people like to think of themselves as making their own consumption choices, but in truth, such decisions are very much shaped by the individual's particular social context."* (p. 388).

In order to give an understanding of where the symbolic meanings come from, Grant McCracken (1986) introduced a framework called 'Movement of Meaning' which explains the relationship between the symbolic meanings of consumption and the society's culture. The cultural and symbolic meaning moves between three different locations according to the model. First the meaning gets created in the culturally constituted world which consists of the ever changing values and beliefs of the society, and affects how the consumer understands the world around him. The meaning from the culturally constituted world gets transferred into *goods*, which can be products, services, brands, et cetera, as they have the possibility to communicate a certain meaning that can be used to construct the life of the consumer. Lastly, the meaning gets transferred from the goods to the consumer or groups of consumers (Arnould et al., 2005).

Furthermore, McCracken (1986) argues that there are instruments which assist the movement of meaning. The meaning is transferred from the cultural world to goods through the fashion system and the advertising system. However, it can be argued that another instrument that transfer meaning can be added to the McCracken's model. Copenhagen Business School professor Thyra Uth Thomsen highlighted the importance of reference groups which can have big impact as instruments of meaning transfer to consumers (Thomsen, 2013). Additionally, Arnould et al. 2005

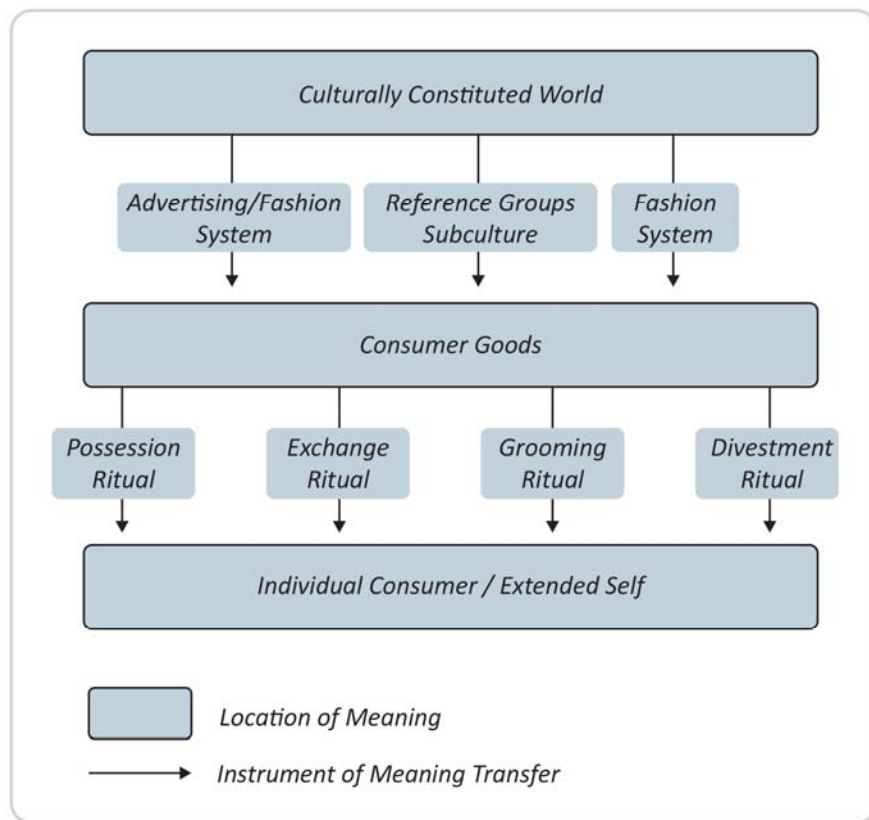


point out that personal references from other peers have a strong impact on the consumer values and beliefs.

From goods to consumers, the meaning transfers through four types of consumption rituals (McCracken, 1986). The exchange ritual, where the gift-giver chooses a gift based on what meaning he or she wants to give to the receiver. Possession rituals concerns consumers spending time on cleaning, comparing, presenting and photographing their goods and possessions. When the consumer does the possession rituals, he or she marks the good with the desired meaning. Grooming rituals concern maintaining the consumer goods, where the meaning is perishable and therefore the meaning has to be extracted on a regular basis. Consumers using grooming rituals can both use them in relation to themselves or in relation to their goods. Divestment rituals are rituals that concerns withdrawing meaning from another consumer. Often this takes place when consumers buy a used item, and want to erase the meaning of the previous owner, or it can be if the consumer parts from goods where he or she wants to erase their own meaning from the item (McCracken, 1986).

The addition of reference groups in the transfer of meaning leads to the following model.

Fig. 2 – Movement of Meaning (Revised)¹



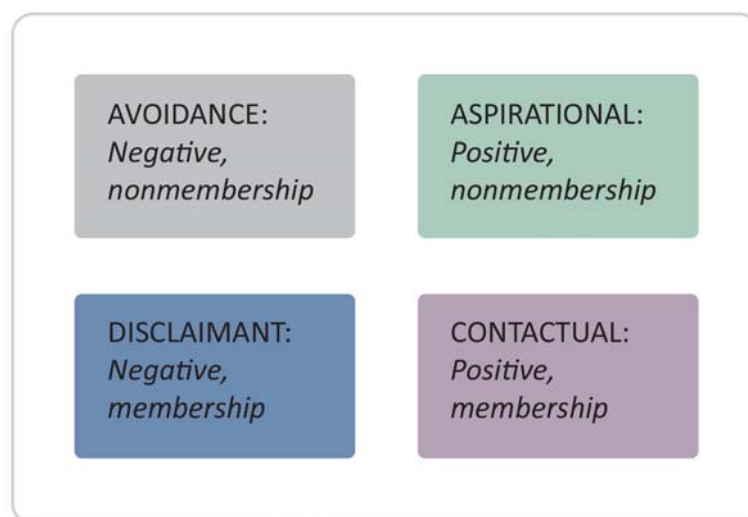
Thus, the meaning is created in and transferred from the culturally constituted world to the consumer. In the end, the consumer defines what meaning he or she wants to signal, which is based on their own identity and the cultural context.

As mentioned, the reference groups are important in transferring the meaning from the culturally constituted world, to the consumption. Within the reference groups there can be found beliefs, attitudes and behaviours (Arnould et al., 2005). An individual may compare own thoughts and behaviour towards this reference group, and the individual's behaviour can therefore be influenced by the reference group.

¹ Source: McCracken (1986), Thomsen (2013).

According to Arnould et al. (2005) there exists four types of reference groups, which are classified according to level of attraction and degree of membership. An individual's attraction to a reference group can be either positive or negative, and the individual can either be a member or a non-member. Evidently, if the consumer has positive attraction towards a group, he or she is interested in becoming a member of that group. On the contrary, if the consumer has negative attraction towards a group, his or hers actions is to avoid that group. Either way, the reference group may influence the consumer's choices, with the consumer wishing for a certain type of consumption, or simply stay away from the consumption type. For example, the avoidance group can influence an individual in a way where he or she does not want to be associated with that group, and avoids all consumption choices that are associated with that group.

Fig. 3 – Types of Reference Groups²



This presentation of how cultural meaning evolves, and what interpersonal contact influences the consumer, is important in order to understand the symbolic world of the consumer and how he or she is influenced to different choices.

² Source: Arnould et al. (2005).

Consumption practises and social linkages

Sharing economy services often involves a social consumption, whether it is home-sharing or car-sharing. Therefore, for us it is not only essential to understand how meaning is created within the culture, but also to understand more about the act of consumption, as well of the social linkages taking place between consumers.

Elliott & Wattanasuwan (1998) state that the symbolic meanings of products and services go in two directions, outward in order to construct the social world, and inward in order to construct the consumer's self-identity. Furthermore, Levy (1959) also highlights that consumers can be classified in groups based on their consumption activity, and that the social world can be expressed by their choices they make and the values they have.

The group classification of consumers based on consumption was also put forward with a study made by Holt (1995). He examined the typology of consumption in detail and illustrated that the act does not only relate to the products and services which are consumed, but also because of the symbolic meanings the consumer assigns. Holt defines consumption as a *"type of social action in which people make use of consumption objects in a variety of ways"* (Holt, 1995, p.1). Holt presented how consumption takes place through the metaphor of experience, integration, classification or play (Ibid).

The first consumption practice concerns the emotional state that takes place during consumption. The second type of consumption, explains how people consume because of the meaning attached to the products. This practice is both related to Belk's (1988) theory about possessions being parts of the self, which will be further elaborated later on, and McCracken's (1986) rituals that transfer meaning. In the experience metaphor, the consumer consumes because of the object itself, and because of the action it provides. During the integration metaphor, the consumer is able to access the symbolic values of the consumed objects. Both consumption practices are built on the actions towards the object itself. However, the purpose of action is different for the two, for the experience metaphor, the consumption is the "goal" itself, while for integration, the consumption can be instrumental actions. The third metaphor, consumption as play, describes



how people use consumption to interact with other consumers. In this practice, the purpose of action is the same as the experience metaphor. The final metaphor called classification, concerns how people use consumption in a way of representing cultural and personal meaning, and by that classify themselves in relation to other people. Like consumption as integration, this consumption practice is also used as an instrument to symbolize something to themselves or others.

As Holt (1995) argues, consumption can be used as classification in relation to others. When a consumer is influenced by a reference group, this implies that the consumer bases his or her consumption choices on how the consumer view themselves and which group they want to be related, or not related, to (Arnould et al., 2005). This social aspect is especially important within the consumption studies approach. The consumer is viewed almost like a tribe member who is searching for belonging and uniqueness. As Østergaard & Jantzen (2000) states, the consuming individual can be viewed upon as a tribe member that:

"Exists beyond the emotional and narcissistic project described in the consumer research category. The tribe members still have some of the tourist's emotional aspects, but the individual is no longer viewed as an independent self who is trying to collect ever more experiences. Instead of being based on personal emotions, the consuming individual is a member of a tribe, where the product symbolism creates a universe for the tribe" (Østergaard and Jantzen, 2000, p. 18).

Cova and Cova (2002) also believed that social links and identities are connected with consumption. They used the term "tribe", and called the idea tribalism or tribal marketing. They argued that the social connections in the tribes are the most influential on people's behaviour, even more than marketing efforts. Furthermore, they believed that the trend of extreme individualism is fading out, and is replaced by an emergence of the creation of groups and the search for social links. Consequently, this wish for socializing represents the tribalism where the consumers identify themselves with the tribe.



In society you can find a network of societal micro-groups, where individuals share powerful emotional links and a shared subculture (Cova & Cova, 2002). Within these micro-groups, shared meanings and symbols emerges, and somewhat stable tribes are created. People are not restricted to one certain tribe, but each person can belong to several tribes. The individual might play a different role in each tribe, where he wears different masks that makes it hard for the rational observer to classify the individual (Cova & Cova, 2002).

Furthermore, the consumption acts as a linking value between the members of the tribes, and it supports the social interaction within (Cova & Cova, 2002). Consequently, consumers' choices of products and services cannot be solely based on their use, but rather on their linking value with other tribe members. Furthermore, the consumption can therefore link an individual with other people and to a certain tribe. Within the tribe you can find symbols that carry a certain meaning for the tribe members. The meaning is also interpreted by the people in the different subcultures; *"The meaning ascribed to products and services is related to collective experiences that constitute opportunities to affirm, evoke, assign, or revise these meanings"* (Cova & Cova, 2002, p.8). Consequently, it is the tribe members that collectively attach meaning to those products and services that are symbols for the tribe.

Also Muniz & O'Guinn (2001) argued the importance of social relations between consumers. They suggest that there is a shift from the traditional consumer-brand dyad to the consumer-brand-consumer triad. Furthermore, they argue that brands are socially constructed and that the consumers are actively involved in the creation of the meaning. However, they defined the social relations between admirers of a brand as a brand community, where the shared meanings, rituals and values concerned around the brand is what connects the consumers to each other.

To conclude, understanding more about the importance of the consumption and the social linkages with other consumers of the same consumption can assist understanding the behaviour of the sharing economy consumer.

The concept of self



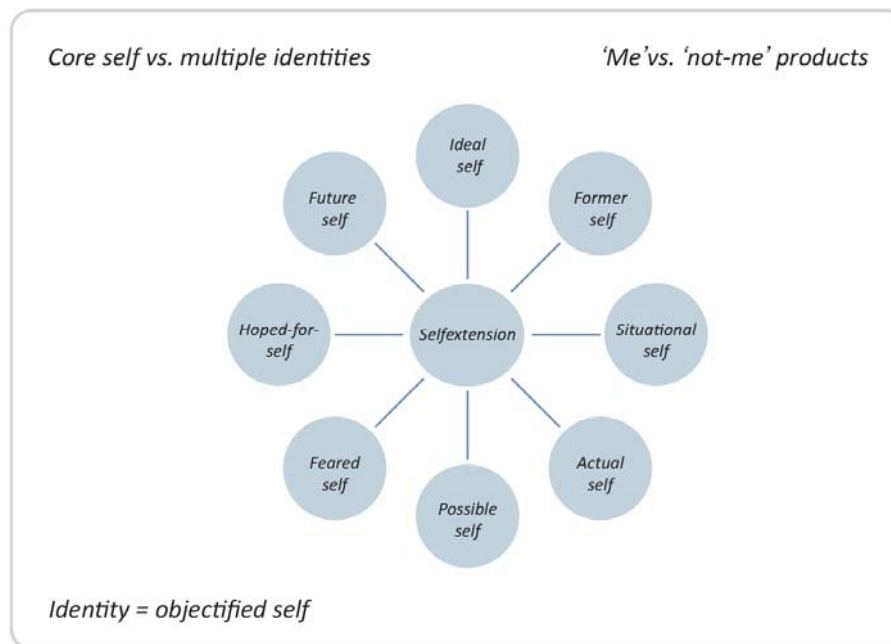
For this project, we find it important to investigate the concept of self because *"understanding perceptions of the self, the social world, and relationships between the self and others is among the most central concern in consumer behaviour"* (Arnould et al., 2005, p. 388). Furthermore, understanding the consumer's self in relation to consumer behaviour is important because they use "possessions and consumption activities to define who they are" (Arnould et al., 2005, p. 388).

Self-concept can be defined as *"an organized configuration of perceptions of the self, which are available to awareness"* (Arnould et al., 2005, p. 388). This means that the self-concept is all the perceptions that an individual has about him- or herself. An important aspect of the self-concept is that it is highly connected with the society and culture.

Arnould et al. (2005) argues that there are three sides of one's interactions with the environment that affects the sense of self. A person's interactions with other people and their relations is significant when it comes to one's creation of self, where one example is reference groups, mentioned earlier in this chapter. Consumption plays a great part in the construction of self through membership of groups, as well as values transferred by the shared symbolic meanings. Furthermore, materials, objects and the physical environment that is a part of people's social interactions, influences the growth of self. The last significant aspect that affects one's construction of self is ideas, beliefs and values in their environment. The basic idea is that changes in the elements that influences one's self-concept, will affect the consumer's self and therefore also the behaviour of the consumer (Arnould et al., 2005).

Arnould et al. (2005) argues that the self-concept is not one basic idea concerning a rigid self, but rather multifaceted. *"The self includes a multiplicity of things that people are to themselves and to one another"* (Arnould et al., 2005, p. 399). Consumer behaviour lecturer Thyra Thomsen presented in 2013 a figure presenting all the possibly different identity versions of the self.

Fig. 4 – Different Levels of Self³



The situational self refers to that the version of self may change in relation to the particular social setting or situation (Arnould et al., 2005). Some characteristics of identity may become more evident in some specific situations. The possible selves, refers to the different selves that the individual could be. The ideal and feared selves are connected with the selves that the individual would like to be, or is afraid of becoming. For marketers, it is relevant to understand how these different selves are linked to the consumer's consumption choices (Arnould et al., 2005). To illustrate with an example; if a consumer is frustrated of some expressions of self that does not come forward, they can buy products or services that enhance what themselves cannot express at the moment.

One part of the multifaceted self is the extended self, introduced by Belk (1988). He argued that consumers regard their possessions as a part of their sense of self and thus a part of who they are. This is related to the above framework presented by Arnould et al (2005), with relation to the aspect of material objects influencing the concept of self. According to Belk (1988), consumers view their possessions as part of the extended self because consumers attach meaning to their

³ Source: Thomsen (2013).

possessions and what they have. Thus, the consumer choices are reflected upon what those products means for themselves, and that makes it a part of their extended self. From this view, and every single part of what consumers consume reflect their identity in a greater or less degree, and the possessions serves as cues for others to form impressions about us. Accordingly, *"we are what we have"* (Belk, 1988, p. 139).

The rise of the sharing economy has brought a change in a part of consumers' consumption patterns. Instead of owning things, the sharing economy is based on the access of products, and the traditional consumption is displaced. This may imply that the statement *"we are what we have"* is outdated. However, Belk (1988) argues that we do not solely regard physical, tangible objects that we own as parts of ourselves, but we can also regard intangible objects or consumption in itself as part of ourselves. An example is where one can say that *"Paris is so my city"*, even though the consumer do not own the city of Paris. However, as Paris is the consumer's favourite city, he or she will still view it as a part of their extended self. As a result, possessions are not exclusively goods that we own, but they can also be intangible products and consumption practices that consumers still view as part of their extended self.

Moreover, as the use of sharing economy and short term rental increases, we find it harder to know if consumers owns the house, clothes or car they use (Belk, 2013). Consequently, Belk (2013) made an addition to his theory about possessions as a part of the extended self, saying that you also can be what you can access. This statement argues that what you choose to access can also be considered as a part of your extended self. Choices that consumers make about what to buy as much as what not to buy, are reflections of their construction of self. Consequently, the consumption act reflects a symbolic value for the consumer.

Another recent addition to the concept of the extended self is the extended self in a digital world. When the Internet and the Web 2.0 evolved, it brought new possibilities for the way we consume, how we present ourselves, and how we communicate (Belk, 2013). This also implies that the Internet includes many new ways to express ourselves without the requirement of ownership (Belk, 2013). The Internet generates many new consumption varieties other than ownership, where

sharing economy is one of these. One of the aspects of the internet that changes the basic idea of the extended self involves sharing (Belk, 2013). The digital devices assist people in easier and broader sharing. Moreover, it is evident that the digital involvements are social and interactional, so that others help us *"constructing our individual and joint extended sense of self"* (Belk, 2013, p. 487). Consequently, the rise of the Internet and social media adds to the different levels of the extended self.

Lastly, an aspect of the self-concept is rather important to mention. As the self is multifaceted, it can always be in the process of changing (Arnould et al., 2005). New concepts of self is added repeatedly, throughout an individual's life, as they encounter new social relationships, enters new phases of their life and when reaching their goals. This implies that not only the self-concept itself can change, but also the relationship between the different self-conceptions. Concluding, understanding the concept of self, the different levels of the self and the extended self, is important in trying to better understand the sharing economy consumer.

Brand loyalty

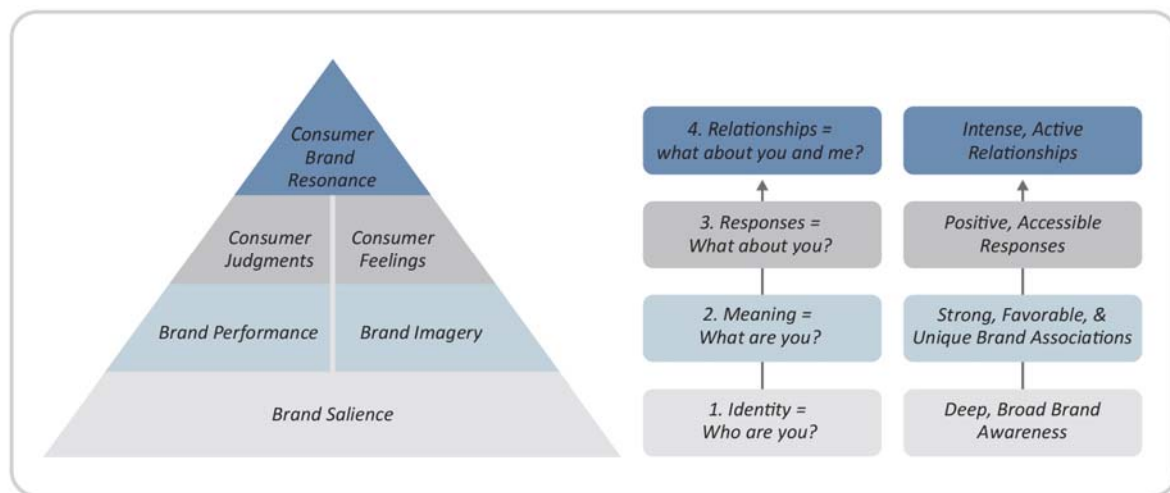
Building strong brand relationships is important for retaining the brand's customers (Heding et al., 2009). Thus, building brand relationship is important to create loyal customers, which are important for brands because they will repeatedly continue to consume the same brand (Arnould et al., 2005).

Keller (2001) argues that there are four steps to build a strong, customer-based brand equity. The first step includes to ensure breadth and depth in the brand awareness, or brand salience as it is called, so the consumer can identify the brand. Second, the brand should be associated with its performance, and/or imaginary, which creates a meaning so that the consumer understands what the brand is all about. Third, these associations should elicit a positive response, in terms of judgements and feelings. The last important step towards ensuring strong, customer-based brand equity, is to create an active brand relationship with the consumer, which is characterized by a strong and active loyalty. This last step is the most valuable for the brand, and is also referred to



as brand resonance, *“Brand resonance is characterized in terms of intensity or the depth of the psychological bond that customers have with the brand as well as the level of the activity engendered by this loyalty”* (Keller, 2001, p. 15). Following, is the model that displays the pyramid-shaped building blocks with the steps towards creating a brand equity.

Fig. 5 – Customer-Based Brand Equity Model⁴



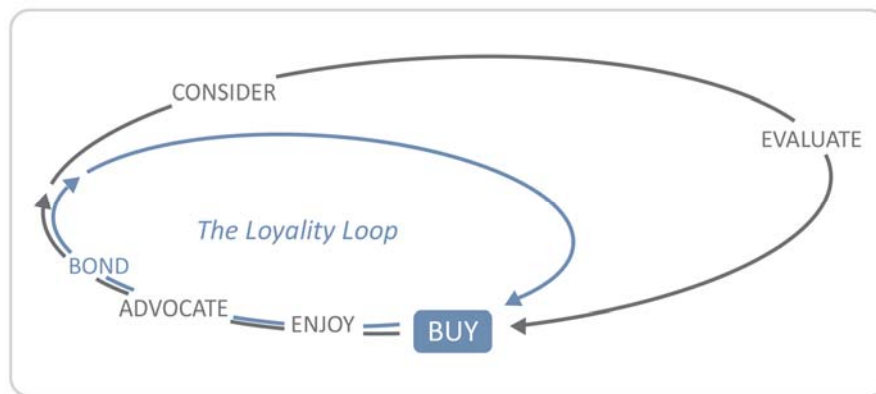
Brand loyalty is an important part of the brand resonance. *“Achieving brand loyalty is an important goal in the branding process”* (Heding et al., 2009, p. 13), because it is cheaper to maintain the existing customers than acquiring new ones. Moreover, only 12 % of a brand’s customers are brand loyal, but they consume as much as 69 % of the sold volume (Jones, 2013). Thus, it can be argued that gaining and retaining loyal customers will result in strong, customer-based brand equity (Keller, 2001).

Furthermore, Edelman (2010) presented the loyalty loop, a model that explains the consumer decision journey. The model suggests that consumers who are loyal to a brand will skip the ‘consider’ and ‘evaluate’ phase in the customer decision journey. The consumer feels a strong bonding to the brand, so the product or service is bought without going through the other decision phases, and then enjoys it. The consumer may also become a brand advocate who

⁴ Source: Keller (2001).

recommends the brand to others. Consequently, gaining brand loyal consumers is important for brand managers, because it excludes a lot of uncertainty and costs for persuading consumers in their decision and evaluation phase.

Fig. 6 – Consumer Decision Journey⁵



These presented theoretical concepts and models suggests that creating brand loyalty is essential for marketers as the last step of creating strong, customer-based brand equity.

METHODOLOGY

As mentioned in the introduction, gaining insights in the consumer's mind is essential for marketers, and in most organizations this is based on market research. Marketing research is conducted to gain strategic insights into the business environment and to find out how they should relate to their customers and other stakeholders (Moisander & Valtonen, 2012). A shift in consumer behaviour research approach has been made during the last decades where researchers stopped focusing solely on research methods that were related to positivism and began to focus on methods that were considered to be humanistic (Hirschman, 1986), and naturalistic (Belk et al., 1988). This change of focus is often referred to as the 'interpretive turn' in marketing research and is typically associated to qualitative research methods (Sherry, 1991).

⁵ Source: Edelman (2010)

The following chapter will describe the methodological approach of the research made for this thesis. It will present the philosophical stance and the research method chosen, explain the research design and show how data was collected.

Philosophy of science

In research, the philosophy of science carries the assumptions about in which way the researcher interprets and understand the world around him (Saunders et al., 2016). There are two major components that constitutes the research philosophy, the ontology and the epistemology. According to Saunders et al. (2016), subjectivism is a type of ontology where the reality is seen to be socially constructed and the individual's meanings are perceived as foundation to the reality, which could be seen as suitable for this project. Interpretivism is one type of epistemology, which states that there is no objective reality that can be seen, where the reality consists of multiple subjective realities that are socially constructed (Ibid). In addition, the interpretivism is about understanding variances between humans in their role as social actors and how they make sense of the world, guided by their meanings (Saunders et al., 2016, Willis et al., 2007).

We therefore argue that the epistemological position of interpretivism with subjectivist ontology assumption will match our research aim, as the objective of this thesis is to investigate the behaviour patterns and the symbolic meanings that consumers assign to the sharing economy.

Therefore, to be able to get an understanding of the behavioural patterns and the symbolic meanings that are assigned to the sharing economy phenomenon, an investigation has to be made that explores the subjective meanings that the individual creates, where the gathered data is used to address the research question.

Research method

The interpretive research methods help us understand consumers not only as individuals, but also within a social and cultural context. Furthermore, interpretive research is based on the interpretive approaches in social theory and philosophy of science (Moisander & Valtonen, 2012). The understanding of the consumer is based on a belief that the social actions can solely be interpreted by investigating the cultural context, with systems of rules, beliefs, concepts and conventions that determines that exact action's meaning (ibid). There are several interpretive study methods available to use, for example ethnography, interviews, focus groups, participant observation, projective techniques, and qualitative analysis of text and images (Bryman & Bell, 2011, Moisander & Valtonen, 2012).

In our thesis we work with the topic of the sharing economy from the consumer behaviour approach. By reviewing the existing literature about the phenomenon and the theoretical frameworks that were considered relevant, we were able to build on our knowledge of the topic. Then, a research was conducted in order to generate and collect primary data for further analysis. The theory was not used to affirmative state the facts, but rather used to give a guidance and to shed light on the understanding of how things could turn out. The theory has to be reviewed and even discarded in the ongoing process when trying to get an understanding of the phenomena. Finally, the inductive research ends with placing the results in a contexts of the literature, and thereby to state how the research provides contributions (Mayan, 2009).

The empirical material was gathered by using interpretive qualitative research method as we do not base our research on numbers and facts, but on discussions from the studied objects themselves. Conducting focus groups were thought to be an appropriate method in relation to our research goal. However it should be mentioned that all methods, both quantitative and qualitative have their strengths and weaknesses (Morgan, 1997).

Our choice of qualitative research method

Focus groups as a method of research was almost unheard of few decades ago but are now one of the most influential form of gathering qualitative data (Morgan, 1997). The method can be described as a form of group interview where the research participants generate valuable data

through discussions and group interaction. The dynamics which the group interaction offers is also the distinctive feature of focus groups compared to other method of qualitative research. The focus groups as research method are also able to provide a *“rich and detailed information about feelings, thoughts, understandings, perceptions and impressions of people in their own words”* (Liamputtong, 2011, p. xx). In addition, focus groups, as other types of qualitative research approaches, can be used as the primary source of data. That is accomplished by taking into consideration the goals of the research and match them carefully to the data which is possible to gather from focus group discussions (Morgan, 1997).

Another approved qualitative research method is individual in-depth interviews, furthermore referred to as interviews. What can be considered positive when using focus groups compared to interviews is that the researcher is able to gain a lot of insights about the participants' opinions with respect to similarities and differences, as where in interviews this would be a longer process after the study is done (Morgan, 1997). The discussion activity in focus groups can also provide insights to important topics that might not have emerged by using the method of interviews alone (Liamputtong, 2011). Furthermore, the advantage of using interviews compared to focus groups is that it allows the researcher, in many cases, to get a deeper understanding of the individual (Morgan, 1997). That is obtained as the individual is the focus of each interview, compared to a focus group which divides the time and the attention to a group of individuals. Therefore, choosing the method of focus groups instead of interviews could be seen as disadvantage for this research as it might provide less in-depth data for analysis. However, it has also been shown that focus groups are able to provide positive results in regards to in-depth understandings and interpretations of a phenomena by individuals and groups (Liamputtong, 2011).

Furthermore, when aiming for a greater control of the conversation, interviews are considered as a favoured option. When conducting focus groups, the moderator has less control of guiding and directing the conversation compared to interviews, because the latter has closer communication with the interviewee (Morgan, 1997). However, losing control may benefit focus groups, as it can be easier to conduct less structured interviews without a decided set of questions (ibid). Thus,

passing on some of the control to the group is favourable for exploratory studies where the researcher does not follow a straight set of questions that participants are asked (ibid). This can be considered the case for this project, as it studies a rather new phenomenon where the researchers do not have structured guidelines in relation how to approach the topic. Therefore, it is assumed that a discussion between several groups of participants will help in order to uncover the behavioural patterns and symbolic meanings assigned, as well as give insights to cultural beliefs and consumer group signals.

Focus groups can be considered good for topics that are not that thought through, such as for a new phenomenon or consumption type like the sharing economy. A participant with little experience might have short things to say in an individual interview, but however might be influenced with the range of discussion with others, and therefore could expand their own thoughts and opinions accordingly. Thus, getting the participant to talk for an hour in an individual interview might demand a lot of expertise from the moderator, while in a focus group the group dynamics are exploited.

When comparing focus group to participant observation, there are some pros and cons of choosing focus group as the principal source of data. One of the most important distinctions between focus groups and participant observation as qualitative research, is the degree of naturalism (Morgan, 1997). In participant observation you get the possibility to more or less observe the participants in their natural environment, because they are not aware that they are being controlled by a moderator. Although, at times it might be hard for the researcher to locate, as well as gain access to the settings that are natural. A focus group might sacrifice the perks of a natural setting, however we find it unlikely to locate a and gain access to a naturalistic setting, where people express their participation in the sharing economy which will uncover meaningful data.

Furthermore, participant observation gives more variety in the participants' interactions with each other, because many interactions cannot be re-created in focus groups (Morgan, 1997). However, if the interest of the study is a discussion between the participants, focus groups is to prefer,

because participant observation does not necessarily imply a discussion (ibid). Participant observation method is good for matters that are instantly accessible to observe, but for more social psychological topics that are unobservable, focus groups has a clear advantage (ibid). We are interested in a discussion about the sharing economy, where the participants can deliberate about the topic and their experience, and with the use of moderators will be able to guide the conversation towards topics they consider relevant and interesting to investigate. Consequently, for obtaining the goals of the study, focus groups considered a preferred option.

Research design

In order to delimit the topic in relation to a certain type and term of the sharing economy, we chose to focus on the peer-to-peer sharing economy services, as earlier mentioned. This choice was amongst others based on our interest within this specific business model, as it can be seen to be rather different compared to traditional consumption models, as there is a provider in the middle between the consumer and the brand, which affects the brand's control of the customer experience.

The aim of the research was not to focus on a specific industry or a specific brand to be investigated, rather the phenomenon in general. However, discussing the sharing economy services in general were thought to be rather abstract for the participants to discuss and relate to, as the term might not be fully understood and implemented in the everyday life of the consumer, which could lead up to a wide range of experiences and vague results. Therefore, in order to keep the research focused, and to make the findings more specific and manageable, we decided to choose service examples of the sharing economy. The participants should have prior experience with at least one of the given examples. The chosen examples were the home-sharing service, like Airbnb, and then car/ridesharing service, like GoMore. Those services were chosen as they are seen as widely recognised and used by Danish consumers (Hansen, 2015, Riis, 2015).

As for the discussion structure we chose a semi-structured guide (see Appendix 1 & 2). A more structured group is favourable when the research topic is explicit and there are some specific

“questions” that need to be answered (Morgan, 1997). However, as this study is explorative, less structured groups will work best as we let the group provide the discussion and thereby get the opportunity to hear the interest of the participants themselves (ibid). That gives us a good opportunity to learn something new from the participants. The disadvantage of less structured groups, is that it is harder to follow some of the participants’ perspectives. This way of structuring the focus groups is what Gordon (1999), refers to as psychodynamic group. This type of focus group consists of an open conversation where the moderator is a part of the group, compared to being the leader or authority. In a psychodynamic group, questions should be asked in an indirect and less confrontational way (ibid).

The semi-structured research design was inspired by the theoretical framework which guided the discussions towards certain themes of topics to discover, which were aimed for during the focus groups discussions.

Recruitment of participants

As random sampling is not often used for focus groups (Morgan 1997), we selected the members based on certain criteria. We wanted the participants to have experience with one of the chosen examples of the sharing economy, because a discussion of the participants’ experiences can contribute to a more energetic group dynamic as they can share and compare their experiences (ibid). Moreover, we desired the participants to be strangers, amongst other because acquaintances can have underlying assumptions about boundaries that the researcher wants to avoid (ibid). However, we still want that the group feel comfortable enough to discuss the topic. Regarding the size of groups, Morgan (1997) argues that small groups run the risk of being ineffective, while a large group can be uncontrollable and hard to handle if you are not an experienced moderator. As we are not high-level moderators, and a small group has the advantage of a deeper understanding of each participant’s reaction, we opted for a smaller group of 5-7 people. Furthermore, Morgan (1997) states that between three to five groups is sufficient for producing meaningful insights, and thus we recruited for three focus groups.

Data collection

The data was gathered by conducting three sets of focus groups, which included 18 participants in total. All the participants were chosen based on a certain criteria, they were all on the age between 18-40 years, living in Denmark, as well as chosen based on having prior experience of the sharing economy as users. The experience was limited to either the home-sharing services or the car-/ride-sharing services as users. As previously mentioned, we focused on experience with the brand Airbnb as being one of the main actors within the home-sharing, and for car-/ride-sharing services we focused on the brand GoMore.

All the participants were sent the list of questions of possible topics a day before the discussion to ensure that all of them would have the same level of preparation before the start of each session (See Appendix 1 & 2). The researchers used semi-structured interview guide for the discussion. The questions that were chosen were topics that the authors found interesting to investigate further, as well as questions that were influenced and guided by the theoretical concepts that were related to the research question. The participants for the first two sessions were sent the same sets of questions, the third focus group session had a few changes made to the list of questions (See Appendix 2). The rationale behind that was because after gaining insights to the data gathered from the first two focus groups, the researchers were able to see which topics needed further elaboration, and which new aspects and questions would be interesting to discuss in the final session. The focus group sessions were conducted in a living room in an apartment where the research participants were able to feel comfortable and relaxed. Before the session, the participants joining an informal dinner, with small talk to break the ice in between. Each session lasted from around 1.5 hours to 2 hours and all of them were voice recorded, and then later transcribed (See Appendix 4) for further analysis.

Data analysis

The methodological approach of Grounded Theory was used to guide the analysis process. The Grounded Theory method, which is normally linked to inductive research approach, aims to

discover or create a theory where the gathered data is collected and analysed continuously by using a systematic process of coding, which will allow the data to be grouped into categories (Saunders et al., 2016). Furthermore, according to Saunders et al. (2016) the Grounded Theory was developed as a *“process to analyse, interpret and explain the meanings that social actors construct to make sense of the everyday experiences in a specific situations”* (p. 193), and therefore considered to match our research aim.

The coding process is the most important element of the Grounded Theory (Saunders et al., 2016). Our coding process was guided by Hahn’s (2008) suggestions, which contains four different stages (See Appendix 3). The first stage of the coding process consisted of open coding of the transcripts where the data was coded into short and direct concepts, mainly created by using descriptive words from the participants themselves as well as using short descriptive coding labels. The second stage was the focused coding where the data from the open coding was further refined and similar concepts were grouped together which allowed the development of categories. The third stage consisted of axial coding where themes and patterns were identified by refining and interpreting the meaning of the categories that were identified in the second stage. The final stage was the theoretical development or the selective coding where concepts emerged from saturated themes and categories and formed core categories which can be used as base when forming a theory (Hahn, 2008, Saunders et al., 2016).

Several core categories and themes emerged from the coding process (See Appendix 3), which both showed linkages between them or highlighted some issues, which will be further discussed in the analysis section.

Ethical considerations

The importance of following ethical principles when research is performed and data is conducted is very important for all parties (Saunders et al., 2016, Bryman & Bell, 2011). For this particular research all the participants were made clear about the purpose and objective of the study, also they were informed that the focus group session was audio recorded for transcription purposes.

Furthermore, all research participants were offered the opportunity of anonymity, even though the topic and discussions are unlikely to reveal any data which can be considered sensitive. In addition, all participants were made clear that they were free to deny answering any of the questions. Clarifying these issues in advance will benefit the research, as the participants were less likely to have concerns and thus be more willing to share information that might be valuable for the research.

Ensuring quality of the research

Ensuring the quality of the research by focusing on reliability and validity is important in order to reduce and keep down any possible errors and biases. However those terms have generally been linked with quantitative research methods but are also somewhat relevant to the quality assessment of qualitative research methods (Bryman & Bell, 2011). Reliability can be described as *“the degree to which the finding is independent of accidental circumstances of the research, and the validity is the degree to which the finding is interpreted in a correct way”* (Kirk & Miller, 1986, p.20). Therefore the reliability tells whether the research results are repeatable or not. Given the purpose of the research and chosen research method it can be argued that this study and the findings will be hard to replicate. As previously mentioned, qualitative methods are subjective in nature and are influenced by the characteristics of the researchers, the background and experience of the participants, and the context of the research. Therefore it is considered likely that a study performed by other researchers with other participants in another context would provide different results to some degree.

However, Bryman & Bell (2011) state that researchers should focus on dependability instead of reliability in qualitative research. Dependability refers to trustworthiness of the study and that records of all the different phases of the research have been kept, it is the soundness and rigor of the study. For this research it can be stated that it has obtained a level of trustworthiness.

ANALYSIS AND FINDINGS

Throughout the project, we have presented our motivation and research question, possible theories to further investigate the aim of the project, and then the methodology chapter where we presented what kind of research method we chose and how it was conducted. In this part, we will go more in-depth of the findings and analyse the categories and themes that became evident from the focus group sessions. According to our inductive approach, the applicable theories will be used to analyse the findings, and to try to explain them in relation to the research question.

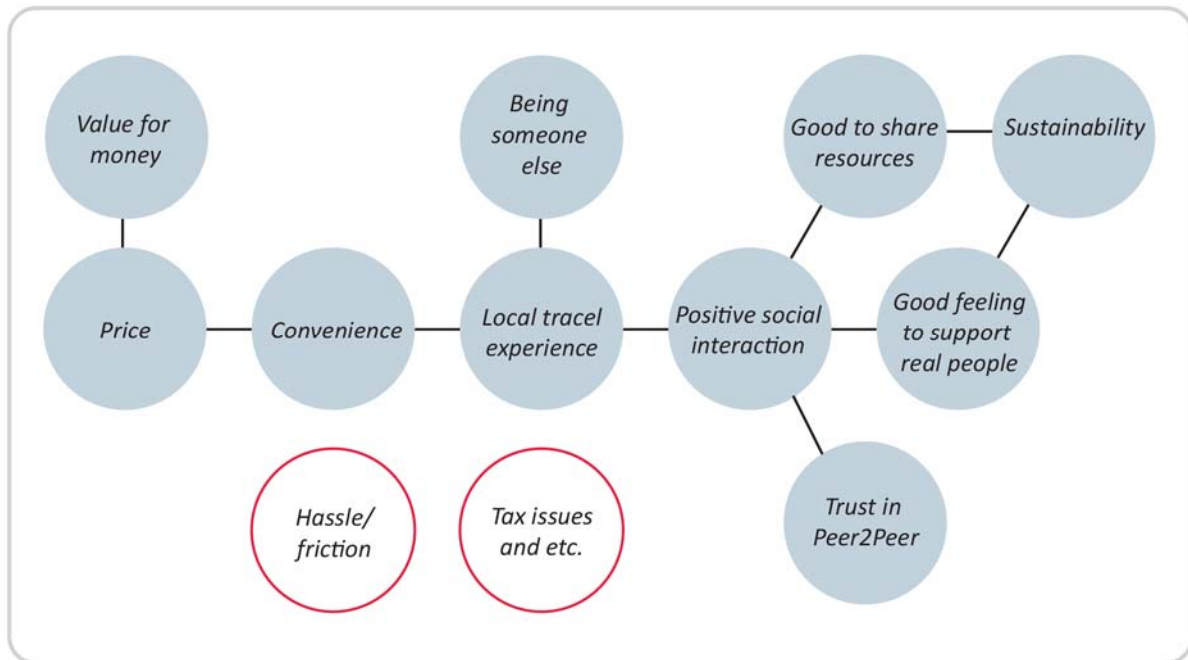
The analysis is divided into four parts. Preceding the more in-depth analyses of the consumer behaviour related to cultural and symbolic meaning of the sharing economy, general findings from the focus groups will be presented in part one. Thus, in this part we will map out the main findings related to the consumer behaviour patterns. These findings relates to explaining the research question at a higher level, before going more in-depth with the more specific sub-questions in the following analysis. The findings represent different motivations for consumer's participation in the sharing economy, as well as other aspects and issues that the participants were concerned about, which might influence their behaviour to some degree.

The following parts consists of the in-depth analysis. Part two consists of analysing different grouping of the participants, with a special focus on shared mindsets and motivation towards the sharing economy, which then represents different consumption groups. In the third part, we will go more in-depth with the Danish culture and investigate how it is perceived according to the phenomenon of sharing economy, by implementing appropriate theories. The fourth part consist of analysing a small, but still interesting theme, related to the consumer's brand resonance with the sharing economy brands.

Part one - Consumer behaviour patterns

When analysing the data it became evident that several aspects and issues related to home-sharing and car-sharing existed, as well as the sharing economy in general, which influenced the consumer behaviour. The discussed topics are presented in the following mind-map.

Fig. 7 – Identified Aspects that Influences Behaviour



A large part of the participants mentioned price and saving money as important parts of why they chose the sharing economy services over other alternatives. Both ride-sharing and car-sharing is often chosen instead of traditional alternatives like the train and car-rental firms, because they are considered cheaper. Some of the participants always go for the cheapest alternative, whether that is home-sharing or hotels when traveling. However, some consumers share the view that the home-sharing or car-sharing gives more value for money, e.g. because they can get a whole apartment with all the additional benefits rather than having a sole hotel room with only a bed to sleep in. With home-sharing the consumers 'get what they pay for', compared to an overpriced hotel room. In this sense, some might choose home-sharing over hotels, even though home-sharing is more expensive. This aspect is also connected to the fact that many participants argued that convenience is one of the best aspects of the sharing economy services they have experienced. A great part agrees upon the convenience of having a whole home when going on a vacation, where they can access a couch to relax on, have a kitchen for cooking and so on. By having a home to stay in, they can also cook at home which allows them to save some money, which is seen as an extra bonus. When traveling in groups, home-sharing has the advantage that they can all stay in one shared space. On the other side, ride-sharing is convenient because the consumer has the possibility to be picked up and dropped off right where they find it suitable.

Furthermore, there are some social and experiential aspects that are discussed to be positive motivations for choosing to participate in the sharing economy. A great part of the participants agreed that being the user of home-sharing enables them to get a more local experience than they would at a hotel. They can live in real people's apartments, get local tips about places to go, and have a short stay in a nice local apartment. Often the consumers choose home-sharing because they get the possibility to be more as a local than a tourist, and by that get a greater, more special and memorable travel experience. Moreover, this aspect is connected to another topic of especially the home-sharing services, the possibility to be someone else for a short amount of time. Some participants find it exciting to live in a stranger's home, and live their life for a weekend, by going to their local places et cetera.

Another important aspect of the sharing economy for the participants was the positive social interaction that was enabled through the experience. Some participants stated to be curious and interested in meeting new people, and the sharing economy ignites conversations between strangers. For ride-sharing, some participants told their stories about meeting new people where they shared exciting conversations. When discussing home-sharing, other participants described the relationship with the provider to be more like friends rather than strangers when renting out their place.

Furthermore, there were also other topics that emerged which might influence consumers towards or away from participating in the sharing economy. Even though the majority of participants found the sharing economy to be convenient, some also found the home- and car-sharing to be connected to a lot of hassle and friction. They might not choose home-sharing for just one night because they run the risk of things not going smoothly. The research phase can also be more extensive when investigating sharing economy services.

Another highly mentioned topic throughout the sessions was the issue of trust. There was discussed around the fact that there is a good feeling when there is trust between the provider and the user, which enhances the goodwill both ways. Moreover, they feel that the trust level

between Danish residents is rather high, so the trust enables the sharing between strangers. On the other hand, an issue was also trust provided by the platform. All participants agreed that reviews and ratings are essential parts and a foundation for sharing economy services, which guides and assists them when making their choices.

A briefly discussed topic during the focus group sessions was sustainability in regards to the sharing economy. Some participants believed the sharing economy to be more sustainable in terms of taking use of available resources instead of buying new cars and building new hotels, so the overall consumption gets reduced. Ride-sharing was also viewed as more sustainable by some. However, some argued that the sharing economy is less sustainable e.g. because people travel more as there is this possibility of doing home-sharing and also because they choose car-sharing over public transportation.

Furthermore, a great discussion within the sessions was concerned around the implications for the society. As often presented in the media these days, the participants were concerned about negative issues concerning tax, as well as if spending their money in the sharing economy would give less back to the society, as well as people losing their jobs and other related issues. However, some participants claimed that they possessed a good feeling when supporting real people like themselves, instead of big businesses only concerned about profits.

Lastly, an interesting finding from the sessions needs to be presented. It was found that the motivation for participating in sharing economy services changes based on the experience. The consumers might initially choose home-sharing or car-sharing because it is cheaper, but after the first experience(s), they used the services again and were more motivated by other factors like the convenience, local experience or social interaction, with less emphasis on the price factor.

Part two - Social linkages within groups

It is interesting to understand the social linkages within the sharing economy consumers, as well as if there exists any groups that prove some hints of resembling tribes. Furthermore, we want to

understand the deeper level of motivation within the tribes; in relation to the cultural meaning, consumption practices and the self-concept. By investigating this aspect, a deeper understanding of the consumer behaviour can possibly be found. This will be done to investigate research sub-question 1:

How does the Danish consumers assign symbolic meaning to the sharing economy?

The way of forming and analysing the groups, was done by the following steps. Firstly, we made a portfolio consisting of each participant's profile. Secondly, these individuals were placed into groups based on their motivation towards the consumption. Thirdly, the formed groups were analysed one by one, by applying theory when deemed relevant and applicable. Lastly, the groups were placed into a perceptual map, to illustrate how the groups can be viewed in relation to each other according to the analysis.

Step one: Profile portfolio

Firstly, profiles of the 18 different participants from the three focus group sessions were put into a portfolio. The profiles consisted of their opinions and experiences, and our interpretation of these. The profiles are used to investigate patterns, and if some participants can be put into groups with the same thoughts and motivation towards the consumption of sharing economy services. The following portfolio presents the 18 participant profiles.

Table 1 – Portfolio of Participants

Sharing economy profile 1: Lasse M

Age: 25

Relationship status: In a relationship

Profession: Aarhus University student - Innovation management

Origin: Nivaa, Denmark

Level of experience: Low (Airbnb twice)

Describing the sharing economy with top-of-mind words: Social, cheap alternative, young hip thing

Reasons for participating in the sharing economy: Convenience, value for money

Lasse uses the home-sharing service because it better suits his way of travelling, having an apartment to stay in with friends. Therefore, he also find home-sharing to provide more value for money, and thinks that traditional methods do not provide additional value when used.

Sharing economy profile 2: Lotta

Age: 38

Relationship status: Single

Profession: Unemployed, coach, designer

Origin: Skellefteå, Northern Sweden

Level of experience: High (Ride sharing numerous times, Airbnb 4 times and as a host numerous times)

Describing the sharing economy with top-of-mind words: Cheaper, social, diversity

Reasons for participating in the sharing economy: meeting new people, the unknown is exciting, social and fun experiences, low price

Lotta mainly uses ride-sharing and home-sharing because it is cheaper than alternative methods, and she can save a lot of money on both types of sharing economy services. However, she also really enjoys the social addition to the experience, she is curious about new people and always ends up having good conversations. Lotta has had great experiences when there was something unpredicted and fun, which would never happen with traditional services. Lotta is also a host at Airbnb, and makes sure her guests get the "home-away from home" experience when they rent her place.

Sharing economy profile 3: Anna

Age: 25

Relationship status: Single



Profession: Copenhagen Business School, student in MSc Brand & Communications Management

Origin: Roskilde, Denmark

Level of experience: Medium (Airbnb couple of times, and then also as host)

Describing the sharing economy with top-of-mind words: Sharing, Airbnb, GoMore

Reasons for participating in the sharing economy: convenience, local experience

The first time Anna chose home-sharing it was because it was cheaper. However, the following times she was more motivated by the local travel experience and having a real home to relax in and be with the travel partners. She have recommended earlier experiences that were good, and talks about it to family and friends.

Sharing economy profile 4: Heidi

Age: 27

Relationship status: Single

Profession: Copenhagen Business School, master's degree Human Resource Management and "Fuldmægtig i Koncern HR i Uddannelses- og Forskningsministeriet"

Origin: Ulfborg in Vestjylland, Denmark

Level of experience: High (used ride-sharing, Airbnb numerous times both as renter/host)

Describing the sharing economy with top-of-mind words: Saving money, community, "the new thing"

Reasons for participating in the sharing economy: new experiences, the local experience, convenience

Heidi chooses home-sharing because she enjoys the convenience that come with it. She prefers staying in people's homes, with all the facilities and benefits, compared to apartments that are only rented out. She enjoys that the provider gives her tips and help with her stay, but she is not interested in too much social interaction. However, she has experienced some hassle with new beginner providers, so she prefers those who have more experience providing. She is an

Airbnb “ambassador” - always recommending it to people, her friends and acquaintances and on Twitter.

Sharing economy profile 5: Ida

Age: 30

Relationship status: In a relationship, one child

Profession: HR and communication

Origin: Aarhus, Denmark

Level of experience: High (Ride-sharing, car-sharing, Airbnb numerous times as a renter)

Describing the sharing economy with top-of-mind words: Environmentally friendly, social experience, cheaper

Reasons for participating in the sharing economy: meet new people, more social, local travel experience, benefits the environment

Ida likes the unique experience which she gets when staying in another person’s apartment, feels a bit like a part of that person when staying there. She also likes the local experience and the personal connection with other users which is something that home-sharing provides. She also relates the sharing economy services to be green and environmentally friendly as well as saving resources.

Sharing economy profile 6: Søren

Age: 40

Relationship status: In a relationship, living together

Profession: Account Director & Senior Advisor within e-commerce (Consultancy agency)

Origin: Aarhus, Denmark

Level of experience: High (Airbnb various times both as a renter/host, GoMore, and Uber)

Describing the sharing economy with top-of-mind words: free resources, scalable, what’s next?

Reasons for participating in the sharing economy: convenience, practicalities, value for money

Søren enjoys staying in a real home with a soul when using home-sharing, and not places that are rented out continuously. He is not motivated by price when choosing this type of



consumption, as he states you can find hotels cheaper than home-sharing, but by the other facilities that come with the home-sharing. He has had good experiences with the provider where they were very helpful and friendly. However, for a short-term stay for one or two nights, he thinks that home-sharing revolves too much hassle and friction, so he would choose a hotel.

Sharing economy profile 7: Serena

Age: 27

Relationship status: Single

Profession: Executive assistant

Origin: Verona, Italy

Level of experience: Medium (Airbnb twice as a renter, Uber, and Car2go)

Describing the sharing economy with top-of-mind words: new people, innovative, cheaper

Reasons for participating in the sharing economy: price

Serena mainly chose the sharing economy services because it was cheaper. She has no especially great experiences with home-sharing, nor car-sharing, rather disappointments.

Sharing economy profile 8: Susanne

Age: 37

Relationship status: In a relationship, living together

Profession: Projektleder hos Dwarf

Origin: Herlev, Denmark

Level of experience: High (Airbnb various times both as host/renter, and house swapping)

Describing the sharing economy with top-of-mind words: Convenience trend, Airbnb, taxes

Reasons for participating in the sharing economy: convenience, quality & value for money, new great local travel experiences

Susanne uses home-sharing because it is convenient having a home with all the facilities, which she describes as luxury. She enjoys tips from the provider, and getting the local secrets. Susanne had a great local travel experience with home-sharing, where she rented a super-local cool place and "got to be" the owners for a short while. Susanne is not concerned about price,



but the quality and facilities that you get when doing home-sharing. Susanne would never try ride-sharing because you have to talk to a complete stranger for several hours, so she is not interested in social interaction with new people.

Sharing economy profile 9: Julie

Age: 25

Relationship status: In a relationship, living together

Profession: Copenhagen Business School, Cand.merc. (kom.) with specialization in management- and organization communication, works as an analytical assistant.

Origin: Kalundborg, Denmark

Level of experience: Low (Airbnb once, and ride-sharing once)

Describing the sharing economy with top-of-mind words: Friendliness or kindness, quality, good feeling

Reasons for participating in the sharing economy: quality, social challenge, personal interaction with provider, local experience

Julie enjoys the contact with the provider, having experience where the provider was more like a friend than a renter. She had a great local experience the first time and now prefers home-sharing. She believes home-sharing to represent quality because the provider makes an effort to give the user a good experience. Julie loves the quality you often get with home-sharing, and she also understands better if something goes wrong in home-sharing, than in a hotel. So in some way her expectations are both higher and lower for the home-sharing. Julie really loves the challenge that comes with SE, and that she has to be social and talk to a complete stranger, which opens boundaries. She often recommends SE to "everyone" because she thinks it is so great.

Sharing economy profile 10: Kirstine

Age: 28

Relationship status: Single

Profession: Student at Copenhagen Business School - Business and development studies

Origin: Slagelse, Denmark



Level of experience: Medium (Used Airbnb numerous times both as renter and a host, ride-sharing once)

Describing the sharing economy with top-of-mind words: Community, sharing, forging connections

Reasons for participating in the sharing economy: Convenience

Kirstine really likes the convenience of having a whole apartment when traveling, and has been very pleased with home-sharing. Ride-sharing provided more positive experience than expected.

Sharing economy profile 11: Markus

Age: 24

Relationship status: In a relationship, living together

Profession: Working in the Kirkens Korshærs Herberg with mentally ill, homeless drug-addicts

Origin: Copenhagen, Denmark

Level of experience: Low-Medium (Ride-sharing couple of times)

Describing the sharing economy with top-of-mind words: Money-saving, conversation, environment

Reasons for participating in the sharing economy: cheaper price

Markus mainly uses ride-sharing because it is much cheaper than the alternatives. However, he feels the social interaction of ride-sharing is a downside, and that it is pretty exhausting.

Sharing economy profile 12: Lasse C

Age: 26

Relationship status: Single

Profession: Student at Copenhagen Business School - Electronic business studies

Origin: Næstved, Denmark

Level of experience: Medium (Both used the ride-sharing and car-sharing couple of times, and had booked his first home-sharing through Airbnb)



Describing the sharing economy with top-of-mind words: Sharing, saving money, saving energy, keeps money in the economy, expanding your network

Reasons for participating in the sharing economy: saving money, expanding network

Lasse uses sharing economy services as they provide him some economic benefits. As a consumer he sees it as a personal challenge to find the best price for things, and does not like to pay full price. He associates services within the sharing economy to be environmentally friendly and also provide new social experiences where he meets new people and therefore is able to expand his network. However, he prefers hotels over home-sharing, both based on price as well as he does not like the feeling of using other people's bed.

Sharing economy profile 13: Jasmin

Age: 25

Relationship status: In a relationship

Profession: Student at Copenhagen University - Film and media studies

Origin: Ludwigsburg, Germany

Level of experience: Low (Used car-sharing couple of times, Airbnb once as a renter)

Describing the sharing economy with top-of-mind words: Social, one hand washes the other

Reasons for participating in the sharing economy: being like a local, personal experience and social interaction, sharing

Jasmin relates the sharing economy services to being social and to be community based. She loves the personal feeling about as it offers more human interaction where people talk to each other and send each other messages, compared to traditional methods which cannot offer anything similar. There is a win-win situation between the users and they both benefit from the sharing activity, and also states that it is good to be able to give something to others that you do not need at that actual moment. She likes the local experience and the fact that you are now able to be a traveller and not a tourist, and feel like home when travelling. Contradicting, she would choose hotel over Airbnb if it would be the same price, because there are some hassle connected to home-sharing.

Sharing economy profile 14: Frederik

Age: 26

Relationship status: In a relationship

Profession: Student at Copenhagen Business School - Cand.ling.merc

Origin: Odense, Denmark

Level of experience: Low (Airbnb once as a renter)

Describing the sharing economy with top-of-mind words: Community, smart, Russia

Reasons for participating in the sharing economy: More personal than hotel, cheaper than hotel

Frederik sees the services as community of users with shared interests and are really nice to each other and are able to provide some added service without a charge. He thinks the house-sharing services offer more personal experience compared to traditional services where the money is being paid to some corporation or big firm. He recommends the services that he likes to others in his close network. However, he is not sure if he would choose house-sharing service over hotel if the price was the same.

Sharing economy profile 15: Lukas

Age: 24

Relationship status: Single

Profession: Student at Copenhagen Business School. Working in an advertising agency

Origin: Vilnius, Lithuania

Level of experience: Medium (Used Airbnb numerous times both as renter and host, as well as other home-sharing services)

Describing the sharing economy with top-of-mind words: Together, people, community.

Reasons for participating in the sharing economy: It's cheaper, convenience

Lukas chooses the services mainly because of price, but always starts looking at the home-sharing services before browsing through hotel deals. He likes the convenience to have a whole apartment for use which offers more freedom, space, and more privacy compared to traditional

services. He describes the users to be rather open-minded and likes the high level of trust that seems to be dominant between users. He thinks the sharing economy is community driven of like-minded people and would not exist without them.

Sharing economy profile 16: Smilena

Age: 25

Relationship status: In a relationship

Profession: Marketing coordinator

Origin: Sofia, Bulgaria

Level of experience: Medium-high (Used Airbnb as renter numerous times, and uses a P2P sharing/lending platform called Peerby)

Describing the sharing economy with top-of-mind words: Sustainability, community, freedom from monopolies

Reasons for participating in the sharing economy: convenience, interested in the provider, wants to know the story of the home

Smilena sees the sharing economy services to be cheap alternative, especially for group of people, which will save resources with usage. With home-sharing, she finds it convenient to have a whole home. She also loves the social interaction with the provider which gives an added value. She enjoys exploring the personal belongings of the home-owners, and she philosophizes about the meaning of the belongings. She likes the fact that you only pay for things that you need to use, and relates it to sustainability. She mentions freedom from monopoly where she now she has a choice which is different than the traditional businesses. Smilena recommends home-sharing in blog-posts.

Sharing economy profile 17: Ingrid

Age: 25

Relationship status: In a relationship, living together

Profession: Copenhagen Business School, MSc International Business and Politics

Origin: Åsbro, Sweden

Level of experience: Medium (Airbnb twice, ride-sharing once, and also tried car-sharing)



Describing the sharing economy with top-of-mind words: Flexible, cheaper, for a good cause
Reasons for participating in the sharing economy: saving money, convenience and flexibility, sustainability

Ingrid loves that sharing economy is cheap. For home-sharing, she not only saves money on the apartment, but also because you can save money on food. She also think it is more convenient having a whole apartment, especially for longer travel periods. Car- and ride-sharing was easy and convenient for her. An important part of the convenience is also flexibility, that sharing economy is more flexible and therefore better alternative than traditional services. She thinks that ride-sharing is a good for the environment. Ingrid has no connection to the brand, if it is home-sharing brand or car-sharing, she is mostly interested in what the sharing economy brand provides.

Sharing economy profile 18: Viktor

Age: 31

Relationship status: Married

Profession: Computer scientist/system developer

Origin: Reykjavik, Iceland

Level of experience: Medium (Used Airbnb couple of times as renter, and as host numerous times)

Describing the sharing economy with top-of-mind words: Saving, personal, exiting

Reasons for participating in the sharing economy: Different and exciting experience living in someone's home, sustainability

Viktor considers it to be exciting to use house-sharing services as you are then in a home owned by another person and kind of able to become a part of that person by doing thing that he/she does. He enjoys having a personal home when participating in the home-sharing versus hotel. He related the service to be sustainable and to share resources.

Step two: Forming the groups

All the preceding profiles were analysed by looking at similarities and differences. There were obvious signs of groups with similar thoughts about the sharing economy, with home- and car-sharing in particular, that could be found. The similarities between participants in terms of acts of consumption were placed into different groups, because as Holt (1995) argues, consumption can be used for consumers to classify themselves in relation to others. In this way, similar thoughts towards the consumption of home- and car-sharing might classify some participants in relation to others.

Furthermore, following the tribalism theory from Cova & Cova (2002), people within tribes share meanings and emotional links, and the consumption acts as linking value between the members of the tribes, and supports the social interaction. The groups were not made by placing one person in one group only, one participant could therefore belong in several groups, as tribe members can be members of several tribes (Cova & Cova, 2002). As the research did not prove enough data to detach deep symbolic meanings, non-rational meaning, rituals and other signs that are significant for tribes, we call these groups "consumption group". This choice of name is based on the fact that we place the members in accordance with their shared motivation, and thoughts towards the consumption of the sharing economy services. The analysis resulted in the following six consumption groups:

Table 2 – Formation of Consumption Groups

Economic	Convenience	Green
Lotta	Lasse M	Ida
Serena	Anna	Ingrid
Markus	Heidi	Smilena
Lasse C	Søren	Viktor
Frederik	Susanne	
Lukas	Kirstine	
Ingrid	Frederik	

	Lukas Smilena Ingrid	
Choice is always based on the cheapest price and saving money	Focus on value for money and additional benefits that the service brings	Links the sharing economy with sustainability and being greener
Experiential	Avatar	Social
Lotta Anna Heidi Ida Susanne Julie Jasmin	Viktor Ida Smilena Susanne	Lotta Ida Julie Lasse C Jasmin Smilena
The local experience Traveller instead of a tourist	Exciting living the life of someone else for a weekend	Enjoys the social interaction between user and provider

Step three: Analysing the consumption groups

In this stage we have analysed the groups one by one, by applying theory when applicable, to better understand the consumer behaviour and the linkages within the members of the groups.

The Economic group

One consumption group that was identified during the analysis process of the data from the focus group sessions, was a group which we call the Economic group. What classifies this type of consumers compared to other groups is that the price was frequently mentioned and thought to be the first and most important motivation for choosing the sharing economy services. The members of this group mention their focus on getting a cheap price, and the importance of

saving money when taking a consumption choice. The members of this group browse through different alternatives in order to reach their goal.

"I really think a lot about what I am spending my money at and what the cost is, because I know I can always find it cheaper, so either wait or just don't buy it because you should never pay full price of anything these days." (Lasse C)

This consumption group also links the sharing economy services to a low price compared to the other alternatives, which seems to be the main reason for why it is consumed. That is supported by Serena regarding discussion about home-sharing: *"I'm going for Airbnb because it is cheaper"*; and similar opinion is also stated by Lukas: *"Usually Airbnb is the first choice...you first check Airbnb"*. Similar opinions were also stated about ridesharing services by the members of this group, that they are chosen because of the economic benefits it provides, as Lotta states: *"Much money to be saved when you are going with GoMore (...) it is half the price from public transport (...) and definitely no longer time than DSB"*, and also by Markus: *"When I used GoMore it was the price, that did the impact on that one. It was a third I think to go with GoMore compared to train"*. Therefore it can be seen that this consumption group is rather price-sensitive. Furthermore, it was also shown that members of this group will evaluate other options that exist outside of the sharing economy and are more likely to choose them if the price is the same or cheaper, like Lukas states:

"Price wise, it's not that I always choose Airbnb, for a couple of months we were four guys going to Dublin for a weekend and apparently we found four-star hotels that were cheaper than Airbnb (...) my main criteria is still price and also time, price and time basically. And it's like they say if you are going to some cities Airbnb is not cheaper so if my point is just to find a place to sleep, then I go for the cheaper place which matches the standard that I have, I mean you don't want to go to a one star hotel or something but...you know if I can get four stars with breakfast for the same as an apartment on Airbnb I would probably go for the hotel and the breakfast".

Moreover, also Lasse C agrees on this point: *"I'm not sure I would rent an apartment if it was the same price as a hotel"*. This opinion was also shared by Frederik.

It is also stated that members of this group enjoy other benefits that the sharing economy services provide. However, the choices that are made in the end are linked to the economic benefits provided to the consumer, as stated by Ingrid:

"You actually don't only save money for the price for the room, you can also save money because you can have breakfast at home, and you can have wine before you go out in an apartment instead of sitting in a small hotel room where you have to out and buy an expensive breakfast"

When analysing the mindset of this group identity it can be considered to be more rational compared to other groups where the consumption motives are considered more emotionally driven, as we assume that emotions are not much connected to choosing the lowest price. However, it can be argued that all consumption has symbolic meanings to the individual, and therefore nothing is consumed without having a certain meaning assigned to it (Arnould et al., 2005).

The consumption motives of this group is based on cheap price, and if an analysis would be made on the mindset according to Holt's typology of consumption, the best suitable option would be consumption as *play*, as the members could see house-sharing and car-sharing as a cheap way of travelling with people from their network. Furthermore, the members share the same approach towards consumption which links them together, and therefore can form a group that shares the same mindset and motivation.

Regarding the perception of the sharing economy services to be cheaper than other alternatives can be considered as culturally defined meaning of the society (McCracken, 1986), which guides and affects the consumption of this particular group. Furthermore, a notion which is worth to mention regarding this group is that the members are mainly students, where a limited income might influence their consumption behaviour. The group makes decisions based on price, however it is not possible to say in what way a higher income would affect their identity and their participation towards the sharing economy, or if they would then become a stronger part of another consumption group.

In summary, the motivation driver for the Economic group for choosing sharing economy services is solely based on price. The members of this group can be seen, as rational consumers and will choose the alternative that they consider the cheapest. Based on that, it is possible to assume that they are less likely to show loyalty in their consumption, as they will choose other alternatives if they are cheaper. There are social linkages between the members in a sense that they share similar mindset and consumption motives.

The Convenience group

Another identified group of consumers that share mindset and similar consumption motivation, is the Convenience group. The group's main motivation for participating in the sharing economy is based on the convenience that the consumption is able to provide to members. The convenience is also linked to getting more value for money which is also frequently mentioned by this group.

The participants often choose the sharing economy alternatives both because it is considered as more convenient, as well as they get more value for what they pay for. The discussions about experiences from the house-sharing and the car-/ride-sharing services showed an interesting finding, where members of this group were found to choose sharing economy services over traditional alternatives, even though the sharing economy alternative was more expensive.

In relation to home-sharing services, the group members express how they are able to get additional value from consuming these services, Lasse M states that:

"You can get all price range on Airbnb I guess, so for me traveling alone it would be cheaper, but also more expensive than a hostel, but I get more value for money so... also than staying in a hotel"

This implies that the service is considered to offer more value for money to the consumer than other alternatives available, even though it might have a higher price. This finding was

furthermore supported by other participants. Smilena argues the convenience of using home-sharing when traveling several people together:

"On vacation as I had this summer where I wanted a whole apartment for the four of us, but still everyone having their own room. And you know you can have that in a hotel, but it's not kind of the same...you always get the separate rooms".

Furthermore, when analysing the motivation that drives this consumption group in relation to home-sharing, they enjoy the convenience of getting access to all the facilities that are offered in a real home. This aspect is something that members of this group highly value, both in relation to value for money, as well as from the positive associations it relates to. Anna enjoys the relaxation when having a real home:

"You have an entire apartment so it was yeah really nice that you could relax on the couch, and eat breakfast at home. Where if you only had the hotel rooms and you were away for maybe 10 days then it's getting kind of exhausting that you have to go out and get breakfast every morning and that you , yeah, that you do everything in the bed because there is no place you can really relax".

This feeling is also shared by Susanne:

"Hotels are nice, but you have to basically stay in bed, I mean if you want to have a night in you will be in bed...and that's just annoying and I end up with a sore back. So like just to have a couch, or a kitchen, or even a balcony...I mean it's just really, really nice".

Similar views were also added to the discussion by other members like Smilena and Frederik. In addition during the analysis, it was also found that the motivation of convenience is not necessarily linked to income as Susanne argued:

"Like my boyfriend and I, we aren't students anymore and we have a sort of nice income but whenever we go travel we would usually use Airbnb when we go, and we will rent out...and it sort of equals out the cost of going. So it's like flying economy to have more money once you get to somewhere...so that's nice to just being able to go on more travels".

The convenience is also mentioned in relation to the car-sharing services where it is thought to deliver additional value for money as well as being easy accessible, as Ingrid states: *"It was very cheap, because we were going to IKEA which was a bit difficult if you don't have a car, so we rented it and...yeah, it was very easy"*.

Similar views were expressed about the ridesharing services which also delivered additional value and convenience to this group. Kristine shares her experience with ride-sharing:

"When I travelled with GoMore it was also the price and the accessibility because the guy who owned the car he lived in Frederiksberg where I live. I was going to the Roskilde festival which is a sort of a hassle to drag all of your stuff when going there, so he did come and pick me up at my place which was just amazing".

The additional value was that the provider was able to pick her up at a certain point which she considered very convenient at that given time compared to other alternatives available. Furthermore on a general level regarding the sharing economy services the motivation for participating is further supported by the members, for example Susanne: *"In the part of the sharing economy that I use, it's convenience"*.

When analysing the group identity of the Convenience group in relation to the motivation it can be considered having rather rational mindset, similar to the Economic group which has previously been described. However, the mindset of the Convenience group is also influenced to a certain extent by the positive associations that the members relate to the convenience and the added value that the service provides. It also became evident that the added value and perceived convenience by the members of this group could be related to their prior experience.

In order to relate the consumption group to the Holt's (1995) typology of consumption theory it can be seen as *experience* when consuming alone, where the individual member uses the consumption experience in order to evaluate and make sense of the sharing economy service, in relation to the group's consumption motives. However the consumption could also be seen as *play* according to the theory, when the service is consumed with others can be seen both providing value for money and convenience.

In conclusion, the Convenience group is motivated by what they consider to bring additional value, and more for the price. Their consumption motives are rather rational, and they use experience to make sense of the consumption, which is also affected by the social world around them.

The Experiential group

The Experiential group identity is based on a desire for and interest in the local travel experience when doing home-sharing, and in general new, fun and exciting experiences both for home- and car-sharing. Based on this motivation, this group identity carries more emotional signs than the two preceding groups that have more rational shared mindsets.

When investigating both the consumption of home- and car-sharing for the members of the Experiential group, we find them to be interested in new and fun experiences. One participant, Lotta, has had great and sometimes mind-blowing experiences with home- and car-sharing, she claimed never to would have otherwise. She described one home-sharing experience to be *“really crazy, but extremely fun”* and that *“it’s just like WOW – I will NEVER forget that!”*

Moreover, the group’s motivation for choosing home-sharing when traveling, is that they are able to explore the localness of the place they are renting. Anna mentioned that she really likes the more local and authentic experience. Also Ida chose home-sharing when going to Bangkok because the place looked like one that would provide a local experience. Julie once stayed in an apartment in Harlem in New York, which she did not want to leave because of the cool place where she wanted to stay compared to a hotel. Because of this apartment she found, she tried out a location (Harlem), which she thought to be a bit risky, but the apartment was very local and thus very *“New York”*.

Moreover, the group members do not want to stay at bad hotels with *“bad hotel food”* (Heidi), but rather live in a real home of real people that have their every-day life in that home. This enables the group to be more like a local, than the alternative which often means staying in a

hotel. As Heidi says: *"You get to know the good bakeries, the good cafes, restaurants...places to go, places to see. Places to avoid!"*

Furthermore, Anna made her next travel choice with home-sharing, also because she wants to get the local experience:

"I just rented a bungalow on the Gili islands, next week, and that was actually because we wanted to get a more yeah local experience, more personal experience you can say"

A special characteristic of this group identity, is that they almost revolts the tourist traps and staying in mainstream hotel-chains. This view of the people who stay at those kinds of hotels and only go to the tourist-places, and wanting to avoid that kind of consumption, have similarities with the reference group *avoidance* which influences the individual towards other actions than what lies within this reference group (Arnould et al., 2005). The desire for a local experience is a counterpart from the mainstream tourist-traveller. This builds on what Jasmin states, *"People don't really want to be tourist they want to be travellers"*. This is also supported by Susanne, who believes that home-sharing implies that:

"You will end up off the beaten track and off the tourist traps (...) even if you're just living in a really, really boring place where everyone is just you know...living their life...you'll walk past a restaurant and you will only see locals and the food is ten times better".

Holt's (1995) *classification* theory can be applied to analyse this mindset, of desiring to be travellers, not tourist. The consumption of home-sharing, classifies the consumers in relation to the equals who are interested in the local experience, whilst disconnecting them from the mainstream tourists. In this way, the consumption of home-sharing is both interpersonal, because it relates the individual to/from others, and it is instrumental because the consumption represents a greater meaning attached to classification.

Furthermore, also the model with the different levels of the selves can be applied, but more to the individual level of the group members. For the consumer, being a tourist on vacation may represent the *feared self*. If the consumer chooses to stay at a mainstream hotel, this enhances

the feared identity of being “the tourist” stuck in tourist traps. However, this is not a part of the consumer’s self-concept. Maybe the *actual self* is an individual who is very interested in the local experiences of traveling, so staying in a local home when traveling expresses their self-concept. On the other side, the idea of being the trendy and cultural traveller who seeks the local adventure experience, may be the *ideal self* for some. In this case, they may choose home-sharing because it assists in constructing the *ideal self*, which they want to be a part of their identity. Even though we mentioned the *feared*, *actual* or *ideal self* to represent individual self-expressions, these versions of selves also have interpersonal values and importance in the social world. The different types of identity is connected with expressing to others who you are, or who you want to be, and therefore the expressions are constructed within social linkages and meanings. In this way the consumption is used as a connection between the members, and prove that the group share somewhat the same identity and/or beliefs. Furthermore, if the consumer view travel as an important part of their identity, being the trendy traveller who experiences a lot, then the home-sharing that enables the traveling and local experience might also be seen as a part of the *extended self*. Being the traveller, where the home-sharing enabled this, is viewed as a part of the *extended self*, because it represents meaning that is important for the identity of the consumer.

We can also connect McCracken’s (1986) movement of cultural meaning to what Jasmin explains of people not wanting to be tourists, but local travellers. This meaning is constructed in the culturally constituted world of Denmark, and maybe also in an even greater culture, the European. In Denmark, and other parts of Europe, the trend of traveling might be going from doing all the “tourist stuff”, towards the more special, local and exciting experiences, according to the mindset of the group members. We can contrast this Danish cultural meaning, from the cultural meaning of e.g. Japan, where in all over the world, at the most tourist places in Copenhagen (Den Lille Havfrue), Paris (The Eiffel Tower) and New York (Empire state building, Times Square), you find a bus of Japanese being sure to capture all the sightseeing stuff. Here, the cultural meaning of being a tourist can be seen as completely different one, compared to what is suggested by these group members. Following the meaning model, this meaning can be transferred to the home-sharing consumption by the use of reference groups, as analysed earlier with the tourists being

the *avoidance* reference group. As a result, this is one of the meanings that is constructed within the consumption of home-sharing.

Following the theory from Cova & Cova (2002), the consumption of using car- and home-sharing for the experiences is what acts as a linking value between the members, and this supports the social interaction. They share the emotional links of how they feel related to traveling and the local experience, and the meaning of the traveller versus the tourist (positive versus negative attraction), is shared for the members. Together with the application of self-concept and identity, this builds up to view the Experiential group as a group where the members have some similar or shared type of identity.

Concluding, the Experiential group is motivated by new experiences, especially local experiences. That enables them to reinforce their *actual self*, or express their *ideal self*. In this way, the consumption carry the meaning of classifying them in relation to others. The group members are travellers, not tourists, which is the meaning extracted from the culturally constituted world surrounding the group members.

The Avatar group

The characteristics of the Avatar group, are fairly similar to the Experiential group, as they are interested in the local experience. However, the avatar takes the aspect being local to a higher level. The avatar does not only want to get the local experience, they want to *be* the local provider: *"It's kind of like you are able to be like someone else"* (Viktor). This motivation is based on extreme feelings and desires, and not on rational factors. The apartment/house of the home-sharing does not only enable the traveller to avoid the touristy activities and places, but also enables the feeling of living the exciting life of a complete stranger.

In the Avatar group, the identity is more extreme in the emotional experiential need, as he or she finds it exciting to take on the identity of the provider and then live the life of that person for a certain period of time: *"It's just the feeling that I got. It's exciting to go to the house of someone else"* (Viktor).

Also here can we apply theory about *self-concept* and *identity*. As it is the group member's wish to be someone else for a short while, it is interpreted as the individual wants to be another *possible* or *ideal self*. This is amongst other based on what one of the participants describe:

"you are in the house of someone else, and the guy living there could be a CEO of a company or something very cool, I can go to the nearest pub which might be the one he goes to" (Viktor).

This is also supported by Ida's thoughts:

"It feels in some way a little bit a part of that person's everyday-life and routines and sometimes you get a clue, like this bakery around the corner, is very good" (Ida).

Furthermore, Susanne had an experience doing home-sharing with her boyfriend, where the apartments was in a shady area of Berlin. She describes the place as the following:

"The apartment was just the most artsy place, the apartment was artsy but also the entire neighbourhood was the same kind of very weird feeling of old-east, new-west...loads of immigrants, really quiet little restaurants just around the corner. But I mean, everything was just really, really, really nice."

Moreover, Susanne describes the host couple in a way of admiration:

"we rented from a couple who were both artists (...) one of them was I think from New Zealand and the other one from the UK but they were living in Berlin, and that was fantastic."

The intense emotional descriptions of the home and the providers, prove hints that this was an experience where Susanne and her boyfriend got to be this cool, *"artsy"* multicultural Berlin-couple during the home-sharing. The home-sharing enabled the possibility of taking on a different identity for a short while, and jump a step away from the *actual self* and *identity* connected to the ordinary every-day life. Thus, the consumption of home-sharing enables the

chance for the consumer to be someone “*very cool*” for a limited period, and by that a “*very cool*” *possible self*.

Furthermore, the interest in the life of someone else is also expressed through investigation of the personal belongings of the home, and a desire to learn and understand more about the owner:

“You can see the little photos everywhere and start thinking ‘OK what will that be’ or a painting - I can sit and look at a painting for hours and just think ‘what could be the point in this’” (Smilena).

To sum up, the Avatar group consists of those members who use home-sharing to “*jump in*” the life of someone else for the restricted time period, which brings excitement to their ordinary lives. This motivation may represent an underlying desire for a possible or *ideal self*, and is what connects the group members together.

The Social group

The motivation of this group identity is very connected to the social aspect of the sharing economy. As the peer-to-peer services includes a provider and user, often there is direct interaction between those two parties, either online or offline. While some participants of the focus group sessions claim to dislike this social interaction, some viewed the sharing economy consumption as an enabler for meeting new people, expanding their network and having interesting conversations.

The members of this group are motivated by social interaction in both ride-sharing and home-sharing. For ride-sharing, the consumers enjoy meeting complete strangers which they talk to during the car-ride:

“I think it’s kind of exciting, to not know who you are going to ride with, and you are going to have maybe 4-5 hours in a car with strangers. And, I don’t know, I am very curious about different people and just meeting people that I would never do otherwise.” (Lotta).

What she finds interesting is the unknown, that she does not know how or who the provider will be, but she argues that no matter the experience is always good. Also Ida agrees that ride-sharing involves meeting and talking to new people, where she otherwise would take a train and sit and work alone. Lotta also agrees upon this, that it is much more social than taking the train while *"sitting alone and staring out a train window"*. Furthermore, Ida argues that by choosing ride-sharing, you also make a choice to be social: *"You choose to be in the same car as the other person, and the other person knows that you've chosen that"*. For Julie, this social interaction that you have to participate in is a challenge for her. She actually chooses to participate in the ride-sharing because it is a challenge for her, as she wants to become more open:

"Yeah. I see it kind of like a challenge, like a personal challenge for me, because I've not always been very good at just talking to people. So when I get in a car with GoMore with someone I don't know I have to...(laughter), so if I take a trip like to my parents who live in Kalundborg which is like one and a half hours from Copenhagen so I have to talk to someone I don't know for one and a half hour."

Furthermore, Lotta also experienced extending the social contact to what was necessary, by exchanging phone numbers after the ride, or spending extra time together:

"And then you can also sit there too, and then we drink coffee and say like "oh, you want a coffee, I can buy for you" and you know we sitting there just really having a nice time for an hour because we are out of the car. I've done that a lot, pretty cool."

When investigating ride-sharing, we can apply Holt's (1995) metaphor of consumption as *play*. The ride-sharing is a way for the group members to interact, and prove their social linkages.

Also, in home-sharing, we noticed that some participants were excited about the social interaction between the guest (user) and host (provider). Julie really enjoys personal contact with the provider in advance of the stay, checking up if she is ready for the trip and so on. This is a type of social interaction she believes would never happen in a hotel. Furthermore, Julie has had really good experiences with the provider being like a friend:

"I wrote 'friendliness' or 'kindness', because that my experience was that I got to New York and...ehh...and this guy that I rented the apartment from, he filled up the fridge with food and we could just eat, and he was there when...we were like really late and he had just waited in the apartment the entire day...so that's just...it's great, people are great apparently."

Jasmin also enjoys the personal contact in advance, which gives her a good feeling:

"I agree on this whole personal feeling about it, I really like this writing messages, adding a smiley and not only getting like 'you booked at our hotel' that over date."

From the discussions and thought from the group members of the focus group sessions, we detect that the relationship between the provider and the user is often being described as more of a friendship than a purely transactional relationship. Also Lasse C agrees with Julie on this point:

"I think you actually like you said (looks at Julie) you actually make friends while renting out your apartment, and you suddenly get more...like you expand your network and then you maybe want to go travel to Italy because you had this...this couple that stayed in your apartment which I think is really good."

Jasmin agrees with this point as well, being one of the aspects she finds interesting about the sharing economy: *"Yes it sounds a bit like that you're treated as friends more than guests (...) which I think actually is very nice point in the whole thing"*.

During the last focus group session, a couple of participants shared their experience of not meeting the host when using home-sharing. They did not see it as a problem, because they were mostly concerned about the price or the convenience. However, Smilena share a rather different view, which is that she prefers to meet the people, because she is interested in the social interaction:

"I've always met the people and I don't know, I've never had the experience of just getting them from somewhere...but anyway she was so friendly, you could ask what was nearby, what was good to eat around there, where to do the shopping, how to go

around, and I always prefer to talk to people about these things than reading Yelp, reviews and so on..."

She also has had the home-sharing host to come pick her up at the airport, an extra experience she found to be very pleasant. Smilena concludes by expressing that: *"for me the social interaction is important"*.

As for ride-sharing, we can view the consumption of home-sharing as Holt's (1995) consumption practice *play*. If we analyse with the theory of reference groups, the individuals in this group is influenced by the *contactual* reference group. This is a group that is very interested in social relations, and are outgoing and social creatures, and the individuals of the Social consumption group has positive attraction towards the reference group, as well as he or she is a member. Julie is the only one that does not view herself as a member of the group, as she claim not to be that social. However, her wish to become more social, influences her behaviour in actions that make her more social, like participating in ride-sharing. By this mean, she is influenced by the *aspirational* reference group, as she does not view herself yet, but aspire to be more social, and she obviously has a positive attraction towards the group.

To sum up, the group members view ride-sharing as an enabler for social interaction. Within the consumption of home-sharing, the consumer really appreciates the social interaction with the host, both prior, during, and after the home-sharing, and they view the provider as a friend. We can really say that in the Social group identity, the consumption acts as an enabler for social interaction between the members. They all share the emotional feelings connected to the social interaction, and there lies a meaning within the group that the social aspect is a good thing.

The Green group

When investigating and analysing the different profiles of the participants, another consumption group emerged. This was the Green group, where the members shared similar views regarding a positive connection between sustainability and the sharing economy. Regarding home-sharing services, Viktor expressed his thoughts: *"It's sustainable in that way that you are using someone's*

apartment that was empty". That view is also supported by Smilena and Ida which relate the sharing economy services to both sustainability and shared available resources:

"Sustainability because I think it's way better this way (...) like you only pay for the things that you really use and then I mean reasonable prices (...) I think a lot of things can be saved, a lot of resources." (Smilena)

Furthermore, members of this group also related the car-sharing services to share the available resources: *"Also for the cars, I mean a lot of people here have cars that they don't use"* (Smilena), as well as the ride-sharing to be environmentally friendly as stated by Ida: *"Sharing a car-ride, so there's not one person in a car, but 2, 3 or 4"*. Ride-sharing was also believed to bring benefits for the environment and being sustainable by Ingrid. Those similar meanings that the members of this group assign to the sharing economy are all collected together and from now on expressed in the term sustainability.

An interesting characteristic of the group identity is that the members share consumption symbols where they assign the sharing economy to being sustainable. However, it cannot be concluded that the members that share this signs can be seen as a group that uses the sustainability factors in order to express their membership. Furthermore it should be mentioned that sustainability could not be interpreted as being a determinant factor behind consumption. However, it could be considered as a big influencing factor for consumption, where the positive sustainable meanings are related and assigned to the phenomenon of the sharing economy services.

The meaning of sustainability and the meaning of the sharing economy are both culturally defined, which affects this consumer choice where instruments of transfer the meaning from the culturally constituted world to the consumption group. The meaning of sustainability being important, is constructed within the culture of the Western world. The latest years, sustainability and "saving the planet" has become important issues in the Western world, and how to cope with the emergent problems of polluting the world, amongst other by over-consumption. This cultural meaning can be transferred into the sharing economy services, which by many is also viewed as sustainable. In this way, this cultural meaning is constructed within the culturally constituted world

of the Western society. In other countries and societies, e.g. China, sustainability might not have the same cultural meaning, as the foundations of the community is different and they might not share the same concerns towards environmental issues. The sustainability meanings instruments can be argued to be through reference groups and marketing communication, where members of this group have seen and learned that sustainability is considered positive. The same can also be stated about the learned values of the sharing economy. That information and knowledge can therefore guide the consumption in order to construct the identity on the individual level, and for the group, as sustainable human beings.

Relating this consumption group to the theory of reference groups, it can be seen as *avoidance* group where they do not want to be associated to other groups of consumers that have different values. This can be groups where consumers cannot be considered sustainable or responsible, for example polluting consumers who drive alone in their cars, travellers who choose hotels instead of home-sharing which they consider waste of resources. By following the emotional linkages between the sharing economy services and sustainability the Green consumption group is able to distinct itself from those other groups that they do not want to be related to. On the other hand, the individual can also be influenced by reference groups where the individual has positive attraction to. This could be a very environmental friendly group, that buys everything ecological and so on, and the individual sees him- or herself as a member or not. However, the reference group influences the individual towards acting more sustainable.

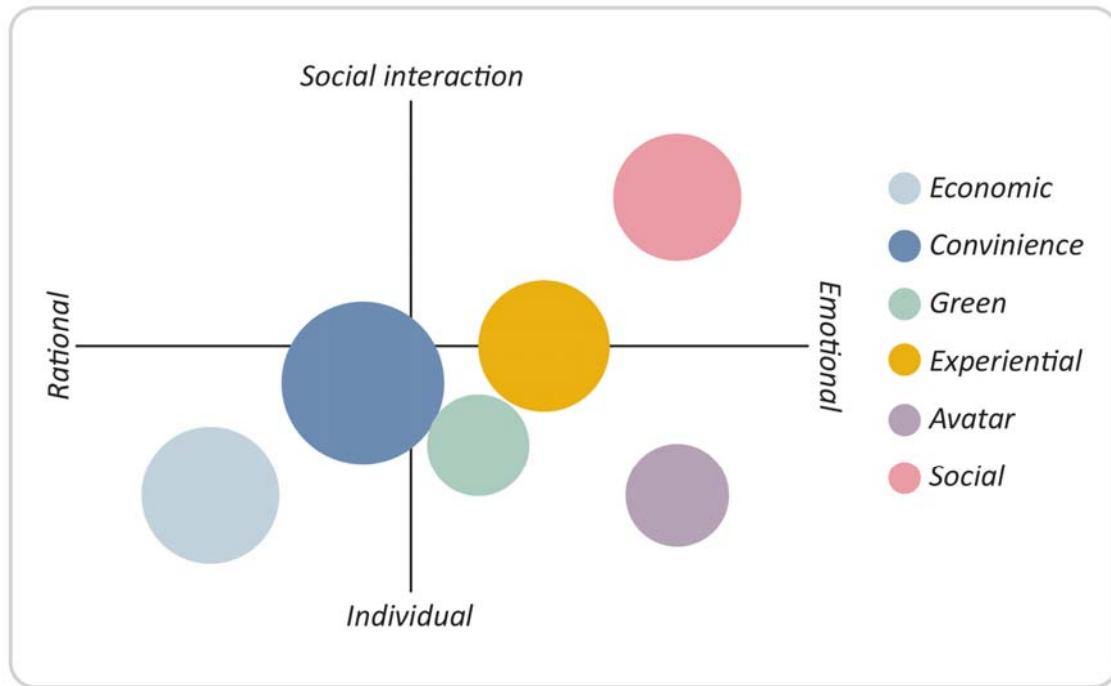
Relating to the theory of the multiple selves and identity, it can be argued that the members of this group choose to consume because it fits their *actual self*, which reflects their self-perception as consumers. This assigns symbolic meanings of sustainability to the sharing economy services where the individual chooses to consume because it matches his or her identity. On the other hand, it can also be a part of the *ideal self* where the consumer uses the sharing economy in order to express the identity that he desires to have, that is being an environmentally friendly person, and expresses that identity to others in order to establish a certain place within the society.

In summary, The Green group shows indicators of having positive emotional meanings towards the sharing economy based on their opinion on sustainability and by relating these two concepts together. The consumption meanings towards sustainability could not be considered as a determinant motivational factor itself for the members in the group, rather a big influencing factor that might affect the consumer behaviour decision. The consumption meaning get transferred from the cultural and social world to the members of this group. And the members of this group use their consumption choices in order to reinforce how they see themselves, or the *actual-self*, as well as how they are perceived in the eyes of others.

Sum-up: Perceptual map of consumption groups

To sum up the analyses of the six consumption group, and to present a more visual illustration, we decided to place the groups in a perceptual map. The perceptual map illustrates the characteristics of the groups in terms of differences and similarities, with focus on their motivation and opinions towards the consumption of the sharing economy. The perceptual map has two axes. The horizontal axis concerns the motivation of the consumption; whether it is considered to be more rational or emotional as discussed in the six consumption group analyses. Furthermore, the vertical axis represents the level of social interaction in the group, whether it is on the individual level and involving less social interaction, or if the consumption motivation is related to the social interaction. Consequently, the consumption groups are placed as followed in the perceptual map:

Fig. 8 – Perceptual Map of Consumption Groups



The Economic group is placed in the rational end, as explained in the analysis, and being very individual in the sense of social interaction. The Convenience group is as mentioned also considered rational, but not as rational as the Economic group, so it is placed more towards the right. We view it as a bit in the middle of the vertical axis, as it is individual in the sense that the group member enjoys value for money, but often the convenience also implies being in a home with your travel partners, so it is more social in that way. Moreover, the Experiential group is much more emotional as analysed, and therefore placed towards the right end side. The interest of being the local traveller is both individual, as well as it often involves social interaction getting tips from the provider, so we place it in the middle on the vertical axis. The Avatar group is very emotional driven, as well as that it is less social in the sense that the feeling is based on that it's the individual that wants to be another person for a short while. The Social group is, as it figures, on the social end of the vertical axis, as well as the motivation is very emotional. The Green group is more on the individual level, because it is connected to the self's good feelings of being more environmentally friendly, and because of this it is also placed on the emotional side.

The perceptual map is useful for the marketers to understand the different consumption groups represented within their consumers, how their mindset influence their consumption choice. The map therefore illustrates the consumer behaviour findings from the group analyses.

Sub-conclusion

The preceding analysis was conducted to investigate if there were any consumption groups connected to the sharing economy, and how these would affect the group members' consumer behaviour. We profiled the participants, and compared the profiles in relation to the high-level themes from the coding and the general findings. Consequently, we identified six groups with different relation towards the consumption of sharing economy services. These were the Economic group, the Convenience group, the Experiential group, the Avatar group, the Social group, and lastly the Green group. The members within the groups have similar motivation, thoughts and feelings about the sharing economy. This shared mindset is what connects the consumers together in a certain group, which also differentiate them from other consumption groups. However, as Cova & Cova (2002) argues, consumers can be a member within several group, where they change their role according to the group membership. Thus, we found that some of the participants from the focus group sessions are interpreted to be members of two or more consumption groups.

An interesting finding is that the members of the consumption groups are based on how and why they use home- and car-sharing. This implies that they are not connected and linked because of their attachment to a brand. This suggests that there are less signs of the presence of brand communities within the sharing economy. The knowledge of these social linkages and influencers are important to better understand the behaviour of the sharing economy consumer.

Part three - Danish culture and the sharing economy

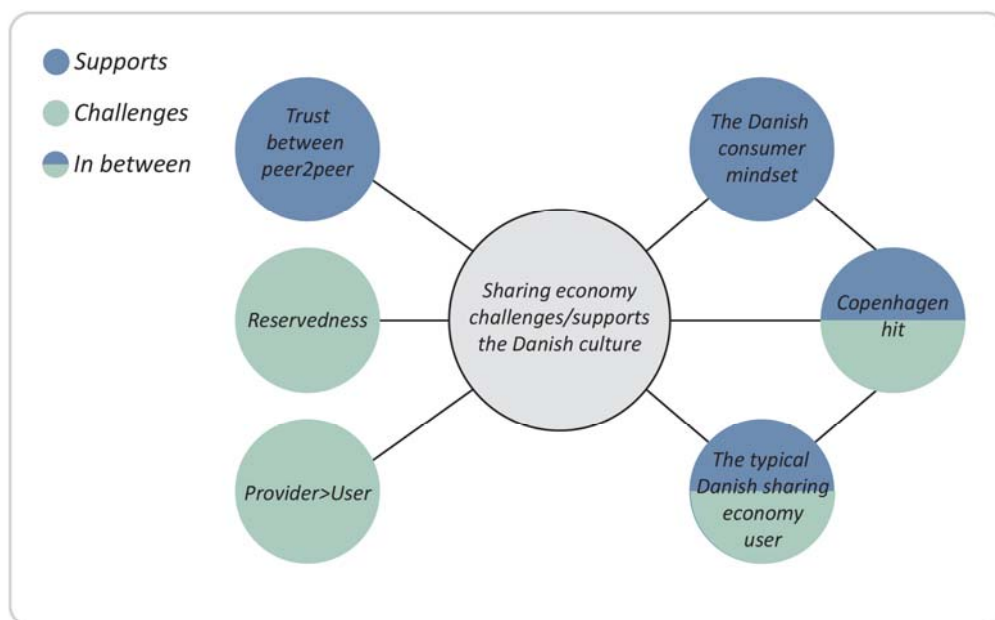
When coding and interpreting the discussions from the three focus group sessions, an emerging theme became evident. It was obvious that the participants had several opinions about the Danish

culture and how it can be connected or disconnected to their perceptions of the sharing economy. Consequently, in part two, we want to analyse this data in order to shed light on research sub-question 2:

How is the Danish culture perceived in relation to the concepts of the sharing economy?

From the coding of the data, we discovered some high-level themes that can help us understand these aspects. The themes and their connections are presented in the following mind-map:

Fig. 9 – Aspects of the Sharing Economy in Relation to Danish Culture



The mind map illustrates the different aspects that were discussed during the focus group sessions, in relation to how the Danish culture supports and contradicts the concepts and values of the sharing economy. Some of the specific topics concerning the Danish culture is apparently supporting the foundation of the sharing economy, while others challenges the grounding of the sharing economy in Denmark. Furthermore, some of the topics might both contradict and support the presence of the sharing economy in Denmark. These findings will now be further discussed and analysed, in relation to applicable theories from the theoretical framework.

Aspects of the Danish culture supporting the concept of the sharing economy

During the focus groups, it became evident that the participants had many thoughts and opinions of aspects of the Danish culture that really fits with the phenomenon of the sharing economy. They elaborated that the level of trust between Danes is very high, which enables the kind of economy where the sharing is mainly based on trust between the peers. Another interesting topic, was the mindset of the typical Danish consumer, which in some ways can be seen to fit with the sharing economy.

Trust between peer-to-peer

The issue of trust between peers was discussed during the focus group sessions. Several of the participants believed the trust level to be high within the Danish culture.

It became evident that the participants experienced the trust level in Denmark to be high compared to other countries. Serena, who is originally Italian, but living in Copenhagen for some years, had an Italian friend visiting who used home-sharing. Her friend was surprised that the providers left all of their belongings in the apartment, as she states:

"And we were Italians, (...) you can get whoever into your house, but I don't think this is something that Danish people would think of (...). So that was actually my first thing, I'm going inside of the house of someone else, and everything is there, and they trust me that I will not break anything, or get their iPad or something."

Also Ida agrees, as she has tried home-sharing both in Denmark and in other places, and she elaborates that:

"I think it's the same, I've tried Airbnb for different places, and I think that in Denmark, the level of stuff that is expensive is bigger, like people leave their stuff, and they trust each other, and I think that's a general thing in Denmark. Yeah, trust is rather high."

Also Heidi confirms this, as she had an Australian friend visiting where they compared Danish to Australian and English culture, concluding Danish culture includes a much higher level of trust.

Smilena, who is originally from Bulgaria, admits she was surprised by the high level of trust when she first moved to Denmark:

"Even though for me this level of trust was very weird in the beginning in Denmark, but now it's totally normal, I am the same as well but before it was weird. I was like 'Why do you trust me so much, you don't know me', so it depends where you are from."

It was discussed and argued that this high level of trust in Denmark is one aspect of the Danish culture supporting the presence of the sharing economy, as stated by Lukas:

"Yes, but you know I think it (the sharing economy) works way better in Denmark compared to some other countries. Because in general, trust among people is way higher here".

Moreover, some of the participants thought about reasons for the high trust level in Denmark. They believed that as the gap between the rich and the poor to be balanced and not too big, where more people have the same possibilities and possessions:

"I think also in Denmark, that the gap between rich and poor is not so big as in other countries, and in some ways I feel that in some ways it also goes well with the sharing economy, like going places in a car with people you know is not that big a gap as in other cultures." (Ida)

Lotta argues that therefore the sharing economy is connected with the fact that *"you know everybody has a phone, everybody has a computer, everybody has a, you know, stuff."* This implies that there is a less need to steal properties, and if the provider knows this, he or she has more goodwill in terms of providing the home or car.

Furthermore, the outcomes of the high trust level was discussed. Smilena argues that:

"It makes you feel good, I mean if somebody does like this and tells me like 'OK the keys are under that doormat' and he's never seen me or never met me and has no clue what I am going to do to the apartment...but still trusts me so I feel better, I mean it makes me feel good when there is this high level of trust among the people."

Ida had an experience with home-sharing, where the home was used for a party of her child, with 50 people. She was impressed how trustful the providers were, that they would not damage anything. Several participants agree that when they are users, the level of trust given from the provider is a positive thing, as it brings a certain kind of goodwill where the user tends to be more careful in order not to break anything, or disappoint the provider in any way. In this way the high level of trust results in building up the trust level between providers and users.

The thoughts and opinions about the issue of trust in Denmark, implies that the high level of trust is embedded within the Danish culture. The cultural meaning of Danes being trustworthy towards each other, e.g. *"that people leave their strollers outside with their kids in them, when they're at a café"* (Heidi), is moved into the sharing economy services. Because of this high level of trust within the society of the Danes, and thereby the cultural context, when Danes participate in the sharing economy, they act trustworthy towards each other. This is done no matter whether they are a *user* or a *provider*. The trust acts as an enabler of the linkage between people, where all actors act in the same trustworthy way towards the consumption of the sharing economy. We interpret the findings about the high level of trust between Danes compared to other cultures, to imply that trust is viewed as an important part of the Danes *identity* and *self-concept*. As Anna mentions about Danes: *"I think that the trust thing is really true, we trust each other"*. By Danes having this same perspective about trust, this sets a good foundation and supports the presence of the sharing economy in Denmark.

Danish consumer mindset

During the last focus group session, a small, but still interesting subject became evident. The participants shared their view of the typical Danish consumer, what he or she is concerned with and how he or she buys.

One of the evident points was that Danes are interested in consuming what is new and trendy. They are perceived to buy objects not for their attributes and functionalities, but for what they symbolize and how they want to be perceived:

"I think Danes have this thing that they need to buy the new thing whatever came new, like they are not driven by the actual need but are more driven by their desire to get what's new and what's cool." (Smilena)

Furthermore, they elaborate that Danes are very aware of buying well-known brands. They are interested in the *"good brands"*, especially Danish brands, because they represent quality, as Lukas states: *"The Danish consumers, the way they spend money is that they see it as an investment"*. This is connected to the interest of the Convenience consumption group, which is very concerned about value for money and the quality of the sharing economy services. The Danes are also described to be especially supportive towards Danish brands, and what is local. Furthermore, Danish consumers are described as aware about their consumption choices:

"But I feel like people are we aware...like conscious about what they are buying, like they know what they want to buy and they have a certain style, like following trend." (Ingrid)

This implies, that Danes are well aware of the symbolising value for their choices. Smilena argues that, *"belonging to some kind of brand that gives you some kind of a self-esteem, I think so"*. Accordingly, they perceive Danes as being especially aware of what they buy is representing.

Furthermore, the participants argue that Danish consumers are good users of the sharing economy, as Ingrid states: *"I think they are quite good consumers of the sharing economy, they use it frequently I would say, it's quite common and especially in Copenhagen I would say"*. Smilena believes that Danes are generally open towards the phenomenon of sharing economy. She also believes that there are lot of young people, like her friends in Denmark, who enjoy the concept. Also Lukas agrees that the Danish consumers are more open towards new business models:

"Yeah, I mean...all in all from what I think about it, the Danish consumer in general are way more open minded and I think it's like you know if we would say like all innovation, or most of the innovation from an open mind comes from the west, if that could be their assumption, so Danish consumers are western consumers and like always up to new

trends like you guys mentioned before. And you know by the time something new comes they're not afraid."

These findings suggests that some of the aspects of the Danish consumer mindset fit together with the concept of the sharing economy, as the consumers are open-minded and thus want to try new consumption models like the sharing economy. Furthermore, they describe Danish consumers as wanting to try what is new and trendy. Consequently, it is assumed that the Danish consumer is willing to try out the sharing economy, which is definitely a new and hot business model, as Ida and Lasse defines as *"the new hip thing"*. Following this, individuals might participate in the sharing economy because it *classifies* them according to the other "hip" people, according to Holt's (1995) consumption practises.

Furthermore, the individual might be influenced to try the sharing economy, because of the influence of reference groups. They can have a positive attraction to those who use the "hip" people that are open-minded towards the new and "hip" sharing economy. Either the individual sees himself or herself as a member of that group, and thus also participates in the sharing economy, or the individual *aspire* to be a member of that group, which results in being influenced to also try out the *"new hip thing"*.

Aspects of the Danish culture challenging the concept of the sharing economy

As earlier mentioned, the focus group discussions also proved thoughts about certain aspects of the Danish culture that may work against the sharing economy becoming popular in Denmark. Two specific topics regarding this were discussed in the sessions. The first one concerns the aspect of Danes being reserved and not willing to open up to new people, which contradicts the openness and sharing aspects of the sharing economy. Furthermore, the participants believed to be a big gap of motivation between those wanting to use and those wanting to provide in the peer-to-peer sharing economy.

Reservedness

From the two first focus group sessions a highly discussed topic was the Danish culture challenging the presence of the sharing economy. Almost all participants agreed that the Danish culture and Danish people are very reserved and not so open towards meeting new people. Some participants even claimed to not enjoy the sharing economy because of the forced social interaction, they would rather avoid it.

Ingrid believe the sharing economy to be contradicting towards the personality of the typical Scandinavian person:

"In Scandinavia we are supposed to be kind of closed and not very open, and then we just go out there and rent our homes out...like really opening it up...and that is kind of contradicting."

Kirstine argues that Danes are closed towards strangers: *"When someone smiles at you on the streets you more often than not think 'why did he do that?'"*. Julie also agrees upon the point that the Danish people don't want to talk to strangers:

"We don't like the awkwardness, we don't really want to talk to people that doesn't care about the same stuff as we do. I think that Danes are in general fast in judging people, and if you judge someone to annoying or stupid or boring you really don't want to spend your precious time getting to know them, and that is kind of a problem for us I think and the sharing economy."

It is also interesting to see how some of the participants that are not native Danes experience the Danish culture. Jasmin, who is German, agrees that Danes are more reserved, and that they mostly enjoy spending time with family and close friends. Furthermore, she says that *"I have the feeling like it's really really difficult for Danes to actually accept a stranger, and like you know...open up and trust"*. She furthermore claims that the sharing economy therefore:

"Actually doesn't fit at all, like trusting someone in your house and giving them the keys and sharing a car with someone you don't know and you HAVE to talk to



them...ehmm...so it's kind of funny because on the one hand it totally fits and then on the other it doesn't at all."

Susanne agrees that she is not at all interested in social interaction with a stranger:

"I am from Copenhagen but I would NEVER go with GoMore, I would just loathe having to sit in a car with people that I might not like and having to talk to them about things I really don't care about, or having nothing to say at all...and I will sit down and talk to everyone, but I want to be able to get up and leave if I don't want to be there, meeting up with people and then being able to leave"

Kirstine agrees that this thought Susanne expresses, is very typical Danish, to be almost claustrophobic being in a car with a stranger and dealing with all the "awkwardness". She contradicts it with the American culture, where people are more generally open and talk to everyone. In the US, the sharing economy services can be seen as a popular trend, and used by the large part of the population, and their openness might be an important factor in why the sharing economy is so huge there. Also Lasse agrees that Danes really enjoy their comfort zone, and are not as open as people in America.

Moreover, the participants claim that this issue is contradicting the concepts of the sharing economy, and may explain why some Danes are reluctant towards this kind of consumption. However, some of the participants believe that because of the sharing economy, the Danish culture might open up, which they view as a positive influence. Kirstine argues that *"that's why I also see it as a positive trend because it transforms some things and we get more social and it doesn't have to be awkward or weird"*. Anna also agrees upon that:

"I think that the sharing economy, like Airbnb and GoMore, is really adding something good to the Danish culture, because we are not very open and we are often very reserved and the feeling when you often travel and other cultures where they are very much like "what's mine is ours" and yeah, that's not just very common for the Danish culture, so I think it's really great that we are, yeah starting to share a bit more, and be a bit more open, in that way."

As mentioned in the Social consumption group analysis, Julie admits that she was reluctant in meeting new people she didn't know, and that she used sharing economy services to evolve her personal skills, and that after using the sharing economy and being more open and social.

Evidently, the participants describe the reservedness to be culturally embedded within the context of Denmark. Moreover, as mentioned, they describe the US people almost like an *aspirational* reference group, where they have positive attraction towards the open-minded culture, but is not a member because they do not regard themselves nor Danes as open-minded but reserved. Thus, this might influence consumers into engaging into the sharing economy because it breaks their boundaries.

However, Danish consumers might also be influenced by the *avoidance* group, where they do not see themselves as members of the social, open-minded group, nor do they have attraction of becoming, as they are fine with being in their comfort zone and not interested in strangers. In this way, this might be an influencer towards not engaging in the sharing economy. An example from the participants is Susanne, which gladly admits that she does not care for the social interactions with strangers in the sharing economy.

To conclude, might the Danish reservedness be a great challenge to the presence and development of the sharing economy in Denmark. It might be an explanation factor for why 91 % of Danes do not participate in the sharing economy. However, even though the participants believe that Danes do not want to be social with strangers, they feel that the sharing economy can be an equipment of evolving this aspect of the Danish culture, in a positive way.

Provider < user

During the focus group sessions, one participant argued the Danish consumers to be good consumers of the sharing economy, however some participants argue that there are much reluctance for the Danes to participate in the providing part of the peer-to-peer network. Even though we are focusing on the consumer and the user's experience of the sharing economy, this was an interesting issue that we wanted to investigate further. Moreover, this issue also adds

information about the presence of sharing economy in Denmark, as the provider is a very important actor in the peer-to-peer sharing economy.

"I really think people in general want to use it, but not as many people want to give back in the same way (...) I think it's popular because a lot of people want the convenience and want the cheap things, but...perhaps don't find it really that interesting to contribute." (Julie)

However, Julie also believes that it may be reasoned that they do not own an apartment or car to provide access to in the sharing economy. Søren believes that Danes are more reluctant to share because Danes are very possessive of their belongings, as well as they *"have a lot of expensive stuff"*. This is also his experience according to discussing with acquaintances why they are not a provider for home-sharing, as Søren is a provider himself.

Furthermore, Anna has discussed with friends and colleagues about becoming a home-sharing provider as herself, but they react with *"No, I don't want strangers in my home and that's weird, so they sleep in your bed"*. Heidi also discussed the fact that she has a friend who is a very social and open-minded person, but who would never be a provider in the home-sharing, because she does not want to let strangers into her home. Søren concludes that:

"I actually think there is a big bridge between being a supplier and being a user, actually that for myself at least. And trust and all that some of you mentioned. So if I'm a host, I know how to be a good user of it, and so on. So I actually think it is better for the eco-system if there is a lot of people both using and supplying."

Hence, he believes that firstly, there are not enough providers, and secondly, that there should be more participating in the providing side, because he believes that you are a better user if you also are a provider. Furthermore, this also builds and increases the trust between the peer-to-peer of the sharing economy.

As providers, both Anna and Lotta have certain procedure and routine attached to being a provider, like clearing the apartment before and after a home-sharing has taken place. These

rituals bare signs of McCracken's (1986) divestment rituals, where meaning of former people is erased from their possessions. Anna has special linens and pillows for her guests, which she can change when she is to sleep in her own bed again. Also Lotta have a different mattress for her guests, *"because I don't want them to sweat on my bed, then I can wash that"*. She admits being a bit stressed for the first 2-3 times as a host, but along with more experience she became more relaxed regarding that. Her rituals before home-sharing as provider consists of removing some of her most private and valuable belongings, and leaving space for the guests. Also Søren has a ritual of recording a movie before he leaves the apartment for home-sharing, an extra help to the user that supports trust building.

Reservedness might be one of the reasons the Danes are reluctant to share. Jasmin argues that she believes that Danes stick to *"people you know and they know you, you don't have to introduce yourself and don't have to speak to strangers"*. This implies that Danes do not want to be a provider in the sharing economy, because it includes having to deal with complete strangers in their own personal space. If we assume this, it implies that the reason for the gap between providers and users is, at least partially, culturally embedded. Søren concluded that: *"I think that being not an open society, and culture, that ehm, that keeps a lot of people away from being hosts and engaging in that stuff."*

To sum up, the participants are concerned that there are not enough people providing in the Danish sharing economy ecosystem. Some of the participants are providers themselves in home-sharing, however they experience reluctance to be on the sharing-side from their friends, colleagues and acquaintances. Furthermore, the preceding issue that challenges the sharing economy, might be a reason for why Danes are not interested in providing in the sharing economy.

Other issues that connects the Danish culture to the sharing economy

During the analysis, other emerging themes were also identified which provided more insights from the participants regarding the perceived relations between the Danish culture and the

aspects of the sharing economy. Two categories became evident which will be further analysed and explained in this section, the first one explains the perceived linkages between the city of Copenhagen and the sharing economy, and the second one uses indicators from the data that can be used in order to describe the characteristics of the typical sharing economy user in Denmark. What these two categories have in common is that they can both be seen as supportive for the sharing economy services in Denmark, as well as highlighting some challenges for the adaptation for the business model and therefore brands, on the Danish market.

Copenhagen hit

One interesting finding which became evident from the data analysis, was that there could be identified a certain linkage between the sharing economy and the city of Copenhagen. The participants perceived the sharing economy to be more of a Copenhagen trend. This issue was also confirmed by the Nordea (2015) study, which proves that 36 % of all the sharing economy users are located in the capital area. The culture characteristics of the city could be seen a good match towards the adaptation of the different kinds of sharing economy services offered in Denmark.

The data analysis showed that the participants acknowledged that the sharing economy services were on the rise in Denmark, and furthermore it was also seen that this recent growth was more related to Copenhagen compared to other parts of the country. Frederik explained *"I think it's more of a Copenhagen thing actually"*, which was furthermore supported by opinions from other participants, *"I think it's definitely on the rise (...) it has been booming this much in Copenhagen"* (Kirstine) and *"I also feel that it is popular in Copenhagen, I don't know about the rest of Denmark (...) very popular here in Copenhagen at least"* (Serena). This supports the fact that the users notice a growth of the sharing economy in Denmark, and that they relate the growth mainly to the Copenhagen area.

Furthermore, the growth in Copenhagen was also related to the fact that the participants believe that there is more demand for these kinds of services in Copenhagen compared to other areas, based on population and tourist attraction. In relation to home-sharing Frederik states:

"I think it's mostly people in Copenhagen who can rent out their apartments for other people, because who wants to go to...I don't know...Skanderborg? It's probably a lovely city but you know (...) outside of Copenhagen doesn't get a lot of tourists."

The growth is therefore linked to Copenhagen as it is more popular destination for travellers, compared to other places in Denmark, which can be seen as less interesting.

Furthermore, the reasons for growth and popularity of the sharing economy services in Copenhagen are also thought to be related to the culture of the city, where the city's residents are seen as more supportive towards this new way of consuming. That was addressed by Lukas who stated: *"Copenhagen is a very innovative hub, from many perspectives (...) way more international, and way more in cultural aspects"*. Smilena furthermore added *"Copenhagen feels very young, and a lot of entrepreneurs and start-ups, so people are very curious about these new things"*.

In addition, based on the participants experience and opinion they were able to compare the culture characteristics of Copenhagen to other areas of Denmark, Lukas argued that;

"There are people living outside of Copenhagen and that is already a total different world what you see for example in Aarhus, or when I was in Aalborg that's different world...that's like you can't even compare it"

Ingrid furthermore describes Copenhagen as *"much much more open"* where she is referring to the city's culture compared to other parts of Denmark. This underlines that there seems to be cultural differences perceived between Copenhagen and other parts of country, where the culture of Copenhagen supports the concepts of the sharing economy.

The sharing economy services are perceived as something new and innovative by the participants, and are also seen as a part of a certain trend. The consumer culture of Copenhagen is seen as more open and favourable towards innovation and new solution to problems and the Danish consumer generally follows trends as earlier mentioned. Therefore these two can be related. These findings might also indicate that the adaptation to the sharing economy services to be

higher in Copenhagen compared to other parts of the country, based on the different cultural contexts. The growth and the fast adaptation of the sharing economy in Copenhagen can therefore be seen as a positive thing for the phenomenon, as the meaning is embedded in the city's culture and more likely to be used by consumers on that area. However, as the analysed data suggests, if the identified cultural differences do exist between Copenhagen and other parts of the country, it could be seen as a challenge for the adaptation to the sharing economy services in other parts of Denmark. The cultural meaning of the phenomenon in the society can be different in areas outside the city which influences the consumer's mindset.

It should also be noted that even though all participants of the research are currently living in Copenhagen, only one participant is born and raised there, all the others come from different parts of the country or from abroad. That provides a critical reflection on the cultural differences as already analysed and mentioned. However, the participant's meanings and reality is formed by their social context and surroundings, and as existing users of the sharing economy services their views on the cultural characteristics of Copenhagen might not represent the general opinion, and therefore it should be further investigated.

The typical sharing economy user

Another interesting finding was discovered when analysing the data from the focus group discussions. It enabled us to uncover some of the different meanings that the participants related to the sharing economy. The findings provided insights towards explaining and identifying the perceived characteristics of the "typical" sharing economy user.

According to the data, one of the most frequently mentioned things in relation to the sharing economy and the characteristics of the user, was that younger consumers were generally seen more likely to be using the services rather than older generations, who were perceived as being rather reluctant towards participation. This is supported by Nordea's (2015) study, which indicates that most users and providers of the sharing economy in Denmark are people below the age of 40. One of the participants, Ingrid, stated that:

"I don't think that many people over 40 or 50 use it, I think it's still a very innovative thing to use (...) they (the older generation) are more like used to do something and

they have a...most people have a hard time changing, while we are more like...I don't know...keen to try new things I would say".

Similar views from other participants' further support this opinion regarding the age perspective, Smilena says: *"Yeah, I think people are generally open towards it, I mean the young people like us...or my Danish friends that are on my age".*

Furthermore, in addition to the perceived differences between the younger and older generations, some participants mentioned that older people in their own network would never use some of the sharing economy services. In relation to home-sharing Markus stated *"My friends do it a lot, but my parents would never do it"*, and Lasse C also added *"I think my parents would never rent out their house so I don't know if it's more of a younger thing to do"*. Moreover, Lasse C states that *"I don't know many like over fifty who use it, never heard of anyone actually"*. That shows that there is a perceived difference in motivation between generations, where the older generation is seen to be more reserved and more reluctant to participate. One explanation provided by Lukas of why the sharing economy is less likely to appeal to the older generation, is that:

"They don't understand the concept of it...I mean it's probably because they maybe have a way more of a possession of things, for example my parents would never rent an apartment through Airbnb because that's just their life".

This reason suggested here is that the sharing economy consumer from the younger generation follows a different consumption pattern compared to the older generation, which is seen to have difficulties in understanding this new way of consuming. It is also suggested that younger consumers have less need for possessing things and that they *"are just not that attached to things"* (Lukas), as the older generation is believed to be. Therefore the sharing economy services might be more relevant to younger consumers.

Moreover, being able to use the new technology and the internet was more a characteristic of the user, regardless of age as Jasmin points out

"Like Airbnb and GoMore which is mostly on the internet, and I think that's kind of the big question that who is using the internet actively (...) Everyone who knows his or hers way around the internet I think are more open to also using this".

Being favoured towards new technologies and internet consumption is therefore also a perceived characteristic of the typical user.

In addition, an interesting thing was discovered. According to the participants, the typical sharing economy consumer does not necessarily relate the consumption act as taking part in the phenomenon of the sharing economy, as Jasmin stated:

"I think people know about GoMore as it being Danish, and they know about Airbnb, I think they might not be aware of that it's a part of something like a 'sharing economy', and it's like a part of some sort of a movement. They know about the services, but probably don't see the bigger picture" and Smilena further adds "people don't know exactly...I mean can't recall that they used a service like that or something that is related to the sharing economy"

This might indicate that the consumer consumption motives are not directly related to the sharing economy directly, but rather based on other benefits that the service consumption provides to the consumer.

Moreover, it should be mentioned that the previous analysed consumer meanings towards the phenomenon of the sharing economy, can also be used as characteristics in order to describe the typical sharing economy user. Hence, a young and open-minded consumer, who is keen on trying new and innovative things, and who favours new technology and the internet. Furthermore, regarding Danish users the typical sharing economy user is more likely to be from the Copenhagen area. However, the typical user is also more favourable towards being on the user side and not on the provider side of the sharing economy ecosystem.

Sub-conclusion

The preceding analysis was conducted to investigate if certain aspects of the Danish culture support or challenge the concept of the sharing economy, and thus its presence in Denmark. As presented in the theoretical framework, cultural context plays an important part in creating the meanings that are attached to products, services and consumption, so investigating the cultural conditions of Denmark might help to understand the meaning of the sharing economy services. This prove meanings that might explain the foundation for how the sharing economy is accepted by Danish residents.

First and foremost, the participants described the Danish culture to have a high level of trust. As trust is an important foundation of the peer-to-peer sharing economy, this aspect of the Danish culture supports the presence of the sharing economy in Denmark. Moreover, the mindset of the "typical" Danish consumer was described to be open, following trends and concerned with good quality, which are also aspects that can be considered highly related with the participating in the sharing economy.

Furthermore, a highly discussed topic for why the sharing economy might be a hard business model to imply in Denmark, was the reservedness of Danes. They are more comfortable with close friends and family, and reluctant to meet new people. As the sharing economy often involves social interaction with a complete stranger, this cultural aspect does not really fit with the concept of the sharing economy. However, an interesting finding was that several participants viewed the sharing economy as an enabler for Danes to open up more, which was seen as a good possible effect.

Finally, the participants viewed participation in the sharing economy as more of a "Copenhagen thing", and being less popular for the residents outside the capital area. Thus, the sharing economy might be more popular in Copenhagen, but there might be challenges for brands to target people living outside, as there seems to be cultural differences between areas of the country. Lastly, the participants had opinions which was interpreted into what defines the typical user of the sharing economy. Almost all participants agreed that those who use these kinds of services are considered to be "young" people, as well as a being open-minded.

All the preceding findings, prove hints of how the sharing economy is accepted in Denmark, and might be used by marketers to get a better understanding of the cultural context that forms the consumer meanings and affects their behaviour.

Part four – Brand loyalty in the sharing economy

After the coding sessions and investigating emergent themes, we found a small, but especially interesting topic. This topic was related to the consumer's connection to the brand and brand resonance, which might suggest whether there exists loyalty for the brands they used, or not. This, together with the practical implications presented later on, we opt to answer the third sub-question:

How can brands within the sharing economy use these understandings of the Danish consumers to promote and manage their brands?

It was found that the consumer's interest is aimed towards what the brand provides, and not the brand itself. Participants from the last focus group session would be very open try other options than Airbnb and GoMore. Following Edelman's (2010) framework about loyal customers, he argue that loyal customers will stay in the loyalty loop and will not go through the decision making and evaluating phase. Thus, as the participants might evaluate other alternatives, it suggests that the consumers are not loyal to the experienced brand(s), which were Airbnb and/or GoMore. Moreover, one participant had tried several home-sharing brands, which suggests no brand loyalty to a single brand within the specific sharing economy industry. This participant, Lukas, chose the brand that had the best offering in terms of home-sharing, so he skimmed all the available services based on their offerings, and experienced all the brands as the same. He states that: *"I mean I don't care about the brand, (...) I kind of expect the same from all the brands doing the same business."*

Thus, according to Keller's (2001) framework regarding building customer-based brand equity, we find that the three first steps are present. The participants from the focus group sessions give

the impression that they have brand awareness of the brands discussed, they know their attributes and imagery, and most have a positive response to the brand. However, we find no certain signs of a strong brand resonance from most of the participants, as they show no signs of having an intense and active loyalty towards the brand. Heidi is the only participant that carried signs of being an engaged and loyal customer: *"If people ask for a places to stay, I always go "Airbnb". If they ask for a, uhm, good places to stay, and cheap places to stay, I just recommend Airbnb"*. Loyal customers are extremely valuable as they may recommend the brand to others via word-of-mouth, which has much more influential value on consumer's choices than marketing directly from the brand (Arnould et al., 2005).

Following the findings from analysis part one, we also found that the consumption groups are gathered around a shared mindset, and shared meanings and emotions towards the *consumption* itself, and not the *brand*. These preceding thoughts prove hints that the consumers do not have high brand loyalty towards one specific brand. Moreover, the participants of the last session discussed the fact that they do not feel a connection to the brand, but they are rather interested in what the brand can provide. Ingrid elaborates, *"I'm not interested in the brand, only in what it provides. So it can be any service or brand."*

Lukas believes that the home-sharing brands provide somewhat the same product. However, some of the participants claim to use Airbnb, because it is considered to be the biggest actor on the market, and therefore their selection of homes is the greatest. Thus, it may be argued that the consumers might have some loyalty towards this brand, because the brand provides the largest selection of places for home-sharing, and therefore it is the best brand to choose when selecting a home-sharing service. However, the findings suggest that the consumers are open towards trying competitors if they are able to offer the same. This might be reasoned that there is a lack of differentiation between the brands, especially regarding the "product". For home-sharing, some of the consumers view the brands only as listing-sites of the homes, and in that way the product may be exactly the same, as all brands have private homes available. As Lukas mentions: *"We were just looking for the best option, because it's still a listing websites with*

different offers so we were just comparing offers basically". The same is believed to apply for the car-sharing industry.

Consequently, we have found that it might be hard for brands in the sharing economy to create strong bonds and relationships with their consumers, which results in high brand loyalty. As consumer brand loyalty is argued to be of great importance for brands (Heding et al., 2009), this represents a great issue for brand managers within the sharing economy. The problem with the current consumers' relationship with a sharing economy brand, is that they are not considered to be loyal and may switch to other competitors that are able to provide the same or similar offers, both in terms of sharing economy services or traditional services. Thus, the performance of the current brands can be questioned in regards to retaining their customers, and creating loyal relationships.

Furthermore, it is argued that understanding and prioritizing the touchpoints between the brand and the consumer is essential for increasing the customer brand equity, and thereby hopefully gain loyalty from their consumers. Dunn and Davis (2004) argue that *"brands are built from the customer's entire experience with a company, its products and its services, not just its marketing efforts"* (p. 1). Thus, it is essential to not only focus on the marketing, but to investigate the entire customer experience, and their whole impression of the brand. Dhebar (2013) argues that the brands have to detect the touchpoints between the brand and the consumer. These touchpoints are the times when the brand touches and is touched by the consumer, and can be interaction with the brand's employees, the places it is sold, and the after-service, amongst others. All these touchpoints may affect the customer experience, and it is therefore crucial for the brand to successfully *"conceive, design, implement, and manage these touchpoints with the central goal of developing a compelling customer experience at all touchpoints over the course of the entire relationship cycle"* (Dhebar, 2013, p. 199).

What we found interesting with the peer-to-peer sharing economy business model is that the brand loses control over many touchpoints because of a new actor; the provider. The participants' satisfaction was closely related to how they experienced the provider. This means that the

touchpoints between the customer and the provider are indirect touchpoints between the brand and the consumer, because the provider is not an employee of the brand, but he/she still influences the customer's experience with the brand. Thus, this is a great issue for the brand, as the brand has little influence power on the provider, and therefore loses control over a big part of the whole customer experience.

We found the most important touchpoints directly between the consumer and the brand to be prior and after to the home- or car-sharing. Prior to the sharing, the participants argue to do a lot of research before booking the sharing service. Here they mention researching the different options, checking for availability of homes and rides, as well as other alternatives to the sharing economy. They also check the ratings of the providers, to see what may meet their expectations. After the experience with the sharing economy service, the direct brand touchpoint involves rating the experience, as well as contacting the help function in case of any problems or disappointments. Consequently, we find that these are important touchpoints which the brand can control, and therefore increase the consumer experience. This makes it possible to reinforce the relationship with the consumer, and hopefully create brand loyalty.

Some of the participants discuss a lot of friction and hassle connected to the home- and car-sharing, as mentioned as an issue in the analysis part one. These issues are often related to practicalities, like the booking system, extensive research, et cetera. Moreover, some of the participants argue that these frictions prevents them from choosing sharing services if they have less time available for research, or the home-sharing stay is of a short duration of 1-2 days, like Søren explains:

"If I want to stay at a place for one day, I'm not using Airbnb because there's a lot of friction. You have to discuss, and you have to say: "yeah I will arrive at that time and we will meet you there", and all that and maybe we are driving in a car, and we don't know the way, or you get hung up at a museum or something, but we have to go meet them because we have to check in, and also you have to come, so for that sometimes push it away from Airbnb because it's a little bit of hassle for one or two days..."

Another discussed issue found to be an important touchpoint, was the contact with the sharing service brand after the experience, most often if something went wrong. Moreover, one of the disappointments that made the customer contact the brand, was when the provider had a false and deceiving ad, like a hotel claiming to be a real home. Smilena presents her story:

"It was hostel actually...it wasn't an apartment...on Airbnb it was promoted as such and it was sold as such and I had the information that it's going to be like that...but then it was like this. I went to the address and it was a reception (some laughter) and I had to go somewhere else for the actual apartment...and I was about to kill them seriously..."

Thus, this deceitful ad gave Smilena a bad experience, and according to Dunn and Davis (2004), this will then negatively affect her experience with the brand as well.

As mentioned, the consumer's experience with the provider is less in control for the brand. We found the actual experience of the home- or car-sharing to be the most important influencer on the consumer's experience. We argue that this is one of the most important touchpoints, regardless the fact that the brand has no direct control over this. An important case related to the participants' negative experiences, were in cases where the provider lacked experience. They discussed the fact that they prefer experienced providers, as they provide more smoothly and positive experience, like Heidi explains: *"I like staying at places where people are used to being hosts, like, because people get better and better at hosting"*. Thus, this is one of the issues that the brands should investigate and try to influence, to increase the positive overall customer experience.

Sub-conclusion

Consequently, we found that it might be difficult for brands in the sharing economy to create strong bonds and relationships with their consumers, which results in high brand loyalty. As consumer brand loyalty is argued to be of great importance for brands, this represents a great issue for brands within the sharing economy. We identified some of the most important brand touchpoints, which might influence the consumer's experience with the brand, which also affects the brand loyalty in the end. The brand can control the touchpoints before and after the sharing

experience, but not the actual experience as the provider is the main influencer. This represents issues for the brand which needs to be managed.

DISCUSSION

The discussion of this project consists of several parts, where we discuss the contributions and implications of our findings. First, we will introduce the highlights of our findings, by presenting how we answered our research question and sub-questions. Second, we will compare our findings of the consumer behaviour related to the sharing economy in Denmark, with the existing literature about sharing economy, presented in the literature review. Thereafter, we will present how our findings shed light on the academic field of consumer behaviour research, in the theoretical implications. The following part regarding practical implications, will be used to answer the last sub-question related to how brands within the sharing economy can use these understandings of the Danish consumers for their brand management. Lastly, we will point out the limitations of our project.

Highlights of findings

In this section we will highlight our main findings, by presenting how we analysed our research question. The main research question was concerned with the high-level consumer behaviour patterns we found. These were presented in a mind-map, which showed the participants' motivation on the surface towards using the sharing economy services of car- and home-sharing. We found the motivation to be connected to value for money, price, convenience, social interaction, amongst others.

As we followed the Østergaard & Jantzen's (2000) consumer behaviour perspective called consumption studies, we wanted to go deeper into understanding the symbolic meaning of the sharing economy, and by that get a better understanding of the consumer behaviour than what was presented in the analysis part one. Thus, we aimed to answer the first sub-question. This was done by forming six consumption groups, where the groups share the same consumption

motivation and symbolic meaning regarding the sharing economy services. Within the group, this shared mindset is what links the group members together.

Both the Economic and Convenience group share the same motivation towards participation in the sharing economy, which is more of a rational behaviour. What is common for these two groups, is that the home- or car-sharing is only a means for obtaining their goal, whether that is having a place to stay for a vacation or transportation, but they are not as concerned as the actual experience compared to the Experiential, Avatar and Social group, where the experience is a goal in itself. We found the Experiential group to be one of the most interesting findings, as they were connected by the meaning that they wanted to be a traveller and not a tourist. This mindset is a part of their *identity* and *self-concept*, because that is how they are and how they want to be perceived, as they have a fear of being viewed as a tourist. In this way, they view using home-sharing when traveling as a part of their *extended self*. Furthermore, also the Avatar consumption group was an interesting finding, as their shared meaning was the excitement of taking on the life of someone else, which was found to have strong emotional linkages towards the possibility to have a temporary *ideal self*. As the sharing economy involves a lot of social interaction, there was also found a consumption group where they enjoy and are motivated by the social interaction with strangers. This represents their identity of being a social person. However, this group motivation was a strong contrast to other participants who repelled the forced social interaction. For the Green group, the meaning attached to the sharing economy was that it was more sustainable, so it represented a positive emotional value for them, and enhanced their self-concept of being an environmentally friendly person.

These groups suggest how we can understand the sharing economy consumer, and illustrates that there exists a great diversity in the mindset of the consumers, which relates to how and why they consume. This implies that the relationship between the group members is based on their mindset related to the consumption in itself, and not the brand, which suggests that there are less signs of brand communities within the sharing economy.

According to the consumption studies perspective, the cultural context of the consumers has a great part in creating the meaning that is connected to the consumer goods or services. By going deeper into the participants' understanding of their cultural context of Denmark, we wanted to answer the second sub-question. This can also help to explain the popularity level in Denmark, and thus help marketers to use the cultural meaning related to their understanding of the consumer. One of the most interesting findings related to the Danish culture, was Danes' reservedness. The Danish closed mindset and reluctance towards unfamiliar people is contradicting the building blocks of the peer-to-peer sharing economy. However, we found it interesting to see that some consumers view the sharing economy to break this pattern, and by that a contradicting but positive cultural meaning can be transferred to the sharing economy. It was also found that Danish culture includes a high level of trust, where this meaning is transferred to the sharing economy services in Denmark where the trust level between peers in the peer-to-peer sharing economy is perceived higher than in other cultures. We also found that the participants view using sharing economy services to be more of a "Copenhagen thing", where they believe the phenomenon to be much more popular in the capital. And furthermore argue that the culture of Copenhagen can be seen as more innovative and open-minded, with well-educated people that are more open towards the sharing economy. In this way, the cultural meaning is different in Copenhagen compared to the other parts of Denmark.

The final interesting findings were from part four in the analysis, which was a small section compared to other parts of the analysis, but still extremely important in terms of brand management. We found that there might not exist much of a brand loyalty towards brands within the sharing economy, as the consumers only view the brands as providers with listings of offerings. We highlighted the importance of brand touchpoints in order to influence the consumer experience and affect the loyalty, and explained which were the most important touchpoints that the brands should focus on, some of which the brand has less control than others.

Findings related to the literature review

As described in the previous section, the highlights of our research showed some interesting findings of the consumer behaviour in the sharing economy, which can be described as a relatively new phenomenon in the academic literature. When comparing our results to other findings gathered from existing literature of the sharing economy, we were able to identify both similarities and differences.

Our findings suggest that the motivation behind consumption is different between mindsets of consumers, as well as providing interesting results in relation with the cultural context of consumption. Based on the identified consumption motives we found that consumers had different meanings and motivation factors towards consumption of sharing economy services. We identified six different consumption motivations where consumers could be grouped together based on shared mindsets. Therefore no single factor could be seen as a determinant for the consumer behaviour in general, and why consumers choose these services. Those findings are contradicting what Bardhi and Eckhardt (2012) state in their previous research on the phenomenon, where they argue that consumers of the sharing economy only care for the economic exchange and benefits from the consumption, and not the social value the service provides. When analysing our research it became evident that the economic benefit is not the only factor that the consumer is searching for, but also other factors like the social interaction between people and the experience it provides. The economic gains were seen as very important for both the Economic and the Convenience group, however for the Social group the social value from the consumption is seen as the main motivation for choosing sharing economy services. Furthermore it should also be noted that our research has a broader perspective in the sense that we gathered data from the car-, ride-, and home-sharing services, and not only from car-sharing as the compared research. Moreover, a study by Binninger et al. (2015) also show similar results as ours, where the sharing economy consumption is linked with the desire to form social links with others.

The findings from Piscicelli et al. (2014) showed that the consumer values influences both the consumption motives and goals and therefore the values influences the consumer's participation in the sharing economy. Those results are more in line with our findings, which also show that



consumer values and meanings are different between consumers and have a great influence on their consumption motives and their participation in the sharing economy. Also, a study made by Mölmann (2015) had outcome that relates to our findings. Those findings showed that consumers had different motivation factors behind choosing car- and house-sharing services within the sharing economy, where certain determinants like cost savings and convenience were highlighted as important for consumption. However, that study did not relate the social interaction benefits of consumption as one of the main determinants.

Furthermore, our study showed that trust has a strong impact on consumption of sharing economy services and can have strong influence on the behaviour of the consumer, and that the level of trust between peers in the cultural context of Denmark was seen to be high. The issue of trust as an influencing factor is supported by various existing literature on the topic. For example, the previous mentioned study by Mölmann (2015) showed that trust does both influence the willingness to use the service, as well as having a big impact on the satisfaction of consumption and therefore affects the likelihood that the consumer chooses the service again. Also Botsman and Rogers (2010), and Keymolen (2013) highlighted the importance of trust between peers in the sharing economy services as well as the importance of trust provided by the platform which enables the connection of the peers.

The sharing economy is often linked to aspects of sustainability. Botsman and Rogers (2010) argue that sharing economy services can be considered as ecological as well as providing environmental gains by sharing resources. A study on consumer values by Binninger et al. (2015) suggested that certain linkages existed between sharing economy services and sustainability. Furthermore, both Binninger et al. (2015) and Hamari et al. (2015) argue that sustainability factor can only be a motivation behind consumption for those consumers who already have positive meanings towards being ecological and environmentally friendly. The results from our study showed similar results to a certain degree, the Green consumption group that had consumers with shared mindset and meanings which relates their sharing economy consumption as being sustainable and ecological. However, we found sustainability not to be a determinant motivation behind

consumption for that group, but rather an element that can influence and support other motivational factors that drive consumption.

Furthermore, the study by Bardhi and Eckhardt (2012) suggested that sharing economy consumption showed no sign of brand community. The findings from our research show similar indicators which suggest that consumers see the brand more as a service provider, and the consumption is based on the value that the service provides to consumers, and not because of the brand itself.

Regarding the consumers' participation in the sharing economy, Havas (2014) argues that there is a difference of what people want to share, where they are more willing to share less valuable and impersonal things, and more reluctant to share valuable and important things like their homes and cars. Our study only focused on the car-, ride-, and home-sharing services and therefore not able to compare our findings to the aforementioned research. However, we found a certain gap of willingness of becoming user and provider of these services, where people were more reluctant towards being provider rather than being a user.

By comparing our findings to the existing literature we can see that it does both support other findings as well as challenges some of them. The existing studies mentioned were conducted on other areas than our research, and therefore this might indicate that cultural differences affect consumers' motives for consumption in the sharing economy, which has to be acknowledged and investigated further.

Theoretical implications

From the second part of the analysis, our findings suggest that there are groups within the sharing economy that are formed by shared meaning and emotions, as well as a shared mindset towards how they consume, where the consumption symbolize something for the group members. This shared mindset is what forms the social linkages between the members, and thereby form the group. Thus, our findings suggest the same as other authors. Cova & Cova

(2002) argue that thinking of the consumer as individual and independent has shifted towards proving that there are social linkages between consumers and that the individuals are influenced by their social context. Also Muniz O'Guinn (2001) argue the importance of the relationship between consumers. Consequently, Østergaard and Jantzen (2000) consumption studies perspective prove to be a good way of analysing the results, as the consumer longs for belonging to groups, like the Experiential group, where the consumer use home-sharing to symbolize belonging to the travellers. Consequently, the consumption is also used to disassociate themselves from other groups, the tourists.

We found McCracken's (1986) model to be insufficient in some ways and therefore lacking explanation factors. To investigate the transfer of meaning from the culturally constituted world, to the sharing economy consumption, we found that Thomsen's (2013) suggestion of adding reference groups to the model was appropriate. For several of the consumption groups, it was found that the individuals within the groups could be influenced by reference groups, either because they have positive or negative attraction towards the group. As for our dataset, reference groups deemed better in explaining the meaning movement, than the advertising and fashion system proved by McCracken's original model.

With the reference groups added to the model, we got a better understanding of the meaning of home- and car-sharing. However, for this dataset, the model was not applicable to explain the transfer of meaning from the sharing economy services, to the individual or the consumption group. Thus, several of the rituals proved to be unexplainable on our results. The main reason for this, is that McCracken's four rituals most often concerns goods. However, for this project we are investigating the sharing economy, which is a completely different business model with a relatively new type of consumption. Instead of buying goods, the consumer engages in home- or car-sharing, between himself or herself and another peer. Here the consumer gets temporarily access to goods from other people. Only the divestment ritual deemed appropriate where the home-sharing providers wanted to extract the most personal meanings out of their homes, before the user comes. Therefore we suggest that rituals connected to an access-based temporarily consumption are added. However, for our dataset we did not prove to find any rituals that could

explain the meaning transfer to the individual or consumption groups, to have a suggestion for the access-based rituals. Therefore, more in-depth data regarding the consumption of the sharing economy, e.g. in terms of in-depth interviews, could prove to investigate what kinds of rituals should be added to the model, or if the existing rituals could be used.

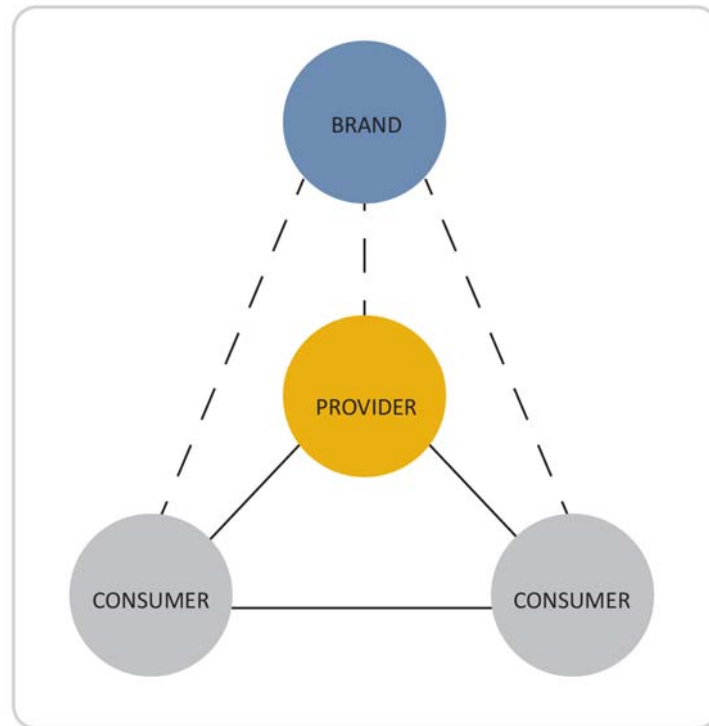
Furthermore, it should be mentioned that for two of the consumption groups, we found the theories to be not that applicable towards identifying the shared meaning, effect on identity, self-concepts and so on, that can explain the consumer behaviour. These were the Economic and the Convenience consumption groups. We found no deeper meaning for these groups, than that they care for a low price, value for money and convenience. However, if they are practical people, concerned with value for money etc., it does also have a signalling value, as they do not care for more emotional meanings and values like the other groups.

Moreover, we found, as briefly mentioned, that the existing theories within the consumption studies perspective most often concerns the traditional business model, where the consumer buys clothes, a car, a home, and so on, and the sharing economy represents a different kind of business model. The concept about the extended self by Belk (1988), is mainly based on possessions. Even though it is argued that it also can be used for other consumption types, we found it in some situations hard to imagine how a temporarily practical consumption type like car-sharing can be a part of the extended self, based on the interpretation of the dataset. The new business models, like the sharing economy, does also disrupt the idea of possessions being a part of the extended self, as it is harder to know if a consumer's possession, for example a bag or car is their own, or if it is "shared".

An interesting finding, was that the consumption groups are more concerned about the consumption in itself, than the brand. In this way, the brand is more on the side-line, where it is actually the interaction between the peer-to-peer that is most important for the experience and post-experience. Regarding Muniz O'Guinn (2001) consumer-brand-consumer triad, we suggest that for the peer-to-peer sharing economy, there is a need to include the provider in this relationship. This is reasoned that we found that the provider makes a great influence on the

consumer's experience, and is therefore an essential part of the sharing economy. Consequently, we propose the following model with changes to the consumer-brand-consumer triad:

Fig. 10 – The Peer-to-Peer Sharing Economy Brand Relationship⁶



This model illustrates the linkages between the important actors within a sharing economy experience. The provider was added to the model, as there is often much interaction between the consumers and the provider before, during and after the experience, as discussed by the participants. In that way, the provider affects the consumer's experience to a greater extent than the brand does directly. There still exists relationships between the consumers, which are supported by the consumption groups presented in analysis part one. What this model illustrates, is in the peer-to-peer sharing economy, the brand acts more as a mediator on the side-line, enabling the sharing service, but the most important interaction is between the provider and the consumer, and between the consumers. Thus, the lines between the brand and the other parties is faded. This model presents our findings about the new relationships that take place within the peer-to-peer sharing economy.

⁶ Based on previous findings by Muniz & O'Guinn (2001).

Practical implications

From our findings and analysis we were able to identify aspects that could be used to suggest practical implications for brands. The implications can be seen to benefit both new and existing brands operating within the sharing economy in the Danish context. The section will be divided into three parts, the first one suggests implications that were derived from the identified user groups and their characteristics, the second part will highlight implications regarding consumer brand loyalty in the sharing economy, and the third part will include implications concerning the issue of trust in the peer-to-peer sharing economy.

Segmentation based on consumption groups

As mentioned, our findings show that the motivation for choosing sharing economy services cannot be stated to be driven by one generalizable factor like some of the existing literature suggests, e.g. only because of accessibility, convenience, or economic benefits. Our findings rather suggest that there are in fact different motivations behind consumption which can be used to form consumption groups that has shared mindsets which is a part of the groups' identity. Furthermore, these findings suggest that the groups could be useful for brands when segmenting the market and targeting consumers in Denmark, rather than using the traditional way of segmenting. Often, brands choose their target audience based on some demographics, which are measurable characteristics like age, gender, occupation, and income, in order to identify homogeneous consumers. That method can be questioned regarding their value and effectiveness in order to target consumers for sharing economy services, as our findings of the groups suggest that consumers will be hard to target based on criteria of measurable characteristics. We therefore suggest that using the groups for a kind of a psychographic segmentation method by targeting shared mindsets and symbolic meanings of consumers could offer better results.

As shown on the figure from the second analysis, the identified consumption groups are different regarding their sizes and location on the map, as the size indicates the motivations that could be seen as the most frequent based on our sample, and the location on the graph is important for

to understand in order for brands to locate themselves in the mindset of the group members and thus provide a solution to their motivation and needs. This is done by focusing on the symbolic meanings that are shared by the mindset of the groups, and by using that information the brand should have a higher chance to form a relationship with the consumer. Furthermore, the suggested groups can also be useful for brands regarding the consumption groups that they generally would like to avoid targeting. That could for example be said about the Economic group, which was found to have price as the motivation factor and the goal for consumption is mainly based on getting the cheapest price, and is unlikely to hesitate regarding switching to a different alternative if that comes available. This difference between groups is unlikely to be identified by using demographic segmentation; therefore we suggest this new alternative. However, it must be said that our suggested method for segmentation also has obstacles as the groups identified cannot be stated as homogeneous according to several factors, and only share mindset in relation to consumption motives. In addition according to Pelsmacker et al. (2010) when segmenting the market each segment has to be measurable, accessible, obtainable, and large enough, which can be a hard task for our identified groups, as the members differ in age, income, sex, and other factors.

As mentioned in the third analysis, our findings suggest that there are certain cultural aspects of the Danish culture, which affect the consumer behaviour. Those findings go against some of the existing literature statements on the sharing economy consumer behaviour, and suggest that the behaviour and consumption motivation is somewhat different for Danish consumers compared to other markets. An example of that was the identification of the Social group which we found to have positive symbolic meanings towards the social interaction provided by the consumption. This suggests that brands within the peer-to-peer sharing economy could utilize this factor when positioning the brand in the Danish context, as it matches the motivation of a certain consumption group.

In addition, it also has to be noted that our introduced findings are somewhat industry dependant, and the type of service which is being promoted. It has to be acknowledged that for example findings that are related to home-sharing services are not certainly applicable for other types of

services within the sharing economy. Therefore, we also suggest that our findings should be investigated further for each industry or service in order to get as deep understanding of the consumption motivation in the mindset of the consumer as possible, as it can vary between services.

Brand loyalty and brand touchpoints in the sharing economy

In the analysis part four, we found that the consumers' brand resonance is not high, which implies that there is not a strong bond to the brand. Thus, we find the brand loyalty to be low, which is argued to be a great issue for brands, because they may easily switch to other competitors.

We suggest some initiatives for the sharing economy brands to address this issue. Kotler and Keller (2012) argue that there are three ways brand can build brand loyalty from their customers. The first one involves interacting with their customers, in terms of listening to the customers and having strong customer feedback, as well as understand the customer's point of view. Therefore, the sharing economy brands should have excellent customer feedback and service, and really understand all their customer's needs, thoughts and feelings. Second, loyalty programs is a way of retaining the customers. There can be different types of programs that award frequent purchases, or limited membership clubs. These loyalty programs makes the customer feel special which creates a stronger bond to the brand. Third, a possible option for the sharing economy brands is to create institutional ties, that is supplying the customers with special equipment or services, that makes the barrier for the customer to go to a competitor extra high, and thus might increase the loyalty.

Furthermore, we found that the provider is now an essential part of the business model, and thus influences the customer experience with the brand. As explained in the suggested modification to Muniz and O'Guinn's (2001) consumer-brand-consumer relationship triad model, now the brand is more of a mediator where the uncontrollable provider has a great influence on the customer experience.

Moreover, we analysed the important brand touchpoints that affects the consumer's experience with the brand. The consumers believed that there was a lot of hassle and friction connected to using sharing economy services. Thus, we suggest that the brands improve their functions and practice systems because it might enhance the customer experience, as well as increase sales. This might include having a quick book function, easy functions and quick search at the booking site, to mention some. Another important direct touchpoint with the brand, was customer service after the experience. We suggest that a way of improving the customer experience with the brand, is having excellent and helpful customer service.

Furthermore, we found that some of the consumers had a bad experience from being cheated by the ad on the sharing site. A suggestion for the brand, to prevent these negative touchpoints of happening, is having employees hired as "police" to detect the frauds of the providers, and to exclude them from the site.

We also found that the most important brand touchpoint was the touchpoint that the brand cannot control directly, that is the actual experience when doing home- or car-sharing. Thus, the provider has a great influence on the consumer's experience with the brand. However, there might be possible ways to indirectly improve this touchpoint. One suggestion for the brand to improve this touchpoint, is to give the providers lists of tips that explains "how to be a good provider". Thus, if the provider follow these guidelines, the brand can indirectly influence the most important touchpoint.

Trust as a point-of-parity

One of our findings suggested that trust is an essential part of the peer-to-peer sharing economy. Because the provider is a stranger, and the brand does not control the provider strictly, it is important that there are some basic foundation of trust that makes these kinds of sharing services possible. The participants argue that the review and rating systems ensures trust and transparency, as well as more open information so expectations are set. It is mentioned that the reviews functions almost as a safety net. Thus, it is argued that the trust provided by the brand's platform is essential for the consumer to trust to use the sharing economy service.



As trust is such an important factor within the sharing economy, especially within the peer-to-peer networks, we argue that brands should view this as an important point-of-parity. Kotler and Keller (2012) defines points-of-parity (POPs) as *"attributes or benefit associations that are not necessarily unique to the brand but may be shared with other brands"* (p. 158). These POPs are necessary for the category of the brand, seen by as a requirement by the consumer, but not necessarily sufficient for brand choices. Moreover, for the brand to achieve the status of a POP, the consumer has to view their offering as good enough.

Consequently, we find that the brand has to deliver some sort of trust safety net, which they provide by their service platform. By many brands, this trust and information transparency is offered through the systems of ratings and reviews. It is therefore found that all sharing economy brands, especially within the peer-to-peer service, should provide some sort of trust function through their platform as a point-of-parity.

Limitations

There are several limitations which can be related to the performed study and worth to mention, as there are always choices that have to be made and affects the research in one or the other way.

First of all it should be noted that the phenomenon of the sharing economy can be seen as a rather current topic which is constantly evolving in today's landscape and is therefore rather flexible towards changes. Thus, it can be said that the gathered data can mainly be considered relevant around the time of the research, as the consumer behaviour might easily change accordingly to the evolvement of the phenomenon.

There are also limitations regarding the methodology. We did not have any prior experience as moderators, so the lack of experience might have influenced the quality of the gathered data. The data was transcribed and written from an audio recording, so it was impossible to include the

observation of participants and their interaction in between. Consequently, it might have affected the interpretation for the findings. Furthermore, the focus group sessions were conducted in English, which might have affected and limited the participant's contribution to the study as not being their native language.

The data set for the research consisted of three sets of focus groups with 18 participants. According to Morgan (1997) 3-5 focus groups are recommended, so adding one or two more sessions of group discussions might have provided richer data and supported the research quality. The group discussions focused on the participant's experience of three different peer-to-peer sharing economy services, home-sharing, car- and ride-sharing. Then the findings can be hard to generalize for the sharing economy services in whole.

Furthermore, some findings can be seen as limited towards a specific type of service or industry. As an example, in some cases the motivation for participating in home-sharing cannot be applied to other services, as it is limited to the experience and benefits that the particular service brings. Lastly regarding the limitations to the study, we want to mention the lack of variety between participants, where more than half of them were students which might have affected the findings. The participants did also share somewhat the demographics, being high-educated people living in Copenhagen. An optimal selection of participants would also have included people from outside Copenhagen, as well as less educated people, to investigate if there are any differences. However, the selection of the participants was done based on their interest in participating in the focus group, so our selection might represent a "core" of the experienced consumers of the sharing economy.

CONCLUSION

The goal of this thesis was to investigate further the minds of the consumers of the relatively new and exciting phenomenon of the sharing economy, with a focus on the consumers in Denmark. Through an inductive approach, using qualitative research consisting of focus groups, we gathered data to analyse the consumers' mindsets.



We found some evident consumer behaviour patterns, presented in the analysis part one, with different factors and issues that influences the consumer's motivation towards participating in the sharing economy, with a focus on peer-to-peer home- and car-sharing. These factors were price, convenience, socialness, local experience and sustainability, amongst others. In this part we answered the research question on the surface.

By applying theories from consumer behaviour, we tried to gain deeper insights into the social context and symbolic meanings attached to the sharing economy services. Consequently, we found that there are six consumption groups present within the consumers, where the consumer is a member of the group based on shared emotions, meanings and mindset related to the consumption. These groups were identified as the Economic, the Convenience, and the Experiential, the Avatar, the Social and The Green group. We analysed each group by trying to understand how the consumption is a part of their identity, how it may connect to the different levels of the self, and how the symbolic meaning is created and transferred from the cultural context the consumers find themselves in. In this analysis, we answered the first sub-question to the research question.

Furthermore, throughout the research we found some interesting topics that might influence the cultural context of the sharing economy for the consumers, and thus influence the symbolic meaning. These topics were amongst others a high level of trust in Denmark and the reservedness of Danes, where the former supports and the latter contradicts the concept of the sharing economy. These issues might imply how the Danish consumers accept the services.

An interesting topic was identified during the analysis, which was related to brand resonance. We found that it might be harder for brands in the sharing economy to create loyal customers, as they mainly see the brand as a function to provide them offerings, and they do not view the brands to be differentiated.

Lastly, we discussed how our findings shed light on the theoretical field of consumer behaviour we are working within, and the practical implications for brands within the sharing economy that target the Danish market.



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APPENDICES

Appendix 1 – Interview guide: Focus groups 1 and 2

Date: The 12th and 13th of August 2015.

1. What do you think about the popularity level of deleøkonomi in Denmark? Please elaborate.
2. Think about your own purchasing habits the last few years. Have you experienced any changes in your habits? Tell us about them.
3. Why did you choose Airbnb / Gomore compared to similar traditional services like hotels and car-rentals?
4. Think back to a good experience you've had with Airbnb/Gomore. Describe it.
5. What has been your greatest disappointment with Airbnb/Gomore?
6. When you have had an experience with deleøkonomi, Airbnb/Gomore - how do you share/discuss your experiences (offline/online).
7. Is the Internet and social media a part of your experience with deleøkonomi / Airbnb/Gomore? In what way?
8. Think about the social interaction in deleøkonomi. Did you experience it as more social than traditional services? Please describe in what way.
9. What do you think are important parts of the Danish culture?
10. What do you think about the relationship between deleøkonomi and the Danish culture?
For instance, does the Danish culture match the idea behind the deleøkonomi?
11. Have we missed anything? Is there anything we should have talked about but didn't?

Appendix 2 – Interview guide: Focus group 3

Date: The 19th of August 2015.-)

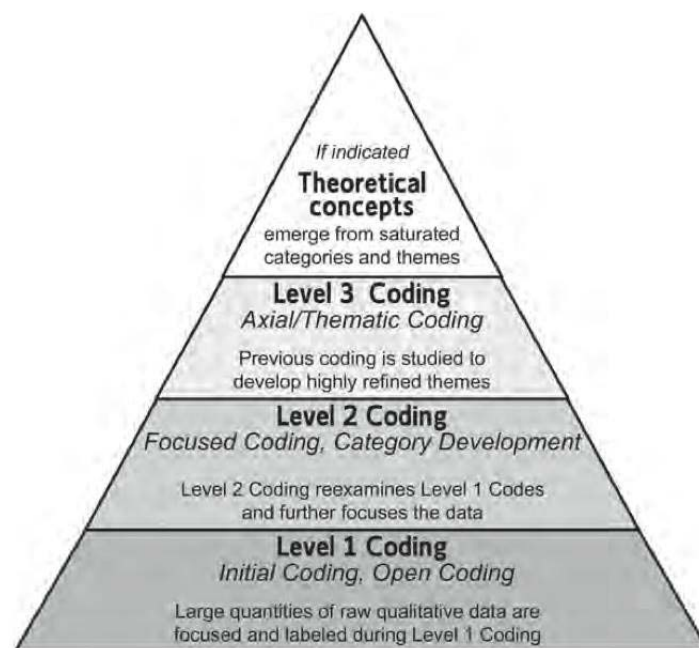
1. Why did you choose Airbnb compared to similar traditional services like hotels?
2. Think back to a good experience you've had with Airbnb. Describe it.
3. What has been your greatest disappointment with Airbnb?



4. How do you relate to the sharing economy? Is participating in the sharing economy important for you in any way?
5. Have you used other services similar to Airbnb? If not, would you?
6. As a user of Airbnb - do you feel a connection to the brand, or are you only interested in what the brand provides?
7. How would you define the typical Danish consumer? Explain using 3 words.
8. What do you think about the relationship between the sharing economy and the typical Danish consumer?

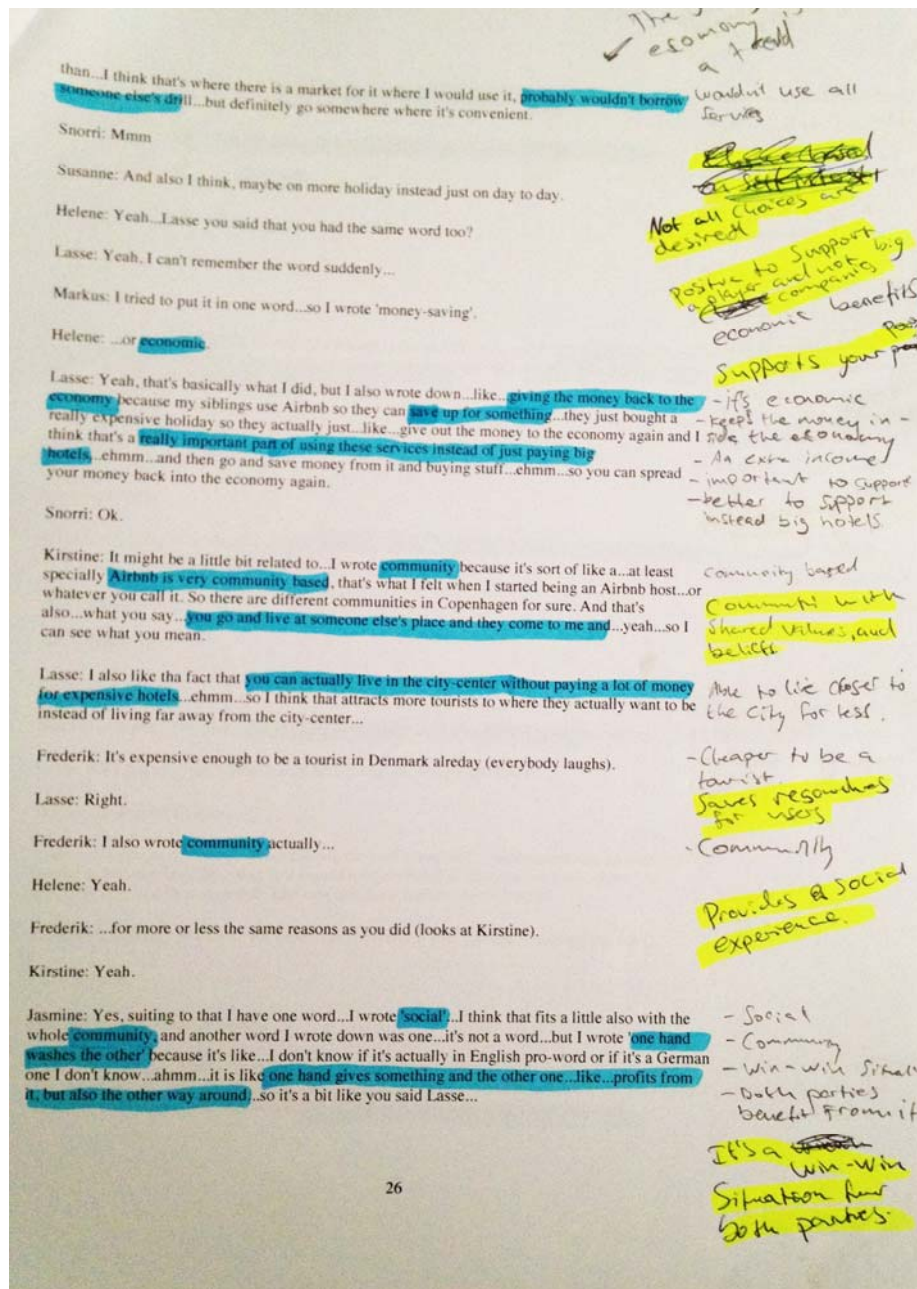
Appendix 3 – Coding Process

The Coding Pyramid (Hahn, 2008).



Data are coded to arrive at categories, themes, and theories.

First level coding (Initial coding) – Example:



Second level coding (Category development):

12th of August

Meeting new people = different experience (positive?)	Choice to be social	The unknown and uncontrollable is exiting
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Curiosity of meeting new people	A good experience because of the unexpected	Greater connection to the place
New travel experience	Positive to get local tips	More business than sharing economy (Airbnb booking portal)
Desire to stay in people's homes	Prefer people's homes	Economic gains > social factors
Good use of available resources	Level of socialness depends	More social experience than traditional services
Free sharing economy extremely social	Desire for socialness depends	More private
Possibility for fun	Can be cheaper, but not necessarily	Economic because convenience
Convenient (with a proper home)	Family-friendly	Convenient for families
Prices vary, not always cheap	Value for money	Choose convenience and price
Saving money	CC can be a polluter (Airbnb)	CC can be environmentally friendly
Some CC services are not needed/successful	Negative friction in CC	Necessary with research (negative)
CC is more about the experience	More social with travel partners	CC is growing and expanding
More offers/availability latest years	Availability of CC depends on the area of DK	CC is new and hip
Discussion about CC in the media	CC is now expanding to older generations i	Evolution of apps/services connected to sharing
A new way of thinking is evolving	CC is a big thing	Always choose CC for travel or transport
CC is popular in CPH	A lot of entrepreneurs and startups in CHP, that are curious about new phenomena	Perception that a lot of people talk about CC and share in social media

Many friends use CC	Parents use CC	Colleagues with family use CC
No one only use it once, hooked after first time	Even more skeptical acquaintances use CC	Changed shopping habits towards more online
Changed habits rearding CC	Changed habits according to change of life situation	Main reason for choosing CC is price, but also the social aspect
Main initiative for trying CC was price, but now more for local experience and convenience	Convenient for groups	More social way of travelling in a group
Want the local/personalized experience	CC might be better for different needs	People are trustful
Personalized agreement between peer and peer	Fun outstanding and unforgettable experience	Good value for money
Appreciates friendly host with tips	Positive experience with host	Positive experience with many good conversations
Positive that it is safe	Positive that there is an insurance	Feeling that information is credible
Experience information as credible	Reviews makes trust and information easier	Prior information is reliable
Reviews improves information	Reviews brings an informed choice so you know what you get	Disappointment related to expectations from information not being fulfilled
Negative experience from random incident	Negative experience turned ok after positive social interaction	Negative experience from random incident (gas)
Negative experience from deceitful "ad"	Feeling cheated and disappointed after wrong information	Negative experience from hassle with the service
Negative experience with a beginner provider in the peer2peer	Negative experience with the hassle of the service	Share experiences with friends/family
Share experiences in the review	Evaluate experience through rating system	Positive that you can send a personal review

Discuss experiences with friends	Recommend to friends	Recommending great experiences
Tips not valued (have TripAdvisor)	Share good experiences, not bad	Reviewing is obligatory
Experience should meet expectations	Negative experience when expectations are not met	Negative experience with new beginner hassle
Learning gives master in CC	Negative new beginner friction	Hassle with the prior process
Share and recommend on Twitter	Continuous discussion about CC present on Twitter	No need for using social media in regards to CC
Only use brand's own portal, no social media	As CC is evolving, eco-systems evolves around the popular services	Hassle being a provider
Some aspects of being a provider is problematic	More positive experience with experienced provider	DC of sharing and being equals fits with CC
High level of trust fits with sharing/providing own apt/stuff	Danes trust that user will not break/steal their belongings	Danes trust others with their stuff
Higher trust in Danish culture versus other countries	CC adds something to the Danish culture; more open and sharing	CC fits with Danish "hygge"
CC easier in DK because the gap between rich and poor is not high	Provider and user trust each other because they are equals	Feeling of knowing strangers
Trust in others because Danes are equals	Danes are reluctant to share and be a provider because belongings are properties	High level of expensive belongings implies reluctant to share
Strangers not wanted in Danes' homes	People who are social may still not want to share	Figures tricks to clear the belongings before providing
Hide most expensive stuff	Document status quo before providing	Security box for valuables

Casual attitude towards belongings that may break	Gap/bridge between providers and users in DK: more use than provide	
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13th of August

Want to influence others	It's positive to support your peers	Not all services are desired
Feeling of belonging to a community.	It's a positive alternative to traditional ones	Community of users with shared interests
It provides economic benefits.	Provides a social experience	It's a win-win situation for both parties
It's preferred if more convenient.	It saves resources for the users.	A positive option against big companies
Benefits the local economy.	Good to share your resources with others.	It's environmentally friendly
Collaboration is a positive and everyone benefits.	It reduces the feeling of spoiling the environment.	It's social and provides human interaction
Provides positive social experience.	Peer acceptance - treated like friends and not customers.	Other users are perceived as friendly and nice
Positive experience.	Positive experience because of human interaction.	The SE is seen as a trend
Surprisingly positive experience.	It's considered as less expensive compared to other alternatives.	Provides economic benefits - no tax
Negative if no-one pays taxes.	SE services are seen as big competitors.	Positive to more personal experience
SE is seen as an unfair competitor.	SE services are chosen if cheaper than traditional ones	Would choose SE if the price was the same
Get different experience than before.	You get more for the money.	Low level of trust towards traditional methods
The collaboration ensures trustworthy reviews of others.	Skeptical towards new things.	The old is seen as more safe



Using others possessions can be seen as negative	Using possessions of others is a barrier when convincing others	Positive to have different opinion than others in my network
SE platforms offer security	SE platforms offer trust	You can wash your possessions after use
The review and rating system ensures trust and transparency	Other users are perceived as nice	People want to give their best - ensures quality
It gives a personalized and local experience	It is seen as different choice	You can feel as a special individual with a freedom to choose
Gives a new experience	The service can give you access to hidden gems	SE is a threat to existing industries
Allows people to do things that were not possible before	People are losing jobs in the existing companies	Gives more local experience
It's challenging the status quo situation in many industries	Services and users have been challenged to court by big companies	Consumers benefit as it encourages innovation
Very popular for existing users, they are excited about it	Too many consumers have no clue what the SE is	Seems to be more reluctance to be on the giving side of the SE
The SE is more seen to be an urban thing, related to cities (a CPH thing)	SE is a growing trend	The services are not seen by all as a part of some bigger picture (SE)
There are more users demanding than offering	The SE is more for the younger generation	Younger consumers don't have strong attachment to their possessions
SE can give an extra income	Want to recommend it to others in my network	People open to new technology are more likely to use SE services
It's used by peers, but not older generation	Provides extra income	Seen as more relevant to students and younger consumers
Less motivation for older people to participate	SE services can be very inconvenient	SE allow people to have more choices and live life



People who are more open to the internet are perceived as possible users	SE is very related to the internet, not much offline content from the SE services found	Danish thing to trust the internet for confidential information
People love shopping on the internet	People are less conservative in Denmark	Younger people are more willing to use online payments
Consumption habits are moving more towards second hand, and flea-markets	Similar motives to participate in the SE as using second-hand	Second hand and recycle are very popular in DK
What is on the internet is expected to be cheaper	New alternative for customization	Searching for lower price online can be seen as a thrill
More aware of the waste that is left behind	Willingness to give to others instead of throwing out	Good feeling when helping others with thing we don't need at that moment
Economic benefits are often the primary reason for the first try	It provides a better experience than expected	It's a win-win situation
It's a great experience	It provides additional benefits	It's a sense of luxury
It provides a local experience	Very positive local experience	The SE platforms provides new options and possibilities for their users
Tries to convince her friends to use it just once	SE offers new alternatives for consumers	SE services often challenge the comfort zone of the user
It's a unique experience which you cannot get from traditional ones	There is a willingness to pay a little more if the experience is good	SE are perceived as fair priced
Possible to experience new things	You are able to become the possessions owner for a limited time, step in his/her shoes	Social - it ignites conversation between strangers
It's a positive thing to speak to somebody else, a stranger	Social interaction with a stranger is seen as a challenge	SE has a personal feeling around it

More personal connection compared to traditional methods	Danes can be described as reserved	SE services can help in moving personal boundaries
It can be seen as negative to having to have conversation with other users	SE services are more time consuming, and need more organization beforehand	It is heavily linked to trust and security
More collaboration means lower price and more offers	New solutions to problems	Using SE services usually needs more planning
Other users are nice	Ratings and reviews show that other users of the services are good	Can be annoying that supply can be very different
The human factor can also be negative, you rely on response from other users when wanting something	There is an uncertainty linked to SE where traditional methods are more reliable	The reputation inside each platform is very important for both the renter and provider
Generally high level of trust between users in Denmark	Sharing their SE choice of service on social media, to affect their image in the eyes of others	Other users give the information who to trust and who to avoid
People have generally good intentions and act according to that	Personal - users find the best solution for both if problems	Try to influence other consumers by recommending it
Nervous the first time, driven by excitement	Traditional methods are boring compared to these new ones	SE services demand more time
The review of others is important	Offers security	Talk about it all the time
Tell others to use these services	Like to share the good experiences	SE services have less demands because of the peer effect
People dealing with people and not big companies	Less price sensitive when expecting to have good experience	Feels better to pay money to a person than big company
When recommending to others feels good	Traditional methods are also chosen, habit	Social experience, you want to spend time in the apartment

Experiences shared within the platform and also outside it, different motivations	Online community where users help each other (social part)	Online community of members meet offline for events
Does not consider to be a part of an online community	Airbnb have been booming in Copenhagen	The (offline) community effect gets reduced with more users and more popularity
It's personal with personal messages	Problems are dealt with together, everyone profits from it	Don't feel the shared interest for issues from companies (car rental, hotels)
More personal means more trust	Users have similar values and interest	People want to be nice and help you
You get to 'feel at home'	There is an ongoing contact between user and provider after the payment, where people want to help	Users have held contact after the transaction, facilitates relationships
Danish culture is perceived a community culture and fits to the SE thing	The high level of trust is a cultural thing in Denmark	Danish culture contradicts to the SE in a way
Frightening to be forced to interact with a stranger	Danes dislike socially awkward situations	SE is a positive trend which can change cultural norms
Danes don't like to step out from their comfort zone	SE can move personal boundaries	The comfort zone is an entry barrier for new users
People's image is important for them	SE is positive as the money stays with the people, the user's	SE is linked to goodwill and trust
The convenient services of SE are more likely to be used		

19th of August

Use SE, but don't want to be a provider	Ride-sharing is easier and cheaper	Car-sharing was cheap & convenient
SE is people driven	Need a community to make SE possible	Social when meeting and talking to people



Have to be brave to participate in the SE	Nervous being provider the first time	SE is unexpected (negative?)
Sustainable use of available resources	In SE, price is connected to "product" - what you get	Sustainable when using available resources
Car-sharing is sustainable	SE for a good cause	SE is good for the environment
Price is most important factor	Airbnb is first choice compared to traditional alternatives	Airbnb provides freedom to be independent
Airbnb provides opportunity to be more private and have more space	SE getting more expensive when popularity increasing	Provider sets a fair price
Airbnb convenient for a group traveling together	Positive having the space of a home	Renting a home brings privacy
Positive with a "home away from home"	Saving extra money when having a home	Airbnb convenient for longer period
SE is easier and more spontaneous	Full information about choice	Credible information
Negative experience when expectations not met	Reviews important for expectations	Ok not meeting the host
Often no direct social interaction	Good feeling when there is trust between provider and user	Trust in user results in goodwill
Positive surprised of the high trust level from provider	Trust from provider prevents acting bad	SE is social in terms of the community needed
SE not necessarily social because of interaction	Expectations to meet the provider	Positive experience from social interaction with provider
Provider "like a friend", giving tips	Positive experience provider does something extra; being friendly	Positive with high level of trust from provider
Trust level higher in Denmark	Trust would be lower elsewhere	Easier to trust people in Denmark
People treat foreigners as equals	More trust amongst people in Denmark	SE and sharing belongings is contradicting with the closed mindset in DK



People in the SE are more open-minded and builds a community	Positive to have an alternative choice from the "monopoly" of traditional services	Price is SE's most important USP
SE a (good) contrast to the current economy system	SE results in people losing jobs	SE results in lower innovation
SE contradicts with the concept of growing the economy	Exiting with possibility to explore someone's home and "be like someone else"	Want to get to know the provider
Recommending SE in blogging	Positive staying in a real home	More personal staying in a home
Uber is exiting - interaction with the driver	Uber different in DK - real people compared to professional drivers elsewhere	Convenience with SE is positive
No feeling of supporting a good cause with the SE	SE is good because more convenient	SE provides more choices of getting the same "product"
Main criteria price and time	SE is good for exploiting belongings not in use	Support Airbnb because of the environment
Traditional businesses are forced to rethink their business	No good feeling related to paying for large traditional businesses	SE implies people losing jobs
Positive paying for traditional in DK, goes back into the community versus SE	SE a way of cheating the economy	Some SE services are very controlled
Airbnb has more trust than other SE services (?)	SE is more flexible	Using home-sharing more for short-term than long-term
Long-term home-sharing through a portal is less shady than private renting	Would consider other services similar to the used	Home-sharing services not that differentiated because they all have the same "product"
Interest in the "product", and not the brand	No relation to the company	One major player like Airbnb makes it easier for the customer
One player like Airbnb bad for the community	Expectations the same for all brands within same SE "industry"	SE builds on that the people in the community have to be honest



Reviews are one of the SE's advantages	Reviews brings full information	One major player results in higher level of trust and quality
Positive with everything within the same platform	Reviews enhances good service	Reviews functions as a safety net
Important for the ecosystem to write reviews	Many don't do reviews, results in overload of bad ones	You have to give to get
Good experience with small gestures from provider	Can't earn that much money on home-sharing	A lot of people are earning money
Can't earn on home-sharing if there is no place to stay	The Danish consumer has a desire to get what is new and cool	Danes frequently exchange belongings that should satisfy their need
Danes choose practical cars	Danes do "crazy shopping"	Danes are conscious about what they are buying complementing their style, and following trends
Danes are brand conscious - brand proves belonging	Danes buy the trendy stuff	Danes spend money on investing in quality
Some Danes go for the cheapest, and some consume long-term value	Danes exchange belongings often, because they want the new design	Danes are rational consumers
Danes invest in good brands that come with quality	Danes will spend more money on quality	Danes are supportive consumers towards Danish brands and food
Danes supporting Danish food represents being sustainable	Danes are good consumers of the SE	Common in CPH to use SE
Young Danish residents are open for the SE	Old people are not comfortable with SE	Don't know many over 50 participating in the SE
Who uses SE depends on personality and what they prefer	Danish consumer is more open-minded	Danish consumer is the "western consumer" - going for new trends and not afraid to try
Danes have a stable income so there is nothing to lose trying new stuff	In the community of young, well-educated people, travel the world	A different world for people outside CPH, may be more reluctant towards SE



	and explore, so open for trying SE	
CPH is very innovative, so fits with being open towards SE	CPH residents are more international and cultural, and may represent most of those who use SE	SE is most for young people
Older generation (50+) don't understand the concept of the SE	Young people are more open towards trying new things	Older people are more attached to belongings and have their core habits that make them reluctant towards the SE
Other SE services like food sharing are regarded positive, but they are connected to a lot of hassle		

Third level coding (Axial coding):

Be someone else (for a weekend)	Sharing economy challenges Danish cultural norms (reservedness)	The typical Danish consumer
<p>Explore and live someone else's life</p> <p>Become the possession's owner for a short while</p> <p>"Step in the owner's shoes"</p> <p>Go to the local pub and explore the daily life</p> <p>Live the life of an "artistic couple in Berlin"</p>	<p>Danes can be described as reserved</p> <p>Social interaction with a stranger is seen as a challenge</p> <p>SE services often challenge the comfort zone of the user</p> <p>SE and is contradicting with the closed mindset in DK</p> <p>CC adds something to the Danish culture; more open and sharing</p>	<p>The Danish consumer has a desire to get what is new and cool</p> <p>Danes are conscious about what they are buying</p> <p>complementing their style, and following trends</p> <p>Danes buy the trendy stuff</p> <p>Danes are brand conscious - brand proves belonging</p> <p>Danes will spend more money on quality</p> <p>Danes are good consumers of the SE</p>
Motivation evolves based on experience	Provider < user in DK	Sharing available resources

<p>Economic benefits are often the primary reason for the first try</p> <p>No one only use it once, hooked after first time</p> <p>Main initiative for trying CC was price, but now more for local experience and convenience</p>	<p>Gap/bridge between providers and users in DK: more use than provide</p> <p>Use SE, but don't want to be a provider</p> <p>Hassle being a provider</p> <p>Some aspects of being a provider is problematic</p> <p>Danes are reluctant to share and be a provider because belongings are personal properties</p> <p>High level of expensive belongings implies reluctant to share</p> <p>Strangers not wanted in Danes' homes</p> <p>Seems to be more reluctance to be on the giving side of the SE</p> <p>You have to give to get</p>	<p>Sustainable use of available resources</p> <p>Good use of available resources</p> <p>Good to share your resources with others.</p> <p>Good feeling when helping others with thing we don't need at that moment</p>
No brand resonance	Good feeling supporting real people	Positive social interaction
<p>Interest in the "product", and not the brand</p> <p>Expectations the same for all brands within same SE "industry"</p> <p>Home-sharing services not that differentiated because they all have the same "product"</p> <p>Would consider other services similar to the used</p> <p>One major player like Airbnb makes it easier for the customer</p> <p>One major player results in higher level of trust and quality</p> <p>Positive with everything within the same platform</p>	<p>SE a (good) contrast to the current economy system</p> <p>No good feeling related to paying for large traditional businesses</p> <p>Feels better to pay money to a person than big company</p>	<p>Social when meeting and talking to people</p> <p>Positive experience from social interaction with provider</p> <p>Choice to be social</p> <p>Meeting new people = different experience (positive?)</p> <p>Curiosity of meeting new people</p> <p>Main reason for choosing SE is price, but also the social aspect</p> <p>Negative experience turned ok after positive social interaction</p> <p>Provides a social experience</p> <p>Provides positive social experience</p>



		It's social and provides human interaction Social - it ignites conversation between strangers
Local travel experience	Trust in peer2peer	Trust provided by the platform
<p>Positive to get local tips</p> <p>Main initiative for trying CC was price, but now more for local experience and convenience</p> <p>Want the local/personalized experience</p> <p>It gives a personalized and local experience</p> <p>Very positive local experience</p> <p>More personal staying in a home</p>	<p>Good feeling when there is trust between provider and user</p> <p>Trust in user results in goodwill</p> <p>Trust from provider prevents acting bad</p> <p>Positive surprise of the high trust level from provider</p> <p>More personal means more trust</p> <p>High level of trust fits with sharing/providing own apt/stuff</p> <p>Danes trust that user will not break/steal their belongings</p> <p>Trust level higher in Denmark</p> <p>Trust would be lower elsewhere</p> <p>More trust amongst people in Denmark</p> <p>Trust in others because Danes are equals</p> <p>Higher trust in Danish culture versus other countries</p> <p>Generally high level of trust between users in Denmark</p>	<p>The review and rating system ensures trust and transparency</p> <p>Ratings and reviews show that other users of the services are good</p> <p>Airbnb has more trust than other SE services (?)</p> <p>Reviews makes trust and information easier</p> <p>The review and rating system ensures trust and transparency</p> <p>Positive that there is an insurance</p> <p>The review of others is important</p> <p>Reviews are one of the SE's advantages</p> <p>Reviews brings full information</p> <p>Reviews functions as a safety net</p> <p>Important for the ecosystem to write reviews</p>
Convenience, additional benefits and value for money	Price	Copenhagen hit
<p>Convenient with a proper home</p> <p>Value for money</p> <p>Convenient for groups</p> <p>Car-sharing was cheap & convenient</p>	<p>Choose convenience and price</p> <p>Main reason for choosing CC is price, but also the social aspect</p> <p>Price is most important factor</p>	<p>Airbnb have been booming in Copenhagen</p> <p>Common in CPH to use SE</p> <p>A different world for people outside CPH, may be more reluctant towards SE</p>



<p>Airbnb convenient for a group traveling together</p> <p>Airbnb convenient for longer period</p> <p>SE is good because more convenient</p> <p>Positive having the space of a home</p> <p>Renting a home brings privacy</p> <p>Saving extra money when having a home</p> <p>Positive staying in a real home</p> <p>In SE, price is connected to "product" - what you get</p>	<p>Price is SE's most important USP</p> <p>Main criteria price and time</p> <p>SE services are chosen if cheaper than traditional ones</p> <p>Ride-sharing is easier and cheaper</p> <p>Car-sharing was cheap & convenient</p> <p>Saving money</p> <p>Saving extra money when having a home</p>	<p>CPH is very innovative, so fits with being open towards SE</p> <p>CPH residents are more international and cultural, and may represent most of those who use SE</p> <p>CC is popular in CPH</p> <p>A lot of entrepreneurs and startups in CPH, that are curious about new phenomena</p> <p>The SE is more seen to be an urban thing, related to cities (a CPH thing)</p>
Recommending and WOM	SE is based on the community	The typical SE user
<p>Want to recommend it to others in my network</p> <p>Try to influence other consumers by recommending it</p> <p>Recommending SE in blogging</p> <p>Recommend to friends</p> <p>Recommending great experiences</p> <p>Share and recommend on Twitter</p> <p>Talk about it (SE) all the time</p> <p>Tries to convince her friends to try the SE</p>	<p>Online community where users help each other (social part)</p> <p>Online community of members meet offline for events</p> <p>Danish culture is perceived a community culture and fits to the SE thing</p> <p>Need a community to make SE possible</p> <p>SE is social in terms of the community needed</p> <p>People in the SE are more open-minded and builds a community</p> <p>In the community of young, well-educated people, travel the world and explore, so open for trying SE</p> <p>Community of users with shared interests</p>	<p>The SE is more for the younger generation</p> <p>Younger consumers don't have strong attachment to their possessions</p> <p>Seen as more relevant to students and younger consumers</p> <p>Young Danish residents are open for the SE</p> <p>In the community of young, well-educated people, travel the world and explore, so open for trying SE</p> <p>SE is most for young people</p> <p>Young people are more open towards trying new things</p> <p>Older generation (50+) don't understand the concept of the SE</p> <p>Older people are more attached to belongings and have their core habits that make them reluctant towards the SE</p>

		<p>People open to new technology are more likely to use SE services</p> <p>People who are more open to the internet are perceived as possible users</p> <p>It's used by peers, but not older generation</p> <p>Less motivation for older people to participate</p>
Sustainability		
<p>Car-sharing is sustainable</p> <p>Sustainable use of available resources</p> <p>SE is good for the environment</p> <p>SE for a good cause</p> <p>Sustainable when using available resources</p> <p>Danes supporting Danish food represents being sustainable</p> <p>CC can be environmentally friendly</p> <p>It's environmentally friendly</p> <p>It reduces the feeling of spoiling the environment</p> <p>Similar motives to participate in the SE as using second-hand</p> <p>Second hand and recycle are very popular in DK</p> <p>Consumption habits are moving more towards second hand, and flea-markets</p>		

Appendix 4 – Transcriptions of focus group discussions

Focus group session - 12th of August

Snorri: Hello, my name is Snorri and this is Helene, and we will be the moderators for the discussion. We want to thank you all for showing up and devoting time and sharing your experience and opinion with ehh with us. You're all invited here to us to discuss the phenomenon of collaborative consumption, or the sharing economy, which we will refer to as deleøkonomi from now on, like in the list of questions. We hope that everyone answered it and prepared (laughs).

The main purpose of our project is to investigate the consumer side of deleøkonomi, including your experience and feelings. You all have experience from either car-sharing or the house-sharing services like Airbnb or Gomore, and...ehh...but however we want to mention that those two services are only used as examples for the discussion and they are not the main topic for our research. Ehm, and also the research is not sponsored by any brand...(everybody laughs).

We want to mention that we are recording the session, and, because we have to transcribe it afterwards, but you will only be identified by your first name, and if anyone wants their name changed, they are welcome to send us e-mail after the discussion.

Helene: Yes, and we will ask you the questions that we sent yesterday, and we are very interested in your personal views and personal opinions...ehm...and we want to say that there are no true or false answers, because we are interested in diversity and...ehhh...let's see, we encourage you to express yourself freely. And if you feel that you share another opinion than some of the other participants'...ehm...you can discuss things because we want a colorful conversation. So please fight (laughs), ...no (everybody laughs).

Ehm, yeah we hope that we can have a nice discussion about deleøkonomi. And before we start the discussion, we just want to take a quick round, maybe we already have done it while we were eating, but just say your name, what you do and what kind of deleøkonomi experience you have. Anybody wants to start?

Serena: I can start

Ida: Yeah we didn't hear what you do. Giggles.

Serena: Ehm, so I'm Serena, I'm Italian. I was working with, uhm, yeah, we were colleagues (looking at Helene). Ehm, it's a It company, and I'm the executive assistant, so far this is my position, but there will be some changes so I am changing my position as well. So yeah, at the moment I am still that one. And I, I've used Airbnb twice, once in Paris, and once in London, and ehh, the car2go, some times in Copenhagen. And Uber, I don't know if Uber is, ehhm

Helene: Yeah, well sort of, yeah included

Serena: I don't know how you actually define the deleøkonomi

Helene: yeah, that's sort of ehm, what can I say, grey line between what you call deleøkonomi and what you don't call it, but we want to focus on more the sharing services in stead of Uber which is more like a taxi sort of, but more personal, so...

Serena: OK.



Lasse: I think I'm next. My name is Lasse, I am a student at Aarhus University, but I did my last semester in Copenhagen. And I recently took some summer school and I will start on my thesis. Ehh. I've used Airbnb twice, once in Korea, and once in Boston, and I don't think I've used any car-rental services, only Uber.

Anna: Yes. I'm Anna, and I'm also studying at CBS with Helene and Snorri, ehm, and I'm also writing my thesis right now. And besides my studies I work in advertising. And I have experience with Airbnb. And, yeah, ehm I have rent out my own apartment, and I have also rented apartments in Paris and New York.

Snorri: Cool.

Søren: Yeah I can continue. I work as a project manager in a digital agency. And I ehm have experience with deleøkonomi, with Airbnb, both as host and guest. Host, I don't know, 40, eh 40 times, something. Lots of times (some laughter). And guest not that many. Ehh, and Uber of course...and Gomore as well.

Lotta: Yeah. I am Lotta, I am a fashion designer, going on communication and coaching. I am a host at Airbnb, have had about 20 guests or something, I also used Airbnb around Europe three-four times. Ehh I went with Gomore a lot of times, but then only as a passenger.

Helene: ok, so the ride-sharing?

Lotta: Yeah, as a passenger in other people's cars.

Ida: Yeah my name is Ida, and I am head of PR and communication in a small Danish company. And I used Airbnb a lot of times, both in Denmark and abroad – in Thailand, in Helsinki and other places. And I also used Gomore a lot. Both the car-sharing thing, and the renting a car.

Heidi: And I am Heidi, I am also writing my thesis, and working in HR, and I've used Gomore as a passenger a few times, and I've also been a host in Airbnb a couple of times and I've used it several places in Europe.

Helene: Ok, I want to clear out one thing, it's that we're mostly focusing on the times where you have used Airbnb, not as the host, but of course you can, if you have something that you want to share, you are welcome to share it, but it's the user experience / consumer experience that we are mostly focused about. Yeah, and so now we just had a small start, and Snorri will continue with the questions that we have.

Serena: So I have a question, is he going to ask the questions to each of us, or anyone can start....

Helene: Anyone can start and talk and there won't be like..

Snorri: It's not like a interview, more like a discussion,

Helene: Yeah, so just say anything you want.

Serena: If I look at my phone it's because I've prepared and have some notes.

Helene: (Laughs) That's good! (Everybody laughs).

Snorri: We're going to start with a small task, we are now going to ask you to, ehh, write 1-3 things that come to mind when you hear the word deleøkonomi, on the back of the paper.

Lotta: Just words, or services?



Snorri & Helene: Words

(Short pause)

Helene: Do you want to show your sheets to us? So we can see the answers?

Søren: Mine is pretty unreadable (laughs).

Lotta: Maybe we should just say what we wrote:

Helene: Yeah.

Søren: I've written free resources, and a great work like (mumbles), and...ehh...a question mark...what's next?

Lotta: I wrote financially, what can you say, økonomisk, social, diversity.

Ida: I also wrote social, and cheaper

Lotta: that's what I meant (laughs).

Ida: and Green I think, like environment.

Heidi: I also wrote saving money, but first I wrote community, and...ehh..."the new thing"

Serena: And I wrote new people, innovative, and cheaper.

Lasse: I have social, and cheap alternative, and the young hip thing.

Anna: I have sharing, and then I have Airbnb and Gomore, because this is sharing economy for me, like what I use, like...so...

Snorri: Ok. So. Social, do you agree with that...do you think it is social? In what way?

Ida: I think it social in the way that often if I use Gomore, I meet some new people, and when I go on the train I work, it's another experience. You choose to be in the same car as the other person, and the other person knows that you've chosen that.

Heidi: And it's a very small space (gesticulates a small space with her hands)(everyone laughs).

Lotta: I totally agree, I think it's kind of exiting, to not know who you are going to ride with, and you are going to have maybe 4-5 hours in a car with strange people (meant strangers). And, I don't know, I am very curious about different people and just meeting people that I would never do otherwise. (The participants nod, and say "mm"). You know I think it's exciting to see, it can be extremely different opinions, but you always end up having interesting discussions about, I have NO idea when I sit down, but it's always been for me a good experience.

Ida: I also...ehhm...like being in another apartment of a person, it feels more social, it feels in some way a little bit a part of that person's like every day-life and routines and sometimes you get a clue, like this bakery around the corner, is very good. And it makes another connection between you and the places you go.

Heidi: Also if you don't meet the person, because I have used Airbnb here I haven't met the person, who I actually rented the apartment from, but that doesn't really matter because you get the extra experience of yeah, ehh being in another place in another way than you would if you were at a hotel.

Lasse: And often you talk directly with them.

Heidi: yeah, yeah

Lasse: ... on the Internet, and they give you tips and

Heidi: (interrupts) Definitely, you get to know the good bakeries, the good cafes, restaurants... places to go, places to see. Places to avoid! (some laughter).

Søren: I tend to agree, but, but, two things, ehm I used to do a lot of home exchange, actually one-to-one exchange, and that is actually hard to setup because you have to have a match, they want to go to Copenhagen, I want to go to ... Vienna, some place, and the exact dates and so on, so that was a bit of a hassle, but the social part, THAT was much better than Airbnb, we still talk to them, and get a postcard from Paris from time to time, and so on, and that's one thing. And Airbnb, it's for me, more turning into a booking portal than exchange site, ehm so basically, I see a lot of places that are just holiday apartments or second apartments or something, and I actually discussed it with my girlfriend this summer, and we went to Sicily, and we actually wanted to filter and say that we wanted to go to someone's homes, (Heidi and others agree), instead of having this semi-decorated apartment – cheap-ish something, but of course you cannot do that at the moment,

Heidi: you have to look through all the pictures, because I definitely prefer people's homes, ehm yeah, the bed&breakfast ehh...

Søren: and the reason I wrote free resources because, suddenly you invent Airbnb, why wasn't it invented 20 years ago, we didn't have smartphones, but we could do it at our computer, right, but you have free recourses, you are going on vacation and have this apartment that is empty, but now you can see that a 3-bedroom apartment is a 1000 kr/day – 1200 kr/day, it's not cheap anymore, so if you go anywhere in southern Europe, you log on to htels.com and you can book a room for 400 kroners. Basically, it's not more expensive than Airbnb. So the social part is correct, that you interact with people, when you're a host, when your hosting to people and so on, and mingle and all that, get some, get some, ehh ideas of where to go at night...but...it's not more social than people are squeezing the lemon,

(Participants interrupting, agreeing/not agreeing)

Ida: But I also think there are different levels, within Airbnb there are of course different levels of people being very social about it, and also someone renting out their summer-houses, or like..

Heidi: ...where it's more like a business

Søren and Ida: yeah, yeah

Ida: but still I think that the level of socialness is a little bit higher than booking a hotel.

Søren: Yeah yeah yeah! I agree

Ida: But I understand your point

Heidi: I guess, for me it's also, because I've done couch surfing, then I was in Australia, ehh, studying four years ago, and with couch surfing it's a different experience, it's very social, because you don't pay people to stay there, you have to be social with the people. And it's a really great experience, but when I go for a weekend in Berlin, or in Istanbul, I don't feel like being that social, I just want to see the city,

so there's like, I wouldn't want to be too much, set too much time with my Airbnb host most times, to.. I need.. It's also for me a way to get a cheaper place, which is better located, ehm, instead of a hotel.

Lotta: I also get, what can you say, the more private or more fun, because I've been for 150 kr stay in a hostel, and it's really cool (laughs). You know, you can get kind of anything, like a host the responses I get is that they appreciate it being cozy and my home, because it's exactly my home. I just go outside the apartment, and they go in. It's no different from when I live there myself. And that's what people like.

Helene: A lot of you mentioned that it was cheaper...?

Serena: Yeah I think I'm going for Airbnb because it is cheaper, or at least when it started it was cheaper, now you see that the prices are getting higher, and there are more that want to try Airbnb. And some people are just using it like "ok, I can pay my rent with this, and make a living for myself". But yeah so it is cheaper, but it was even cheaper before.

Lotta: Yeah but it's also many different levels, because you can find anything from a 100 kr to a 1000 kr, that depends on how many people you are traveling, once we were 5, and we could definitely find something for 100 kr a night, because we were five, and we all got beds, but it's also I see economic in the case that if you have your own apartment, you can cook yourself, you can make breakfast, you don't have to eat out 3 times a day, you can just buy some cheap stuff, put it in the refrigerator and do some cheap meals, and spend money when you do go out and eat.

Heidi: Yeah, and you don't have to eat bad hotel food.

Lotta: Exactly, because it's often really pricey and really shitty, so that's also an aspect of..

Heidi: It's much more convenient, really. Being in a proper home, instead of being in a hotel, like when you travel.

Søren: and you get a, I use it pretty much with my work, and going with Airbnb places it's not a hotel, and that's actually a good thing, well, there's no one going to make the bed when I am out and so on, but again, a real apartment, in a hotel I can sit in the bed and watch TV and work on your computer or whatever, and in Airbnb it's like having a home and that's really good, and I tell all the families that are going on vacation do it through Airbnb or home exchange, instead of staying in a hotel apartment or a hotel room with two extra beds for the kids and so on and no privacy, and, and, and all that. So...ehm...

Anna: It's really perfect for families, I know a lot of families who does it because they have two small children and they can't really stay in their own room and then it's like really crowded to...

Søren: (laughs) yeah.

Anna: ... to be four people so it's really perfect.

Lasse: But it depends on what kind of travel you want to do, you can get all price range on Airbnb I guess, so for me traveling alone it would be cheaper, but also more expensive than a hostel, but I get more value for money so...also than staying in a hotel so.

Snorri: What about – you mentioned green (looking at Ida)?

Ida: Ehhh, it was also the idea of sharing resources, and sharing the apartment when it's empty, instead of building a new hotel, or sharing a car, or sharing a car-ride, so there's not one person in a car, but 2, 3 or 4, but I know, it's like some people like myself, I won't exchange buying my own car instead of sharing a ride, but I exchange it with DSB, which is actually greener than doing the car-sharing. So in some ways green, and in some ways not so much.

Heidi: But the thing with Gomore, is that the people who go would have gone anyways.

Ida: Yeah, and they might have gone with the public transport.

Lotta: And it's half the price from public transport.

Ida: Public transport is SO expensive.

Lotta: yeah it's so crazy, much money to save when you're going with Gomore

Anna: But also when it grows more and get more available, with like car2go, then actually a lot of people would choose that for buying a car, when it's available

Søren: But Airbnb is definitely a big polluter, because people are traveling more, more weekends, so in that way, paying 300 kr to go to Berlin or something, and ehh, yeah. So you can't drive around the world three times...(some laughter)

Ida: yeah but also, oh I'm sorry (interrupts Serena)

Serena: I'm saying their greener maybe because they don't wash your sheets every day, (people agree) or towels and everything.

Ida: But you could also take the sharing economy, to like, to different things, I was in a beta-testing version of a clothing sharing service where you pay, it's like Netflix for clothing!

Anna: yeah, I had a friend who did an internship there.

Ida: yeah?

Anna: was it called Chare?

Ida: note, ex

Anna: oh ok, it was ehh...

Ida: ...where the idea is that you pay a monthly fee, and then you can go to the place and you can have like 5 different items, and when you use them and you wash them, and you go back there and choose 5 new, and leave them and, you take what you want and don't have to buy stuff that you get sick of, and.... The sharing economy could also be like borrowing a drill machine, which would be resources, like instead of everybody having their own drill machine. But...ehhm...I see the pros and cons...definitely.

Søren: but that actually, uhm, reminds me of another thing that, for example, if you want to rent a jet patrol (...) ehh an old friend of mine ehh started a website called Jepti.com which rents out, ehh, or connects people having problem and solutions (...), and ehh when you saw that if you have a power drill, the best one is like 2000 kr right, but you can go out and buy a cheap one for 200 kr – so would you actually rent one if you were just going to use it for a weekend, or just go buy a shitty one and say “hey, it's will at least last for the weekend” right? Not two years, but you only need it for a weekend. And yeah, they (Jepti) have no success (participants laughs), they tried but, and actually that's the same experience with Airbnb, if I want to stay at a place for one day, I'm not using Airbnb because there's a lot of friction. You have to discuss, and you have to say: “yeah I will arrive at that time and we will meet you there”, and all that and maybe we are driving in a car, and we don't know the way, or you get hung up at a museum or something, but we have to go meet them because we have to check in, and also



you have to come, so for that sometimes push it away from Airbnb because it's a little bit of hassle for one or two days..

Serena: (...) Normally it's also far away from the airport, or, the apartment I was in London, ok it was close to the city, but far away from the airport and I had to take the train and the bus and all...

Heidi: Yeah, you definitely have to do your research to make sure that (...)

Serena: Location, price and dates, and then write it 1, 2, 3, I don't want to spend weeks writing to people...yeah.

Lasse: When you do Airbnb, you make a decision, and it's part of the travel, so a hotel it's just a place to stay and you go out and experience the city, and when you travel with Airbnb, it's more for the experience for me, I mean you don't have to...you can stay in the room or the apartment with other people, whereas a hotel you just have the room, and you come back at 12, and you sleep there, and yeah...so it really much depends on how you travel.

Anna: yeah that's what I like about it, that you have a living room, and you can sit when you come home and it's, yeah, more social in that way, also if you are a family or a group of friends traveling together I feel you will spend more time together if you have a living room, a kitchen where you can sit together.

Søren: And you might stay another day, then you would else, so...at least from my experience. Especially for home exchange, right, that was free right, so let's stay for a week (people laughs).

Snorri: Ehh, yeah. What do you think of the popularity level of deleøkonomi in Denmark?

Lotta: I think it's definitely growing, especially the Gomore has expanded crazy during the last year...ehh...that I could actually see that it was easier to get a ride, but it's still, in Denmark, the big routes that are working – if you're going like trying to go to Vordingborg, that is impossible, because no one is going there.

Heidi: I can't go home to my parents with Gomore either, I've tried it once, because it's in the west of Denmark, and there are just no Gomore rides (...)

Lotta: (...) but Aarhus, Aalborg, that works perfectly that route, because I was travelling back and forth to Aalborg a lot, and that's like half price, and definitely not longer time than DSB, so that works very well.

Ida: I think regarding popularity, it has become, I don't know if it was you (Lasse) that mentioned that it was the new hip thing, to me it seems like it's that. The two last days in P3 Morgen, they have been talking a lot about deleøkonomi, and it's like, my father knows about it! (some laughter) – and he's not even new and young and hip (everyone laughs).

Søren: Now everybody knows.

Lasse: You also see more, I'm not sure how you define this deleøkonomi, but apps or services where you can share food, meals and things like that. I mean, a lot of people are thinking in those ways so...

Heidi: I mean, also the Facebook page of gratis / free stuff, where you can get, chairs, or food, or yeah, anything, of yeah, that page, that's quite big as well. (pause) But it is popular, but I think that was the one in P3 Morgen said that was really interesting, because in a few years, it's dead. And I think that for me, it's, deleøkonomi is quite a big thing. I use Airbnb and Gomore, and I think we all do and it's become just a part of our lives, in some way. When I want to go travelling in a big city in Europe, I go on Airbnb, I don't research for hotels, I just look for Airbnb places to stay.

Søren: But it is big. You can see the numbers right.

Heidi: Mhmm...it is really big

Søren: I heard that same guy. His, his arguments wasn't too good.

Heidi: Nooo...

Ida: And today was a counter argument!

Heidi (laughs): Oh really?

Søren: Did you hear about the Amazon? They want to have you bring out, other parcels out, so basically when you go and pick up a parcel, you can say ok, you can get a voucher for \$10 or something, if you take that parcel along to your neighbor or something.

Heidi: Oh really?

Søren: Yeah, just bring two parcels instead of one!

Ida: Parcels?

Søren: Parcels – packages!

Ida: Ahhh.

Søren: Yeah, a book, or a cd or something. So you're going anyway right, to the post office or to Amazons outlet, or, I don't know where, so why send a postal card to your neighbor, when you can just wink it. It's yeah.

Anna and Serena saying something (...)

Søren: So I'm not sure it will be dead in three years, so...

Serena: But I also feel that it is popular in Copenhagen, I don't know about the rest of Denmark, but Copenhagen it feels very young, and a lot of entrepreneurs and startups, so people are very curious about this new things (people agree), about how this work and why is everyone trying it and then people talk a lot with each other and they share a lot in social media and I think it's very popular here in Copenhagen at least, I don't know about the entire Denmark.

Snorri: But do you know many people who are using deleøkonomi?

Heidi: Yeah.

Anna: Yeah, most of all my friends have.

Snorri: Which type, the same as you...or?

Anna: yeah, I even used Airbnb with my parents, so, yeah.

Heidi: I think what you (Anna) said earlier with young families are starting to use Airbnb as well, I had colleagues who has done the same, because it's easier with kids to have a home instead of being in a hotel.



Anna: Exactly.

Heidi: And I don't think that, I don't think that with Airbnb I've heard of anyone who've used it one time and then said no I'm never use it again. They've all been quite hooked of the idea when they've tried it the first time.

Ida: My father actually, he created a Gomore lift. He went to visit us yesterday, and he lives in Aarhus and he created a Gomore lift from Copenhagen to Aarhus. It was his first time, and he was like, "it's is so funny", because he was a little critical, like "nah, I really enjoy going in my bike, no my car, alone, and it's this comfortable time, I don't have to talk", but my father is very talkative and he like discussions, and he called me today to say like he had this "very interesting, young woman from Russia" (everyone laughs).

Søren: That's great.

Heidi: Oh, that sounds great.

Ida: Yeah it was very nice. Because he was a little bit skeptical, so... it's also a lot of people who use it...

Snorri: Ok. If you think about your own purchasing habits the last years, have you experienced any changes in your habits?

Serena: I think I use online shopping more, especially this last year/ couple of years, and uhm yeah, I am very curious of Bitcoins, which I haven't tried yet, because so many are so happy with Bitcoins. But more online stuff, instead of going out, uhm it was a pleasure going out in town and buy some stuff, but I actually do more online, I don't know why, buy (laughs).

Anna: Uhm, for me it's actually only in regards to where I have been using Airbnb instead of hotels because I've been shopping online for many years now and also used second hand shops like Trendsales and Ebay, yeah, for the last ten years maybe. Uhm...so...only in regard to Airbnb.

Ida: My habits have also changed, but I think that has to do with the life situation because I had a kid, one and a half year ago, and stuff for kids are so expensive, so I started use or buying more things that are used, than I did before, but I think I would have done that no matter what, because stuff for kids are like you use them only like clothing for a month and then it's too small, so it's not the same with me. I don't grow so big and ehh... (laughs).

Snorri: Ok, so, anyone else?

(pause)

Helene: Shall we continue?

Snorri: So why did you choose Airbnb and Gomore compared to similar traditional services like hotels and car-rentals?

Lotta: For me it's because it's cheaper. I've always done it because it's the cheapest way and I also kind of start to like to go with Gomore when I started it was nice, talking to people instead of sitting alone and staring out a train window, ehm, so.

Anna: I think for me the first time I used Airbnb as a guest it was also because it was cheaper, but actually after I've tried it the first time, I feel like it was a more local experience that you would get, uhm, yeah and then I also really like that you have an entire apartment so it was yeah really nice that you could relax on the couch, and eat breakfast at home. Where if you only had the hotel rooms and you



were away for maybe 10 days then it's getting kind of exhausting that you have to go out and get breakfast every morning and that you, yeah, that you do everything in the bed because there is no place you can really relax, so actually, when I...I'm going to NY with my family, this fall, and my parents asked again if I could find an apartment, because they really liked it the last time and they thought that yeah, actually it was, we, more cozy, and we spent more time together because we lived in that apartment so. Yeah.

Søren: And if you travel in-group, you can't stay in a hotel, because there's no hotel room big enough for 5 people.

Anna: yeah exactly, then normally we are split up in different rooms, then when you come to the hotel you just yeah, you are not really together, so...in that way it is more social also. And then it's also, like to get a more local and authentic experience. Yeah I just rented a bungalow on the Gili-islands, next week, and that was actually because we wanted to get a more yeah local experience, more personal experience you can say. So, yeah...

Ida: I've also used it because we needed it for something a little bit...different. Then the normal hotels or summerhouses. Like my boyfriend and I, we wanted to find a place where we could have like a big party for our daughter. And we wanted to invite like 50 people or something, for dinner and, also to have a place for a week, where people come and stay and have fun and stay intense, and one day there should be a big dinner. And it's difficult to find a place where you can do that. If it's not a private person that you can ask for permission, because yeah, or summerhouses that size would be crazy expensive, so that was a very nice experience that we found this old house with like "stråtak" out like far out in the woods in (...). It was such a great experience, and not very expensive compared to what you pay at the places.

Anna: And that was at Airbnb?

Ida: Yeah.

Serena: And you had a party at their place?

Ida: Yeah (everybody laughs).

Heidi: That's really cool. Did you tell the hosts?

Ida: Yeah yeah, we wrote to places where you could sleep around ten people in the house and then we wrote I think 5-6 places to ask them "hello, we want to have a big party at your place, but it's like a party for a kid that is a half year old so it's not going to be a crazy party, it's not going to be like dancing on the tables, so if that's good with you, we would like to book your place". And they were very cool, actually I think like three or four of 5,6,7 said ok, so we chose the one we liked the best, so yeah, it was very impressive, people were so trustful that we wouldn't damage any...

Serena: Then the next time I'm having a party (...)(people laughs) "Hey can I rent it for one night, we're 25..."

Ida: No actually, we paid a little bit more, that's true, than the normal fee. Yeah. We made a special agreement.

Serena: And you didn't have to pay for cleaning afterwards?

Ida: No, we cleaned ourselves.

Snorri: Ok. If you think back to a good experience you've had with Airbnb and Gomore, can you describe it?



Helene: Like a really exceptional, like you (Ida) talked about, something similar that you can remember?

Anna: As a guest?

Helene: Yeah

Lotta: I had a really fun experience in northern Germany. We were 5 of us staying there, arriving quite late at night at this guy's apartment, ehh, and we just wanted a bed that we were going to sleep in and then drive on. But he came over to our room and asked us if we could help sing a song for his girlfriend, because they had one year anniversary today, so we ended up doing Beatles' "Love me do" karaoke version, in his living room for his girlfriend, when she came home. Also wearing hats, and costumes because he thought we should have something extra on. So he kind of wrapped us in floss and glimmer hats, and it was really really crazy, but extremely fun. (some laughter) That would never ever happen anywhere else than being private. It was, I don't know, I'll always remember it. Otherwise that would just be, you know, something that falls out because we were just going to sleep in northern Germany, during our car-trip from France to Denmark. But now it's just like WOW – I will NEVER forget that!

Snorri: What about others?

Serena: Yeah, I had to think not that hard because I didn't use Airbnb that much, but I don't have any exceptional, I actually was a bit not satisfied in London, and Paris was ok. So nothing exceptional. And car2go. Yeah, it's a car. And you drive. (some laughter). I actually got two fines so. (everybody laughs).

Søren: We stayed in Istanbul this Easter, for nine days, in an Airbnb apartment. It was extremely good value for money and when we arrived the host talked a lot about Istanbul and showed us a map and so on, and afterwards she actually took us for a walk in the neighborhood. Not just like two minutes, but like 20 minutes, and pointed out "you want to go there, and there, and need to go there to buy groceries" and all that, so that's a very good experience, she was so friendly, and we just texted her if we wanted to know anything. Ehm, during our stay, and so on, but.

Heidi: I had that in Istanbul as well, a really good host who made almost a Power point show (some laughter) on the TV showing like "you need to go here, and you need to go here, and here's some dessert that is special" and it was really cool. Although he forgot to have his phone turned on, so we ended up spending 3 hours trying to find him. WHEN we found him, he was a really good host.

Lasse: Yeah, the power point (everybody laughs).

Søren: And was doing the power point.

Heidi: Yeah, he was preparing.

Helene: What about you who have been passengers with Gomore and so on, have you had any good experiences?

Lotta: I have had so many good conversations, and sometimes especially when you go with the ferry to Aarhus and around, it's like, if you really click in the car, you end up sitting there too. And then you can also sit there too, and then we drink coffee and say like "oh, you want a coffee, I can buy for you" and you know we sitting there just really having an ice time for an hour because we are out of the car. I've done that a lot, pretty cool. And I've also heard passengers exchanging phone numbers because it's like oh, with work or something like that, someone writing to me like "oh what was that you talked about, it was so cool." And I was "yeah, it was Airbnb, it is so cool you should try that" (people laughs). And he's like "oh cool! I'll do that" because they had a shitty experience. It was some Norwegian guys being here over, joining pride festival, and they stayed at this shitty basement/apartment with rats in or something like that. Ehh, and I don't know how they actually rented it, it wasn't Airbnb, and then I said you should just do Airbnb because it's cheaper, its great and you can just like pick.

Lasse: It's kind of safe as well, you have to pay before you check in and stuff like that

Heidi: And you know there's insurance if someone breaks something, there's an insurance, uhm.

Lasse: And pictures tend to be taken by professionals so, that's my belief at least, and I mean, other places they could have just taken a picture of the, of another place, and when you arrive there it's a basement with rats.

Lotta: I don't know, for them, they just rented something and did not have the possibility to see it. So but, Airbnb it's, it always looks the way I've seen it in the pictures when I arrive.

Anna: Yeah, exactly, and I think it is really nice that you can read all the "anmeldelser" – (gets help; reviews)

Lotta: yeah, that's the best thing, where you can see how people rated and how...

Anna: And if there's something that's not totally fine, then you can see like, ok can I live with that? And then, yeah.

Helene: So you mentioned, Serena, that you had a bad experience. So that sort of leads to our new, next question, uhm what is your greatest disappointment with what you've tried?

Serena: Yes, so I arrived to London, and I was with my parents, I never really travel with my parents but I sacrificed myself because they don't speak English, and wanted them to be to, to go to London, so I, I come to this apartment, and there is a nice double bed, and there is something to pump for me. And I'm like "no way, I am organizing all this and my parents are going to be, ehm, I'm the guide and then I don't even have a bed. And I'm paying for it" So I was really mad with the guy. The day after I got a different matrass, that was still with air

Lotta: But it didn't say in the...that that you were going to have an air mattress?

Serena: No, no. So I was a bit disappointed with that.

Anna: Yeah, yeah.

Serena: And also the sheets were not clean...and that you can't really see from the ad or from the references of the others.

Heidi: I had a cat who took a pee in my suitcase in berlin. In my clothes, and on my passport.

Lotta: So their cat was in the apartment?

Heidi: Yeah, and we didn't mind that, the cat was cute,

Anna: ...until it pissed on (...) (people laughs)

Heidi: (...) It was meowing and then we opened the door and then it sat on, sat in my suitcase and yeah.. But then she was really really, the host was really really sweet about it, she had uhm, a, uhm, "vaskemaskine" – what do you call it?

Serena: Washing machine?

Heidi: Yeah, washing machine, in the apartment, so I got everything washed and uhm, I think I got an extra night without paying for it and, so, everything worked out well, apart from my passport which was full of cat pee.

Lotta: Still stinking... (laughs).

Søren: I stayed with a friend of mine in Paris, and when we arrived they put out a bottle of red wine, and some cheese, and you know, the French they like their cheese warm, so it smelled a lot, a lot like cheese in the whole apartment, and I said “ah, I can’t eat that”, just after a very warm flight I could not, it was too cheesy for me. (people laughs). So we threw it out and then actually we had to stay for four days, and during the whole stay it smelled like cheese in the apartment. Really rotten cheese. And then the last day, ehh, then I had to cook, prepare a meal or something in the very small kitchen. The kitchen was the size of this (gesticulates). But ehh then ehh there was a gas stall, so I turned on the lighter, and it just said “wooom” and there was a big fireball, like the size of that (gesticulates), and we figured out that it wasn’t cheese, it was gas, so..

People: Noooo...

Søren: And my friend, a friend-friend, a girl, she stayed in the room nearest to the kitchen, she had a headache every morning when she woke up, so I was like “ahh you had too much to drink last night”, but no, she was just been sleeping in that gas, so...yeah...that wasn’t too good.

Heidi: Oh god!

Serena: That’s very dangerous.

Søren: yeah it is. Soo. Actually, when I looked under the sink, I can actually here it “sss” so...yeah, turned everything off, and yeah...

Anna: Yeah, I wouldn’t have known how to that so... (people laughing)

Ida: I tried once in Bangkok, where we rented a room, and like there it was very nice pictures and like this old house, and it seemed like it was an old house where people actually lived. So we rented for this local experience and it turned out to be a hotel, but they didn’t say in the ad. So it was like a hotel, disguised to be like a private home. And that was disappointing. Also because we found out what the price was if you just turned up, like at the street knocking on the door, then it was cheaper then actually renting it through Airbnb, like still, the price was good, for a hotel in Bangkok, and it was a very nice area so we liked it very much, but we just felt cheated (people agree; “mhm”). Because it was difficult to find like, cheap-ish, or it was difficult to find cheap hotels, for being a long time in Thailand, and then it seemed expensive with Bangkok. And this was a good solution, but still, yeah always feels bad to be cheated (people agree; “mhm”).

Lotta: I’ve also been a couple of times with Gomore, that people don’t keep the time, because it’s supposed to be like going on a bus. But ehh couple of times people haven’t been there on time, then once it was the driver that was an hour late because he was parked in with his car so he couldn’t get out, but it took him about, I don’t know, 35 minutes, until we could reach him, and you know get noticed that he was, he couldn’t get out. And I thought that that was kind of not that responsible of him not to give notice to us because we found each other on the parking lot, and it was just like “are you waiting for him? Yeah, I’m waiting for him” and we were just like, are we going to have to go take the train or something like that. Ehh, and I’ve also been one, one insane experience where we.. It says on the ad, because there’s said how much luggage you can have, if it’s small, medium or big, and it also said we were going to leave nine sharp because we have to get to the ferry, because she’s booked the ferry ticket. But one of the passengers were late, and even more late, and of course I could say that the person driving should have just said: “we’re going”. But she didn’t. And she waited. And after, I don’t know, 20 minutes, this quite big lady comes, with the biggest suitcase I’ve ever seen, and a little roller, and a handbag, and it was like this mini car, you know the ones that actually doesn’t have a, what do



you say, a trunk, so ehh, I don't know, it was really crazy. First to be three people, because she also had a dog, so I was kind of lucky that I took the front seat, in the beginning, so I kind of had my space, but the other girl in the back, she ended up with the dog on her lap, and then the big woman and her suitcase in the backseat, and then we just drove like crazy and the door, wasn't really locked and we were on the freeway, and it was, felt very dangerous, and of course we didn't make the ferry.

Ida: You didn't make the ferry?

Lotta: No.

Ida: WHAT?

Lotta: ...ehh so that was kind of waste of money for her.

Lasse: But are there rules for how much you can wait? Like, 20 minutes over it is ok to drive, or something...

Lotta: Yeah, it's definitely ok to drive

Ida: I think 5 minutes is ok.

Lotta: Yeah, it is. But you know, she was a beginner, and wanted her to be nice. And she shouldn't have been nice. And she called Gomore after she missed the ferry, and like what can I do, can I charge her for this? Because then we had to take the bridge, and pay for that. Because the next ferry was in like 3-4 hours away, ehm. But they just said that you know, kick her out. You just leave her.

Ida: Did she leave her?

Lotta: No, we didn't, but she wanted to get her to pay, but I don't know, she never ever even said she was sorry for anything, because she just thought that she did what she should, and the luggage thing she didn't understand.

Ida: Was she Danish?

Lotta: No, she didn't speak that good English, and the driver didn't speak that good English, so I ended up kind of translating between these two people having an argument about the money, but we got home safe.

Ida: Four hours late...

Lotta: (laughs) Not that late, but an hour late or something. That was a crazy ride.

(...)

Lotta: I had one ride with two very mysterious guys once, also crazy weird.

Serena: But how often do you use Gomore?

Lotta: not that much anymore, I used to have a boyfriend in Aalborg, so, but we're not together anymore, so...where I was all the time.

Serena: And it's half price of the...

Lotta: You get a trip to Aalborg around 200/250, instead of 435 or something like that.



Serena: Can't you fly there?

Lotta: Yeah, but that also cost around 500, otherwise you have to plan it a long time before, book it... It's the easiest, cheapest way. And you don't save that much time flying anyway.

Serena: We can have this discussion another time...

Lotta: I had this one woman driving me to Aalborg in 3,5 hours, so it's possible.

Serena: What? But it's 50 minutes from Copenhagen airport, if you fly.

Lotta: Yeah, but then you have to get to the airport, and then you have to check in, and you have to fly, and you have to get from there.

Serena: You check in at your phone...let's go on.

Snorri: When you've had an experience with deleøkonomi, like for example Airbnb and Gomore, how do you share and discuss your experience? Or do you share your experience?

Anna: Only with friends and family...

Søren: And then of course you do the review right,

Anna: Of course I do the review on Airbnb

Lotta: And also gomore, they also have a rating system.

Lasse: That's a big part of it, when you do it, when you both do the reviews, as a host and a guest, so people can see as well, about the place.

Anna: I also think it's great that Airbnb has this where you can get this hidden...there's like a public review, and then there is a hidden review so you can send a personal comment, and I think that that is really good.

Heidi: Yeah, I think within my group of friends it's something that we talk about. Quite a lot when we use it, because ehh, a lot of my friends are both hosts and users, so we kind of discuss how the experiences are, when we travel.

Søren: But that's in general right, you don't discuss, "oh I was in this certain apartment right beside that square2 and all that, so do you – you don't talk about the review of the apartment itself, you talk about Airbnb.

Heidi: No we talk about the specific experiences as well, what was good about them, and what was bad, and the locations and stuff.

Søren: So if they want to go to the same place, they should ask you "did you have a nice host in Istanbul, and berlin", and something about cat pee but (laughing).

Heidi: Yeah exactly that (laughs).

Anna: Actually one apartment that I rented in Paris I actually ended up recommending to some friends who rented it afterwards, because I thought it was so great so...

Søren: but it seems like, at least from my point of view that, like sharing tips on different restaurants, it's actually sort of going out of fashion, because you can just use TripAdvisor, and see 10.000 people who have gone to this restaurants, instead of two friends who stayed there ten years ago...

Snorri: What about the internet and social media – is that a part of your experience with the deleøkonomi? Like Airbnb and Gomore?

Serena: I feel like I'm sharing good experience, when the experience is not good then I don't go on Facebook and say, "yeah I've used Airbnb and it was bad". But of course the reviews of the users to rate the driver, that's obligatory, but otherwise I'll go on, and, ehm, arrive in London without a bed, and the address is this, the name is this, it's only good experiences that I share.

Søren: What about when you made a review of him, the apartment?

Serena: Yeah, I was, I wrote that I expected to find a bed, but then he, I called him and the day after he helped me, I was not super happy, in my review, but I was not shitty.

Søren: But not one star?

Serena: I think I gave him 3.

Ida: That was very polite.

Serena: (laughs) Yeah right...I mean all in all it was ok, it was nothing bad,

Lotta: But it should be what you expect, I also have some friends using Airbnb that said that they arrived there and didn't, and then they noticed that it was also other people in the apartment. So the host rented out 2 or 3 rooms, to different people, and it didn't say at the post for the apartment that they were going to share it with other people, so they shared the bathroom, and shared the kitchen, ehh, with other travelers.

Søren: Yeah that is a mistake.

Serena: That also happened to me in London, when I arrived I found out that I only had the room, and then the other room that was closed, the day after two girls were coming, and said it was on the "you chose shared apartment" and I totally forgot to tick or un-tick that box, because you can choose.

Søren: Yeah if you want a private room.

Heidi: If you want to share or have it to yourself. You definitely have to know how to navigate on the website.

Serena: And if it's the first time...surprise.

Lotta: Some people like my friends, they wanted rent a room, so they didn't put that they wanted to share, and that was what they got, but other people also got rooms. And they ended up sharing the bathroom. And that wasn't kind of the weekend they were planning on (laughs).

Søren: But I think that, one year ago, Airbnb must have seen that there was a lot of people making booking requests that wasn't requested because people just left their calendar open for the whole year, and said "oh, if I get a nice request, we might go to our parents' house, or we can go to the summer house" and so home, or "we want to stay home that weekend and we deny the booking request" and then they made the instant book, and that helped a lot, before that it was a request, then wait three days for an answer, then oh, ok, new request and so on. That was a bit of a hassle.

Heidi: But I have to say, that as a host, their calendar isn't the easiest to navigate.

Søren: No that's pure crap (people laughs).

Heidi: It took me so long to learn how to not make my calendar free.

Anna: I would prefer that it would have been the other way around, to choose the days you want to rent out.

Søren: But they just changed it.

Anna: Oh? That's great.

Lotta: But also, now you can't see when the night breaks are, they changed this slash thing they had, now it's just the day, and I can't really find out if I get this day free, is it that people arrive there, and sleep to the next night?

Søren: Yeah.

Lotta: And that is kind of stupid, it was so easier before, I was like "it's perfect" with the (...) and the lines, and you can see the nights, and now it's just, I don't know, a bit messy I guess.

Heidi: But one thing I will say with the social media, I, on Twitter, if people ask for a places to stay, I always go "Airbnb". If they ask for a, uhm, good places to stay, and cheap places to stay, I just recommend Airbnb. Because it's much easier. So I think, on Twitter, there's definitely some sort of discussion running all the time.

Ida: Yeah, I'm not that much on social media, or like the questions about where to go, experiences, sharing, those kinds of things on social media.

Lasse: I only use Airbnb's own platform. I don't recommend anything on Facebook, or anything.

Ida: Me too.

Helene: Maybe we've already covered the next question. About the social interaction in deleøkonomi, and if you experience it as more social than traditional services – like we talked about already. Is there anything you would like to add?

Søren: I think there's, outside of Airbnb, I use a company called Key-butler, I don't know if you know that. But they actually go out and hand out the keys, just leaving them outside and pressing the pin code. And they give you the key, but they can give you the key, and they clean afterwards and so on, if you stay for a long time you have, sort of like Copenhagen – there's not a lot of guests who wants to stay two weeks in Copenhagen – right, (...) But then they come and change the linen, and take the garbage out and do the cleaning, cost like 350 kroner, so basically there's sort of like a, there's basically a say, a "ecosystem" around Airbnb starting to emerge. And I've talked to other hosts, and, eh where we were the guests, and they have the same system, so actually, a company working as part of the ecosystem – Airbnb ecosystem.

Lotta: Someone got a really good idea there.

Søren: Yeah.

Anna: So if you're away, then you can arrange for them to give the keys. You just say at what time, and...

Søren: The last time we stayed we were away for two weeks, and then 5 guests, or not 5 guests, but 5 times it was rented out, just got a text “yeah we changed the linen and things seems ok and so on,” and looking if the TV is missing and so on, everything was fine and so on

Anna: So you just have linens ready, so they know where it is?

Søren: But they can bring that as well, costs some money but...yeah.

Anna: Cool, I didn't know that.

Søren: We just drove to Ikea, instead, but, sudden realized we need 22 pairs of linen. (people laughing), sort of panic attack.

Heidi: Instead of, I, I helped my friends cleaning, because they were staying for 5 weeks, then I came and, because people only stay like 2 nights, or 3 nights in Copenhagen, so we had a lot of stays, (...). And I had to bring in my own spare sheets because they didn't have enough, and I couldn't get to wash them all in time. That was quite a hassle, I don't think I'm going to do that again.

Søren: But Key-butler, they can do it all.

Heidi: Much easier.

Ida: I know the guys who's making the company. We are in the same, like shared office space. And I remember when they started talking about it, they also wanted to do a introduction of the area, like when people meet them, they have like butler clothing on, so the experience, it's also a part of the experience, but I don't know if they're doing that.

Søren: We don't use the key service so I don't know. It's – the booking system is crap, but of course you can see they don't have a lot of money to start with, (...).

Anna: So you're just using it for cleaning?

Søren: I use it for cleaning, yeah.

Anna: What do you do with the keys then?

Søren: I just bought a small key-locker, and ehh, then I give a pin-code, and the, it's sort of like the same thing like the (...). They use it right, put in the pin-code, and.

Anna: Yeah, I've used that in NY, but I have nowhere to put it in my apartment, there's like no place.

Søren: I just put it in the, ehh, out on the street, so.

Anna: But you have to lock it onto something?

Søren: No, you can just drill it into the wall. So, basically, and there's full insurance. Right. It's the same company that is called “abers” or something. Which makes the keys right, and locks and all that. So you have to smash it with the hammer.

Anna: And you leave it in that apartment? Was it ok for them?

Søren: I didn't ask (laughs). But basically you can say see that there's a lot of small keyholes and drill into the wall. And that's the newspaper, and the garbage guys, and ehh. If you look closely there's a lot of keys and so on.

Ida: Huh? I thought they had like a big key-chain (people laughing).

Søren: No, that's pretty easy, costs 4-500 kroner. Best money I've spent.

Lotta: That's cool, because the keys are always the biggest hassle for me, because I often travel before my guests arrive, and I'm really pushing my friends, it kind of gets to be a burden sometimes, like I try to use different people, but you have to arrange that someone get the key,

Anna: Yeah, and then the guests are late, and if they're coming from the airport.

Søren: And the guests they like it themselves, what you talk about – the friction right. It's very easy, because how long does it take to get to, when the plane lands in Copenhagen? It doesn't take long time, we live in Amager, but still it's new and they've not been in the city, and they might get off at the wrong metro stop, and so on, "we have to hurry, our host is going to the airport". They just arrive, and take the keys, and enter.

Heidi: That's a thing I think with Airbnb that its – I like staying at places where people are used to being hosts, like, because people get better and better at hosting. But, eh in Milan I stayed at a place and I always stay for a night and two nights, and he sent me, ehm he had taken pictures, of the way to go from the train stop, because it was quite hard to find. And so, he had like taken pictures, all the way to every time we had to take a turn, with arrows, like you have to walk that way, and this way, so I just downloaded the pdf on my phone and it was very easy.

Lotta: No GPS?

Heidi: No, it was just, there was some turns that you had to cross a bridge, and a river and stuff, so it was just quite easier. Very good service.

Snorri: What about the social interaction when you don't have to meet the host?

Søren: We talk on the, we e-mail each other right? And ehm, then sometimes they have a problem, or something, they just text me, or give me a call and so on.

Heidi: It's always the Wi-Fi password (laughs), that's the most important.

Søren: I've written that on a sticker. So they got it in an email, but they forgot to download it, and so on.

Anna: I always print this paper with everything.

Lotta: And I also have like a paper with everything

Anna: (...) and the guide from Airbnb.

Søren: And the same goes for, we learned that for example, we have a small box at home, and then we have a book on Christiania, so they can read that, because it is a very good place to go, if you want to spend some time, and ehh, then maps of Copenhagen, how to get to the airport, a stack of them, and then if you have a guide you don't know if you're not going to use, then put it in a box, then you can...

Heidi: And it's really nice as a visitor that they are there, that the maps and the different touristy things are there, so you can, you know you can get there a bit late at night, at a Friday night, and it's nice to get an overview before you go out on the street.

Helene: So we are coming closer to the end now, a couple of questions left.

Snorri: Ehm, what do you think are the most important parts of the Danish culture?

Anna: Alcohol (laughing).

Serena: I have some notes (laughs), I was actually thinking that it (deleøkonomi) matches very well with Danish culture, of sharing and all being equal, like my home is your home. You can use it, my car is your car. And I also feel that the trust is the first thing, because I remember the first time, that. Ehm A friend of mine came to visit Copenhagen and she was using Airbnb, and it was the first time I've heard it, and we went into this apartment, and flat screens and laptops and iPads, and it was like "they left everything here? They have strangers in their house" I was very chocked, but then that's something of Denmark, they think that everything is fine. And we were Italians, (...) you can get whoever into your house, but I don't think this is something that Danish people would think of the (...). So that was actually my first thing, I'm going inside of the house of someone else, and everything is there, and they trust me that I will not break anything, or get their iPad or something.

Ida: I think it's the same, I've tried Airbnb for different places, and I think that in Denmark, the level of stuff that is expensive is bigger, like people leave their stuff, and they trust each other, and I think that's a general thing in Denmark...yeah...trust is rather high, also like once in a while I forget to lock my bike, and it's not stolen, because maybe it's because people haven't looked.

(...)

Søren: I always lock my bike, and it's often stolen...so...

Lotta: Depends on where you are.

Heidi: But I think that the trust thing is true, I had an Australian friend visiting a few weeks ago, and then we of course talked a lot about Danish culture versus Australian and English and.. ehhm. Then I mentioned that people leave their strollers outside with their kids in them, when they're at a café, and he was like "Are you crazy?? You cannot leave your kids outside".

Anna: Yeah, a Danish woman in NY she was arrested because of that.

Heidi: Yeah, exactly.

Anna: I think that the trust thing is really true, we trust each other, but I think that the sharing economy, like Airbnb and Gomore is really adding something good to the Danish culture, because we are not very open and we are often very reserved and the feeling when you often travel and other cultures where they are very much like "what's mine is ours" and yeah, that's not just very common for the Danish culture, so I think it's really great that we are, yeah starting to share a bit more, and be a bit more open, in that way.

Lasse: I think also the concept of "hygge", when you travel outside of Denmark, everybody talks about "hygge" – what is that? And then you try to explain it and you can't really explain it, but that goes very well with Airbnb I think, when you rent a place through Airbnb you want to have a nice place often, and you want to have a place where you can stay, and I mean a hotel is not very "hygge", so you want to leave the hotel as soon as you get there. So that's different, and that fits very well with the Danish culture.

Ida: I think also in Denmark, that the gap between rich and poor is not so big as in other countries, and in some ways I feel that in some ways it also goes well with the sharing economy, like going places in a car with people you know is not that big a gap as in other cultures.

Snorri: Do you agree?



Serena: (...) trust that there will be someone like you in the...

Ida: If the gap is not that big, you feel in some way that you know them better, and they're not that unpredictable, in a way.

Anna: Yeah, it's the same when you use Uber in Denmark, it's like a, just normal people in their own private cars, but if you use it in Paris, or NY, it's like professional drivers, so...here it's more like you're on the same level.

Ida: Of course there are differences, but I think they can be bigger.

Lotta: But that's maybe also a thing with the trust, because you know everybody has a phone, everybody has a computer, everybody has a, you know, stuff. And you know kind of well-set all of us, so maybe those who do not use that as much think that "oh I see and iPad – I steal it", maybe that's a part of it, that we're quite equal. We have the same possibilities at least.

Snorri: What do you think about the relationship between the *deleøkonomi* and the Danish culture? Do you think that the Danish culture matches the idea behind *deleøkonomi*?

Helene: Other than what you already mentioned?

Søren: I think that for example in sharing a car, you know if a Dane get a "dent" in their car, they cry for a week, and if an Italian get a "dent" in their car, they laugh about it. It's just a car like? So because we have a lot of expensive stuff, for example in, especially in cars, insurance is very expensive and so on, then I think that some would be reluctant to share. And I know a lot of people, as a host I've talked a lot about being host, why won't you do that, and cover the expense of the trip that you're going on by renting it to somebody else. And they say "ehh, we have a lot of expensive stuff at home, and so on" so I think that being not an open society, and culture, that ehm, that keeps a lot of people away from being hosts and engaging in that stuff.

Anna: I agree, when I talk about it at work, everybody is like "no, I don't want strangers in my home and that's weird, so they sleep in your bed" and like, yeah I have special linens, and pillows for them, I mean so it's no different from sleeping in a hotel in that way because yeah, think about all the people that have slept in there.

Lasse: But isn't it mostly the older generation that feels that?

Anna: Actually this is people in their twenties.

Heidi: One of my really good friend, she loves using Airbnb when she travels, but she would never let anyone in her home. And I, she's really a social person who meets a lot of new people and talking to people, but she still doesn't want to let people in her home, and I don't really understand it, but I think it's the reservedness and the "my home is something special in some way".

Lotta: I was, omg, what do I need to remove? How do I do this? And do they steal everything?

Anna: I removed everything.

Lotta: Will they go to my closet, and look at my underwear? Or you know, how do I do this? But I don't know after 2-3 rentals, it was just ok, some people, yes they take out a book, because I can see when people move things in my bookshelf, because it, no one can put it back the way I did it, and it's kind of an art piece (some laughter). But that's kind of it. You know, I remove jewelry and valuables, electronics and stuff, and...

Serena: (interrupts) Ahhh, ok, so you don't trust your guests...



Lotta: Yeah but you know, I don't leave my jewelries. And they need the space in the bathroom. But all my products is there. But they don't use my products, I bought things for them. I don't leave my shampoo, I've bought some cheap stuff, and they can use that, and the same I've bought an extra mattress thing on the bed, because I don't want them to sweat on my bed, then I can wash that. You get these small tricks of how to do it, and give them space and to remove some stuff that is private. But I don't remove things from my closet. I don't remove my leather jacket, shoes, I don't care, I just make space, so they can have space for their suitcase and maybe a 2-3 clothe hangers if they need to hang up their shirt or something. And just remove jewelries, money, laptop, that's it.

Anna: I don't even remove my laptop, I just have it on my desk.

Lotta: Sometimes I just put it in a drawer. If I can't travel with it, if I don't need it myself.

Søren: Basically the last thing I do is to record a movie. Just walking through the apartment. Then I've documented what everything looks like, right, and we have some proof.

Anna: You do it when they are there?

Søren: No no, just before I leave, right, and I like gadgets, so we have some in the kitchen and the bathroom to control the light and sound and (people laughing) – I know it doesn't make sense, but great fun. Then you just load it on a webpage, and it says this is loaded on this date, like bt.dk, or something like that, and I can go to Airbnb and say like, there's an iPad missing, actually TV missing, right. And then...

Anna: Where do you upload it?

Søren: I just have it on my phone.

Anna: Yeah so you can see the... yeah.

Søren: Yeah, and then my girlfriend asked me to install those security you have like in a hotel so just install that for her jewelry. So. The rest is just stuff right, just buy new ones.

Anna: That's true...

Lotta: And then one person once broke a glass, and they left 50 kr for me, and it was like cheap glasses from morocco, it's ok, you know. And once actually a vintage lamp was broken, but ehm, we figured it out, he paid for it. Of course it's broken, but I had a glass lamp in my bedroom, that survived several parties, but not this guy removing his shirt, so you know, shit happens.

Serena: There's always a risk.

Lotta: Yeah there is. There will always be that. But it can also happen you know, could easily be my friend, or my boyfriend or something that did that. And that would be even trickier. This time I can just be like "show me the money".

Helene: So it's 8. Do you have anything that you want to, that you think we missed talking about?

Søren: I have one thing, for the sake of this conversation was very good to have the customer point of view, the user point of view, but I actually think there is a big bridge between being a supplier and being a user, actually that for myself at least. And trust and all that some of you mentioned. So if I'm a host, I know how to be a good user of it, and so on. So I actually think it is better for the eco-system if there is a lot of people both using and supplying. Of course either you own a car, you don't own a car, but in other cases...

Helene: Anything else? No? Cool. I think it was a good conversation. We really appreciate that you wanted to come here and take two hours out of your time to help us.

Lotta: You're welcome.

Serena: And thanks for dinner!

Ida: And good luck with the thesis.

Focus group session – The 13th of august

Snorri: Hello and welcome everyone, my name is Snorri and this is Helene, and we will be the moderators for the discussion. We want to start by letting you all know how much we appreciate you coming here and spending your time and...ehh...share your experience and opinion with us. You are all invited here to discuss the phenomena of collaborative consumption, or the sharing economy...which we will refer to as deleøkonomi from now on like we did in the list of questions that we sent you yesterday. Ehh...the main purpose of our project is to investigate the consumer side of the deleøkonomi, including your experience and feelings...you have all experienced either the car sharing services or the house sharing services like Airbnb or Gomore or similar...however we want to mention that these two services are only used as an examples for the discussions so you can relate to you experience and are not the main topic of our research, it is more the phenomena. Uhh...and then we also want to mention that the research is not sponsored in any way. The discussion will be recorded as we have to transcribe it...and a...you will only be identified by your first name...and anyone wants to...like...have their name changed they are welcome to send us email after the discussion.

Helene: Yes...and we will ask you the questions that we sent to you yesterday...and we really appreciate your personal views and opinions and we want to make clear that there are no right or wrong answers, it's just personal opinions, and we encourage you to express yourself freely and if you disagree with each other it's fine...you can just discuss whatever you want...aaam...fight if you want (everybody laughs). Yeah...so we hope we can have nice conversation about deleøkonomi, and at first we will start with a small presentation of everyone, just if you want to say your name and what you do, and what kind of experience of deleøkonomi you have...anyone wants to start?

Markus: Yeah...well...I'm Markus, and I work at Kirkens Korsher, and my experience with the deleøkonomi is ...ehh... Gomore primarily (pause) and I am trying to get my girlfriend to agree that we ehhe rent our apartment out for the Airbnb as well ...(pause)...I think that's it.

Helene: Yeah.

Snorri: So you experienced Gomore...is that as renter or...

Markus: Yes yes...as a renter...I don't have a car so...

Snorri: Mmm ok.

(short pause)

Jasmin: My name is Jasmin, I'm from Germany and I have used car sharing service back home in Germany, ehmm not so often but at least once or twice, and...ehmm...I actually recently booked my first booking through the Airbnb, which I am going to use in September so...

Lasse: Where are you going?

Jasmin: Ehmm...within Denmark as my parents are coming so...they want to see the country.

Lasse: (interrupts) Oh alright.

Helene: Nice.

Kirstine: Hi I am Kirstine and I study at CBS...ehmm...and I've used Airbnb quite a lot, both renting my own apartment and also other people's places, and I've used Gomore for the first time this summer when I went to Roskilde festival...and that was very successful...ehmm...yeah, I think that is probably it.

Frederik: I'm Frederik, I also study at CBS, I study languages and culture...aaamm...I've used Airbnb last year, for summer vacation...and that's it.

Lasse: Perfect, I'm Lasse and I also study at CBS in cand merc IT, I've used...eee...Gomore a couple of times actually rented cars and also like did the carpool thing, where you can get a ride home...and that was really good. I've not used Airbnb but my sisters are renting their apartments all the time...so ehmm...I wish I could but I live with a friend so it's a little bit difficult to do that...ehmm...yeah.

Susanne: My name is Susanne, I'm a project manager...a digital project manager, I've rented out my apartment and I have rented an apartments through Airbnb all over Europe and in Turkey and stuff...ehmm...and before that my boyfriend and I used a service called Home Exchange where you basically just swapped apartments, so homes of someone else...you go and live there and they come and live at your place. Ahmm...I've never used anything for a car...that's my experience with everything.

Helene: Cool.

Julie: I'm Julie...ehmm...and I study at CBS as well in cand merc kom, and I've used Airbnb this spring in New York, and I've used Gomore just once to get home to my parents...yeah.

Snorri: Ok.

Helene: Ok...and want to make clear that now when we are going to ask questions you may just answer if you want, we won't take like a round or ask you can you answer, so just talk if you have anything to say.

Snorri: Ehh...we are going to start with a small task...umm...we are going to ask you to take a pen and paper, and write down three words that come to mind when you hear the word 'Deleøkonomi'?

(pause)

Snorri: ...Danish or English words...it doesn't matter...just what is in top of mind.

(long pause)

Snorri: Alright? You want to tell us what you wrote (everyone laughs).

Markus: Well yeah...I wrote 'money-saving'...ehmm...yeah...a lot of times it's cheaper just instead of hotel or instead of taking the train or taking a cab...or just what in the deleøkonomi you can do...yeah.

Helene: Someone else of you wrote the same?

Lasse: Yeah.

Susanne: Yeah more or less, I think it's convenience trend...so...so whenever something will...you know...be convenient or will improve whatever you want to do, it will make it easier for you to do it than...I



think that's where there is a market for it where I would use it, probably wouldn't borrow someone else's drill...but definitely go somewhere where it's convenient.

Snorri: Mmm

Susanne: And also I think, maybe on more holiday instead just on day to day.

Helene: Yeah...Lasse you said that you had the same word too?

Lasse: Yeah, I can't remember the word suddenly...

Markus: I tried to put it in one word...so I wrote 'money-saving'.

Helene: ...or economic.

Lasse: Yeah, that's basically what I did, but I also wrote down...like...giving the money back to the economy because my siblings use Airbnb so they can save up for something...they just bought a really expensive holiday so they actually just...like...give out the money to the economy again and I think that's a really important part of using these services instead of just paying big hotels...ehmm...and then go and save money from it and buying stuff...ehmm...so you can spread your money back into the economy again.

Snorri: Ok.

Kirstine: It might be a little bit related to...I wrote community because it's sort of like a...at least specially Airbnb is very community based, that's what I felt when I started being an Airbnb host...or whatever you call it. So there are different communities in Copenhagen for sure. And that's also...what you say...you go and live at someone else's place and they come to me and...yeah...so I can see what you mean.

Lasse: I also like the fact that you can actually live in the city-center without paying a lot of money for expensive hotels...ehmm...so I think that attracts more tourists to where they actually want to be instead of living far away from the city-center...

Frederik: It's expensive enough to be a tourist in Denmark already (everybody laughs).

Lasse: Right.

Frederik: I also wrote community actually...

Helene: Yeah.

Frederik: ...for more or less the same reasons as you did (looks at Kirstine).

Kirstine: Yeah.

Jasmine: Yes, suiting to that I have one word...I wrote 'social'...I think that fits a little also with the whole community, and another word I wrote down was one...it's not a word...but I wrote 'one hand washes the other' because it's like...I don't know if it's actually in English pro-word or if it's a German one I don't know...ahmm...it is like one hand gives something and the other one...like...profits from it, but also the other way around...so it's a bit like you said Lasse...

Lasse: Yeah...right, I think that the most important part of actually doing for the sharing economy, that you can actually like save up to do something...that you really love to do.

Jasmin: And you give something that someone needs and you don't need in that moment, and...

Lasse: (interrupts) It's like a win-win situation.

Jasmin: Yeah, exactly...win-win...that would also fit.

Lasse: Yeah.

(short pause)

Martin: I wrote 'environment' as well, like it's not...not really Airbnb, but it's more in Gomore. You don't need that extra seat so you can put another person there, and they don't need to take their own car...so in that sense it benefits the environment.

Snorri: Mhm:

Helene: Do you other agree?

Everyone: Yeah.

Jasmin: I sometimes do that like...really look into cars and how often there is only one person sitting in it, and it actually annoys me a little bit...

Martin: Yes (laughs)

Lasse: Yeah, right.

Kirstine: Yes.

Jasmin: ...because you're like, ohh my god just team up. And try to work together something.

Lasse: But I just saw that, I think it was Arriva who just bought 400 BMW's...

Martin: (interrupts) Yes yes.

Lasse: ...for people who wants to use them in the traffic, and that's a really good idea because it is similar to Gomore basically...they just bought a whole bunch of cars, electric cars...ehmm...so hopefully they can fit more people into cars and make it more economical.

Susanne: I think that point with the experiment however is that you rent it...one person right?

Lasse: ...yeah...

Susanne: So, that would probably...

Lasse: I mean...yeah...I think it's more or less the same concept like you basically rent a car right? Like you would do...like you would do with Gomore, but I mean yeah it's an electric car too so you can just fit one people...one person in it without being guilty of spoiling the environment.

Snorri: Mmmm ok.

Helene: Jasmin you mentioned 'social'...



Jasmin: Yeah.

Helene: Do you want to explain that a little better?

Jasmin: Yeah because I think, I mean for example when you check-in at a hotel you basically see the woman or the man sitting at the reception and that's basically the most social it mostly gets...but with Gomore you talk to each other, you talk to the person driving most likely, like if you're lucky and if they actually want to talk (everyone laughs). And also...with Airbnb I think mostly it's like the host actually is handing out the keys, giving you maybe even tips for the city, and...and...you know it's more human, like interaction...which I think kind of fits into 'social' as a word.

Helene: Yeah.

Susanne: I would agree, when we...we only rent out our apartment when whenever we go travel...ehmm...so we're never there to hand out the keys, but we have a key-box and everything works out fine but...amm...mostly when we go out and we use Airbnb, the hosts are usually there and they will give us tips, and it's really really enjoyable so we're trying to sort of...mimic that, and have put together this folder of things that say 'go there' and 'here is a book about' and here is a rejsekort and just top it up and, you know just do dadadadara...and it's I mean...people will leave messages for you as a host, if you are not there when they left then they have often left something or put a little box of...I don't know...treats from Germany, or treats from the Netherlands or where ever...

Jasmin: (interrupts) Yes it sounds a bit like that you're treated as friends more than guests...(other members agree)...which I think actually is very nice point in the whole think...(other members agree).

Julie: I wrote 'friendliness' or 'kindness', because that my experience was that I got to New York and...ehh...and this guy that I rented the apartment from, he filled up the fridge with food and we could just eat, and he was there when...we were like really late and he had just waited in the apartment the entire day...so that's just...it's great, people are great apparently (laughs).

Lasse: I also wrote down 'expanding your network', I think you actually like you said (looks at Julie) you actually make friends while renting out your apartment, and you suddenly get more...like you expand your network and then you maybe want to go travel to Italy because you had this...this couple that stayed in your apartment which I think is really good too so you can actually open more up to the rest of the world, see other places.

Snorri: Mmm...ok.

Susanne: We had one experience in Istanbul where we rented an apartment and I hadn't noticed when I was renting it...that the woman who rented out her apartment had fourteen apartments that she sublet. And I've seen that in a lot of places...especially the further south you go...the more places they have. And not just...you know...bed and breakfasts or whatever...but they will actually buy up one apartment after another and they will make a living off of that. But at the same time she was still there, with a map, with...a little something to eat, and she would...I mean...she even gave us a tour of the neighborhood...

Lasse: (interrupts) That's the good part of it, because I was afraid that she was just going to buy a whole bunch of apartments and then just run a hotel...like...

Susanne: She didn't...and she was extremely friendly so...

Frederik: It's more personal that hotel. When I was in Croatia and I was picked up at the airport by the host...and she was really really sorry about not being able to drive us when we would leave as well...we had to take the bus...and she was very very sorry about that (everyone laughs) and apologized like I'm so sorry I can't pick you up and drive you to the airport...and she also filled up the fridge and had made a map and...just really really nice.



Lasse: It's also very beneficial for like Danes because you don't pay any tax, so yeah...you can get all of the money out...basically right? You don't pay any taxes of...

Kirstine: (interrupts) Oh, you mean when you rent out?

Lasse: When you rent out yeah...

Kirstine: Yeah you can...I think it's up to twenty thousand or something...I'm not sure...

Susanne: Twenty four thousand, you can earn that much money...not just on Airbnb but that's how much money you are allowed to earn on the side without having to pay taxes.

Kirstine: Yeah, and if you earn more than that you have to pay taxes of everything don't you?

Susanne: Yeah...you do if you let the authorities know.

(everyone laughs)

Susanne: Also there is one thing that I have, one of the things I wrote down...that there is from my point of view an issue with taxes. So the whole thing about you know...it's nice that you can save up, and one person gives to another, and so on...on that I agree...but, the entire community sort of misses out if people don't pay their taxes. Plus there's some places, don't remember if it was in Germany or in the Netherlands but there is a city somewhere where people are subletting or renting their apartments out that much that they have actually ...you guys probably know (looks at the moderators)...apparently made a deal with them that Airbnb will keep a part of the money and then pay that in taxes, so you don't have to worry about that as the person lending your apartment...

Kirstine: Oh, yeah...

Lasse: I just feel like...feel like that maybe hotels in Denmark actually needs this kind of competition so that maybe they lower their prices so people could actually stay more at the hotel...

Frederik: (interrupts) Yeah...

Lasse: ...so I think actually that this is a good idea so that...

Kirstine: (interrupts) Well the issue is that they pay taxes...but then I mean everyone should pay their taxes...but it's a lot more difficult to figure out if a private person like you (looks at Lasse) pay the taxes that you are supposed to pay.

Lasse: Right.

Kirstine: So I mean, that's a little unfair...everyone should pay their taxes...

Lasse: Yeah, I mean would...I'm not sure I would rent an apartment if it was the same price as a hotel, I'm not sure about that...

Frederik: I wouldn't...

Jasmin: I wouldn't either...

Susanne: I probably would, you get an entire apartment...

Kirstine: ...with kitchen and everything...and a bathroom.



Frederik: ...yeah, more opportunities with food and such.

Kirstine: Yeah...and you don't end up in the tourist area...

Lasse: I just like the fact that when I come (to hotels)...the bed is like...nobody has slept in the bed for like...I don't know...

Kirstine: An hour...(everyone laughs).

Lasse: ...and everything is clean and fresh, like kind of new when you come. Like sometimes you don't really get what you expect when you come to a rental, like people can treat their apartment like however they would like to do...

Kirstine: Well, you read the reviews and you look at everything, and if they are good why should not be this one time?

Lasse: Even though it looks good it's just not always what you get, like sometimes the reviews can be a bit shaky.

Susanne: I've been on a more regular basis let down by pictures from hotels...

Frederik: Yeah...

Susanne: I mean...they will show the nicest room...and then you come and everything is just shady, and dusty, and old, and crammed, and so on. And you pay a thousand a night, and you just feel completely ripped off.

Martin: Yeah...yeah I agree.

Kirstine: Some people's (hotel) reviews are not always up to date, whereas...compared to Airbnb which is pretty up to date.

Lasse: I just think that I am more of a hotel guy maybe (laughs).

Kirstine: It sounds like that (everyone laughs).

Susanne: I do like people making my bed in the morning...that is nice.

Lasse: I do get what you are saying about...like...people are obviously sleeping in the same bed as others in a hotel...bit it's just more like in a private home it's just that I'm not that comfortable sleeping in other person's bed, like in a private home.

Susanne: I think that is probably the issue you mentioned (looks at Markus) about trying to convince your girlfriend that was Airbnb right?

Markus: Yes...yes it was.

Susanne: And we get this like a whole lot...'are you comfortable leaving everything', 'what about your stuff...is it safe' and 'people sleep in your bed and using towels' and so on. Then it's like 'Yeah...I don't...so'.

Frederik: Yes, like I can wash my stuff, wash my linens.

Susanne: Yeah, and if they trash the place...Airbnb has a very nice insurance.



Kirstine: Yeah, exactly if something is missing...I mean...you will write a really bad review about them, or you will write them and say 'where is this' and I mean...it's kind of difficult to get out of that and you really have that person right where you want them.

Susanne: You do, but usually...that's probably just in our situation...but usually when we we go away, we will go away for two weeks and we will rent out the place to multiple groups. We've just finished this summer with four groups and in a few weeks we are going away and I think it's two groups, so we have no idea knowing who did what.

Kirstine: Do you have someone who is cleaning in between, like cleaning service?

Susanne: Yeah, butler service...

Kirstine: Yeah ok.

Susanne: ...who leaves piles of laundry, that's the negative with Airbnb, you have to do the laundry (some laughter).

Helene: You have any more words, thoughts?

Julie: I wrote quality actually...well that depends what you want when you go travel...but I wrote quality because in my experience they...the people who rent out their places...they do a lot of things to make it look nice and...yeah clean the beds and clean the bathroom, and give you clean towels in a bag so you know that it's been to the dry cleaning and stuff like that. So I really find that quality is there, and it is a big part of it as well.

Jasmin: Yes, and I think you can definitely write...when saying that it depends on what you want, because like I once looked a little deeper into this whole...and people don't really want to be tourist they want to be travelers, like this whole personal experience of being a local which I think is a really good selling point. Especially in a society where you kind of want to have everything a bit individual...like you want to be an individual and you want to have your values and all these kind of things. So I think that's is also a bit...the choice between 'alright am I going into a hotel where I have this service that I don't have at home' or 'do I want to go travel and feel like home' so whatever you prefer.

Susanne: There is...don't remember who said it...but this whole idea about going local, we stayed in Berlin not so long ago in Naukölln, I would like never known to go there...ever...I would probably just think that it was a beat up place. But it was really really nice, and we would never have gone if I wouldn't have found this nice apartment...so you end up going to places I a city because the apartment looks good, and it's close enough to public transportation so you will say 'ok fine'. It's about finding these gems, so I think you are completely right about being a trend learner and knowing places, but it takes a while to know places.

Lasse: I maybe think one fact to consider is that, even though it's a really good idea, like the sharing economy, that people are actually losing their jobs because...like hotels doesn't fill up anymore and stuff like that, I think that's a big problem actually. I'm don't know how you can fix that...other than lower the prices of the hotels so that people would actually stay more at the hotels.

Susanne: Yeah...to me I think the term 'shared economy' does not work, at least from my point of view there is nothing shared about it...you rent out your apartment, you pay someone to go with them in a car, in Uber someone can make money, so it's still an economy, you just utilize what you have and you don't have to set up a business and go through all these things. There is a convenience, that is really been spread on by the internet and the social media I think, and people being comfortable enough with those things that you can actually build up enough trust that if someone has written a good or a bad review and that they do these things...then they are trustworthy and you will feel fine about paying them money for staying at their place.

Lasse: Yeah, I still feel like when you rent your apartment out still have like a job and you get this on the side right? So, the people who are actually working at the hotels don't have anything to do on the side.

Susanne: No, they don't.

Lasse: So I think that is a big aspect also to consider, like...these jobs are going away and are they going to get a job again in that industry, if that's where they are educated.

Susanne: But it doesn't have to be that serious where I'm going...I mean...the people who will use Airbnb for example might not go to that city...

Lasse: (interrupts) No no, that's true...

Susanne: ...but you're right, if it was a sort of going to take over the entire hotel industry, that would be an issue.

Lasse: Yeah...I don't think it will...but I mean, yeah.

Julie: There have been cases where hotels have actually dragged Airbnb and people who are renting out their apartments to court, because...well...they lose a lot of money on this, especially in the big and popular cities like New York, London and places like that where they lose a lot of money, and as far as I know the court actually ruled them in favor. So in some cities it really not OK, actually it's not legal to rent an apartment through Airbnb.

Kirstine: And it's the same with Uber...

Susanne: So maybe you could a sort of call it 'disruptive economy' instead of the 'shared economy'...

Kirstine: Yeah, I think so...

Lasse: And that's also why I think hotels and car (rental) companies should...like...not lowering their price but think innovative and see how they can actually get more clients and retain those customers that they already have, that's something they need to considering because if the don't they'll just go bankrupt in no time, because of the shared economy.

Snorri: Yes OK...but what do you think about the popularity level of the 'deleøkonomi' in Denmark? If you think about that...

Susanne: I think that the people that I know who use it are really excited about it, so in terms of that it is popular, but it seems to me that there's a lot of...uhmm...there is more reluctance to be on the giving side of the sharing economy then on the paying side. So I don't know about the term 'popularity' and how to define it exactly...I mean...I'm in the digital business, but I've been quite amazed that there is a lot of people on my age in the late thirties, or a little younger, and then of course a lot of people who are older, who have NO clue...I mean they don't know it, and I mean...it's just amazing...(short pause)...so the people who know it, it's popular, but there are a lot of people who doesn't know.

Frederik: I think it's more of a Copenhagen thing actually, because I think it's most people in Copenhagen who can rent out their apartments for other people, because who wants to go to...I don't know...Skandeborg? It's probably a lovely city but you know...

Susanne: (interrupts) Lyngby even.

Frederik: Lyngby...yeah maybe. Just outside of Copenhagen doesn't get a lot of tourists.

Kirstine: The same goes for a lot of other countries...

Frederik: (interrupts) Yeah..sure, sure.

Kirstine: I think it's only on the rise, it feels like in Copenhagen it's been booming for the last year where people are renting out their apartments, like just for my apartment it is so much more difficult to get anyone to rent it now compared to just a year ago...so I think it's definitely on the rise, and it has just been pretty slow in the beginning I think...well that's my experience of it in a way.

Jasmin: I think people know about Gomore as it being Danish, and they know about Airbnb, I think they might not be aware of that it's a part of something like a 'sharing economy', and it's like a part of some sort of a movement. They know about the services, but probably don't see the bigger picture if we want to call it like that.

Julie: I really think people in general want to use it, but not as many people want to give back in the same way (provide), or cannot rent out their apartments or don't have a car but would like to use it anyway. So...yeah, I think it's popular because a lot of people want the convenience and want the cheap things, but...perhaps don't find it really that interesting to contribute.

Lasse: I was just wondering if it's popular for old people or if it's popular for like students, because my sister she does not have a job and she uses it as an extra income, beside her school, so that's really popular in her surroundings because she don't have a job, but it is also popular for like older people...I'm not sure...

Susanne: If I'm a part of the older people (everyone laughs), then yeah...(laughs)

Lasse: I don't know, I think my parents would never rent out their house so I don't know if it's more of a younger thing to do, or...

Helene: What is your experience with friends and colleges (looks at Frederik)?

Frederik: My mom used it in Rome, I recommended it...

Lasse: But she hasn't rented out hers?

Frederik: No, she lives in southern Jutland so she doesn't have any tourist (everyone laughs). She lives far in the middle of nowhere...nothing there.

Kirstine: My parents have tried this, maybe not where ever they go because there are places like New York, San Francisco and those cities where it's impossible to find anything unless you want to live with five other people...but also they live in Slagelse which is not really that exotic, so I don't think they ever thought about that (renting out) because I don't think there is any market there. So they are all game...but my mom is also on Snapchat too so (everyone laughs)...sending my flower pictures and a lot of important stuff...so excited (everyone laughs).

Markus: Yeah, I feel the same. My friends do it a lot, but my parents would never do it.

Julie: I think it depends on what kind of place you have, if we are talking about apartments and apartment rental, because I don't think I would either if I owned a house...like a big house where I wouldn't have control over what was in the rooms and who went into what room...but when I have like two or three bedroom apartment I think it's easier for me to wrap my head around that people are living in my place. So that is probably a factor as well, I don't think my parents would rent out their house...but if they had an apartment I think it would be...different.

Markus: On the other hand, with more rooms you can lock up one room to put in some stuff...



Julie: Yeah that's true.

Kirstine: Yeah, I think you are definitely right (looks at Lasse) that it's probably more relevant for students because...ehmm...yeah, everything is kind of expensive here so maybe get some extra income to make things easy.

Lasse: (interrupts) Yes, it's a really good way.

Kirstine: Ehmm...where as my parents would probably be more like 'why would we do that' (laughs), like...then we would have to go through all this and rent it out and...like it really wouldn't be worth it, it wouldn't be worthwhile actually.

Susanne: Like my boyfriend and I, we aren't students anymore and we have a sort of nice income but whenever we go travel we would usually use Airbnb when we go, and we will rent out...and it sort of equals out the cost of going. So it's like flying economy to have more money once you get to somewhere...so that's nice to just being able to go on more travels.

Lasse: That's why I also like the fact that you can do the house swapping things, because I think my parents would agree to do that if it's only like house swapping. So they'll get to another place and the foreigners are going to their place.

Susanne: But that is in...I mean...my experience with that is that it's really really nice, but it is incredibly inconvenient. I mean...

Lasse: (interrupts) ...like problems with the keys and that?

Susanne: No...the keys, I mean the practical stuff is fine, that is the same as not being there when your guests arrive. But, you have to agree on the exact same week, and people will not respond the same way...you don't have the same review system (as Airbnb), it might have changed. But when we used home exchange it was just...we got to these really really nice places but it was just really cumbersome.

Lasse: Yeah OK.

Kirstine: Yeah, it has to fit 100% between the two persons.

Susanne: But that was older people by the way, usually, older than us.

Kirstine: Yeah, I remember it was pretty popular like ten years ago or something like that.

Frederik: And Couchsurfing.

Lasse: Yeah.

Kirstine: Yeah, Couchsurfing also, but a different group though for the house swapping...people who actually has a house (laughs).

Jasmin: Something too what you asked...like who's actually using those services, I think it has a lot to do with where and on which channel, if you do it like Airbnb and Gomore which is mostly on the internet, and I think that's kind of the big question that who is using the internet actively other than just googling and wondering around. I think that is a big factor because everyone who is a little older and knows his or hers way around the internet I think are more open to also using this. Because like my mom a few years back she would probably call a travel agent and ask if they had some tips and more...and...you know, it's a bit...

Lasse: (interrupts) And you don't see any offline material from Gomore or...

Jasmin: (interrupts) Basically not...no.

Susanne: But I disagree with you about the whole savviness when it comes to the internet because more and more old people are becoming extremely tech savvy. And they will usually have more time to investigate what they want, so I think it come down to some other habits, I mean...(pause)...I'm in digital but I hate spending time online whenever I'm off work...when I'm off work I'm off work...(pause)...but my parents will spend HOURS online looking for stuff, and it's just ridiculous but they end up finding these extremely nice office where you get the flight, you get the service, and you get the hotel with all inclusive, and on and on, just the entire package. So they don't have to say, OK we want to get there so I have to check this to get nice tickets and then have to do it incognitos in order to get the right price and ohh...I mean, they just find the package.

Jasmin: Yeah, I know, like by now my mom is also used to searching on the internet and she's probably better at googling and finding stuff than I am...ehmm...but I think it also is a sort of a learning process, because like a few years back...I don't know if it's a German thing because I think Denmark is a little more open with the whole bank accounts and giving credit card details and paying over the internet, but in Germany I sometimes have the feeling that we are a little more conservative and a little more aware about that we are paying over the internet and I am actually paying with my card and giving out some private information. So I think that is also a point, like how open are you and doing it online, and trusting everything you find online.

Lasse: I mean, my mom is still skeptical when using her credit card, she has done it like a couple of times maybe...I mean she researches a lot, but it takes a long time before she actually makes the purchase...

Jasmin: Yes, exactly...

Snorri: Alright...(pause)...think about your purchasing habits the last few years, have you experienced any changes?

Susanne: I have more money (everyone laughs).

Jasmin: Yeah, I was thinking about that question and maybe it's sort of a part of the sharing economy as well, but since I actually moved to Denmark I buy most of my clothes and also things like small furniture on flea-markets and second-hand shops. Because in Denmark there is basically a flea-market every weekend...and probably five of them or something...and I didn't know that before. There are flea markets in bigger cities (in Germany) and also bigger flea-markets once a month or so, but here it seems to be so much more usual to actually buy and sell stuff on flea-markets. And when I am thinking about that I think that is in some sort a part of the sharing economy if you want to take it like that.

Kirstine: Yeah, or DBA.dk, I've started using that quite a lot which is also a kind of recycling thing online marketplace which I have started to use more as well as flea-markets.

Jasmin: (interrupts) And free-your-stuff and various Facebook groups also...

Lasse: DBA is a good service, but I just feel like ever since we got more digital we look for the best prices all the time so I really think a lot about what I am spending my money at and what the cost is, because I know I can always find it cheaper, so either wait or just don't buy it because you should never pay full price of anything these days (laughter), I mean you can always get it on sale at some point...so I have changed my habits in that way and really searching the net and see if I can find it cheaper anywhere else.

Jasmin: I also always google discount codes...

Lasse:(interrupts) Yes you can save so much money on that...

Jasmin: ...or something like that. Amazon has something like that now whenever you buy something.

Lasse: I don't think I've paid full price for any of my clothes, furniture, my television or anything like that...I mean...

Susanne: (interrupts) I always do (everyone laughs).

Lasse: Yeah...I don't know, maybe it's because I'm a student so I really have to do it (laughter)...

Susanne: No, I didn't do it when I was a student either, I think it's because I really don't like spending time online unless I feel I have to, or if it's worth it. Again it's strange that I'm working in the business that I do, but yeah...ehmm...I hate DAB, I hate it...I think it takes forever, and it's just not worth my time.

Kirstine: Did you say DBA den blå avis...or what (looks at Susanne)?

Susanne: Yeah DBA...I thought you said DAB or some.

Kirstine: Yeah OK.

Susanne: But I hate it, it just takes up too much of my time...and the same goes actually for Airbnb...I spend hours on that service trying to find the right place but it's worth my while. I still try to find a good price...but I will be looking for the quality of things, so I'm not going for the cheapest thing, but I am going to go for whatever looks nice and is in the area that I want to go...so that is worth my while, but otherwise if it takes an hour...then uhhh...

Lasse: Well, I just see it as a personal challenge, like...I know I can find this product cheaper (everybody laughs)...I really do. I mean...I agree with you that you should never go like...the quality should always be there, I just bought this Bang & Olufsen dock and it's like ten thousand Danish krone's and I just saw this deal-site where they had it for eight thousand. So it's still the same quality I just spent like twenty hours on the internet searching for a discount and I finally got it...so that's good.

Susanne: That's like twenty hours which I'm not using...

Lasse: (interrupts) Yes, but I mean you still save something (everybody laughs).

Susanne: Yeah, I mean I get so much heat at home for not doing it...so it makes perfect sense to me I just want someone else to do it for me (laughs).

Lasse: Yeah, I mean if I had the money I would never like look for price reductions like...

Susanne: (interrupts) Nahh..you probably would (laughter).

Lasse: I don't know if like, yeah if I had a lot of money I wouldn't, but I mean when I'm a student I just think it's funny to see if I can find it cheaper anywhere else.

Susanne: I think there is always a thrill to hackle or to get something cheaper...I'm just really bed at it (laughter).

Kirstine: And for some people more than other, obviously.

Julie: I think I've just become more aware about when throw out something, it's not because it's used up, so I would rather give it to someone else, so...well we use and buy a lot of stuff and we have a lot of

money ...well in general...so we can just throw our clothes away when we don't want them anymore, but why...if someone else can use it. I guess that I've become really aware of that in the past few years.

Markus: This maybe sounds like what you're saying, but there is a site on Facebook where you can just put stuff on for free...I use that a lot to give things away, but again when people post there are people in there who have in a second written 'ohh I want this'...

Jasmin: (interrupts) Yeah, like whatever it is.

Markus: Yeah, whatever it is...they want everything. So I don't find it useful to kind of take things from that site, but you give away things and that makes sense.

Jasmin: I actually got an IKEA couch, which was not even a year old for free, only a few weeks ago, so it was like perfect.

Kirstine: Nice.

Markus: But you kind of have to be on that page the whole day to catch something there (everyone laughs).

Kirstine: She is the one (points to Jasmin).

Markus: Yes, she is that one (everyone laughs).

Jasmin: Actually it was a friend of mine who wrote me and just 'Hey weren't you looking for a couch'...(laughter).

Helene: Yes, let's continue. When you have chosen Airbnb or Gomore or whatever you've tried. Why did you choose it compared to the similar...traditional services like hotels or car-rentals?

Markus: When I used Gomore it was the price that did the impact on that one. It was a third I think to go with Gomore compared to train, so that was the reason why I did it.

Helene: So you did it as a passenger or?

Markus: As a passenger, yes.

Kirstine: Yeah when I traveled with Gomore it was also the price and the accessibility because the guy who owned the car he lived in Frederiksberg where I live. I was going to the Roskilde festival which is a sort of a hassle to drag all of your stuff when going there, so he did come and pick me up at my place which was just amazing! So...yeah...those two things were just very, very important in that very moment for me.

Lasse: I agree with Kirstine, I think that is really important too, like I went to my parents' house and the driver just drove me right up to their front door. They live a couple of kilometers from the station, so that was just perfect. And then the price was also lower so it's like a win-win for me.

Susanne: For me it's comfort...with Airbnb. It's just being able to...I mean hotels are nice, but you have to basically stay in bed, I mean if you want to have a night in you will be in bed...and that's just annoying and I end up with a sore back. So like just to have a couch, or a kitchen, or even a balcony...I mean it's just really, really nice.

Frederik: I agree with you, because when I was renting somewhere in Croatia, there was a kitchen, there was little living room, a balcony where you could sit and enjoy the heat and wine or whatever. It



was cheaper than a hotel, and you didn't have to go out to eat and pay more money and eat at the tourist trap restaurants, I could make my own food, I could just go to the convenient store so it was a lot cheaper than you know...

Susanne: And that also a sense of luxury in it for me, especially my boyfriend who is a foodie...so whenever we go south there is usually these really nice markets...

Frederik: (interrupts) Yes I'm also a foodie so I also just go and like...buy that and that and that.

Susanne: And you will never go to a market and buy fish and buy this and that, because what will you do with it? Boil it in the kettle at the hotel (everyone laughs)?

Kirstine: I was thinking the same thing because I was just at Torvehallerne the other day and there are a bunch of tourists in there and unless they have a kitchen where they are staying, they can't really buy anything, and that's really a shame if they are actually there to buy stuff and they can't really do that, so they end up buying coffee or smørrebrød or something, they can't really buy cheeses or fish and all that...so yeah, it definitely makes sense. You could just make your own food one day, and then maybe just go out a nice restaurant the days you want instead of the entire time.

Lasse: (interrupts) I also like the fact that you can be local, like do local stuff...that's a good idea. I am actually using Airbnb in a couple of weeks. I'm going to the Philippines and we just rented this bungalows down at the beach, and that's also a really local so that's why we did it, instead of staying at some big hotels, and also because we can make our own food which is like being local with the locals. But maybe it just depends on where you are locals with the locals (everyone laughs). Maybe it depends on where you are going, because if I'm going to a bigger city I would maybe use hotels, but we are going to this small islands so that's basically the only option and also to see the deserted part of the island.

Susanne: You should consider wherever you go, to a big city...consider to just try it out for once because you will end up off the beaten track and off the tourist traps. So even if you're just living in a really, really boring place where everyone is just you know...living their life...you'll walk passed a restaurant and you will only see locals and the food is ten times better.

Lasse: I will definitely use it...I just really need to like get over the fact that it's like...I'm just a private person so I feel like I'm really in their space when I'm in a private home...

Kirstine: But you can rent a whole apartment you don't have to rent a room, and then you will have the apartment all by yourself.

Lasse: Yeah exactly...

Julie: And, if you feel like that you can actually just find the people who have a lot of apartments because the chances are that they don't even live there...so that could be a solution to that (laughs).

Susanne: Which is basically the same as renting out from a hotel.

Kirstine: And you can see that under profiles, see all the listings and the listing they have.

Jasmin: And I also agree with you Lasse...umm...well we're going to Denmark, not the Philippines (everyone laughs)...for example what you Frederik said earlier there are not that many places where people are renting out, but you would rather find Airbnb, summerhouse or something then a hotel in that city. So there is also the availability where we chose, like my parents wanted to go to the water, so I looked into everywhere because Denmark is basically water everywhere (everyone laughs). For example, you wouldn't find anything like...maybe the hotels are all booked out, or maybe there are no hotels. There are summerhouses on Airbnb and places where there are no other options.



Kirstine: That because all the summerhouses are rented out through these summerhouse office centers, so that's where you would go to get a summerhouse.

Jasmin: Yes. So that Airbnb was also a nice alternative to those summerhouse rentals services.

Lasse: And also what you said (looks at Susanne) that you can actually be in a place where you would never consider going if you were staying in a hotel.

Julie: And people rent out the weirdest places, I saw someone renting out a house in a tree in a jungle in Mexico (everyone laughs), and you could just sit and do yoga, and that was just how they branded it.

Lasse: (interrupts) You would never find anywhere...

Julie: No, and you would never go if you found it anywhere else than Airbnb I think.

Susanne: They have like this really, really great inspirational universe on Airbnb where you can for example sleep in a pub, in a tree house, in a tent, there are like trailers, a floating house...

Lasse: Really, that is a nice thing to have.

Jasmin: And it feels more accessible over Airbnb than through something else...

Julie: And it would be insanely expensive to rent a tree house in Mexico from somewhere else.

Susanne: Yes.

Kirstine: Yes.

Susanne: It's on the pricier side though...

Julie: Yes.

Lasse: Yes, but I think I would pay a little more to have that experience.

Jasmin: Exactly.

Snorri: Alright.

Helene: Great.

Snorri: We have kind of touched on the subject, but if you think back to a good experience that you had with either Gomore or Airbnb, can you describe it?

Julie: The good experiences?

Snorri: Yes.

Susanne: We had an amazing one in Neukölln, and I just remember that it was the weirdest neighborhood...you know (looks at Jasmin)?

Jasmin: Hmm yes, it's one like Berlin and Nørrebro....



Susanne: Yeah, but the feeling what I got was that we were moving deep into the...you know...don't go out in the evening, no no no. So there was these shutters on the door to close down with a key, and bars in front of the windows so I was like 'OK this is creepy', but we rented from a couple who were both artists and that was also a bit funny to me that it was also the whole justification of that neighborhood, but the apartment was just the most artsy place, the apartment was artsy but also the entire neighborhood was the same kind of very weird feeling of old-east, new-west...loads of immigrants, really quit little restaurants just around the corner. But I mean, everything was just really, really, really nice. And the host was also really cool, or actually both of them, one of them was I think from New Zealand and the other one from the UK but they were living in Berlin, and that was fantastic.

Lasse: I think when you rent, you do this car-pool, I think the good part is that you can actually talk to somebody else if you are doing the car-pool alone. So you have the time to actually have a conversation with the person driving, I find that really, really good, like instead of just taking the train by yourself.

Julie: Yeah. I see it kind of like a challenge, like a personal challenge for me, because I've not always been very good at just talking to people. So when I get in a car with Gomore with someone I don't know I have to...(laughter), so if I take a trip like to my parents who live in Kalundborg which is like one and a half hours from Copenhagen so I have to talk to someone I don't know for one and a half hours.

Lasse: Yeah...

Julie: And it helps, like when I sit here and talk to people today I don't know.

Lasse: Sometimes you find out that you have friends in common and live close by and stuff like that.

Susanne: Only happens in Denmark (everyone laughs).

Jasmin: I agree on this whole personal feeling about it, I really like this writing messages, adding a smiley and not only getting like 'you booked at our hotel' that over date.

Kirstine: (interrupts) Yes, automatic, automatic...

Jasmin: Yeah.

Lasse: Danes are also sometimes also a bit reserved so I think it's a good way to actually making people being more outgoing and straightforward.

Julie: I also think it removes boundaries, I'm considering just going down and what is that called...I can do that now, but I wouldn't have done it before

Helene: Thank you.

Markus: On the other hand I think it's like, you have to spend some energy to get that conversation going, and to talk for one and a half hours...with somebody you don't know...ehmm...I like the train as well, where you can just like put on the headphones on and...

Kirstine: (interrupts) Yeah, you need to be up for it...

Markus: Yes, exactly, you need to be up for it.

Kirstine: Also, it demands that you are a bit more timely beforehand, you know...you can just go and buy a train ticket with a short advance...but with this within few seconds you have to check and find if someone is actually going where you need to go...and then do they have this and that...a space and all that, so it's something that need a little bit more time usually than you would have. Then you also have

Uber and Lyft, but here you only have Uber so far I guess...but I've lived in San Francisco not a long ago and they have Uber Pool and Lyft Vine where you share a ride with someone else, so you actually get to go from A to B and on the way you pick up a second passenger and you share the price of that ride, and I think it's a max around five dollars actually, and you get a message beforehand saying that the price will be this...and then it can't be changed whereas Uber it's usually like, OK please get into the car, and then write the address where you are going to and then at the end you will get a message which states the price of the ride, so the good thing with this is that you know beforehand that it can't be more expensive than this...so that is actually really good. And also it's fast so you just type it in, you get the message that you will ride with this driver and you will be picked up in 4 minutes. So the downside is that it might take longer until you get out of the car because you have to drop someone else off and then you go, so it's longer ride for sure but cost wise it's really good, but I don't think we got that in Copenhagen though.

Julie: I think that's great, I have a friend who started up a business within the *deleøkonomi* where you can if you are going someplace...ehh...or if you need anything transported to someplace like a mail or a package...it's called Bringers or was called Bringers and then they had to change it because the Norwegian mail service kind of got mad so they had to change the name (laughter), but yeah...if I have this and I need it driven to another city then somebody can pick it up for like twenty or fifty kroner and that's great I think, so you don't have to go to the mail office, and you don't have to buy a stamp and you don't have to find out if the thing you need to send fits to the box that you have.

Susanne: Isn't it the same what Amazon is doing now?

Julie: I don't know...

Markus: Is it only in Denmark?

Julie: Yes I think so...

Markus: So you can't send things to like Sweden?

Julie: Well, I guess you could, if someone is going there. And I think they actually just moved to Berlin so I think they are trying to expand...

Kirstine: So do you know what they are called now?

Julie: It's called Trunkbird I think...yes Trunkbird.

Kirstine: Of course something flying (everyone laughs).

Julie: Yeah (laughs).

Snorri: Are there more experiences? Good experiences?

Kirstine: Yeah, I mainly have really good experiences with Airbnb, and quite a few ones, only one that was so and so... Yeah...people are nice...and you can read about them beforehand where other people vouch for them so...yeah.

Snorri: So what about disappointing experience within the *deleøkonomi* services, for example with Airbnb and Gomore?

Julie: I just find it annoying that not more people are driving where I want to do (everyone laughs), I guess that it is about it for me anyway.

Jasmin: What I found a little disappointing on Airbnb is when you look through all this pictures and you are really hyped for one place and you are like 'I hope they will accept my booking' and then you get sent 'oh sorry no we cannot rent it out that day' then you are little bumped because you were really looking forward to it, and I think it's kind of like...what you don't have with hotels because most likely when you book you can see if it's available and you mostly get what you want when you make the booking...

Susanne: I have one experience with an instant booking, those are the people that I will book with...as I'm not very patient...ehmm...so I will not book with people where you have to request to book because it's just really annoying, for the instant booking they will charge you immediately, and I've booked a place in Istanbul and for some reason he hadn't updated his calendar and he couldn't figure out how to refund me...and he didn't know if he could. And Airbnb blablabla...so I wrote them, and said the host has trouble with this and he can't release the funds and what do we do now? And they ended up releasing the order and the funds, and they gave me a bump-up so the next place I wanted to rent I had I think a bonus of a thousand kroner that I could use. So that was a really, really good service, and a bit of disappointing experience.

Lasse: I was just wondering like, I've never heard of it before but is it possible for people to actually book and arrive at the place and people are like 'Oh I'm sorry I really need to be here after all because my vacation was suddenly canceled' or something like that, what would you do in that situation? Not sure if people have experienced that before but...

Kirstine: (interrupts) Well if they experience that then the owners are probably never going to get their apartment rented out.

Lasse: I mean, that's the pros of when you are renting through a hotel, you know that you are actually going to get the room...

Frederik: (interrupts) ...not always, I arrived in New York and there was no booking.

Lasse: Yeah, I mean like you can get another room maybe or something like that...

Frederik: Yes but you would probably have to fight for it.

Lasse: Yeah, that true.

Kirstine: I had to cancel a booking once, I said that they could stay at my apartment when they couldn't...and it was very, very difficult to find the cancel button on Airbnb, like where do you actually find the place or the sign where you can actually cancel? It's very strange, but that's probably because they really don't want you to do that (some laughter), but still it looks bad on my account that I did it, that I had to cancel, I don't know what happens but...

Susanne: You will probably get a bad review but I haven't hear of...

Lasse: (interrupts) Could it hurt your relations or something like that?

Susanne: No, I think...it probably doesn't, there might be but I'm not quite sure but I mean...

Lasse: But when do you actually get the money, when people leave your apartment...

Susanne: No, when they check in...

Kirstine: No, not always is it? Oh maybe it is.

Susanne: I think so...

Kirstine: I usually get them after, but you can log in and see which date you will get the money transferred, it depends...

Lasse: OK.

Susanne: But I think that goes back to the whole issue of trusting people.

Lasse: Right.

Susanne: Ehmm...you can usually talk your way in and out of stuff...we had one reservation which was canceled because the person who had booked the place had pneumonia or something so we refunded her I think in full, even though we weren't obliged to it...but that was really not her fault (getting sick) or that she had some insurance or something I don't remember...but she wrote and she was extremely sad and it was just shit happens.

Lasse: Yeah, and you can also see that if it's a good or a bad review you can just stay away from those people...

Susanne: Yes...but I think it was her insurance that covered it, so we didn't have to do a refund because that will show up on her profile, so if she cancels then she becomes 'unreliable' so we kind of worked it out. That's another thing...I mean when you leave a review you can also leave a message for them only, so if you rented out to me I can write something to you like 'your sink is leaking' or whatever, and it doesn't have to show up.

Lasse: Alright, that is a good idea.

Susanne: Yes.

Kirstine: And also something only for Airbnb I think right?

Susanne: Yeah, you can recommend people, for awards and some...

Kirstine: Ok, that is sort of news to me.

Helene: Yes, we should continue.

Snorri: When you have had an experience within the deleøkonomi, how do you share...or discuss your experience?

Susanne: With whom?

Lasse: It's easy to like publish it on Facebook when you rent, like when I rode with another guy I just published it on Facebook and that's how people knew that I used the service...and social media are really good at connecting these things so.

Julie: I just talk and talk and talk about it (everyone laughs) and yes...just tell everyone about it and I think that I've got two or three people to use Airbnb just by saying to them that you do not book a hotel room anymore you do this...

Kirstine: (interrupts) Yes, same here...

Snorri: So it was not popular in your network or?



Julie: I think that...ehmm...I think maybe in my network people were a bit slow, and I was kind of nervous when I booked through Airbnb for the first time, first of all because I didn't know the guy and I didn't know what I was going into...and it was in Harlem and I was a bit scared that the area was bad, I thought it would be more convenient to live in a hotel but I did it anyway...and I'm glad I did. Now I actually stayed at a hotel in Paris just couple of weeks ago and it was not great at all...compared to having rented an apartment...so.

Lasse: But I also really think it's about like the time aspect...like do you have the time to actually go and research where to find these apartments, or do you just have time to just book a hotel in a second.

Julie: Yes, exactly.

Kirstine: It depends on the place you're going to because in some places it is so easy to find something, but in other cities it is impossible and not possible to find something in my price range. So it depends on the place I would say.

Frederik: And which country.

Susanne: And also how long you are going to stay (others say yes), I mean we are just coming home from Sicily and we used a mix of Airbnb and 'bed and breakfast' rented out through Airbnb, and hotels. And wherever we stayed for more than two days we would do Airbnb.

Julie: I think it's just like when you have something that can be rented out, like an apartment out, my grandparents have a house in Spain and they rent it out so why not through Airbnb, I don't think they do it...but why not? Because there you would get the security and you would know that the people were approved to be trusted renters...yeah...so I think for older people as well if they are on the internet then it would be a greater way to it (rent) then just list it on some page...

Kirstine: Yes, and then there are some people who book it and you have no idea who is showing up...

Julie: Yes, exactly.

Lasse: But is there a minimum of nights you have to stay?

Kirstine: Well yes, some time there is, yeah...I mean you decide that for yourself, if you are a host you can say 'I don't want anyone to stay less than two nights' or three nights or whatever you want.

Lasse: OK.

Susanne: But I yap about it as well as you do (looks at Julie), it's that I look for a nice place...not a fancy place but just a really nice place...so when I manage to find it I will go and talk and talk about it...

Julie: Yeah, like 'use this service'.

Susanne: Exactly.

Jasmin: Yeah, I think you are more likely to share a good experience, for example with Airbnb instead of with hotel because you are more...you kind of expect it more...like for a nice experience in a hotel you don't really feel like you have to share that now.

Julie: Exactly, and I don't even think that I would be that mad if something goes wrong in an Airbnb apartment compared to a hotel room (others agree), in a hotel I would go and demand something else but I would be more understanding if something didn't work in an apartment through Airbnb...

Kirstine: Also you can always just write the people and tell them...

Julie: (interrupts) Yes, and most of them will come and fix it, or do whatever they can to make you feel comfortable and do better.

Markus: Also I think that you feel like you give a better advise when you do Airbnb, because 'oh this is the one spot that you have to try' compared to 'oh you have to try Radisson Blu' doesn't really make any sense (some laughter)...

Julie: No not really.

Markus: ...but then you can share this kind of private spot, and that's great.

Susanne: But I'm less price sensitive when it comes to Airbnb, I will pay more and also more happily than I would for a hotel, there I just go for the cheapest, I don't care, it's just a bed.

Markus: Yes.

Frederik: I feel the same way actually, because you are just paying to some corporation or some big huge firm and you really don't care about them.

Kirstine: It does not matter.

Susanne: Yeah, I mean I want bed, breakfast and a shower...boom.

Frederik: Yeah, I agree.

Markus: Yes, it doesn't make like any big changes if it's a bigger bed, or if it's a carpet or not a carpet in a hotel.

Frederik: No, I mean you are in a vacation so you are not staying in the hotel room or...

Markus: No exactly, exactly.

Frederik: That's always my philosophy when I go somewhere...

Susanne: But...do you spend more time in a place that you rent through Airbnb than you do in a hotel (looks at Frederik)?

Frederik: Hmm...I wouldn't say so no. I was on a sun-bathing vacation when I went that time so...it depends on where I'm going I think. If it's somewhere I've been before I might take it a little bit easy...but I went to Japan in the spring and I didn't spend time at the hotel at all, just out all day.

Lasse: I agree, it depends on where you are going, what the purpose of the trip is.

Kirstine: And the price level of food and when you go out and when you cook, I would say that I spend more time in an Airbnb apartment because maybe you want to make breakfast and more...which you would probably not do at a hotel and just get out of there as fast as possible.

Lasse: Sometimes I just feel like it's nice not to do anything, just buy your breakfast and buy your dinner and stuff like that...but maybe that is just me.

Markus: No.



Susanne: No.

Lasse: Like, don't have to do anything and just buy whatever you want.

Markus: Depends on how long time you are going...at least the first couple of days.

Julie: Yeah, when I was in New York in this apartment I was kind of bumped that we didn't have more time to spend in the apartment because it was a great apartment...and we had six days and we were just out and spending money and walking, and when getting home we were so tired that we just had to go to sleep. I was pretty bumped about that because when you live in a hotel you don't really want to be there...not in the room anyway...but you could have some great hours in the apartment I think.

Snorri: OK...what about the internet and social media...uhh...is that a part of your experience with the sharing economy?

Markus: Other than the rating...we talked about how we share our experiences through rating the apartment or the transportation services.

Susanne: But that's sort of the in-service or in the app social aspect...

Markus: Yes.

Kirstine: That's not outside the app or outside the website...

Markus: No.

Julie: And most of these sites actually have this social part to them...like a community page where you can write and you can search and you can help each other, so you don't really need Facebook I think...

Helene: Has anyone used those pages?

Julie: Just for reading.

Kirstine: Yeah, I've used one of the community page, the Copenhagen one before so many people joined...ehmm...so they set up events for hosts which was pretty cool, I went to this whisky tasting that was free and they also did these different tours around where you could for example this 'Borgen' tour around the Danish parliament and a lot of tourists go there because they have all seen the Borgen TV show and then we could try it out just to recommend it...so yeah.

Lasse: That's a good idea.

Susanne: I had NO idea that there was a community...

Kirstine: Oh you didn't?

Susanne: No...

Kirstine: I mean...free stuff I love it, like the whisky tasting...sure...no wait sorry it was rum, rum tasting.

Lasse: I think it good for companies to actually invite you to taste their rum and stuff like that to tell you that there is a good place to visit.

Kirstine: Yes, like when they will ask me if there is any good place...and then I would say that I've been to that place because that is the only place that I've been to.



Lasse: Really good marketing.

Kirstine: Yes, it's a pretty clever move, but since it has been booming this much in Copenhagen I haven't seen any event since last summer actually.

Lasse: I mean restaurants and Tivoli should do it also invite for free, in order to get good stories and more.

Kirstine: Yes, not like it's costing them a lot. But now when there are that many hosts I think it might...but this was always like limited seats so maybe twenty people could join or something.

Helene: Well, we talked a bit about the social interaction with the deleøkonomi services, do you experience it as more social than the traditional services, and do you like that aspect or not?

Julie: Yeah, that goes a little into the direction in what I said with the good experience and with the personal message, and also about what has been mentioned before is that you figure a way out together...like in a way that everyone profits from it, like in a hotel you are always the one wanting something and not the other way around. So I think that is very nice, the whole social part of it.

Susanne: And also in hotels that is the professionalism that you are met and greeted with...which can be really, really nice once they know how to go a little above, which can be really found in very, very special little hotels or the big expensive hotels.

Jasmin: Yes, where they are paid to be nice.

Susanne: When someone else is paid for me to be nice for me... (everyone laughs)

Kirstine: Yeah, that's the thing...as soon as something is wrong at hotels they will always give you the standardized answer and you will never...even when standing and asking 'can you please help me' they will be like 'sorry there is nothing we can do', whereas when you use Airbnb or whatever there is like another person where you have a conversation, and you know each other more than you would in other services, it's like a lot more personalized.

Jasmin: Yes exactly because you both benefit from it.

Kirstine: And also the people who are a part of Airbnb are the same type of people that like traveling and getting this more personalized experience and meeting local people and getting more local experience I think.

Frederik: They might also be better in English sometimes in some countries, you go to France for instance no one speaks English (everyone laughs) but if you rent an Airbnb in France you actually have someone how knows English which can be nice. Or in Japan, people don't speak English in Japan and it's really difficult at hotels, so maybe if someone was spending a lot of time online and renting their apartment they could actually speak English and explain things to you which they could probably not do at the hotels...which could be nice.

Julie: I think that hearing from Susanne and Kirstine experiences from renting out I think you are more excited about your guests compared to everyone who is working at hotel or some.

Lasse: Of course you want to promote your own city, so of course you will be nice to the people and telling them what to do and stuff.

Susanne: But not just promoting the city because I know that my preferences can be completely different from someone else's...I mean I've come home and found my bedroom full of shopping bags from stores that I cannot afford to go into, but I wanted them to feel at home in my home, so I would do some extra



cleaning...probably more clean when my family comes to visit...or I would leave jams and stuff for them because I want them to feel welcome. But another experience that we had in Istanbul was that when the host was showing us around the city she was pointing out stuff that we would have found difficult to figure out, like for example there are cats walking in and out of restaurants and stores, and people are letting food out for them and then she just started this elaboration explanation about how much they love cats, and all of a sudden we noticed all of the cats and she told us what to do, like you don't strike out at them because this and that...so that whole introduction to a city is something we would have spent hours on Wiki and wherever she just gave us on the (clicks fingers), so that is the cultural and social aspect of it like you just said.

Julie: I also like the fact that when you book something people are really fast at responding and I would feel the same way because I know that they use time to write to me and therefore I answer right away, and when they do that as well it's like...I'm constantly being secured that this is going to be OK, and that is great I think that the hosts are responding right away, and just writing to say 'hey now you are coming soon' and 'are you ready or do you need anything' and that is great. But if I book at hotel I would rather not be contacted by them before coming (everyone laughs).

Kirstine: 'Remember that your deposit is non-refundable' (everyone laughs).

Susanne: But there is an incentive built into the Airbnb system, so you have to respond quickly in order to get a good rating.

Kirstine: Also you get this reminder from Airbnb 'Did you remember to write their guests' and then you go 'oh they are coming soon' and then you write them and let them know and yeah, they are good at that. But I think the greeting people is really fun, because I hadn't had any guests for a year or something and I had some three or four months back and I was just so excited to meet them I was like 'Hey welcome' and they were super happy and really excited to be in Copenhagen, and it started raining during the weekend so I wrote them when I was at this summerhouse trip and told them 'oh sorry about the weather are you guys OK' and they were like 'Oh do you have any recommendations' so I texted them a bunch of places and on the Sunday they were so thankful. All this was really awesome because if you had been in a hotel and you would ask them where to go and they would be like 'ehh there is a mall down there' or something like that.

Susanne: We once were swapping apartments, we met up with a couple who had been staying at my boyfriend's apartment, and we met them when we came back and went out for beers and something to eat. And that was really really interesting because you sort of got to hear what they had thought about Copenhagen, what they liked and what they thought was weird and...that was really nice.

Kirstine: Yeah, that's interesting.

Susanne: Yeah.

Helene: Yes, we talked a lot about *deleøkonomi* and your experiences and so on...and if you think about how the Danish culture is, do you see any matches between the sides of *deleøkonomi* and Danish culture, or mismatches or?

Frederik: I think that the Danish culture is much a community culture...at least was. You have all these unions, sport unions and you have Super-Brugsen which is an old merchant union I think, so there is a lot of people coming together, doing things together and sharing experiences and stuff, so regarding the Danish culture I think it fits very nicely to Danish culture.

Susanne: And also the whole trust aspect...

Frederik: (interrupts) Yeah...

Susanne: I think that is huge, I had an American boyfriend at one point and he would go on and on about how people would try to rip everyone off, and that was weird.

Frederik: Yeah, the Americans...

Susanne: Yeah, but it's American services.

Frederik: Yes that's true.

Jasmin: I agree, and I disagree. I really like that question actually...ehmm...because I also agree in theory that the Danish culture seems to be built up on community like for example the whole concept of Andelsbolig and a lot of associations, so in that part it totally fits in but I think we also mentioned it earlier that Danish people seem to be a little more reserved, family is the most important part or one of the most important parts because that are people you know and they know you, you don't have to introduce yourself and don't have to speak to strangers...

Kirstine: (interrupts) Yeah, exactly...

Jasmin: ...then comes the closest friends and the people you trust, but behind that I have the feeling like it's really really difficult for Danes to actually accept a stranger, and like you know...open up and trust...

Kirstine: (interrupts) I very much agree actually...

Jasmin: ...and also maybe the English like we talked about before, you know even though Danes are so good in English they often struggle a little bit. And in that point it's actually doesn't fit at all, like trusting someone in your house and giving them the keys and sharing a car with someone you don't know and you HAVE to talk to them...ehmm...so it's kind of funny because on the one hand it totally fits and then on the other it doesn't at all.

Frederik: I think that depends on where in the country you are, because I think...for example my mom's boyfriend he will talk to everyone, if they will keep listening to him he will talk (some laughter) and the same with my girlfriend's father, he will talk to everyone, everybody...

Jasmin: Of course you should not generalize, but it's kind of...you know some clichés are built on...

Frederik: Well like when I go from Copenhagen I come home to Fyn, there is a HUGE difference in how people are behaving in Copenhagen compared to Odense and that is just one hundred and fifty kilometers away.

Susanne: I am from Copenhagen but I would NEVER go with Gomore, I would just loathe having to sit in a car with people that I might not like and having to talk to them about things I really don't care about, or having nothing to say at all...and I will sit down and talk to everyone, but I want to be able to get up and leave if I don't want to be there, meeting up with people and then being able to leave...fine...they can stay in my apartment, they can have sex in my bed and I don't care...but I will not go with them in a car...no way.

Kirstine: Yeah, I think exactly that aspect is very Danish to have, like oh my god I am stuck with this person in this very little tiny space, and it's like then I get really claustrophobic and I will have to talk and it's awkward so I'm like oh my god where do I go what do I do. All this is very Danish where as in America you say that they are not as trusting but they are very open minded, so when you sit in a car with someone they will be like 'where are you from' and you get like their entire life story within fifteen minutes and they will ask you every single thing. I am amazed every time how great they are just asking all these questions and how open they are, so I think that's the reason why it (The Sharing economy) has probably been invented in the US because that's just what they do there like welcoming you to their house, and just in general a little more open that way, not getting socially awkward when it kind of gets too much



and now I want to leave, now I'm in this line with you in the supermarket and you just talked to me and now I can't get away from it because I need to get to the cashier...

Lasse: I just feel like the Danes really want to be in their comfort zone all the time, because I have been a lot in the US and they are just so open-minded and like to step out from their box and just feel free to do anything and maybe it looks stupid sometimes as well. Like here if you go to Netto and you stand in line then you don't talk to anybody else and if people ask you a question you are just like 'Are you talking to me?' you know...

Jasmin: (interrupts) ...small talk is the enemy (some laughter).

Lasse: Yes exactly, like you said on the one hand the sharing economy really fits into the Danish society but on the other it really doesn't...it's really funny.

Kirstine: I agree...but that's why I also see it as a positive trend because it transforms some things and we get more social and it doesn't have to be awkward or weird.

Lasse: Also speaking for myself, I like to hang out with my friends I know, I'm not that good at meeting new people that I don't know...I just want to be with my close friends all the time. But I think the sharing economy actually improves these things where you just talk to everybody and open up more.

Kirstine: Like you said (looks at Julie), it moves boundaries (some laughter) yeah.

Lasse: Yes, and it's a really good thing right?

Julie: It's great, and the fact that we don't like the awkwardness, we don't really want to talk to people that doesn't care about the same stuff as we do. I think that Danes are in general fast in judging people, and if you judge someone to be annoying or stupid or boring you really don't want to spend your precious time getting to know them, and that is kind of a problem for us I think and the sharing economy.

Jasmin: But I think that is also a point where Danes actually can really help something like the sharing economy because like we said earlier you share good experience and if you only share it with your family and your closest friends who trust you and you trust them, so that is actually like a five star review that you share with your closest friends.

Julie: So when it's good it doesn't get superficial in Denmark, and I think it could be in America where that you feel...especially Danes...feel that the Americans are a kind of superficial because they ask you anything and it's just like...you won't remember this when you've talked to ten people down the street.

Lasse: I like that more than when they don't say anything (some laughter).

Julie: Exactly.

Lasse: It's like when going to a store you are asked about how you're doing in the US but in Denmark they usually don't say anything.

Frederik: Again, that is also something that is in Copenhagen.

Lasse: True.

Kirstine: Yeah.

Julie: Yeah.

Frederik: Well my little brother was visiting me here some time ago and we went to Netto and he said to the cashier 'have a nice day' and the cashier didn't say anything back and my brother was furious (everyone laughs) didn't say anything.

Lasse: That's the same as when you go bicycling in Copenhagen, people will kill you if you ride in front of them by accident or something like that, and people have no patience at all...

Frederik: I think that are people from Copenhagen, because when people come from outside of Copenhagen people are slow on bikes (some laughter).

Kirstine: I've never heard that one before (laughs).

Julie: But I think actually, if we are talking about that it might change something in some Danes I think that is true because I've decided to...when walking into the bus I greet the driver, and if I just feel like it I just wave when I go out, and the same things in the shops...just say something nice and give them a smile and that goes a long way...it's a cliché but it's true.

Lasse: But I really feel like...when collecting money in people in Africa or whatever people really stick together as a population which is a bit funny because when you meet people in the street they are more like get off...

Kirstine: (interrupts) Yes like don't look at me...did you notice that when someone smiles at you on the streets you more often than not think 'why did he do that?' (everyone laughs), is there something wrong with my hair, is there a hidden agenda or what...not like 'maybe he's smiling at you because he's nice and in a good mood' because I tend to do it sometimes and I'm like people think I'm a freak because I'm smiling (everyone laughs).

Lasse: That's true.

Julie: The same thing when if you are smiling to a child in the Metro...don't do that (everyone laughs).

Kirstine: I told an American friend who was visiting about the thing of not smiling to kids because...and he was like 'are you serious', and I was like yes I'm sorry about that but people get a little...'is he smiling at my kid'.

Lasse: Yeah, like a creep.

Kirstine: Yeah, I was not really telling him the positive stories about Copenhagen.

Frederik: But I think what you said about the comfort zone, I think that Danes comfort zone is expanding depending where they are, if they are in Germany they like people from Denmark, also in another continent if you meet a European it's like 'oh are you from Europe I love it' (everyone laughs).

Julie: About the comfort zone again, if you have a lot of people doing the same thing together it is just not as awkward as if you have to greet someone in the street.

Lasse: We just want to be like everybody else basically.

Julie: Yes, exactly (some laughter), we want the good image and we want the credit but we don't really enjoy the effort in a way...

Lasse: Maybe it's just about that we are afraid of doing something on our own really...also because Denmark is like a really big comfort zone, if you don't have a job like you said we have A-kasse and you get like free money, but in other places you don't get everything without fighting for it, salary and stuff



like that. So yeah, we are really fortunate in that sense, and maybe that is also why we want to keep thing to ourselves because we don't have to ask anyone for help we just get things.

Frederik: Yes, you don't have to contribute in the same way because it is already been taken care of. Where as in America you have to volunteer a lot to do stuff...schools or whatever.

Lasse: Yeah, you have to do something in order to actually get something.

Frederik: Yeah.

Kirstine: Yes that is true.

Helene: Well we are a bit over the time, I hope that's fine (some laughter). Do you think there is anything that we missed talking about or?

Jasmin: One thing that I would like to mention is that I had a course and there was a guy visiting who was really into the whole sharing economy and wrote the book 'Skal vi dele', and he also presented it a bit as a contrast to the whole...like the companies are getting more and more, all our money is going to these big big companies, and the banks have a lot of money...he kind of presented it more as a some sort of movement in terms of the money stays with us, with the people, with the small people. And I think it's a really interesting aspect...

Snorri: You mentioned that (looks at Frederik)?

Frederik: I think so yeah...

Kirstine: That's also like the pay-it-forward site where you post some sort of things you want to do, like a free lessons in Spanish you can post that, and then you can get something else in return, and you get like a virtual points or virtual something, and I think that's very much in line with what you were saying, at least an interesting aspect of it.

Susanne: Airbnb is a billion dollar business, I think it is like closing your eyes to the fact that they are actually...

Kirstine: (interrupts) But Airbnb is definitely a lot more commercialized and it's a business and everything...but they are different like this is another part of the movement of the sharing economy. That's more like let's help each other out and lets not use money as a means for getting whatever.

Lasse: Like the Amish people, they just help each other like that's how they work it out.

Kirstine: Going back to Amish (everyone laughs).

Lasse: The idea is that you could exclude every money aspect and the problems that you would have if you were just like we share...

Susanne: Sorry where do you study? (some laughter)

Kirstine: Well I'm going to the Burning Man in a few weeks, which is a festival in the desert of Nevada, and there is no money there it's all about giving stuff.

Lasse: I've been to the Amish country as well while I was working as a guide and they don't spend any money they just trade things, like they don't have any money aspects as all.

Susanne: But isn't that just different kind of economy?

Lasse: It is yes, but they don't have the concerns about paying someone if they can't afford it, I will just do this for you and you will something for me.

Kirstine: Yeah, based on trust and goodwill.

Frederik: I think that is also in small towns in Jutland like outside of the cities people are just like 'OK this guy needs his house painted tomorrow, we'll all be there'...and everyone is coming.

Lasse: It's a nice thought but you couldn't do it like I don't know...

Frederik: Yeah, but people are doing it in Jutland.

Susanne: Wouldn't it require a small community where people share these things?

Frederik: Yes, very small community...like only 5-7 houses. But everyone just gets there and paints the house.

Kirstine: Unless you do the platform of the pay-it-forward thing and you post that you need to get your house painted and who can help me.

Lasse: It's a nice thought but I don't think it can be carried out.

Frederik: No, not at a big scale...no.

Jasmin: Exactly.

Susanne: I think that is something I would do with the people I know, even acquaintances that's would be fine I would do that for that people, but...

Lasse: (interrupts) Yeah, I wouldn't do it for everybody, just closest family and friends.

Susanne: At least in the part of the sharing economy that I use, it's convenience.

Snorri: Well...great, this is the end of the discussion, we want to thank you all for your valuable input.

Focus group session – The 19th of august

Snorri: Hey guys my name is Snorri and this is Helene and we want to thank you for showing up and that you are willing to share your opinions and experience with us. We are the moderators and ehmm...we are here to discuss the phenomena of collaborative consumption or the sharing economy...the main purpose of our project is to investigate the consumer side of the 'sharing economy' which includes your experience and feelings. All the participants for the research have been chosen based on their experience of either the car-sharing or the house-sharing services like Airbnb and Gomore, but...we want to mention that those two services are not...they are only used as an examples for you guys to relate to and they are not the main topic of our research. The research is not sponsored in any way, and also like we wrote yesterday in the email we are not that interested in like...discussing some special features and functionalities of for example Airbnb...unless you think it can relate to the discussion, otherwise we can just skip it. We want to mention that the conversation will be recorded because we have to transcribe it, so all participants will only be identified by their first name but if you want us to change it we can do that, just send us email...uhmm yeah.

Helene: Yeah, and we will talk about the questions that you got yesterday...and we really want to hear your personal views and opinions...ehmm and we want you to understand that there are no right or



wrong answers, it's just what you think. And if you have different opinions you are free to discuss with other participants, and you can fight if you want (some laughter)...no (laughs). And...yeah we want just want to relax and have a nice conversation about the sharing economy, and it will be more of a discussion than an interview, we won't like ask you questions and then follow the round or anything that specific, yeah just talking about your personal opinions. First we want to start with...we have sort of already done it...but if you would like to say your name and what kind of experience you've had with sharing economy, and what you do...(pause)...who wants to start?

Ingrid: I can start...my name is Ingrid and I'm studying at CBS, I've tried Airbnb once and going to try it again soon and I also tried Gomore once...

Helene: As a passenger?

Ingrid: Yes, as a passenger...exactly.

Helene: Yeah, here in Denmark?

Ingrid: Yes, from Aalborg to Copenhagen.

Helene: OK, perfect.

Lukas: Yeah...uhmm...my name is Lukas...I'm both student at CBS and also working for an advertising agency, I used Airbnb and similar services both as the guy who is renting an apartment and the guy who is getting one, as from both sides.

Smilena: Hi, I'm Smilena. I'm working within marketing...I used Airbnb many many times for the last years, I think ever since it came out, but only for renting I haven't been the renter myself. And haven't used Gomore but I am pretty aware of the service, and I know about a platform called peer by, I don't know if you know it but it's like somebody in your neighborhood can request to borrow stuff that they need and you have, I am a user there and people are requesting a lot from me, and I don't give anything...which is my bad...but it's yeah...

Ingrid: (interrupts) It's a great idea.

Smilena: Yes.

Helene: But do you pay or is it free?

Smilena: It's totally free...

Helene: OK.

Smilena: And then Couchsurfing as well, of course everyone knows about that I think. I've been using that as well. And giving access to our couch... (Some laughter)

Helene: OK, great.

Viktor: Yeah, my name is Victor and I am also working in an advertising agency...yeah, I've used Airbnb from both sides, both renting out and as a renter. But I haven't heard of Gomore before.

Snorri: OK.

Smilena: I think it's quite new isn't it?

Snorri: I think it launched like couple of years ago...

Ingrid: Couple of years yeah...

Lukas: I think they launched like five years ago and then they had a re-launch and re-branding, but they are quite active for the past months...I mean the first time I heard about Gomore then I was still living in Aalborg, actually I lived in Aalborg and I guess you also (looks at Ingrid)?

Ingrid: No...I was just visiting and...

Lukas: Ohh alright, so a long time ago like four years ago someone recommended me when I had to go to Copenhagen and they said 'You know you should go with Gomore, it's way easier and cheaper'...

Snorri: Yeah, I think actually that the ride-sharing thing started with Gomore, but now they started also this where you can rent a car from your neighbor so that is like the big expansion for the last one and a half year.

Ingrid: Ohh...yes I have also tried that actually...I just remembered that. Yes that's like renting the whole car for a day...yeah.

Snorri: Yeah...cool.

Lukas: From a person?

Ingrid: Yeah, from a person in Frederiksberg, that was really nice...

Smilena: Did you have to pay?

Ingrid: Yeah, yeah...but it was very cheap, because we were going to IKEA which was a bit difficult if you don't have a car, so we rented it and...yeah, it was very...easy.

Helene: Great. Ahmm...we are going to start with a small task...(pause)...if you get your piece of paper...

Snorri: Yes, it also has the list of questions...if you want.

Helene: Yeah. And we want you to write the first three things that comes to mind when you hear the word 'sharing economy'.

(short pause)

Helene: All done? Do you want to share what you wrote?

Snorri: Share (laughs)... (everyone laughs).

Viktor: Yeah, I wrote saving...saving money, personal, and exciting...I don't know it just feels exciting (some laughter).

Lukas: OK, for example I wrote community, together, and people. That's the first three things which came to my mind.

Ingrid: How with people...like...



Lukas: I don't know if...it's just that the idea of...like I'm quite familiar with the sharing economy so it's like basically if there are no people it doesn't work...it's people driven right?

Ingrid: Yes, of course.

Lukas: And of course community and people could be very alike...(others agree)...I mean you need community and the community is made from the people that have to be together to do that.

Ingrid: Yeah...mmm.

Lukas: That's my thinking I guess...

Snorri: So it's a social thing?

Lukas: Yes it's very social, I think it's...

Viktor: (interrupts) Yes that's what I was thinking with the personal, you meet someone, you talk to someone...basically the same idea (as Lukas).

Ingrid: I actually didn't write that, but I also think about 'brave', like you have to be a kind of brave to rent out your apartment...I don't know...

Lukas: Yes, that's a good point, I remember when I was renting out for the first time and there were five German guys coming...and I called my father and said 'you know what I'm renting out my apartment in Østerbro for five German guys' and he said 'Ohh...son' (everyone laughs)...like it was a big mistake.

Snorri: What about renters, those who are renting...are they also brave?

Ingrid: Hmmm...

Smilena: Well if you are alone, a girl somewhere out...like I was in Germany one time but I went to a family so I basically knew where I was going to, but you actually never know until the very end because you get a face on Airbnb and that photo that could be everything, and then you have a number that you can call but still it could be anything...

Ingrid: Definitely, I would feel safer on a hotel than Airbnb if I was alone...definitely...

Lukas: You would feel safer in a hotel right?

Ingrid: Yeah...

Smilena: Well it depends on the hotel (everyone laughs) could be something shady...

Ingrid: Copenhagen standard for hotels.

Smilena: Well, I also wrote community, and sustainability because I think it's way better this way...I mean I personally think all these hotels should not have these ridiculous prices for nothing, I mean for one evening experience you still have these rooms and that's it...you don't have nobody to talk to and you don't feel like home, it can never feel like home at a hotel it's always like... And freedom from monopolies (some laughter) with the taxis and so on.

Helene: So, in what way do you think that it's sustainable?

Smilena: Well it just feels like it, in a way that it's a way cheaper for everybody, you only do it when you...like you only pay for the things that you really use and then I mean reasonable prices, because really for me the hotel prices are like...I had to be in a hotel recently in Copenhagen and I had to book it last minute and I booked the shittiest hotel for like a thousand kroner for one night with the shittiest service ever and then I thought 'OK what the hell' and all Airbnb was booked of course but I just think this is ridiculous...and that's why I think a lot of things can be saved, a lot of resources.

Helene: Yeah.

Lukas: But that's interesting...uhh...

Viktor: (interrupts) Yeah, it's sustainable in that way that you are using someone's apartment that was empty (Smilena agrees and nods her head)...

Smilena: And the same also for the cars, I mean a lot of people here have cars that they don't use...

Ingrid: (interrupts) Even more for the cars I would say...

Smilena: Yes.

Ingrid: ...like instead of borrowing your mother's car or taking the train - which is also good - but then you can go with someone else. I also wrote like...for a good cause...so I think it's good for the environment the car-sharing.

Snorri: Mhmm...do the others share the same view or?

Lukas: Yeah I'm just eeehh...price wise, it's not that I always choose Airbnb, for a couple of months we were four guys going to Dublin for a weekend and apparently we found four star hotels that were cheaper than Airbnb in Dublin...

Smilena: (interrupts) Yeah you can see that.

Lukas: So, you know...the prices.

Viktor: Yeah, I've had the same problem.

Ingrid: Well it depends on the city a lot.

Lukas: Yeah because then you buy cheap tickets and then you are like 'wow this is as expensive as in Copenhagen for a weekend' I mean it was a way different experience, but usually Airbnb is the first choice...you first check Airbnb because you know you get more independent as you get the whole apartment for yourself, so you kind of get the freedom which is not given when you are renting a hotel room, so I think you get more space in a way and more privacy.

Smilena: But I think prices have changed within the years, I mean I remember in 2009 or 2010 here in Copenhagen it was like almost the same as bed and breakfast where you can find these hostels and the cheapest places, it wasn't more...it was a little bit less in price...and it was way less than hotels...at least for Copenhagen, I remember that.

Lukas: OK...

Smilena: I think it changes according to local standards as well somehow...

Lukas: And with demand right?



Smilena: Yeah, it has also something to do with that.

Lukas: I had an apartment, like two bedrooms and one big living room, like two small bedrooms with double beds and me and my roommate we used to rent it out for one thousand per night, but it was easy to rent something like that, but I mean six people could stay in that place...

Ingrid: It's really cheap again so...

Lukas: Yes, it is cheap...but I never felt like I could actually charge more because it was like three kilometers from downtown, and for me a three kilometers are like long distance when you are a tourist and coming, like I want to get a place downtown in walking distance...and so you know...

Smilena: (interrupts) But three kilometers are a walking distance...that depends on how a person you are (laughs).

Lukas: No...I walk ten kilometers every day or whatever...but yes the idea that I was charging for when renting out the apartment was that six people can stay in the whole apartment at the same time...so that was the way I was thinking about that at the time. But from now today maybe I could charge more...but then again you can see the competition, when you place the pictures of your apartment and then you see the other apartments in Copenhagen who are charging one thousand you think 'damn that's a nice apartment' (some laughter) and look at my place...

Smilena: No, but that's the other thing...if you go two couples, like four people and you want to be together...like to spend time together like on vacation as I had this summer where I wanted a whole apartment for the four of us, but still everyone having their own room. And you know you can have that in a hotel, but it's not kind of the same...you always get the separate rooms...

Ingrid: (interrupts) Yes, you are not able to have this common shared area...

Smilena: Yes, like the common lounge which is great...

Ingrid: Yes, which is great with Airbnb.

Smilena: Yes like watching the TV.

Lukas: Yeah, but I think it gives privacy in a way...isn't that like the real thing...like the common privacy as you said like for example two bedrooms so you can still have a living room and cook together and spend some time, where as in hotel you would have to go to the bar downstairs or...

Smilena: (interrupts) Yes exactly...

Lukas: So you don't have that calm neutral place where you can...you know...

Helene: That's also maybe like what you talked about (looks at Smilena) the word 'home'?

Smilena: Yeah, to have this feeling that you can have your coffee in the morning without having to go to the bar lounge area and (mumbles), so that is a good thing.

Ingrid: And that's another thing that you actually don't only save money for the price for the room, you can also save money because you can have breakfast at home and you can wine before you go out in an apartment instead of sitting in a small hotel room where you have to go out and buy an expensive breakfast for instance, and...yeah...you can actually cook in there and especially if you are away for more than one week, then it's nice to have your own kitchen and so on.

Lukas: Oh yeah, I've never rented for like...

Ingrid: (interrupts) A long period?

Lukas: Yes, it's usually for like a weekend or something.

Ingrid: Exactly, but imagine if you were away for like two weeks...then it's very nice with your own kitchen right?

Lukas: Yeah, actually. But what about the other advantages...that it basically gives you the chance of doing it way more spontaneously...ehmm...we had this problem once we came to Copenhagen when I was living out of Copenhagen that someone cancelled our booking, we were using at that time Wimdu or Nineflats I don't remember but it's the same service (as Airbnb) basically...and they cancelled and we had to find something new so we were on Saturday or Sunday morning in a library scrolling through apartments and wanting it in a two hours...but if we would have gone to a hotel it would be way more expensive (with the short notice)...

Smilena: And shit...

Lukas: Yeah but then again, another thing is how trustworthy it is...ehh...people can still cancel on you when you rent from them...you know stuff happens. And do you actually always get what you see in the pictures...

Smilena: No...I had that experience this summer. But it depends where you go, I mean I went to my home country and I expected that something would be wrong (laughs) I just had it in my mind that something would be wrong and then it was because it was hostel actually...it wasn't an apartment...on Airbnb it was promoted as such and it was sold as such and I had the information that it's going to be like that...but then it was like this. I went to the address and it was a reception (some laughter) and I had to go somewhere else for the actual apartment...and I was about to kill them seriously...

Lukas: Wow...

Smilena: And I wrote a very bad review and I suggested that it needed to be removed...I mean I spoke to this reception person and I said 'I am the biggest fan of this service, how can you mess up with like this, it's not fair, if I wanted a hotel I would pay for that', and when she said I need your four ID's I said 'No you don't my ID's if I wanted to give my ID's to somebody to sign up I would go a hotel, on Airbnb you have everything you need to complete my registration'.

Lukas: Yeah, it's a good point...

Smilena: But yes, I did have a bad experience, for the first time ever. I don't know about you...have you ever had?

Lukas: No, usually it is like above...

Smilena: (interrupts) Like friendly people welcoming you?

Lukas: ...well that's another thing...like now I'm thinking if I actually ever met people who I'm renting from.

Smilena: Seriously?

Lukas: Yeah...

Smilena: But how do you get the keys?

Lukas: It's not like I've rented that often, but now when thinking back to the first time we went to Copenhagen. The owner couldn't meet us so he just left the key under the doormat...he said 'Go to this apartment on the first floor, it's a two room apartment with a balcony and you can just do this and that' it was kind of lofty and awesome place...we never met the guy...

Ingrid: Then sometimes they use like a...ahmm...in a complex they use a reception where you can pick up the key, I experienced that before...

Lukas: Ohh...you are going to some fancy apartments (laughs) if they a reception you must do (laughs).

Ingrid: (laughs) Yeah we have...mostly like a...you know.

Viktor: I have a key safe on the door, just like you put in four digit number in and the key goes down, that's what I use for my apartment. I've never met anyone who has stayed in my apartment and I've been renting it out for three months now.

Smilena: But the trust issue aging, it makes you feel good, I mean if somebody does like this and tells me like 'OK the keys are under that doormat' and he's never seen me or never met me and has no clue what I am going to do to the apartment...but still trusts me so I feel better, I mean it makes me feel good when there is this high level of trust among the people.

Lukas: And actually it kind of prevents you from doing bad to the apartment...

Smilena: (interrupts) Yes exactly.

Lukas: ...because it's like 'wow that person trusted me and I can't just...' I mean...

Smilena: (interrupts) You can't just break a glass, and if I do something I will definitely make up for it.

Lukas: Like fix the sheets right (some laughter)...because you don't want to leave the apartment like that. So you are renting your apartment for three months already (looks at Viktor)? Through Airbnb?

Viktor: Yes.

Lukas: Non-stop? Who is cleaning your apartment?

Viktor: Ehh...my wife's niece, we are paying her just a small amount for cleaning it.

Lukas: OK, so and also the sheets after?

Viktor: (interrupts) Yeah, yeah, we have spare sheets for all the beds...so.

Smilena: That's a very good income actually...

Viktor: Yeah...

Ingrid: So is it a long term rent or?

Viktor: Ehh...the longest is for two weeks, there is someone there now for two weeks...but mostly it's like 2-4 days.

Ingrid: OK.

Smilena: Iceland, I should get your contact information if I'm going.

Viktor: Yeah, but I've just sold the apartment...so.

Smilena: Ohh OK.

Viktor: Yes, this is the last guest.

Lukas: That wasn't worth keeping?

Viktor: Ehh...I rather want to invest my money here in Copenhagen, where the interest rate system is much much better and where you actually own the apartment after twenty years...which is not possible in Iceland.

Lukas: OK (smiles).

Viktor: But that is a whole different discussion.

Lukas: Yeah, OK. But that's cool...three months. And fully booked all the time?

Viktor: Yes, it's just one and one day in between so we have time to clean the apartment, it's in downtown Reykjavik so...when you put it in online even without any review it just got sold out for the whole month in only two days.

Lukas: WOW...

Viktor: There's a lot of tourism in Iceland right now.

Lukas: OK, that's really nice, so there is a huge demand?

Viktor: Yes, and that's why they are building hotels everywhere (some laughter).

Snorri: What did you feel about when you didn't meet the person who were supposed to hand you the keys? You mention that is was kind of a social thing...but then...eeeh...doesn't is miss out the social factor then? What do you think (looks at Lukas)?

Lukas: Yeah, but I think it's...it's social from the perspective that you need to community to do that, but it's not necessarily social because you interact with people. And in that case...in that particular case I was happy that we didn't meet the person...because we were like in the party mood you know, and like young kids coming to party in Copenhagen, renting a fancy apartment for a couple of days...you don't really want the guy who is giving you the keys to see who came (laughs). I think it works both ways, we were calm because he could have canceled (laughs), and he was just like 'OK there are three guys coming to be in my apartment' and you know...whatever...

Smilena: Actually for me it still could be the opposite factor, because for example now we went to Berlin couple of months ago, and you always expect to meet the person in the apartment who is handing out the keys...I've always met the people and I don't know, I've never had the experience of just getting them from somewhere...but anyway she was so friendly, you could ask what was nearby, what was good to eat around there, where to do the shopping, how to go around, and I always prefer to talk to people about these things than reading Yelp, reviews and so on...

Ingrid: Yes, agree.



Smilena: Because for me the social interaction is important.

Ingrid: We asked the guy in the reception, he knew as well (laughs).

Smilena: Yeah, exactly...you can just ask about everything, 'I've never been here in my life and can you please tell me...' and you know...or I had another girl in Germany who came to pick me up from the train station, and she was very nice because it's Germany and nobody speaks English in the smaller cities in Germany...I mean nobody...and it was far away and she said that she could just come and pick me up and so she did.

Ingrid: That's nice!

Smilena: Yes, it was a very nice experience.

Lukas: Ohh...that's really cool. But I think in one of the apartments...ehh...I think it was the second time in Copenhagen, then we found a two-pager of things to do in Copenhagen with a map and then the regular things, the internet password, and if you need a washing machine the card is there, and then all the things to see in Copenhagen with a map. And also I think the guy said that we could use one of his bike...he had like three bikes in his apartment...

Ingrid: That is so nice...

Lukas: Yes, but you know I think it works way better in Denmark compared to some other countries. Because in general, trust among people is way higher here.

Smilena: (interrupts) Yes agree.

Lukas: ...at least that's my feeling, if you would live more east or more south you probably would never say 'You can by the way use any of my bikes' because you might think that they would get lost...

Ingrid: Really?

Lukas: I don't know...I mean that's the way I feel...it is way easier to trust...

Ingrid: People here.

Lukas: Yeah, I don't know...at least the trust level is higher...

Smilena: Yes, because that is what they are used to see every day. That's how people are here usually so that's how they would feel towards foreigners as well.

Lukas: Yeah.

Smilena: Even though for me this level of trust was very weird in the beginning in Denmark, but now it's totally normal, I am the same as well but before it was weird. I was like 'Why do you trust me so much, you don't know me', so it depends where you are from.

Ingrid: Yeah, but I find it interesting because in Scandinavia we are supposed to be kind of closed and not very open, and then we just go out there and rent our homes out...like really opening it up...and that is kind of contradicting. I would think that would be easier in south Europe for instance...

Lukas: (interrupts) OK...

Ingrid: ...where I get the impression that people are more open to other people.



Lukas: But I mean, that is also a little bit different, you know if you would look at who are the people who are renting...they would probably be more...at least my assumption would be that those people are those who have also lived abroad and a little bit more open-minded...

Ingrid: (interrupts) Yeah, maybe...

Lukas: And you know, my general assumption is if the apartment that you can rent are quite good it means nice apartment you will have to have good income, you are probably smarter, and you have probably seen more...so in general it's kind of like you build a some kind of different community around you. I don't know it's just my kind of thought. Like you know, people who have bad apartment, low income wouldn't do Airbnb...

Ingrid: No, maybe they are not a part of this sharing economy...

Lukas: Yes, it's like you need to be open minded to think like other people in that economy..

Ingrid: Yeah...it could be like that.

Lukas: But again, that's just like a thought.

Snorri: OK. Smilena you mentioned freedom from monopoly.

Smilena: Yeah.

Snorri: What did you mean with that?

Smilena: It's like you have a choice, you don't need to depend on hotels only...or taxis or you know whatever new which will come. So...it that sense I mean...and if something can free me from the supermarkets as well that would be amazing, on a reasonable price I mean. Yeah I would enjoy that...

Snorri: (looks at the others) Do you agree?

Lukas: Yeah, I mean there is always the economical discussion here, but in general yes I think it's nice but for me always when it comes to the sharing economy, the general concept, what I ask usually is 'How low can it go' and 'How cheap can you make things' by that time everybody loses, like where is the line because all these services they play the unique selling proposition and the way I see it it's the price, it's because it's cheaper, because it's faster, and so how cheap can it go...

Smilena: (interrupts) But it's just in contrast with our crazy economy system in general, I mean think about it...now we pay for everything and like a lot...

Lukas: Yeah...

Smilena: ...and it's just going and going and going.

Lukas: Yes, but isn't that why you are making a lot?

Smilena: Mmm...but this whole vicious cycle you know when making a lot and spending a lot...why?

Lukas: So you...don't want to make that much or?

Smilena: I am just totally against the whole monetary system...but that's a totally different discussion (some laughter). But I think that the sharing economy kind of contradicts against our whole economy



status, because now our status right now all these jobs the service jobs are providing income to a lot of people...

Lukas: (interrupts) Yeah.

Smilena: If there were no hotels how many would be working within that industry in general?

Lukas: Yeah...so...

Smilena: So if it's me that have no idea of the hotel business, and I am just renting out my apartment, and all of a sudden all these hotels have disappeared...how many people will lose their jobs? So that is also another aspect of the sharing economy, and also what about all these sharing cars what will happen for all these taxi drivers?

Lukas: Yeah, and what about innovation also? Like you know, what about cars if people are not buying cars anymore the companies won't make money and they won't innovate.

Smilena: Yes that's why I'm saying that all these things contradict with our whole concept of growing and needing more and more and more, buy more and consume more until you know...it's not necessarily and we all know, we have enough...we just don't see it because we are brainwashed all the time...

Lukas: OK (smiles).

Smilena: Yeah.

Helene: Interesting.

Snorri: Yes. One mentioned that the sharing economy is exciting?

Helene: Was it you (looks at Viktor)?

Viktor: Yeah.

Snorri: Can you explain what you mean?

Viktor: It's just the feeling that I got. It's exciting to go to the house of someone else...I mean not that I am looking in them (everyone laughs), it's just like you know...someone else lives here, not on a hotel, no one lives at a hotel at least no one that I know of (some laughter). But yeah you are in the house of someone else, and the guy living there could be a CEO of a company or something very cool, I can go to the nearest pub which might be the one he goes to I don't know, but it kind of like you are able to be like someone else.

Lukas: Ohh that's a cool perspective, I've never thought like that.

Smilena: Yeah, you can see the little photos everywhere and start thinking 'OK what will that be' or painting, I can seem them look at a painting for hours and just think 'what could be the point in this' and then when you actually meet the person I usually ask 'hey, please tell me about this photo' or something whenever I see something, for example a magnet on the fridge then I ask 'have you ever been there' and then you hear the story and it's different...and then you have a contact to the person.

Viktor: Isn't that like the Airbnb slogan, like 'Home is everywhere' or something...do you know?

Smilena: I was actually checking their website today but...



Viktor: I mean you are the biggest fan...you should know (some laughter).

Smilena: No I'm more just recommending that in blog posts because I want people to know and try it (laughs).

Viktor: Yes, but you know it feels more like a home when you are in someone else's home rather than a hotel like you said right?

Smilena: Exactly.

Ingrid: Yeah, absolutely.

Lukas: Yeah, it's way more personal right?

(others agree and nod their heads)

Snorri: What about other services within the sharing economy...do you also think that they are exciting?

Viktor: Uhh...I think Uber is exciting, but I haven't tried it but just heard stories like 'yeah I talked to this guy who was a driver and he did this and this' and you just get to know someone's story in twenty minutes so...could be fun, but probably not the same for all drivers but it could happen for you. It could also happen with taxi drivers, but maybe they have been driving taxi for like twenty years and you know maybe not much new to talk about.

Lukas: I love Uber, I used it like...maybe not that much now in the summer but for like half a year ago we used to go with Uber everywhere...especially because of the discount codes and (Ingrid agrees and nods her head) and the referral system, so basically you travel like ten times without paying anything because all the parties in Copenhagen usually give you this offer 'come with Uber' so basically you come with someone and you pay, and then they use the same code to go home (some laughter). So it's quite interesting to travel a lot and do many trips...and like, we use Uber when we travel, especially if you go to the western places like Dublin, and it's a quite fresh experience and we used Uber all the time...even though it works a little bit different than here in Copenhagen. Here the drivers are like private people, and in Dublin it's mainly a taxi cabs and you just get minus two euros from whatever you are supposed to pay...so it's a slightly different concept but it's still...and in fact it doesn't really feel that much like Uber actually like here...because here you have this driver and in Dublin it's just all the same cabs and yeah...

Helene: Yes, and professional drivers and...

Lukas: Yeah if you can call them professional (some laughter). But yeah, these are like guys who were doing that before, it's just a new channel for them to get customers. Of course there is the convenience which is another thing, I actually don't really like how simple it is because in the first time when you make an enquiry on Uber it's just like you are here and then you press it and it says 'it's coming in 2 minutes' (everyone laughs) and you get a text after one minute 'it's here' and you are just...wait! (everyone laughs).

Ingrid: Yes, same here...I had to cancel it because I was like 'No coming here in one minute' (some laughter).

Lukas: But you can't cancel can you?

Ingrid: Yeah yeah, you can just cancel it.

Lukas: I don't know, it was like the first time that I was using it I was like 'what to press now' ...I mean it's coming (laughs) (some laughter).



Ingrid: It's easy to cancel (laughs).

Lukas: OK (smiles) maybe they changed something I don't know...

Ingrid: Yeah, maybe.

Snorri: Alright.

Helene: Uhhh yeah, we have another question and that is how you relate to the sharing economy, and if you feel that participating in the services that you've used is important for you in any way?

Smilena: It's not like I'm supporting some big cause in that way, I feel that it's important and I keep going and I'm curious to see what other things will pop up...(pause)...but I don't know, for me it's not a big cause that I need to support every month like 'this month I have to use this' or something like that (some laughter).

Lukas: I agree, and I think on top of that I just find it more convenient...

Smilena: (interrupts) Yes exactly.

Lukas: It just gives me more choices of getting the same, and probably my main criteria is still price and also time, price and time basically. And it's like they say if you are going to some cities Airbnb is not cheaper so if my point is just to find a place to sleep, then I go for the cheaper place which matches the standard that I have, I mean you don't want to go to a one star hotel or something but...you know if I can get four stars with breakfast for the same as an apartment on Airbnb I would probably go for the hotel and the breakfast. Uhh...it's the same with Uber because they are cheaper, and most likely faster, but then again it's fast because I live 500 meters from downtown so you can always see cars, I don't know how it works if you live in a zone 2 or you know outside. Because the same is in other big cities, when you are away it doesn't work, drivers are sometimes canceling you if it takes for them like fifteen minutes to get to you they usually decline your request, so that is also an experience. And...the questions I think was what I support or something...

Helene: How do you relate to the sharing economy, and if it is important?

Lukas: Well yes I think it is important because it's convenient and that I see a lot of potential. And it also helps me to use things I have, or possess at a time, to make something more out of them when I am not using them, that's basically the big opportunity I see here.

Ingrid: I think it is mostly with the cars, I have only used Gomore once and then Uber but I guess...but I think I would like to use it more actually because I think that's maybe more important to support than Airbnb if you think about the environment for example. And also like for instance in Sweden where I come from the prices of train tickets are very expensive, compared to Denmark I would say, so I would just that if more people would use Gomore the prices could be pressed down a little bit more...and that could be nice as well.

Snorri: OK.

Lukas: Maybe it works the other way...

Smilena: (interrupts) Yes exactly...like the post office, I was thinking yesterday because I had to post some actual letters (some laughter) and the prices have gone up...I mean the last time I did it the regular stamp was like 8 kroner and now it's 10 kroner, and for abroad it's 14.5 and why is it like that...it's because they still have a lot of expenses to cover as the post office, and the fewer people using it the higher the prices go. And I think it will go the same with trains because they still have to run...

Lukas: (interrupts) Or they will have to rethink their business...

Ingrid: I think so yeah...

Lukas: ...in a way you know like...

Smilena: But you know with all the traditional stuff like airplanes and so on...

Lukas: Yes but you know with the hotel or hostel, which you talked about before in your home country...

Smilena: Yeah.

Lukas: They were like rethinking their business, you know Airbnb is taking the customers and so they (laughs) you know...

Smilena: Ohh...don't remind me of that please...I made them pay for the taxi from the place we got the keys and to the actual address because it was their fault, and I was like 'give me your boss because I need to scream to somebody right now' and then they paid the taxi for us...and of course I mean...come on!

Lukas: Nice (laughs).

Smilena: Yeah.

Lukas: And you still wrote a bad review...

Smilena: Of course...they deserved it. And the apartment was shitty and had not nothing to do with the photos...I mean come on.

Viktor: Do you feel better paying to a hotel than Airbnb...or the other way around...do you feel better when you pay someone for using their house?

Ingrid: No.

Smilena: But you know, there is a very different range of hotels. If it's like a cute granny and her husband that have a house with three floors and with a lot of flowers everywhere and so on, and they call it a hotel, usually this is called bed and breakfast, but let's say that they have ten rooms, then I feel good about it...and in the morning they serve you homemade breakfast and...

Viktor: (interrupts) What about if it's a hotel chain...a big one?

Smilena: Then no.

Ingrid: But still I think they employ people, and people work there so they pay their salaries, otherwise I could just be paying into someone's pocket and I don't think that it is very...you know from my own point of view I think it's nicer to pay through Airbnb because it's cheaper but I don't think it's better for the economy.

Lukas: But do they pay taxes?

Ingrid: Yeah.

Lukas: People who rent out through Airbnb pay taxes (smiles and shows a surprise look on face)?



Ingrid: Yeah...

Smilena: No.

Lukas: No.

Smilena: You just pay tax to Airbnb...

Lukas: Yeah, I mean...I might have to request my name changed (everyone laughs) but I never ever pay taxes for what I earn through Airbnb, they just take their commission. So if my price is 1000 kroner I want to get 1000 kroner, then they add 15% on that and then they rent it for 1150 kroner...

Smilena: But nobody pays taxes...

Lukas: Yeah, and also you get it in your Paypal account...so.

Ingrid: Yeah, I know that but Airbnb pays taxes of course.

Smilena: Yes but not you as a person.

Snorri: Also you are allowed to earn...what was it like...(looks at Helene)

Helene: Twenty thousand something...

Snorri: Yeah twenty thousand in Denmark without paying taxes.

Ingrid: A month or what?

Snorri: No, a year.

Lukas: OK.

Helene: So I think that the hosts that are renting out have to pay taxes if they earn too much on it.

Ingrid: Yes then if it's more than twenty.

Smilena: I think nobody will know anyway.

Lukas: Yes, that is where you know in some countries it really contradicts like for example in Denmark you pay for a hotel and you know that it goes in a circle, it goes back to taxes and comes back to you in a social welfare and in social caring...

Smilena: Yes but there is such a ridiculous amount of money in the hotels for what you get...so you know...

Lukas: Well that's another question right? It's like the value you get from it and...(short pause)...but you know if Airbnb would charge you their commission minus taxes, you know if they would pay taxes for you, like 40% or whatever, then I would understand but I still think that it is kind of cheating the economy in a way. It's a nice way of doing some shadow business in a way...

Ingrid: (interrupts) Yes, but on the other hand it's very controlled. For instance I'm going to rent from Airbnb now from September until Christmas, which means that I'm going to pay more than twenty thousand and this is in Belgium by the way but I guess they have a limit as well (for a limited income

without having to pay taxes), so the person that I am renting from has to pay taxes. But if I rented it from a person without going through Airbnb I would just pay into that person's bank account...

Smilena: (interrupts) Yes exactly...

Lukas: (interrupts) But isn't that also the shared economy?

Ingrid: Well yeah, but I mean if I just rented an apartment that I found on Facebook and that I had to pay like 700 Euros a month and not going through Airbnb...that would be even more shady from your point of view (looks at Lukas)?

Lukas: No it's just that Airbnb wouldn't get your cut...

Ingrid: Yeah, and the person wouldn't pay taxes...

Lukas: Most likely not...I don't know the rules in Belgium and what you have to do when you have a rent contract and all that you know...

Snorri: (Looks at Ingrid) You mean that...ehh...you are paying the rent under that table?

Ingrid: Yeah exactly, and that's not better I guess...

Lukas: (laughs) I don't know I mean...but Airbnb or services alike they have the advantage in this sector that there is probably more trust there than elsewhere...(pause)...you know where you can rent from a private person or through Airbnb which is again a private person, but you still feel more secure I guess...

Ingrid: (interrupts) Yes, because they have this platform from this company...

Lukas: Or it's the belief... (Laughs)

Ingrid: Yes, they believe that it is more safe I guess...yeah, yeah it is true.

Lukas: But is it a long-term rent (looks at Ingrid)?

Ingrid: Yeah, almost 4 months.

Lukas: And is it cheaper?

Ingrid: Yes, it's like almost the same prices as renting a normal apartment...a little bit cheaper. And then it's very flexible, flexible was also one of the words that I wrote actually because if I was to rent an apartment for 4 months I would probably have to be very...it's hard to be very specific with dates...but with Airbnb I can just choose for example the middle of the month...

Smilena: (interrupts) And there is no contract and deposit and so on...

Viktor: No exactly, the insurance and all that.

Smilena: Yes, and that's the best thing

Ingrid: Yeah.

Lukas: Ohh yeah...that's a really good point...like no deposit right?

Ingrid: No deposit yeah, and also I can just say that I'm renting it from the 11th of September or something, instead of just the 1st of September or the 1st of November...it's very flexible...

Lukas: (interrupts) Ohh...so even if you pay more a month you are probably still paying cheaper because of that.

Ingrid: Yes it's cheaper because of that, I will live there from the middle of the month...in that sense it's cheaper yeah.

Viktor: I did the same when I was moving to Copenhagen last year and I couldn't find a place from Iceland so I tried Airbnb and found something for a month...and then I extended it for two weeks more while I was still looking...and that was just a piece of cake.

Ingrid: So it's very flexible compared to other ways yeah.

Viktor: Yeah...and she asked me through email 'do you want to take the apartment for a longer period' and I was just 'yeah OK, maybe two weeks' so that was it...

Lukas: That's amazing...I never say Airbnb that way, like for a long-term, I wouldn't see it as for example if I'm moving to a new country to rent a car through Gomore for half a year for example.

Ingrid: No.

Lukas: Because the understanding that I usually have in this is that it's quite expensive so I wouldn't image myself paying 1000 kroner per day for a whole month for an apartment.

Ingrid: No.

Smilena: Yeah, but the price gets reduced. Now you can see for example for Copenhagen where there is such a high demand for apartments...I see that a lot of people just write their daily price, weekly price, and monthly price...so it goes down...It's not like you are going to pay 30 thousand or something (some laughter).

Lukas: No...but I just never had that understanding of it...like now I understand but you know that you could do that.

Ingrid: No, me neither before, I didn't even know...I was always thinking about Airbnb for like a weekend trips and so on, because it's quite expensive still even though it's cheaper than hotels I just tried searching for long-terms and they had a whole section there with Airbnb long-term rent, so that was super nice.

Smilena: I think it's a little bit twisted because of the need when it comes to apartments because this is not only problem in Copenhagen...it's a problem in all western Europe I think, all the big cities have this problem (others agree), so it has changed a little bit.

Ingrid: Yeah.

Lukas: Yeah and then from that perspective it actually makes it less shady, compared to just renting from someone you found on Facebook group...

Ingrid: (interrupts) Yeah where you have to pay like fifty thousand to someone's hand...yeah.

Lukas: Yes it's a good point.

Snorri: OK, we have already talked a lot about why you choose Airbnb compared to hotels...do you want to add something to it, like why?

Helene: Maybe we've already covered it...

Snorri: Yeah.

Helene: Yeah I think so. Ahmm...have you used other services similar to Airbnb or Gomore, and if so would you try it? Like if it was the same or similar...just another brand.

Ingrid: Can you mention some, or say what it could be?

Helene: No, just the same service but another brand.

Smilena: Couchsurfing (laughs), without paying I mean...

Lukas: Does it still work?

Smilena: I get some emails for Aarhus because I used to live there and I can't unsubscribe because I don't remember even how or why. But I think it does.

Ingrid: If we could consider using it or if we have used it?

Helene: If you have or if you have not, if you would consider?

Ingrid: Yeah I would consider it...but I have only tried those.

Lukas: I used Wimdu and Nineflats or Flatsnine.com...ehh...they are basically the same as Airbnb and I think now they have tried to position themselves somehow in a different way because Airbnb is so big. Basically the same, and why I choose it...because it was through word of mouth, basically before I even knew about Airbnb someone said that there is such an option, and I had no clue that such thing existed...like renting someone's apartment for two days, and not from some yellow pages. So...and basically why we were jumping from one service to another was because offerings were slightly different and we were just looking for the best option, because it's still a listing websites with different offers so we were just comparing offers basically. And some of them were more expensive than others...but yeah...the experience was good, I think it's almost the same but I never really did deep into the policies and stuff (laughs).

Smilena: No I don't think nobody ever does (some laughter).

Lukas: Has anyone used anything else?

Smilena: No, I don't think so.

Ingrid: No...

Helene: No OK. But as user of Airbnb, do you feel a connection to the brand, or are you only interested in what the brand can provide, the service?

Ingrid: I'm not interested in the brand, only in what it provides. So it can be any service or brand.

Smilena: I don't even know what kind of people work there, I've never met their resources. I know how it came out because there has been so many talks about it...but I actually I have no idea right now what's happening within the company.



Viktor: It's just three rich Americans now (some laughter).

Smilena: I think nobody actually cares about that right now.

Helene: Is that common for the whole sharing economy types...or just Airbnb?

Viktor: I don't think I like when one company gets all the customers, I would like some competition, but I have to go and look through multiple pages which is bad for me, but I know better for the community.

Lukas: I mean I don't care about the brand, but I don't care about the brand because the experience was good...so I kind of expect the same from all the brands doing the same business. Like if for example...that's my pure assumption...if I would rent an apartment from Airbnb and I would be disappointed like you got (points to Smilena) when you came to the hostel I would probably consider that maybe on Airbnb they don't do a good check on their partners. Where I know that on Wimdu they...

Smilena: (interrupts) That was the last thing I thought about actually and do you know why? Because everyone can actually list there, that's the whole concept that people have to be honest...and these guys what they wrote in the description was all good, how these guys listed their offer was totally legit...

Ingrid: (interrupts) But it was wrong.

Smilena: Yes, exactly but they never stated anything like it so.

Lukas: But what about other reviews?

Smilena: Yeah...that's my bad that I didn't actually check it...

Lukas: Ohh...you didn't look. But don't they have a bad rating?

Smilena: Well I was in a lot of hurry back then (laughs)...

Lukas: Ohh OK...

Smilena: But I was booking it on the very last moment and I didn't actually read it so...

Lukas: But have you checked it afterwards the other reviews? Where they also bad?

Smilena: Yeah, most of them yeah.

Lukas: Wow...I think that is one of the other advantages...the reviews.

Ingrid: Yeah.

Smilena: Yeah, because the renters cannot control them, so you can actually see the clear picture.

Ingrid: Yeah.

Smilena: But that was kind of my fault that I didn't read the reviews...I should.

Lukas: Isn't it somewhere like on top of the page...and kind of shines through (laughs) like one, two, three out of five (some laughter).

Smilena: Point taken (laughs) I will do from now on for sure, the reviews I will read very carefully (laughs).

Lukas: Like 'this should be good 1.3 stars' (some laughter).

Smilena: Yes (laughs).

Lukas: But yes that's what brings trust probably, and well you said it's bad when one company collects all the customers...but it kind of works both ways because then you have all the customers and therefore you have the most legit listings and reviews...(the others agree and nod their heads).

Ingrid: Yes exactly, and then you have everything within the same (platform).

Smilena: Yes, and in this way all the services have to...like let's say if it's a restaurant in relation to reviews, they have to keep providing a good service because once it goes bad people will just write bad reviews.

Ingrid: And they have to close the restaurant.

Smilena: Exactly.

Ingrid: And it's the same with Airbnb, if I was renting out my apartment and I only get bad reviews...I mean in the end I just have to take it out.

Smilena: Yeah, nobody will actually want to use it.

Ingrid: Yes, that's like a safety net, the different reviews...so I always read them.

Lukas: Yeah...reviews are important (smiles and looks at Smilena).

Smilena: Yeah yeah yeah...I know (everyone laughs)...it was my bad.

Snorri: What about your own reviews as a renter?

Lukas: Yeah...

Snorri: Is that important for yourself, like the hosts they also have to rate the renters right?

Ingrid: Yeah, like the reviews that you got are important for you right?

Lukas: Yeah, of course they are but...I don't think that everyone is reviewing, in my case I don't I ever got rated I think...or got some stars about any review because it's just usually think that people tend to write more bad reviews than good reviews...unless they get some amazing service which makes them super happy. But otherwise as the customer you get this follow-up emails like 'hey rate this place' or 'hey write a review', but for me I'm usually done with it...I mean it was OK, average reviews are good and I would say the same...I don't want to copy paste the same but I agree that...

Smilena: (interrupts) It depends on what kind of a person you are, and how much of an importance you give to things...I mean.

Ingrid: Yeah.

Lukas: Also how much time you have to write reviews (smiles).

Smilena: Yeah, but like I don't travel that often right now...so every kind of experience like that I have, like if I met people, and if it was Airbnb I certainly sit and take the time to write something really interesting down.



Ingrid: (interrupts) You do that?

Smilena: Yes, all the time, because I think it's important...

Ingrid: I've never done that, and the same with Uber...they always text you afterwards to say 'please review me' and I am like...ohh...no. But then again if you don't do that...then you only get...

Smilena: But you do read the reviews afterwards right?

Ingrid: Yes, exactly...and you only get the bad reviews...so we should actually try to be a little nicer and...

Lukas: (laughs) So we are a part time shared economy participants (laughs).

Smilena: Yes exactly, if you want to get some you will need to give.

Lukas: Yeah...it's a good point.

Ingrid: Alright then...I will remember yeah.

Lukas: What about you, have you got a lot of reviews (looks at Viktor)?

Viktor: Yeah.

Lukas: OK, good ones?

Viktor: Well I don't care about them anymore...I mean I took the house out of Airbnb because it was on sale. So I don't care, and I don't review anyone. I did it the first few times, but then I was just 'OK what's the point'.

Lukas: OK, but what kind of reviews, like did you get good reviews or?

Viktor: Yeah.

Lukas: OK.

Viktor: Just you know 'great location' and blabla...

Lukas: Yeah.

Viktor: But we also get suggestions that are not shown on the page, like 'please add instructions for the TV, I couldn't figure out how to turn it on' (some laughter), that is one of the important. I would probably make some instructions if I would live in the country, but I'm not going to ask someone else to do it...

Lukas: OK, I don't recall that being possible, but that has been a while since I used it last time.

Viktor: Yeah, I didn't see it until a month ago, so after two months of renting I first saw the suggestions about what the host can do better, the user interface of the website is important, and everyone kept asking for the Wi-Fi, even though I wrote it on the website and put the Wi-Fi in there...so every time I had an email saying 'I am coming tomorrow' I always wrote 'The Wi-Fi is this, and so on' you just learn what people ask, where to park, what's the Wi-Fi, when can I pick up the keys. So, before they ask I just told them the answers.

Ingrid: Wow, so that's a nice thing from a renter, and would give a nice review.

Viktor: Well I'm going to get this question and therefore I answer it before.

Ingrid: Yeah.

Lukas: I used to leave some beer, a few six-packs of beer in the fridge (laughs).

Smilena: Yeah, we have that also from home, and it's so nice!

Ingrid: Yes or a strawberries...

Smilena: You will never get that in a hotel, who would leave a free beer in the fridge common.

Lukas: A free beer...no (laughs).

Smilena: They will leave a mini-bar for you with booze, but comes with a price.

Ingrid: Yeah, not that free.

Lukas: Yes, I think it's very...not like you are renting that often, but then you are out in the country which is different...but I just had a discussion with one of my old colleagues, she's travelling a lot so she's trying to cover all of her expenses by renting out her fancy apartment here. And then we discussed...you know 'how does it really work' and 'do I actually make money out of it', and we basically came to the conclusion that you don't make money. Because when you rent, it means that you have to sleep somewhere else, if you sleep at a friend's place then you probably take him out for dinner or you know...pay some kind of entertainment, so you basically just have a good night out for the money...

Smilena: (interrupts) But it's up to you, it's up to what kind of a person you are again...

Lukas: (interrupts) Nice (laughs).

Smilena: Yeah, I mean... (laughs)...if you are renting out just to meet new people then yeah, you won't earn anything out of it. But I think a lot of people are actually earning...

Lukas: Yeah, probably if you have a second apartment or something like that...

Viktor: Yeah, that's the thing, you can't earn money if you don't have a place to stay instead.

Smilena: Or if you have a multiple houses that you can use.

Viktor: That's an extra place.

Smilena: Yeah yeah.

Ingrid: Like couples that are moving in together, and it's quite common to just keep one of the apartments and get a lot of money.

Lukas: Yeah it's a good way of doing it.

Snorri: Alright. Now we would like you to define the typical Danish consumer...and explain by using three words.

Lukas: Maybe I should try writing that down actually (some laughter).

Smilena: I think Danes have this thing that they need to buy the new thing whatever came new, like they are not driven by the actual need but are more driven by their desire to get what's new and what's cool.

Snorri: Like following trends?

Smilena: Yeah. I think that would describe them very well. And I am talking about the regular people...not like students who can't afford anything (some laughter). And you can see that how people are giving away all their furniture for example, very frequently changing their TV's and so on and so on. I think that comes from their stable income but...on the other hand when it comes to cars for example they are so practical...which is kind of contradiction for me as well, I mean people who can afford to invest a million in furniture would just bike to work and never get a nice car because they don't need it. That's what I have seen...and it's hard to define, people are very different. But I see a lot of crazy shopping all the time, which is sometimes unexplainable, especially around Christmas...and people are so brainwashed with this 'tilbud, tilbud, tilbud' where you actually spend ten times more than you would have...yeah, and I buy and I fall for these traps all the time even though I realize them because I've studied them and that is the worst thing that happens.

Ingrid: But I feel like people are we aware...like conscious about what they are buying, like they know what they want to buy and they have a certain style, like following trends...

Smilena: Yeah, and they are brand conscious, like belonging to some kind of brand that gives you some kind of a self-esteem, I think so.

Ingrid: Yeah, exactly.

Smilena: I mean why else would you buy it, I mean what's the difference between one candle that costs 5 kroner in the supermarket and the same candle with just a little more colors that has some brand and costs 70 kroner?

Lukas: I don't know...

Smilena: Yeah...

Ingrid: Just so much nicer...

Smilena: Yeah, so much nicer...I mean it doesn't even smell differently. And you see that all the time with these very little products that actually make no difference between them and the very cheap ones, but still Danes will go for this because they found them in the...I don't know...in Inspiration. Like these door knobs or what you call it that you put your hand towel on...

Ingrid: Ohh yeah.

Smilena: Something that simple could cost like 200 kroner just because it's some brand from somebody.

Lukas: I agree on a lot of things, but I also think that the Danish consumer, the way they spend money is that they see it as an investment where...

Ingrid: That's what I meant with the 'awareness'...

Lukas: Yeah, maybe that hope or whatever for two hundred has no difference to IKEA. And that's where we have to...or at least the way that I see, split consumers into those who go for the cheapest, or go for the cheapest and replaceable, and the ones who go for long-term value, like you know when you buy that hook...you probably never change that hook while you will be in that apartment...

Smilena: But that's also contradicting because sometimes if you buy an expensive couch then you still are going to change it in two years anyway because you are going to be sick and tired of it and you want to get rid of it...

Ingrid: Then you can sell it...and someone else can use it.

Lukas: Yeah, yeah.

Ingrid: Like we mentioned, they are rational consumers.

Lukas: Yeah, they wouldn't like throw out a 30 thousand kroners couch like downstairs...

Ingrid: They would sell it on DBA.

Viktor: Yeah.

Lukas: And I think Danes...of course it's related to income probably...but they invest in good brands and you know a brand is not just a brand, a brand comes with a quality...

Smilena: Yeah yeah yeah...of course.

Lukas: You know it's the same with clothing and a lot of things, even though lower line shops like H&M and Zara are still popular they (Danes) don't mind investing three times more in a jeans that they will be able to wear for a longer time or wouldn't lose color.

Smilena: It's just that some things, some products...it doesn't matter for them (Danes), that's my point that when it comes to jeans then 'yes' something that you wear that often and there's a huge difference between the type of jeans you buy, the quality and price and so on. But when it comes to the smaller stuff...not sure what example I can give...it's just all these little things that actually make no difference, like a candle what is the difference?

Lukas: Because it's made by Danish designers.

Smilena: Exactly, that's what I'm saying.

Lukas: So they are supportive consumers, I mean I would basically split them into an IKEA consumers and the rest. Because IKEA is for people who go for cheaper, who maybe don't own apartments, they probably rent. So if they buy something they are ready to move out tomorrow and then just leave everything.

You can't move out with IKEA furniture tomorrow...you have to unscrew it (laughs) and it takes like...

Lukas: No, you leave it! You leave it...you just throw it out...you know.

Smilena: OK.

Ingrid: Sell it.

Lukas: IKEA? OK yeah people still do that, but you know once you own an apartment it's like probably you have more income, then you will buy good furniture because that are furniture to stay...I think when you own (apartment) you are really supportive towards Danish brands.

Smilena: Yeah yeah...certainly.

Ingrid: Yeah.

Lukas: There are plenty examples.

Smilena: And it's the same with food, if it says 'Danish tomatoes' then people definitely are going to buy it even though it tastes like nothing (some laughter) just because it's says Danish tomatoes and in the vegetable section you see it everywhere Danish, Danish, Danish...

Ingrid: Yeah.

Smilena: And the Danish broccoli is two times more expensive and also the cucumber...

Viktor: That's sustainability...

Ingrid: Yeah.

Smilena: Yes, but I am supporting the food and I support that as well, I also buy the Danish stuff...to be supportive.

Snorri: Alright...what about the relationship between the sharing economy and the typical Danish consumer, are there any...connections?

Ingrid: I think they are quite good consumers of the sharing economy, they use it frequently I would say, it's quite common and especially in Copenhagen I would say.

Smilena: Yeah, I think people are generally open towards it, I mean the young people like us...or my Danish friends that are on my age are all like 'Yeah'.

Ingrid: Yes, it's a lot about age.

Viktor: Yeah.

Smilena: Yes, old lady or old gentleman would not feel very comfortable with Airbnb...I don't know, you never know.

Ingrid: I don't know many like over fifty who use it, never heard of anyone actually.

Smilena: But actually my parents who came here for the first time to Copenhagen just discovered Airbnb and what it's about. My mom is also using other ones...other services.

Ingrid: OK.

Viktor: Yes, it's spreading.

Smilena: Yeah, but I think it's the type of personality you have (others agree), and what you prefer. They never liked hotels (her parents) because they always had a dog, and you can never go with your dog to a hotel.

Ingrid: So then it's more flexible again.

Smilena: Exactly.

(Short pause)

Smilena: I don't have anything to add to this last question.

Lukas: Yean, I mean...all in all from what I think about it, the Danish consumer in general are way more open minded and I think it's like you know if we would say like all innovation, or most of the innovation from an open mind comes from the west, if that could be their assumption, so Danish consumers are western consumers and like always up to new trends like you guys mentioned before. And you know by the time something new comes they're not afraid because I think it's the big picture of the whole 'social ecosystem' where you can afford to lose, you know that Danish consumer trust in giving out their bank account information to everyone on every website, because they just know that if someone will scam them...the bank will give them the money back. So it's a 'safe consumer' and the safety choice is of being not afraid to try new things (others agree).

Ingrid: Yes, more open to things.

Lukas: Everything is insured, probably if Airbnb would give me 500 dollars of whatever their insurance is...the other service I tried had a maximum of 500 Euros, and if my apartment is insured on top of that...

Smilena: (interrupts) Then you don't care...

Lukas: Yeah, you know...so I as a consumer can't really loose anything...everything will be covered in a way, so I have the ground to be a brave consumer being a Danish consumer, like if that is a way of seeing it right.

Ingrid: Yeah.

Helene: Yes, however actually last year only 3% of the Danes participated in the sharing economy...and like in the US and the UK it's really huge and a lot of people use it.

Smilena: How do they calculate it?

Helene: Just if they have used it.

Snorri: (interrupts) With a survey, it's a survey with like 1000 people...

Smilena: But I don't think you can trust it if they only ask people...a lot of people don't know exactly...I mean can't recall that they used a service like that or something that is related to the sharing economy right away, I think so.

Lukas: Or...we are just in a community, which doesn't represent the whole majority....

Smilena: The mass?

Lukas: We are like the young people...you know the educated people, and our social circle like I see it...it's a little bit broad discussion but...everything is a pyramid, and the higher you go the less people are around you, equal people are around you. So you are like in probably top 20% of Danish from a lot of perspectives ambition, job, education, and then you combine it and everyone around you has an iPhone, everyone around you uses Airbnb, they travel the world and they explore, but that's not reality...you have everything below like there are plenty of people who don't go on vacation, there are people living outside of Copenhagen and that is already a total different world what you see for example in Aarhus, or when I was in Aalborg that's different world...that's like you can't even compare it.

Smilena: (laughs) It's like on a different planet...

Lukas: It's...it's...Copenhagen is a very innovative hub, from many perspectives...



Ingrid: It's much much more open than...

Lukas: Yeah, way more international, and way more in cultural aspects, so that's why I wouldn't be surprised if the...what was it 3 or 10 percent?

Helene: 3%.

Lukas: Yeah 3% could be right, just because all of our friends and we use it...

Ingrid: (interrupts) Yeah, and I also think that there are some people like your mother using Airbnb...but I don't think that many people over 40 or 50 use it, I think it's still a very innovative thing to use...and it won't probably be more in 5 years...

Lukas: My assumption would be that for older people it's still kind of an alien service...

Ingrid: Yeah.

Lukas: I mean, they don't understand the concept of it...I mean it's probably because they maybe have a way more of a possession of things, for example my parents would never rent an apartment through Airbnb because that's just their life...you know.

Ingrid: Yeah they are more like used to do something and they have a...most people have a hard time changing, while we are more like...I don't know...keen to try new things I would say.

Lukas: And maybe we are just not that attached to things...

Ingrid: Yeah...

Smilena: Yes, we don't have that core habits.

Ingrid: Yeah exactly.

(pause)

Smilena: Anything else to add?

Helene: Not sure, is there anything else you would like to share or...anything?

Ingrid: I think we covered most of it right?

Helene: Yeah.

Lukas: I mean all in all it's interesting where it's going...and you know, where is that? As they said where is the point where...you know...are we going to have more services like the shared economy and how far it can go, because if every house...I mean assuming that families have to have drills to drill holes, and they buy a drill and they don't use it. And then you start buying five drills for the district...

Smilena: Or just use PeerBy and just borrow it (laughs).

Lukas: Yeah...but can the drill company roll, and can the drill company create a better drills? Because that's energy consuming drills...if they sell five times less.

Viktor: And what about leftovers of food? Can we give out our leftovers when we cook something...I don't believe this that you will just give the guy next door my leftovers...

Ingrid: That's a great idea.

Lukas: I think there is a service where you can...

Viktor: Yes there's an app for that.

Lukas: Do you have an app?

Viktor: No there is an app for that.

Lukas: Yeah, and there should be, I think I recall that I heard something...and that's a good thing because you would throw it out right?

Viktor: Yes.

Lukas: So you really give more for a people who are in need, instead of like for another person who cooks...I mean I think it works somehow that you give to someone who needs that portion. Isn't it like you give it to an old person who wouldn't have time...I mean the way I recall this kind of service it was 'cook for a neighbor' or something like that where you give your older neighbor or something.

Ingrid: That's a great idea.

Viktor: The problem is probably that you don't want to meet someone, I just want to put it in a box and just leave it and someone else comes and picks it up, so I don't have to meet the person and say 'Hi how are you doing' and blablabla.

Ingrid: Really?

Viktor: And then you would have to give a box away, so if there were like a box that I could get for free, fill it with food and drop it somewhere...I would probably do it.

Lukas: OK...

Snorri: So you would like to do it without having the social interaction?

Viktor: Yeah...if I would have to be at home at 8 o'clock because then this guy is coming to pick it up and you can't leave the house...then you are bound instead of just dropping it off somewhere or...

Ingrid: Or just leaving it outside your house...

Viktor: Well I'm just sure that more people would use it then, if you could just drop it off. Just a picture of the food and number on the box or something...and you can just scroll and see 'Oh someone left a pasta my favorite dish' (some laughter).

Lukas: Oh, that's nice!

Viktor: Yeah.

Smilena: Your thinking is kind of crazy (some laughter).

Lukas: Yeah, that's a good thing.

(pause)

Helene: Well...thank you for joining us.

Snorri: Yeah, good discussions.

Helene: Yeah, very nice.

Smilena: No problem, I hope you are satisfied with the results (some laughter).