



The Motivations to Engage in Sharing Economy: A Case Study of Uber Morocco

Islame EL Fikri*

Faculty of law, Economic and Social Sciences,
University of Hassan II Casablanca,
Casablanca, Morocco

Salah Koubaa

Faculty of law, Economic and Social Sciences,
University of Hassan II Casablanca,
Casablanca, Morocco

Lhacen Belhcen

Faculty of law, Economic and Social Sciences,
University of Hassan II Casablanca,
Casablanca, Morocco

Abstract: Recently, there have been substantial changes in the way people consume, with the emergence of new collaborative business models flourishing globally. The success of these models has been attributed to numerous simultaneous societal changes. Financial crises have encouraged people to search for other means of consumption. Also, significant technological advances have led the Internet to become prevalent, thus making technologies a crucial aspect of life. This study sought to enhance understanding by deeply exploring this phenomenon. To achieve this, a qualitative study was conducted through 160 interviews of Uber drivers in Morocco. This study uses a qualitative research design to address the major research questions. For this study, the qualitative research was instrumental for creating industry-specific insights. The study established a lack of clear understanding among Uber drivers as providers about the meaning of collaborative consumption and sharing economy concepts. The study also established that three major motivators influenced them to take part in the sharing economy. The motivations identified in this study should lay the basis for the development of more sharing economy services for these populations, especially in developing states in the Middle East and North Africa that may increasingly need such services. Future research should also explore the outcomes associated with involvement in the sharing economy.

Keywords: *Sharing economy, collaborative consumption, Uber, motivations*

Received: 17 September 2019; **Accepted:** 02 October 2019; **Published:** 26 October 2019

INTRODUCTION

Background

The sharing economy is among the fastest growing business trends ever witnessed in history as investors have pumped large quantities of venture capital funding into startups that operate using a share-based model (Standing, Standing, & Biermann, 2019). The basic definition of the sharing economy is that it is a socio-economic system where people use the Internet for communicating with other organizations and individuals to share consumption and services. Witt, Suzor, and Wikström (2015) contend that consumption patterns have increasingly changed since the concept began

*Correspondence concerning this article should be addressed to Islame EL Fikri, Faculty of law, Economic and Social Sciences, University of Hassan II Casablanca, Casablanca, Morocco. E-mail: islame.elfikri8@gmail.com

becoming more popular and reached to other traditional industries including transportation, job market, hospitality, and tourism. As a fast-growing idea, the sharing economy has been instrumental for the creation of new opportunities, thus making [Boshuijzen-van Burken and Haftor \(2017\)](#) to postulate that the paradigm shift brought about by the technology can be larger than the industrial revolution.

Sharing has been heralded as a solution to the economic issues afflicting various sectors. To establish whether sharing is the solution, [Cherry and Pidgeon \(2018\)](#) contended that the sharing economy is instrumental for solving and creating socio-economic issues. The study also established that the public is able or expresses willingness to talk about the future of this economy, with many of them being optimistic and positive. Some of the reasons cited for sharing were minimized waste, lower resource use, better access to the unaffordable goods, as well as enhanced community cohesion. Despite this, various concerns have also been identified including personal interests, and unfair business operations. [Standing et al. \(2019\)](#) state that despite the sharing economy growing significantly, its overall effect on transport remains unclear. The study suggested that the future will necessitate holistic transport strategies which consider sharing alternatives and will mandate government department to collaborate.

The rapidly evolving sharing market enables people to swap, borrow, or co-consume almost all forms of goods and services. Such platforms are in various sectors, with Uber and Airbnb being among the most renowned sharing platforms as they use technology for connecting potential clients to suppliers. The development of technology has been one of the major drivers for the sharing economy ([Cannon & Summers, 2014](#)), and has been witnessed in the case of Uber that taps on technology as an enabler of its sharing model. Social media and smartphones have increasingly become accessible, thus resulting in better access to information among consumers, and enabling users to unearth and promptly embrace products and services in the economy. Various benefits have also been outlined as the motivations for the company's behavior. Thus, one of the proven motivators for the sharing economy is technology and innovation. Uber Company uses applications to connect riders to drivers, thus enhancing accessibility to cities and opening up riding possibilities as well as more business for them ([Kim, Baek, & Lee, 2018](#)). Founded in 2009 by Garrett Camp and Travis Kalanick in San Francisco, Uber has significantly expanded to various nations with one of them being Morocco.

Problem Statement

Various studies have been carried out to ascertain the success of Uber in various countries as a sharing economy. In addition, there have been numerous studies conducted to ascertain the main drivers for the sharing economy. Despite the proliferation of these studies, there have been only a few studies conducted on the motivation of the sharing economy from the developing economies ([Kim et al., 2018](#)). Furthermore, there is no study that has been conducted in Morocco about the sharing economy with the Uber case study in mind. This is problematic since it stifles venture capitalists who have been increasingly investing in this sector the much-needed information for making informed decisions. With the increased adoption of technology, this study will significantly contribute to filling this gap and enable investors to consider the motivations identified as the market needs that should be addressed. Further studies should be able to rely on the information provided to conduct more research in developing states that have a middle class that is ready to embrace some of the sharing economy inventions or models.

Research Questions

To address the major objectives of this study, the following were the guiding questions for the research:

- What motivational factors influence consumers to engage in the sharing economy?
- What is collaborative consumption?
- What drives the involvement of Moroccans in the Uber sharing economy?

LITERATURE REVIEW

Schumpeter predicted about 70 years ago that competition that would arise from new technology and new forms of organization would increasingly become more relevant compared to perfect competition. Schumpeter's prophecy seems to have come to pass with the increased proliferation of the sharing economy in the 21st century ([Bilog, 2017](#); [Onegi, Eser, & Korkmaz, 2019](#); [Kang & Ogawa, 2017](#); [Yun, 2015](#)). [Hamari, Sjöklint, and Ukkonen \(2016\)](#) define a sharing economy as "the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services." The authors contend that it will soon become an indispensable aspect of the economy. Despite this definition, it is worth noting that there is lack of consensus on the definition of

a sharing economy because of its evolving and dynamic nature. This dynamism can be evidenced by the alternative names that other authors have provided for it including Chandler (2016) who referred to it as a gig economy, while others have termed it an access economy, collaborative consumption (Hamari et al., 2016) and platform economy. Many Americans surveyed by a Pew Research also surprisingly stated that they were not familiar with the sharing economy concept despite having used such services before. Notably, Smolka and Hienerth (2014) the sharing economy concept has attracted attention from researchers and practitioners since the early 2000s. Botsman and Rogers (2010) remain the main pioneers of the concept and can be used for understanding its inception, development and future trends.

The world has transitioned in terms of using the sharing economy because of the advancement of the digital platform as well as the willingness of consumers to use mobile applications that spur peer-to-peer business models. This is a transition from the 20th century whereby organizations only accumulated resources and engaged in the production of goods and services. Despite these platforms being large organizations, they obtain resources from digital spaces. Sharing economies have been beneficial for enabling groups and individuals to make significant profits from under-used assets. It is an economy whereby physical assets are co-shared as vital services. The appetite for shared economy is only poised to continue growing in the future.

Motivations

The motivation for sharing remains a highly debatable area because consumers still lack sufficient knowledge to provide exact descriptions of what drives them to engage in the sharing economy. This is even more noticeable in the developing world where information is still scattered. Perhaps, a theoretical underpinning can be vital for providing insight on the influencers of the sharing economy behavior (Heinrichs, 2013). Thus, the motivational research discipline remains challenging and complex for researchers who seek to obtain information about this trend. Many studies seem to rely on the concepts obtained from economics, marketing research, sociology and psychology to explain the motives that drive people to take part in the sharing economy (Garai-Fodor, 2019; Schor et al., 2016).

Despite a rise in research and attention regarding the sharing economy, there is little information regarding the motivations that influence people to take part (Anwar & Talib, 2018; Tussyadiah & Pesonen, 2016). Gaining insights regarding motivations can be instrumental for the development of a better understanding of the users' decision-making processes that remain underexplored (Piscicelli, Cooper, & Fisher, 2015), and, in tandem with Martin (2016), could also spur the general debate that revolves around the concept of sharing economy. Since the sharing economy is usually perceived as an innovation that has sustainability benefits, an exploration of the plethora of motivations could also lead to further debate on the end-user (Kemp & van Lente, 2011). This discourse mainly revolves around consumer practices and preferences required for successful transition to an increasingly sustainable society. There are a few studies that suggest various drivers for participation in the sharing economy. According to Bardhi and Eckhardt (2012), the dominant factors are the economic motivations for the Zipcar car-sharing platform. In tandem with this finding, Bellotti et al. (2015) established that economic motivations are the major determinant of peer-to-peer sharing. Lower cost is a major factor in the literature that motivates participation. Bellotti et al also identify eight unique use motives: social influence, value or morality, status or power, intrinsic motives, instrumental motives, social connection and safety. The study established that whereas providers often cite altruistic, moral and social motives, consumers tend to orient towards the instrumental motives. Bucher, Fieseler, and Lutz (2016) carried out a quantitative and qualitative study of active sharers in the Amazon Mechanical Turk. The authors found that there are three major sharing motives: monetary (saving costs or generating income), moral (community support, sustainability as well as altruism), and the social-hedonic motive (community participation and bonding).

In a study of Dutch Internet users, Böcker and Meelen (2017) analyzed three unique user motives for various sharing services. The authors established that economic motives become more important when the good shared is perceived as more valuable. Meal sharing and accommodation are the major social motives identified by the study, while environmental motives are common for ride-sharing. The study further examines the socio-economic determinants of sharing motives. It establishes that older users have a tendency of being more socially and less economically motivated. Women are motivated more by environmental motives than men and economic motives are more crucial for the individuals with lower-incomes. Hellwig, Morhart, Girardin, and Hauser (2015) classifies motives into integrated (social-oriented), extrinsic (financial motives), and the introjected motives. Despite being framed in a somewhat different way, these results are in tandem with researches that have focused on monetary or economic, sustainability or social-hedonic motives. In summary, the three motives that have dominated previous studies regarding

involvement in the sharing economy are normative motives (focusing on altruism and sustainability), instrumental motives (monetary/economic) and social-hedonic motives such as social or community motives and enjoyment.

Recent studies have also identified near-similar results, but the motivations seem to be shifting for many consumers. [Gazzola, Vătămănescu, Andrei, and Marrapodi \(2018\)](#) explored the motivations for participating in this economy by considering the intrinsic and extrinsic drivers. One-thousand and four Italians participated in the sharing market, and findings suggested that sustainable development, economic incentives, and knowledge are key factors that determine the level of user participations, but consumers had a tendency of not finding product availability as well as practicality as not meaningful. Among peer to peer users within the accommodation economy, [Mahadevan \(2018\)](#) established that the lack of trust is a critical barrier to sharing, particularly for the Baby boomers. On the other hand, Generation X tends to prioritize economic benefits. However, this study did not factor in aspects such as varying ethnic groups or preferences of global tourists. In *Why People Participate in the Sharing Economy*, [Lee, Chan, Balaji, and Chong \(2018\)](#) studied Uber users in Hong Kong, and established that the major reasons cited by users were perceived benefits and risks, the perceived qualities, and trust in the sharing platform. For Airbnb consumers, [So, Oh, and Min \(2018\)](#) cited enjoyment, home benefits, and price value for the overall attitude towards the brand. The only constraint that afflicts the adoption of Airbnb is distrust, while subjective norms like social influence and insecurity predict the behavioral intentions.

The Uber sharing platform has been studied by various researchers recently. [Malik and Wahaj \(2019\)](#) compared Careem and Uber in Pakistan to establish the socio-economic implications of these platforms. The study identified that the two platforms compared were instrumental for enhancing the culture of trust, women empowerment, and family confidence, thus supporting the need to embrace sharing platforms. To ascertain the determinants of users' participation in the Uber sharing economy, [Boateng, Kosiba, and Okoe \(2019\)](#) examined the factors driving clients within Ghana to use Uber. Using surveys, the findings demonstrated that profits, trust, and search convenience were the major factors which influenced users to ride the Uber service. The study also showed that the users' need for social connection and prestige do not play a critical role in consumers using Uber services. A key strength of this study is that it brings up the social exchange theory and its effect on the participation of people within the sharing economy. In a near-similar study carried out in Indonesia, [Sijabat \(2019\)](#) explored the motivations for users' ride sharing Grab, Uber, and Go-Jek. The findings suggested that social, technological, environmental, and economic factors significantly influence the users' decisions to engage in ride-sharing.

There is still insufficient quantitative research that has been carried out on sharing economy motivations, with many of the studies only considering a single sharing economy form. Other studies tend to hold the assumption that there is only one sharing economy but fail to differentiate between various forms. Contrarily, there is a likelihood that what motivates people to share, for example, a car differs from the motivation to apartment sharing. The five major forms of sharing that have been taken into account by this study are ride, accommodation, tool, meal, and car sharing.

Collaborative Consumption

Despite the recent surge in popularity, the 'collaborative consumption' concept first emerged towards the end of the 1970s. During that period, the major definitions stated that they are events where people engage in the consumption of economic services or goods within the process of taking part in joint activities. The current view of the concept has slightly changed, with the specific definitions varying across scholars, but [Belk \(2014\)](#) has offered appropriate definitions for what does not constitute modern collaborative consumption. Unlike the 20th century conception, [Belk \(2014\)](#) contends that collaborative consumption should not be understood as only joint activities among individuals. The definition is quite broad and mainly depends on coordinated consumption, whereas [Belk \(2014\)](#) believes that true collaborative consumption involves both monetary and non-monetary motives. [Botsman and Rogers \(2010\)](#) define collaborative consumption as a developing phenomenon founded on the concept that people tend to get perks of possessing items with lower individual efforts and costs. Since the environmental effect is smaller, this concept has become increasingly attractive and popular to the traditional consumption that includes actual ownership and purchasing.

There are three types of collaborative consumption: collaborative lifestyles, redistribution markets and product service systems ([Bardhi & Eckhardt, 2012](#); [Botsman & Rogers, 2010](#)). The common aspect for three categories is that they tend to do well within the urban areas. An explanation is that cities tend to suffer from challenges of space limitations. Despite collaborative consumption taking numerous forms and shapes, [Botsman and Rogers \(2010\)](#) believe that four major principles often manifest: trust between strangers, belief in the commons, idling capacity and critical

mass. Collaborative consumption can potentially provide business model solutions and consumption forms that help in conserving limited resources for future generations [Böcker and Meelen \(2017\)](#). Thus, environmental motive is one of the major determinants of collaborative consumption today.

Motivations of Moroccans in the Uber Sharing Economy

Various studies have been carried out on the sharing economy and collaborative consumption ([Bardhi & Eckhardt, 2012](#); [Belk, 2014](#); [Böcker & Meelen, 2017](#); [Botsman & Rogers, 2010](#)). However, only a few studies have been carried out regarding the Uber sharing economy in Morocco. In addition, only few of these studies have comprehensively examined the motivations of the Uber sharing economy in the country. This is despite the willingness of many venture capitalists to pump in more money to invest in models that can promote sharing economy events. The general assumption can be that many of the motivations identified in this literature review influence people in Morocco to take part in sharing economy services. However, such a generalization would be self-defeating and inappropriate because of the unique nature of Morocco and the Uber services provided. Notably, some of the studies done on this concept have mainly been done by students and may not be as useful in providing authentic and reliable data. With the plurality of challenges that Morocco faces, including hostility to uber taxi drivers, the Morocco case is unique in its own way.

METHODOLOGY

Research Philosophy

The core aim of this study was to explore and comprehend customer motivations in the sharing economy context. Interpretivism was selected as the major research strategy because it aligns with the purpose of the study. The ontological approach suggests that customer motivation is an interdependent and holistic perspective while the epistemological approach focuses on generating specific knowledge. The philosophy selected, interpretivism, is a type of qualitative methodology that relies on the human subject as instruments and trained researcher for measuring some phenomena. This approach entails both interviews and observation, and for the sake of this research, it entailed the creation of interview questions by the trained researcher, collection of responses (entails human subjects), analysis of these responses (involves trained researcher). It is in tandem with the arguments by [Kapoulas and Mitic \(2012\)](#) that research tends to be interpretive and places emphasis on the researcher's role during the process of research.

Rationale for the Qualitative Study Approach

This study uses a qualitative research design to address the major research questions. For this study, the qualitative research was instrumental for creating industry-specific insights. Qualitative research was beneficial for providing an in-depth understanding of the sharing economy in Morocco. The process also enabled the research to discover why users engage in the sharing economy. By depending on the direct experiences that users of Uber in Morocco have every day, it was possible to define the meaning of the factors that motivate Uber users. The qualitative approach further resulted in three main focus areas: cultural influence, overall communication and personal actions. Each alternative assumed that knowledge is subjective rather than objective, thus implying that researchers had to learn from their respondents to comprehend what was and what was not beneficial in the study. The rationale for this method of study is that it allows the researcher to evaluate with more detail, improves the fluidity of research frameworks, and the data complexities could be embedded into generated inferences ([Hancock, Ockleford, & Windridge, 2007](#)). It was also affordable and consumed less time. The approach also offered a predictive element to the research. Also, the flexibility of the process enabled the study to ask open-ended questions whenever it was appropriate.

The other advantage that this method provided was that it eliminated bias from the information collected. Unconscious bias is one of the most critical factors in studies since it depends on the individuals' ability to control their emotions, thoughts and reactions. Ideally, every individual usually has preconceived perceptions and stereotypes that can affect that collected data. Since no person can be said to be 100% immune, the qualitative research format enabled the researcher to set aside these judgments due to its preference to examine the specific structures influencing the choices made by Uber users. Interviews were used as the major tool of data collection, with open-ended questions being preferred to gather as much insights as possible about the research topic. Prior research shows that open-ended questions in structured interviews provide unlimited insights on the study topic. Since this is a grey area in Morocco, the use of open-ended questions was important for ensuring that all participants provided unlimited information that revolved around the three research questions that this study sought to address. Convenience non-probability sampling

was used as the main sampling method for selection of the study participants.

Research Process

A semi-structured interview process was deployed to ensure that the topic remained open for further discussions. An interview protocol was developed that included the themes and techniques for carrying out the interview. The ideas and questions remained open for adjustments and modifications in the course of the interviews (Edwards & Holland, 2013). The interviewer first asked the fundamental questions related to the major research question before proceeding to the sub-questions. A note-book was used for taking notes while the formal interview document was utilized for filling the data that the researcher aimed to collect. A survey that was representative of the entire country was carried out covering 200 Moroccan adult drivers who were interviewed face to face at Uber's Morocco headquarters. The offline questionnaire was developed using the ISURVEY app. The respondents were mainly aged between 18-65 years, and data collection was overseen by a supervisor.

Inclusion and Exclusion Criteria

The inclusion criteria was determined by three main criteria: period one had worked with Uber (at least three years) and the number of trips done (at least 50 trips). Participants were also included in the study if they were Moroccans, had been residing in Morocco for at least four years prior to the survey data and aged 18 years and above.

Ethical Considerations

Ethical considerations help in preventing the falsification and fabrication of data, thus enhancing honesty and transparency. The researcher adhered to the codes of non-discrimination, honesty, and social responsibility. The main principles that guided the research were voluntary participation and informed consent, and this was fulfilled partly through the provision of a consent form prior to the study. Confidentiality was also enhanced throughout the process through the signing of a non-disclosure agreement between the researcher and the respondents.

To enhance credibility of the findings, individual biases that could have affected the conclusions were recognized, records were kept well, and data interpretation remained consistent and transparent. Validity was promoted through invitation of the participants to comment on the study's interview transcripts. The researcher also asked the participants to comment on whether the final themes and concepts sufficiently depicted their motivations to Uber sharing economy.

FINDINGS, ANALYSIS AND DISCUSSION

Introduction

Thirty Uber drivers contacted to participate in the study declined citing personal reasons, while 10 of them stated that they had a tight schedule that could not allow them to take part in the study. As such, only 160 respondents took part in the interviewing process. From the survey, it was established that 38% of the Uber drivers have less than 30 years, with 46% being between 30-40 years and 16% being above 40 years. Regarding gender, 29% of the participants were women while 61% of them were men. This demonstrated that women are still under-represented in the sector, but the women participants stated that there was a markable improvement. In terms of education, 48% of the Uber drivers were found to have at least a college degree; a finding that resonates with the finding made by Hall and Krueger (2018). The finding further resonates with previous surveys that have shown that men have higher likelihood than women to have heard and take part in the sharing economy than women. Also, educational level appeared to be one of the major determinants of involvement in the sharing economy. This was in tandem with Smith (2016) that persons with higher educational levels have higher likelihood of taking part in the sharing economy. From the finding, it can be deduced that college graduates are highly likely to take part in car-sharing platforms.

What is Collaborative Consumption?

Despite engaging in collaborative consumption, 65% of the respondents were unaware of the meaning of collaborative consumption. Among this population, men seemed to have a higher likelihood of understanding the term collaborative consumption compared to women. As such, 45% of the men were less likely to state that they had not heard of sharing platforms compared to 50% of the women. However, the intensity of use appeared to be near-similar. Whereas the definitions provided by the respondents were non-uniform, a common aspect was that there were certain similar characteristics that they mentioned in their definitions. About 30% of the participants defined collaborative

consumption in terms of product service systems, redistribution markets or collaborative lifestyles. The major inference from the responses was that majority of the Uber drivers did not understand the definition of collaborative consumption, until when they were notified that what they were involved in was a form of the sharing economy.

What Motivational Factors Influence Uber Drivers to Engage in the Sharing Economy?

Seventy-per cent (70%) of the respondents considered low cost as the major motivating factor of sharing services whereas 60% of them believed that it provided more sustainable consumption. Convenience was also cited as a motivating factor by 40% of the respondents to engage in Uber sharing services, while 75% of them considered job opportunities.

Thirty per-cent (30%) of the respondents cited mutual support, entertainment and social connections as the major motivators. The interviews further established that the drivers were mainly motivated by altruistic and functional motives. This implies that they engaged in sharing because they wanted to provide more services. Repeat use was determined by economic benefits and enjoyment. As such, Uber drivers as providers cited altruistic, moral and social motives unlike their customers who cited instrumental motives. This implies that providers and consumers have diverse preferences that motivate them to take part in the sharing economy. However, the three predominant motives from the study were moral motive, including community support, sustainability as well as altruism, monetary (including saving costs and generation of income) and social-hedonic (including community participation). This finding resonates with previous findings that the major motives in any sharing economy are instrumental (monetary/economic and convenience), normative (sustainability and altruism) as well as social-hedonic (such as social motives and enjoyment).

Table 1 *RESULTS*

Construct	Label	Item
Instrumental	Monetization	I gain more money with it
	Economic/ savings	I can save more money, and use it a part –time job
	Convenience	It's convenient to share, I don't mind it
Normative	Sustainability	It provided more sustainable consumption.
	Altruism	I like helping other people by sharing my car, I feel happy making people satisfied
Social-hedonic	Social	It allowed me meeting some new and interesting friends.
	Enjoyment	It's very cool, i enjoy every moment using my car as an Uber partner driver.
	Community participation	It is a nice initiative, it is facilitating local transportation.

As demonstrated above, the motivations for taking part in collaborative consumption are diverse. The findings also illustrate that there are two forms of Uber drivers who take part in the sharing economy: materialistic persons and non-materialistic ones who are looking to raise their income or practical benefits. Materialistic drivers focus on more incomes to relieve their financial burden or pressure while the non-materialistic drivers focus on sustainability, authenticity, social change or social hedonistic perspectives. Despite the lack of sufficient knowledge regarding the sharing economy by many Moroccan Uber drivers, they provided reasons for their participation. The reasons provided seem to be in tandem with previous studies, with the unique contribution of this study being that it is the first study conducted in Morocco on the Uber sharing economy.

CONCLUSION AND LIMITATIONS

This article focuses on the sharing economy, particularly collaborative consumption in terms of the Uber drivers in Morocco. As earlier identified, there are new forms of collaborative consumption that are emerging globally and this phenomenon has consistently been discussed. Despite this, the academic discourse seems to be lagging behind in terms of what is transpiring in the actual world. Thus, this thesis sought to tackle this gap. Participating in the ongoing discussion and enhancing understanding from a Moroccan perspective is among the major theoretical contributions

that this thesis makes. The core purpose of this study was to address the major research question, What drives the involvement of Moroccans in the Uber sharing economy? The other sub-questions were what motivational factors influence consumers to engage in the sharing economy and what is collaborative consumption? To address the three questions, the first part of the thesis involved an extensive literature review. Secondary data collection was then followed by collection of primary data through interviews.

Regarding collaborative consumption, there is still lack of sufficient knowledge among providers about the definition of this term. However, providers seem to understand what collaborative consumption entails. Perhaps, the lack of knowledge may be among the main contributing factor to low participation in the sharing economy. This case may be worse for the case of users who may not understand the concept, despite participating in such services. In this regard, there is need for further research to ascertain the reasons many providers and users fail to understand the concept of collaborative consumption. Further research should focus on what prevents some people from taking part in the sharing economy, and what aspects would motivate them to take part. Regarding the motivational factors, it is apparent that majority of the drivers cited low cost, convenience, job opportunities, mutual support, social connections and entertainment. As such, altruistic and functional motives were identified as the major motivators of involvement in the sharing economy. The most critical finding was that three motives dominate the participation in collaborative consumption: moral, monetary and social-hedonic motives.

Implications

The implication is that despite the sharing economy only being an emergent phenomenon, managers should not disregard its potential. For the case of Uber in Morocco, the service is projected to continue growing amidst a growing middle class that will demand for more such services. The motivations identified in this study should lay basis for the development of more sharing economy services for these populations, especially in developing states in the Middle East and North Africa that may increasingly need such services. Future research should also explore the outcomes associated with involvement in the sharing economy. Since the sharing economy platforms may reduce the cost of commodities and result in collective action, researching on the participation outcomes is of utmost significance.

Limitations

This research has expanded the understanding of the concepts of the sharing economy and collaborative consumption. It is the first study of its kind to provide intriguing insights regarding the motivations of Uber drivers. Despite this, acknowledging the shortcomings and limitations of this thesis is crucial prior to further interpretation and generalization of the findings. The first limitation is that the research was mainly limited geographically to the Morocco region. Consequently, the results need not to be generalized outside the area in the absence of further research. A cross-city or cross-county research would be more instrumental since sharing is often influenced by cultural norms as (Belk, 2007, 2009) established. It would be quite interesting to establish whether there are any neighborhoods that emanate from neighborhoods and groups. Finally, it could be quite interesting to understand the way the motivations consistently evolve since the findings of this study were done in a period when Morocco's economic growth had slowed down significantly in the last quarter of 2018. It would be interesting therefore to understand the motivations when there is steady economic growth.

REFERENCES

- Anwar, N. B., & Talib, A. A. (2018). Singaporean consumers' attitudes to technology usage. *International Journal of Business and Administrative Studies*, 4(1), 1-14. doi:<https://doi.org/10.20469/ijbas.4.10001-1>
- Bardhi, F., & Eckhardt, G. M. (2012). Access-based consumption: The case of car sharing. *Journal of Consumer Research*, 39(4), 881-898. doi:<https://doi.org/10.1086/666376>
- Belk, R. (2007). Why not share rather than own? *The Annals of the American Academy of Political and Social Science*, 611(1), 126-140. doi:<https://doi.org/10.1177/0002716206298483>
- Belk, R. (2009). Sharing. *Journal of Consumer Research*, 36(5), 715-734. doi:<https://doi.org/10.1086/612649>
- Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595-1600. doi:<https://doi.org/10.1016/j.jbusres.2013.10.001>
- Bellotti, V., Ambard, A., Turner, D., Gossman, C., Demkova, K., & Carroll, J. M. (2015). A muddle of models of motivation for using peer-to-peer economy systems. In *Proceedings of the 33rd Annual ACM Conference on*

Human Factors in Computing Systems, Seoul, Korea.

- Bilog, D. Z. (2017). Investigating consumer preferences in selecting buffet restaurants in Davao region, Philippines. *Journal of Administrative and Business Studies*, 3(5), 221-233. doi:<https://doi.org/10.20474/jabs-3.5.2>
- Boateng, H., Kosiba, J. P. B., & Okoe, A. F. (2019). Determinants of consumers' participation in the sharing economy: A social exchange perspective within an emerging economy context. *International Journal of Contemporary Hospitality Management*, 31(2), 718-733. doi:<https://doi.org/10.1108/IJCHM-11-2017-0731>
- Böcker, L., & Meelen, T. (2017). Sharing for people, planet or profit? Analysing motivations for intended sharing economy participation. *Environmental Innovation and Societal Transitions*, 23, 28-39. doi:<https://doi.org/10.1016/j.eist.2016.09.004>
- Boshuijzen-van Burken, C., & Haftor, D. M. (2017). Complexities and dilemmas in the sharing economy: The Uber case. In *18th Annual International Conference Dilemmas for Human Services: Organizing, Designing and Managing*, Växjö, Sweden. doi:<https://doi.org/10.15626/dirc.2015.04>
- Botsman, R., & Rogers, R. (2010). Beyond zipcar: Collaborative consumption. *Harvard Business Review*, 88(10), 30.
- Bucher, E., Fieseler, C., & Lutz, C. (2016). What's mine is yours (for a nominal fee)—exploring the spectrum of utilitarian to altruistic motives for internet-mediated sharing. *Computers in Human Behavior*, 62, 316-326. doi:<https://doi.org/10.1016/j.chb.2016.04.002>
- Cannon, S., & Summers, L. H. (2014). How Uber and the sharing economy can win over regulators. *Harvard Business Review*, 13(10), 24-28.
- Chandler, A. (2016). *What should the "sharing economy" really be called*. Retrieved from <https://bit.ly/2PJZ0RW>
- Cherry, C., & Pidgeon, N. F. (2018). Is sharing the solution? Exploring public acceptability of the sharing economy. *Journal of Cleaner Production*, 195, 939-948. doi:<https://doi.org/10.1016/j.jclepro.2018.05.278>
- Edwards, R., & Holland, J. (2013). *What is qualitative interviewing?* New York, NY: Bloomsbury Academic.
- Garai-Fodor, M. (2019). Values-based food consumer behavior patterns among the Z generation in terms of health nutrition. *International Journal of Business and Administrative Studies*, 5(2), 53-62. doi:<https://dx.doi.org/10.20469/ijbas.5.10001-2>
- Gazzola, P., Vătămănescu, E.-M., Andrei, A. G., & Marrapodi, C. (2018). Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. *Corporate Social Responsibility and Environmental Management*, 26(4), 741-751. doi:<https://doi.org/10.1002/csr.1715>
- Hall, J. V., & Krueger, A. B. (2018). An analysis of the labor market for Uber's driver-partners in the United States. *ILR Review*, 71(3), 705-732. doi:<https://doi.org/10.1177/0019793917717222>
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047-2059. doi:<https://doi.org/10.1002/asi.23552>
- Hancock, B., Ockleford, E., & Windridge, K. (2007). *An introduction to qualitative research*. Nottingham, UK: The NIHR Research Design Service .
- Heinrichs, H. (2013). Sharing economy: A potential new pathway to sustainability. *GAIA-Ecological Perspectives for Science and Society*, 22(4), 228-231.
- Hellwig, K., Morhart, F., Girardin, F., & Hauser, M. (2015). Exploring different types of sharing: A proposed segmentation of the market for "sharing" businesses. *Psychology & Marketing*, 32(9), 891-906. doi:<https://doi.org/10.1002/mar.20825>
- Kang, C. Z., & Ogawa, I. (2017). Online shopping behavior of Chinese and Japanese consumers. *Journal of Administrative and Business Studies*, 3(6), 305-316. doi:<https://doi.org/10.20474/jabs-3.6.5>
- Kapoulas, A., & Mitic, M. (2012). Understanding challenges of qualitative research: Rhetorical issues and reality traps. *Qualitative Market Research: An International Journal*, 15(4), 354-368. doi:<https://doi.org/10.1108/13522751211257051>
- Kemp, R., & van Lente, H. (2011). The dual challenge of sustainability transitions. *Environmental Innovation and Societal Transitions*, 1(1), 121-124. doi:<https://doi.org/10.1016/j.eist.2011.04.001>
- Kim, K., Baek, C., & Lee, J.-D. (2018). Creative destruction of the sharing economy in action: The case of Uber. *Transportation Research Part A: Policy and Practice*, 110, 118-127. doi:<https://doi.org/10.1016/j.tra.2018.01.014>

- Lee, Z. W., Chan, T. K., Balaji, M., & Chong, A. Y.-L. (2018). Why people participate in the sharing economy: An empirical investigation of Uber. *Internet Research*, 28(3), 829–850. doi:<https://doi.org/10.1108/IntR-01-2017-0037>
- Mahadevan, R. (2018). Examination of motivations and attitudes of peer-to-peer users in the accommodation sharing economy. *Journal of Hospitality Marketing & Management*, 27(6), 679–692. doi:<https://doi.org/10.1080/19368623.2018.1431994>
- Malik, F., & Wahaj, Z. (2019). Sharing economy digital platforms and social inclusion/exclusion: A research study of Uber and Careem in Pakistan. In *International Conference on Social Implications of Computers in Developing Countries* Cham, Switzerland (pp. 248–259). doi:https://doi.org/10.1007/978-3-030-18400-1_20
- Martin, C. J. (2016). The sharing economy: A pathway to sustainability or a nightmarish form of neoliberal capitalism? *Ecological Economics*, 121, 149–159. doi:<https://doi.org/10.1016/j.ecolecon.2015.11.027>
- Onegi, M., Eser, Z., & Korkmaz, S. (2019). Consumers' evaluation of glocal marketing strategies of global firms in Turkey: An example of a glocal product. *International Journal of Business and Administrative Studies*, 5(3), 109–118. doi:<https://dx.doi.org/10.20469/ijbas.5.10001-3>
- Piscicelli, L., Cooper, T., & Fisher, T. (2015). The role of values in collaborative consumption: Insights from a product-service system for lending and borrowing in the UK. *Journal of Cleaner Production*, 97, 21–29. doi:<https://doi.org/10.1016/j.jclepro.2014.07.032>
- Schor, J., et al. (2016). Debating the sharing economy. *Journal of Self-Governance and Management Economics*, 4(3), 7–22. doi:<https://doi.org/10.22381/JSME4320161>
- Sijabat, R. (2019). Sharing economy: A study on the factors influencing users' motivation to use ride sharing platforms. *DeReMa (Development Research of Management): Jurnal Manajemen*, 14(1), 65–87. doi:<https://doi.org/10.19166/derema.v14i1.1367>
- Smith, A. (2016). *Shared, collaborative and on demand: The new digital economy*. Retrieved from <https://pewrsr.ch/2rekE79>
- Smolka, C., & Hienert, C. (2014). The best of both worlds: Conceptualizing trade-offs between openness and closedness for sharing economy models. In *12th International Open and User Innovation Conference*, Boston, MA.
- So, K. K. F., Oh, H., & Min, S. (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. *Tourism Management*, 67, 224–236. doi:<https://doi.org/10.1016/j.tourman.2018.01.009>
- Standing, C., Standing, S., & Biermann, S. (2019). The implications of the sharing economy for transport. *Transport Reviews*, 39(2), 226–242. doi:<https://doi.org/10.1080/01441647.2018.1450307>
- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022–1040. doi:<https://doi.org/10.1177/0047287515608505>
- Witt, A., Suzor, N., & Wikström, P. (2015). Regulating ride-sharing in the peer economy. *Communication Research and Practice*, 1(2), 174–190. doi:<https://doi.org/10.1080/22041451.2015.1048041>
- Yun, J. J. (2015). How do we conquer the growth limits of capitalism? Schumpeterian dynamics of open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 1(2), 1–20. doi:<https://doi.org/10.1186/s40852-015-0019-3>