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Master's Thesis

Exploring the Functioning of Peer-to-peer Online Marketplace Platforms in France and Germany

Approaches to Sustainable Consumption

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Theses guidelines

Goal:

The aim of the thesis is to explore functionning of online platforms contributing the sustainable consumption in France and Germany and to prepare examples of the good practice as a guide for organizers in the explored or other countries.

Methodological approach:

1. Theoretical background
2. Data collection
3. Data analysis
4. Results
5. Proposals and conclusions

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1. Introduction. Objectives. 2. Review of literature. 3. Methods. 4. Results, potentially discussion. 5. Conclusion. X. References X. List of Annexes (if any) X. Annexes

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Behrendt, S., Blättel-Mink, B., & Clausen, J. (Eds.). (2011).*Wiederverkaufskultur im Internet: Chancen für nachhaltigen Konsum am Beispiel von eBay.* Springer-Verlag.

B., Blättel-Mink, B., & Hellmann, K. U. (2010). *Prosumer revisited.* Wiesbaden: VS Verlag für Sozialwissenschaften.

Luchs, M. G., Naylor, R. W., Rose, R. L., Catlin, J. R., Gau, R., Kapitan, S., ... & Simpson, B. (2011). *Toward a sustainable marketplace:* Expanding options and benefits for consumers.

Parguel, B., Lunardo, R., & Benoit-Moreau, F. (2017). *Sustainability of the sharing economy in question: When second-hand peer-to-peer platforms stimulate indulgent consumption.* Technological Forecasting and Social Change, 125, 48-57.

Puschmann, T., & Alt, R. (2016). *Sharing economy. Business & Information Systems Engineering,* 58(1), 93-99.

Richardson, L. (2015).*Performing the sharing economy.* Geoforum, 67, 121-129.

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Statement

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Rikarda Plenz

Acknowledgements

Abstract

Purpose – To study the habits and preferences of P2P online marketplace platform users overall and also with regard to national differences between a German and a French P2P platform in the context of the sharing economy and sustainable consumption.

Methodology – A literature review identified specific items of interest related to sustainable consumption on P2P online marketplace platforms in the context of the sharing economy. A questionnaire was developed and self-administered by two groups of respondents: users of the German platform *eBay Kleinanzeigen* and users of the French platform *leboncoin*, which were subsequently statistically analysed.

Findings – There were some distinct differences between user preferences and habits of both platforms, as well as overarching findings about general use and motivations for P2P platform use. ANOVA results, Chi-square Tests of Independence, as well as t-tests identified amongst other things connections between sustainable intentions and higher use frequency, which in turn was connected to a stronger willingness to increase product life cycles by buying, selling, gifting or receiving broken things.

Research limitations/implications – The samples for this study were assembled through snowball and convenience sampling. This limited sampling frame may affect the generalization of findings. For some of the hypotheses, the sample size was insufficient to obtain conclusive results.

Practical implications – Both researchers on the topic of sustainable consumption in the sharing economy and managers of the P2P platforms in question or of similar platforms with the goal of sustainability can benefit from the findings of this study.

Value – This research contributes to the literature by studying user behaviour and preferences regarding P2P online marketplace platforms in the context of sustainable consumption and consolidate the position of such platforms inside the sharing economy.

Keywords – Sustainable consumption, sharing economy, collaborative consumption, glocalisation, peer-to-peer, P2P, Web 2.0, sustainability, consumer behaviour

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Abbreviations and symbols used

ANOVA	analysis of variance
BSGR	buying, selling, gifting, receiving
C2C	consumer to consumer
CC	collaborative consumption
CE	collaborative economy
CI	confidence interval
eK	eBay Kleinanzeigen
lbc	leboncoin
MOE	margin of error
P2P	peer-to-peer
SD	standard deviation
SE	sharing economy
X̄	sample mean
χ^2	chi-square

1 INTRODUCTION

The ways we live our lives, the actions we take and don't take, can feed the systemic problems, and they can also change them…. Both macro and micro actions have power, and when it comes to mitigating our planetary destruction, it is unethical to dismiss either, or to proclaim that because the large cannot be achieved, the small should not be attempted.
Jonathan Safran Foer,
We are the weather: Saving the planet begins at breakfast

In 2017, the Carbon Majors Report caused big waves internationally by attributing over 70% of all greenhouse gas emissions since 1988, the year human-induced climate change was officially recognized by the Intergovernmental Panel on Climate Change (IPCC), to a mere 100 big companies, which had been "emitting as much greenhouse gas in 28 years as in the 237 years between 1988 and the birth of the industrial revolution" (Griffin, 2017: 2). Even more astonishingly, over half of the global industrial greenhouse gas emissions are traceable to a mere 25 corporate and state producers. This reignited public discourse on the ability of individuals to make any kind of meaningful contribution to fighting global warming and climate change - after all, if all these big companies operating at such a large scale are the ones to blame, what difference would it even make to change the habits of a single person? But when taking a closer look at what these 25 or 100 companies actually are, which is primary fossil fuel producers, and what they produce them for, it ultimately boils down to household consumption: "it is the consumption of fossil fuels that is the direct driver of global warming, and, while fossil extraction is clearly a necessary step in the causal chain, to blame this alone ignores the simple fact that fossil producers do not act in a vacuum" (Eikenberry, 2020). Put differently, it is every single individual that shapes consumer society with their habits and preferences, actions and inactions.

The state of the current consumer society is still influenced by the baby boomer generation's mantra of 'more is better': "We live in a world where our drawers, closets, walk-in wardrobes, attics, garages, sheds, and basements are bloated with mountains of objects we rarely use and forget we even have" (Botsman & Rogers, 2010: 48). Continuous improvements in operating efficiency, following the logic of the Jevons paradox,

simply lead to more and more consumption, waste, and storage all over the world. "Consumer society has been engineered to ameliorate the fundamental problem of industrial overproduction" (Cohen, 2017: vii) and an ageing demographic, increased income inequality, decline of wage-based employment, inadequate public investment, as well as the emergence of new lifestyle preferences and cultural values (especially among millennials) contribute to the failure of the status quo (ibid.). What experts call for is a change of consumer society from the ground up, seeing as the current system is crumbling. One of these approaches is exemplified by the sharing economy or collaborative consumption, a new name for an age-old concept of exchange between peers in a modern costume. Through the internet, and particularly its spread over the last two decades and immense increase of traffic, the availability of all kinds of products for consumers has drastically risen (Querbes, 2018). The emergence of the Web 2.0 has seen the integration of the user as not only consumer, but also prosumer[1], and there have been huge changes in the provision of goods and services through digital platforms (Welch & Southerton, 2019). Since it is such a new phenomenon, it is still being explored: "Although much has been written about the promise of CC and its potential benefits, it is a largely under-researched area and relatively little is known about its true impact on society, the economy and the environment." (OCU, 2016: 4). The sharing economy, or collaborative consumption, allows consumers to move away from the classic market structure and towards a resource use optimization in many different forms while also taking into consideration the well-being of the current and the future generations (Botsman & Rogers, 2010). The probably best-known examples are big and successful companies like *Airbnb, Couchsurfing,* or *Uber*, platforms that connect people all over the world with others to share their underutilised assets. When it comes specifically to item consumption, peer-to-peer (P2P) marketplaces such as *Craigslist* or *eBay* come to mind, as these can be a "potentially ecological alternative to both new purchases as well as ownerless consumption, along with repairs and upgrades or retrofits, [including] secondhand trade or resale" (Behrendt et al., 2011: v). In Europe, there are two significant country-specific platforms that fulfil this role: the German *eBay Kleinanzeigen* and the French *leboncoin*. Both have a major reach in their respective countries, with the number of unique users equalling around half the population. The sharing economy is assumed to have a positive sustainability potential related to resource efficiency and energy saving (Dabbous & Tarhini, 2021), and it also has an impact on the mindset with which consumers approach

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[1] The term "prosumer" is a portmanteau of "producer" and "consumer" coined by author and futurist Alvin Toffler in his 1980 work The Third Wave, which describes the transition from Industrial to Information Age society. While it originally referred to the active production of goods by the consumers, its understanding has now expanded to include consumers who act as providers of products and services themselves (Behrendt et al., 2011).

consumption overall. Through the sharing economy, society went from a culture of ego-consumption to a culture of cooperation (Dönnebrink, 2014). For others, however, it represents the increasing commercialisation of private spheres of life (Staun 2013). After the euphoric optimism of earlier supporters of the sharing economy (e.g., Botsman & Rogers, 2010; Bauwens et al., 2012; Behrendt et al., 2011), recent research into the topic has been more critical (e.g., Parguel et al., 2017; Peugeot et al., 2015; Murillo et al., 2017), fearing that the christening of collaborative consumption as the saviour of consumer society was premature. Peer-to-peer sharing decidedly represents a new form of collaborative consumption. However, questions of social acceptance, ecological relief potential, possible rebound effects and economic viability as well as conducive framework conditions remain largely unresolved, and need to be further investigated since

> [P2P online marketplace platforms] had been neglected by researchers until the late 1990s, accompanied by a widespread presumption of irrelevance and classification as a niche phenomenon due to the increasing wealth of the consumer society. (Behrendt et al., 2011: v)

The aim of this thesis is consequently to explore the possibility of P2P online marketplace platforms contributing to a shift in sustainable consumer behaviour in general, as well as to establish a comparative perspective between France and Germany by taking a closer look at user habits and preferences on the peer-to-peer online marketplace platforms *eBay Kleinanzeigen* and *leboncoin,* both with and without taking users' sustainable motivations into consideration. In order to access the topic, this thesis will first dive into the history and present understanding of sustainable consumption as a base, continuing on with a review of the sharing economy and the place of P2P platforms within that space. Afterwards, the research methodology of the chosen survey format will be presented, followed by the summary of all results and their analysis. Finally, the obtained data will be discussed in the context of the established scientific context and an outlook on future research possibilities will be given.

2 LITERATURE REVIEW

In this section, we will take a look at the existing literature and research on sustainable consumption, followed by a dive into the concept of the sharing economy and the role of sustainable consumption in this new area that has emerged as part of the fourth industrial revolution (e.g., Chung & Kim, 2016; Liu, 2017). After evoking important aspects such as the pre-and post-Millennial divide and resource optimization, criticism of the sharing economy will be presented. Afterwards, moving on to the specifics of this research, the workings of P2P platforms will be presented, along with the most important motivations

and aspects such as trust and regionality, ending on a differentiation of the two platforms in question, *eBay Kleinanzeigen* and *leboncoin*.

2.1 Sustainable consumption

Sustainability shapes most of today's discourses on a myriad of different levels. The term sustainability etymologically means "a capacity to maintain some entity, outcome or process over time." (Mensah, 2019: 5). However, the view commonly held amongst researchers, academics, and practitioners of development literature (e.g., Milne & Gray, 2013; Thomas, 2015; Tjarve & Zemīte, 2016; Mensah & Enu-Kwesi, 2018) sees sustainability rather as a concept that pushes for the improvement and maintenance of a healthy system in which economic, social, and environmental interests exist in harmony, thus providing the basis for human development. Another definition emphasizes the equitable and efficient distribution of resources both within and between generations while operating socioeconomic activities within the boundaries of a finite ecosystem (Stoddart, 2011), while yet a further approach focuses on a dynamic balance in the interplay between the needs and wishes of a population and the carrying capacity of its environment on which it depends (Ben-Eli, 2015; Thomas, 2015). Put more succinctly, the question raised in all understanding of sustainability is how society should organize its economic and social lives using natural resources for human development.

Published in 1972 by MIT researchers from the Club of Rome (an association of experts from various disciplines in over 30 countries founded in 1968), the report *Limits to Growth: A Report for the Club of Rome's Project on the Predicament of Mankind* (Meadows et al.) showed and conceptualised the global effects of industrialization, population growth, malnutrition, exploitation of raw material deposits and habitat destruction for the first time and by means of computer simulation. Different scenarios were calculated with various amounts of global resource deposits, and varying effectiveness of environmental protection, birth control, and agricultural production were included. The report played an important role in the emergence of the modern environmental movement (Cohen, 2001), by raising questions about the organization of economic and social life.

In development discourse, the term sustainable development is frequently used for strategies that deal with that very organization. The concept was formally introduced in the Brundtland Report (1987), where it is defined in the following way:

> Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of 'needs', in particular the essential needs of the world's poor, to which over-riding priority should be given; and
- the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.

Sustainable development is a response to the report's findings that global environmental problems are a consequence of severe poverty in the South and unsustainable consumption and production patterns in the North. It represents a strategy to unite development and environment and heralds a new era in the world of environmental politics. Subsequent conventions and action plans such as the United Nations Framework Convention on Climate Change (Sands, 1992), the Agenda 21 (1992), the Fifths Environmental Action Programme (1993) or the Kyoto Protocol (1997), intensified the international community's efforts to promote sustainable development. However, during the 1990s, it was recognized that unsustainable consumption patterns, particularly in developed countries, were mainly causing degradation of the global environment and, at the same time, an increase in poverty and imbalances (UN, 1992; Cohen, 2001; Cohen, 2020). As a result, responsibility for global environmental problems was reframed away from the common narrative at the time that high fertility rates in developing countries were the root cause, and towards the unsustainable consumption and production patterns of the most affluent, most industrialized countries (Cohen, 2019).

With the shift in focus to production and consumption patterns, the field of sustainable consumption emerged in the 1990s. However, there is not an agreed-upon definition of sustainable consumption so far. While some scholars underline sustainable consumption being a consumption "that simultaneously optimises the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations" (Phipps et al., 2013: 1, adapted from Luchs et al., 2011), other definitions focus rather on resource utilisation reduction while ensuring a good and dignified life for the growing world population (Cohen, 2017), or view it as a decision-making process that is "taking the consumers' social and environmental responsibility into consideration in addition to individual preferences concerning a product's attributes" (Borusiak, 2021: 36, adapted from Vermeir & Verbeke, 2008).

Due to the difficult to reconcile interests of reducing consumer purchases on the one hand and a strong economy on the other, it was difficult to find a path for sustainable consumption. As Cohen notes, „sustainable consumption remained divisive and underappreciated, typically pushed to the margins and rejected by mainstream political actors as outside the bounds of pragmatic policymaking" (2019: 105). As a result, there was an urgent need to develop strategies that would achieve desired outcomes without

constraining the economy (ibid.) to ensure support for sustainable consumption as a policy program.

Sustainable consumption as a policy program has thereby evolved on the international policy agenda over the years in three distinct phases (Cohen, 2020). While in the 1990s the emphasis was mainly on promoting cleaner and more efficient practices in production (Hertwich, 2005), at the beginning of the 2000s there was an increased focus on "greener" forms of household provisioning exemplified by strategies devoted to educating consumers, designing eco-labels on product packages, and "nudging" shoppers to make "responsible choices." (Cohen, 2020: 1). Finally, with the onset of the financial crisis in 2008, a shift occurred in which social and institutional arrangements were considered the primary cause of unsustainable consumption patterns and a solution was seen in fundamental systemic changes (Cohen, 2019; Foden et al., 2019; Akenji et al., 2016).

Over the years, various programs have been created to promote sustainable consumption (the European Sustainable Consumption and Production Industrial Policy Action Plan adopted in 2008, the 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns adopted by the UN in 2012). However, there is a gap between the results of implementing successful sustainable consumption strategies and the goals of political plans and intergovernmental agreements (Honkasalo, 2011; Koide & Akenji, 2017; Cohen, 2019). Therefore, Welch & Southerton call for urgent action on the consumption side to meet the Paris Agreement targets, positing that a wider understanding of consumption is needed, one that "recognizes that consumption is always integrated within production-consumption systems" (2019: 40). This is all the more pressing in light of the most recent IPCC climate change report published in 2021, which confirms that the Paris Agreement's temperature limit of 1.5 degrees Celsius will be reached in the next 20 years, instead of the decade after that (IPCC, 2021), which led IPCC scientists, who evaluated 14.000 publications, to declare what UN Secretary-General António Guterres has called a "red alert for humanity" (UN, 2021). Welch and Southerton (2019) point to the importance of opening a dialogue among policymakers, businesses, civil society, and social movements in which it is possible to unite visions and interests and align stakeholders around consistent and coherent sustainability goals. As possible avenues to explore, they mention, among others, digital platforms as inventive options to pursue this. Furthermore, as Cohen argues, in addition to education, information, and incentives, there is a need to promote local experiments that aim to contribute to a more sustainable future by "simultaneously empowering individuals and organizations and facilitating transition dynamics and processes of social learning while investing in new infrastructures to enable sustainable lifestyles" (2019: 106).

2.2 The sharing economy

Described as "an economy with many names" (Stokes et al., 2014: 9), the sharing economy, amongst other terms called collaborative consumption or collaborative economy, (e.g., Botsman & Rogers, 2010; Cruz et al., 2018) is an elusive term that not even the highest European institutions have been able to find a common definition for:

> There seems to be no consensus at EU level on either the name or the definition of these new economic models: while some institutions have chosen to call the phenomenon the 'collaborative economy', others prefer to refer to the "sharing economy". (Goudin, 2016)

There have been current attempts to separate the different labels from one another, but so far, they are being used widely interchangeably (e.g., Acquier et al., 2017; Minami et al., 2021). While the sharing economy is a recent term[2] (Murillo et al., 2017), the idea has existed ever since there has been the concept of private property (Querbes, 2018; Belk, 2010). However, it has been amplified through the internet, which offers a much wider playing field with new opportunities for motivations that can be both monetary and non-monetary (Belk, 2014b; OCU, 2016). Costs associated with transactions, whether they be buying, selling, or gifting, have gone down substantially with the help of P2P-platforms (such as *Craigslist* in the US, *ebay Kleinanzeigen* in Germany, or *leboncoin* in France) for all kinds of goods (e.g., Fremstad, 2016; Behrendt et al., 2011), and "there is an unprecedented degree of interconnectivity as well as an infrastructure for participation" (Botsman & Rogers, 2010: 110). An estimated 70% of Europeans engage in activities that can be grouped under the umbrella of the sharing economy (OCU, 2016). There is research to support the notion that this development can lead to the improved use of idle, under-, or unutilised goods (Botsman & Rogers, 2010) and that these new forms of consumption can "mitigate environmental and social outcomes of consumer capitalism and accordingly positively [contribute] to more sustainable development" (Cruz et al., 2018: VII), and that it "is precisely this activation of underutilised goods that positions the SE as a force for sustainability and responsible consumption" (Murillo et al., 2017: 68). Dabbous & Tarhini conclude in their study on 18 OECD countries over the course of 4 years that "the sharing economy has the potential to be viewed as a pathway to both sustainable economic development and energy efficiency" (2021: 65). It is, however, still a comparatively new sector in constant transformation and only a limited amount of research has so far been undertaken. This is especially true for trying to assess the big picture of the sharing economy's contribution to sustainable consumer behaviour through P2P platforms in a European context (Parguel et al., 2017).

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[2] The term collaborative consumption, while originally conceived in the 1970s, was also rebranded to fit current understandings in 2010 (Stokes et al., 2014).

2.2.1 Definition

Welch & Southerton (2019) criticise the rough grouping of all kinds of digitally enabled enterprises under the term of the sharing economy, even when they differ drastically in their placement on the commodification scale. However, they highlight their commonality of fundamentally modifying the relationship between ownership and the supply of goods or services and liken it to circular economy business models which want to achieve sustainability by "[turning] the economics of 'planned obsolescence' on its head" (Welch & Southerton, 2019: 39). Some reduce the definition of what the sharing economy encompasses to exclude change of ownership (e.g., Eckhardt & Bardhi, 2016; Stephany, 2015; Benkler, 2004), such as the European Commission in their *European agenda for the collaborative economy* (2016a):

> For the purposes of this Communication, the term "collaborative economy" refers to business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals. […] Collaborative economy transactions generally do not involve a change of ownership and can be carried out for profit or not-for-profit.

In another publication, the Commission stays much vaguer: "The collaborative economy is a new way to offer and use products and services through online platforms" (2016b). Others equally see it as a broader spectrum, arguing that "much of the collaborative economy involves cash payment, rather than straightforward reciprocity" (Stokes et al., 2014: 9), or defining the sharing economy in more reduced terms of an "act and process of distributing what is ours to others for their use as well as the act and process of receiving something from others for our use" without specifying the exact nature of the exchange (Belk, 2007: 127). The areas of discussion are complex:

> The ongoing struggle to define what SE is and what it isn't […] is a multi-faceted debate that discusses: the inclusion of peer-to-peer versus the business-to-peer dimension of the SE; its belonging to the gift or purchasing economies; the sharing versus the renting component of the SE; or its for-profit versus not-for- profit nature. (Murillo et al., 2017: 67)

Wider understandings of the sharing economy are also demonstrated by Muñoz & Cohen, who define it as "a socio-economic system enabling an intermediated set of exchanges of goods and services between individuals and organizations which aim to increase efficiency and optimization of under-utilized resources in society" (2017: 2), or by Schor, who divides the sharing economy activities into four different categories: "recirculation of goods, increased utilization of durable assets, exchange of services, and sharing of productive assets" (2016: 2). Synonymous with the term collaborative consumption, Schor & Fitzmaurice also speak of "connected consumption" (2015) and include above all innovative exchange relationships between private individuals in which conventional market actors are bypassed. Scholl et al. (2015) define peer-to-peer sharing

as the extended or more intensive use of products through swapping, giving away, re-selling, lending, renting, or co-using between private individuals.

Following the conclusion of Frenken & Schor that "the sharing economy tent has become quite capacious" (2019: 123), it is important to acknowledge that there has so far been no definitive and widely accepted classification of the terminology, and particularly of the position of P2P online marketplace platforms therein. In line with what Acquier et al. call "umbrella advocates" (2017: 2), the terms of sharing economy, collaborative economy, and collaborative consumption (as well as "sharing" as an umbrella term for all actions within those concepts) will thus all continue to be used interchangeably for the purposes of this research, adhering to the broader understandings presented in this chapter.[3]

2.2.2 The underlying principle

There are, according to Botsman & Rogers (2010), four principles that all different examples of collaborative consumption share. They are critical mass (= a system with enough momentum so that it is self-sustaining), idling capacity (things owned but rarely used), belief in the commons (resources that belong to all), and trust between strangers. They differentiate between three types of the sharing economy: Resale of used goods, e.g., *eBay* through redistribution markets; paid, ownerless use of a product, e.g., *Zipcar* which are called product service systems; and exchange of and trade in skills, premises, money, e.g., *Airbnb*, under the headline of collaborative lifestyles.

Hellwig et al. (2015) also identify four different 'sharer'-types: sharing idealists, who are mainly characterised by generosity, generalised reciprocity, and highest amount of sharing behaviour; sharing opponents who scored highest on perfectionism, lowest on motivation for sharing; sharing pragmatists who are lowest on generosity and generalised reciprocity with an average amount of sharing; and normative sharers, who are above average in generosity and generalised reciprocity, but with the highest mean in tit-for-tat reciprocity as well as perceived resource scarcity.

According to Acquier et al. (2017), the sharing economy has three foundational cores, which are access economy, platform economy, and community-based economy.[4] As the focal point of this research lies on the platform aspect of the sharing economy, it is consequently important to take a closer look at this format of collaborative consumption. Three types of platforms under the sharing economy have been identified in the EU:

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[3] For more detailed breakdowns of conceptual and definitional challenges of the sharing economy, see for example Acquier et al. (2017), Minami et al. (2021), or Murillo et al. (2017).

[4] A more precise presentation of Acquier et al.'s (2017) organising framework of the sharing economy will be discussed in chapter 2.3.1 (The workings of P2P platform marketplaces).

network oriented (46%) that are "aimed at creating networks of users connected by their common interests and digital reputation", transaction oriented (28%) that "facilitate easy and practical exchanges between users", and community oriented (26%) that are "a transformative paradigm that aims to create stronger communities and to promote more sustainable consumption habits". They were differentiated according to the four dimensions of functionality, trust and virtual reputation, monitoring systems and community footprint (OCU, 2016: 6). P2P online marketplace platforms create a space for people with all kinds of motivations:

> The resulting linkage of people with disparate motivations is the definition of a vibrant marketplace. As with other forms of Collaborative Consumption, some people use the system for 'green' reasons or out of generosity, but there are also large numbers of people using these markets for self-interest, whether that is to make money or save money. (Botsman & Rogers, 2010: 232)

2.2.3 Generational shifts

As previously mentioned, much of the movement around sustainable consumption and consequently about the sharing economy has been born out of the realisation that resources on the planet are finite and overconsumption is endangering society as we know it. Botsman & Rogers put it this way:

> It is through the fog of anxiety that Collaborative Consumption has emerged with a simple consumer proposition. It meets all the same consumer needs as the old model of mass consumption but helps address some of our most worrying economic and environmental issues. (2010: 364)

When looking at the Millennial generation's intent to engage in the sharing economy, Činjarević et al. stated that they are "one of the most representative generational cohorts regarding their interest in activities related to sharing economy and collaborative consumption" (2019: 57). Hellwig et al. equally found that younger people exhibit stronger sharing behaviour, both in terms of frequency and amount, than older people (the older, the smaller amount and frequency), while willingness to share depended more on age groups as well as type of shared good:

> [P]ost-hoc tests revealed that the youngest cohort (18–29 years) showed a significantly higher willingness to share (p < 0.01) than the oldest cohort (50 plus years) when it came to household goods, personal belongings, personal information, and even intimates. The middle cohort (30–49 years) did not show any significant difference with regard to the youngest cohort except for the most intimate items, which they were significantly less willing to share than members of the younger cohort. (2015: 899).

There has been, particularly since the coming of age of Millennials[5], a shift in values regarding consumption (e.g., Cruz et al., 2018; Cohen, 2017). This generation and the

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[5] Millennials, as defined by the Pew Research Center (2019), are people born between 1981 and 1996.

ones following it have moved away from the ethos of the baby boomer generation, as the continued abundance of wealth and opportunity is now realized to come with a tangible cost: The majority of young people "feel personally responsible for making a difference in the world", they consider social and environmental commitment when they shop, and there is more trust towards companies that are socially and environmentally responsible (Botsman & Rogers, 2010: 115). Sharing, as well as collaboration, come more easily to them, thanks to the technological progress that enabled the strongest network in the history of humanity to emerge, the internet: "Social networking is probably the most inclusive and culturally disruptive development of our time" (ibid.: 119).

2.2.4 Resource optimization and waste reduction

As briefly referred to in the introduction to this research, a major challenge of today's consumer society and specifically for the development of sustainable consumer behaviour is the overburdening with surplus stock and products, as well as their sporadic use:

> Our closets are packed with infrequently worn clothing and our tools are stowed away for long periods of time until called into service by the occasional task. In short, from a materials-management standpoint, the consumer society is shot through with vast amounts of waste. (Cohen, 2017: 57)

In his research on US website Craigslist, Fremstad (2017) finds evidence through econometric analysis that the platform helps to divert a meaningful amount of waste from landfills, on the one hand reducing disposal costs and on the other hand assisting in ensuring a longer life cycle for diverse products, which happened through the facilitation of matching consumers and providers of secondhand goods. He encourages government complementation of such websites in order to further improve waste reduction. This is in line with his previous research, which found online platforms for exchanging and sharing goods to be hopeful enterprises for development towards a more sustainable economy (Fremstad, 2015).

In a similar vein, a study on OMWEs (online material and waste exchanges) found that online channels to reuse waste, unused materials, and by-products on an industrial scale, in combination with regional repurposing options, positively affect such exchanges (Dhanorkar et al., 2015). While this is on a different level from individual consumer behaviour and its development, it is still indicative of the broader social and commercial trend towards repurposing via digital platforms which also help with the binding of local networks and the fostering of trust. Generally, according to estimates of the U.S. Environmental Protection Agency, 98% of waste is industrial and only 2% household waste, meaning that "[a]s much as we recycle our paper, bottles, and plastic, the biggest way to help prevent waste is to buy less new stuff and reuse and redistribute more of

what we have already" (Botsman & Rogers, 2010: 234). In light of the surplus consumption of the past, the most logical solution is thus redistribution, whether through intensification of use (e.g., carsharing) or lifespan extension (e.g., reselling a washing machine instead of throwing it away), as it reduces waste on the one hand and prevents carbon emissions and resource use through new production: "Even if the reused goods have to be shipped or picked up by car, this transfer creates less impact than the materials and transportation required in the production of every new product or its eventual disposal into a landfill" (Botsman & Rogers, 2010: 233). In addition to that, we have to keep in mind that particularly P2P platforms that are based on resource optimization through exchange of ownership mainly operate on the basis of regional access, meaning that in many cases, retrieval can even be done by means of public transport, by bike, or on foot. Secondhand goods trade generally relieves the environment when the used product replaces a new purchase and products are traded that can still be used by the secondhand buyer for a relevant period of time, while transport-related environmental impacts should be as low as possible, which is to be expected when trade takes place regionally (Behrendt & Henseling, 2019; Ludmann, 2019).

In 2011, Behrendt et al. compiled results from several research studies on resale culture on the internet, specifically in the context of the international website *eBay*. There, they discussed opportunities for sustainable consumption and sustainability potentials associated with e-commerce, as well as the change in role from consumer to "prosumer" and how these could be successfully tapped. In chapter 6 called "Intensification of the secondhand goods trade: New trading cultures and business models", Clausen et al. (2011: 186) showed, using differentiated CO_2-equivalent calculations, that the purchase of used goods instead of new purchases can make a significant contribution to climate protection. In the context of *eBay Kleinanzeigen* (and, by extension *leboncoin*), this would, according to the authors, be particularly fruitful if the environmental impact of substituting new goods with secondhand goods could be made known and clearing out tactics could help people to contribute their stored goods to the resale market.

2.2.5 Criticism

The risk of the sharing economy, some say, is that the mere possibility of sustainability is deemed enough in order not to think about more profound changes in consumption behaviour, sticking with the capitalistic economy model instead:

> While there is currently in some circles a great deal of excited talk about the scalability of inchoate alternatives, we need to be realistic about their potential to endure and diffuse. It is also imperative to acknowledge that the primary beneficiaries of consumer society will continue to fight mightily to keep the incumbent system propped up regardless of its degree of dysfunctionality. (Cohen, 2017: 43)

The argument is that despite the increasing awareness of the necessity of a fundamental change of our collapsing consumer society, consumers are unlikely to actually change their lifestyles and instead hope for technological breakthroughs that will provide the answer (Cohen, 2017).

Murillo et al. call the optimistic attitude towards the sharing economy a "flat, democratic, beneficial assumption of the SE manifesto" (2017: 68) and ask for it to be questioned, designating its environmental impact a grey area in need of further exploration. They do this particularly in light of many platforms' singular dominance in their respective sector (e.g., *Uber, Airbnb, Etsy, ...*), which they refer to as part of "platform capitalism" (ibid.: 69) and question whether the users who create the value for the platform are able to access the resulting wealth. Their call to arms, however, focuses on companies and platforms that can be situated in the literal 'sharing' area of collaborative consumption and require either payment for subscription or the use of private equity, instead of P2P marketplace platforms that are free to use and act as exchange facilitators, where the owner of the platform does not take a cut of the users' earnings[6].

Cohen claims that proponents of shared access often fail to "differentiate between sharing that substitutes for existing consumption and that which is augmentative or stimulative" (2017: 61), ignoring the concept's system-scale impacts. Efficiency, while being necessary, must still be coupled with sufficiency and reductions in resource throughput in order to succeed and "prevent our noble intentions from rebounding in untoward ways" (ibid.: 60). So, as the spotlight on shared access over ownership has turned out to be less warranted than originally hoped when it comes to the promotion of sustainable consumption, the aspect of resource optimization comes more into focus. Much less research has been conducted so far on the sustainability potential of the part of the sharing economy that includes change of ownership. One notable contribution however was Parguel et al.'s study on user behaviour which showed that "both consumer materialism and their environmental consciousness enhance indulgent consumption through the mediation of cognitive dissonance reduction" (2017: 1), meaning that users justify an increased consumption via P2P platforms by arguing that it is sustainable.

Put in simpler terms, does shared or secondhand access really promote a more sustainable consumption, or does it only lead to more consumption with lower prices enabling more overall transactions, the so-called "rebound effect" (Acquier et al., 2017: 5) or "boomerang effect" (Murillo et al., 2017: 72)? The reality probably lies, as it often does, somewhere between those two extremes and differs based on the respective

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[6] Details on how the types of platforms this research is looking at generate their revenue will be given in chapter 2.3.5 The specifics of the platforms in question (*eBay Kleinanzeigen* and *leboncoin*).

products consumed as well as their manner of consumption. For this reason, this thesis will amongst other things try to get an insight into which product categories lend themselves more to actually promoting sustainable consumption through P2P platforms, and which ones are more likely to increase consumption.

2.2.6 Accidental vs. conscious sustainability

As we just saw, the often-proclaimed environmental benefits of the sharing economy have been criticised or even refuted several times. These criticisms tend to focus on the access over ownership principle in collaborative consumption or on conscious sustainable consumption. Hamari et al. (2016) also give cause to consider that sustainability could be a factor only for those who already find ecological consumption important and act in a way they perceive to be environmentally conscious. While this is a relevant point, there are two important aspects that should be taken into consideration here: Firstly, the number of people concerned with living a sustainable lifestyle is continuously growing (compare e.g., Barkemeyer et al., 2009, with Rustam et al., 2020; Lee et al., 2021), a trend that could then be utilised by furthering these individuals' sustainable consumption developments, as "while it is complex to audit and project the entire environmental impact, Collaborative Consumption does reduce the number of new products and raw materials consumed and does create a different consumer mind-set" (Botsman & Rogers, 2010: 364). Similarly, Phibbs et al. laid out the theory with regards to reciprocal determinism, "wherein personal, environmental and behavioural factors create a feedback loop to influence each other" (2013: 2117), meaning that small behaviours (such as getting used to buying things secondhand) can build on others in turn and in the long term, create a new mindset of sustainable consumption that seeps into all other aspects of life. Secondly, while the conscious aspect of ecological thinking is important, it does not diminish potential sustainable behaviour that is being done subconsciously while engaging in the sharing economy:

> Sustainability is often an unintended consequence of Collaborative Consumption. It is unintended in the sense that the initial or driving motivation for a company or the consumer may not be about 'being green.' As eBay announced on Earth Day in 2008, "We never set out to be a green business, we realized it's intrinsic." These positive unintended or unexpected consequences happen because sustainability and community are an inherent, inseparable part of Collaborative Consumption and not an afterthought or add-on. (Botsman & Rogers, 2010: 144)

So even if environmental motives were an afterthought (Böcker and Meelen, 2017) and if the sharing economy "reinforce[s] the current unsustainable economic paradigm" (Martin, 2016: 159), it is undeniable that it still has an effect on sustainable consumption and production practices: "Every single person who joins or uses Collaborative Consumption creates value for another person, even if this was not the intention." (Botsman & Rogers,

2010: 174). In a study on users of four different sharing economy platforms (*Klei-derkreisel* for sharing clothes, *Drivy* for private car rentals, *Flinc* for arranging carpooling and *Wimdu* for renting out private flats to holidaymakers), Ludmann (2019) on the one hand observed an acceleration of consumption among the users, i.e. additional consumption due to easier access through sharing offers. However, at the same time, users increasingly turned to used and shared goods as an alternative to individual ownership or as a substitute for buying new goods, confirming the power of the sharing economy to bring about fundamental changes in the mindset of its users.

2.3 Peer-to-peer

What is so alluring about P2P online marketplaces is their potential to "match supply and demand through a nearly instantaneous mass synchronization of wants or needs in which both sides always gain" (Botsman & Rogers, 2010: 232). P2P, as previously mentioned an abbreviation for "peer-to-peer", denotes a concept that Bauwens describes as "the decentralized form of putting computers together for different kind of cooperative endeavours" (2005: 3), more precisely it is

> "a form of human network-based organisation which rests upon the free participation of equipotent partners, engaged in the production of common resources, without recourse to monetary compensation as key motivating factor, and not organized according to hierarchical methods of command and control." (ibid.: 5)

He also insists on "'participation' as the key variable" (ibid.) in this context, underlining that it is only possible through participants regularly getting together for a common goal. This aspect is exemplified by the workings of *leboncoin*: "Without even knowing it, it is the users who shape this digital platform. [leboncoin] scrutinises the movement of classified ads and adapts to the aspirations of users."[7] (Belot, 2013). A more precise classification of P2P platforms in the sharing economy context is given by Acquier et al. (see graphical representation), who define platform economy as one of its three cores, "a set of initiatives that intermediate decentralized exchanges among peers through digital platforms" (2017: 5). The two others are the access economy, which "covers a set of initiatives sharing underutilized assets (material resources or skills) to optimize their use." (ibid.: 4), and the community-based economy, which consists of "initiatives coordinating through non-contractual, non-hierarchical or non-monetized forms of interaction" (ibid: 6). The intersection of access and platform economy, which is where the two platforms that serve as medium of this research are located, is thus called access platforms: "They optimize the usage of durable goods and allow greater access to expensive goods, and

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[7] Translated from French: "Sans même le savoir, ce sont les usagers qui façonnent cette plate-forme numérique. [leboncoin] scrute les mouvements d'annonces et s'adapte aux aspirations."

thus help to fulfil the environmental and social promise of the access economy" (ibid.). Additionally, access platforms reduce moral hazard risks through use of digital platform monitoring properties (e.g., peer-evaluations), and connections between supply and demand decrease or eliminate transaction costs.
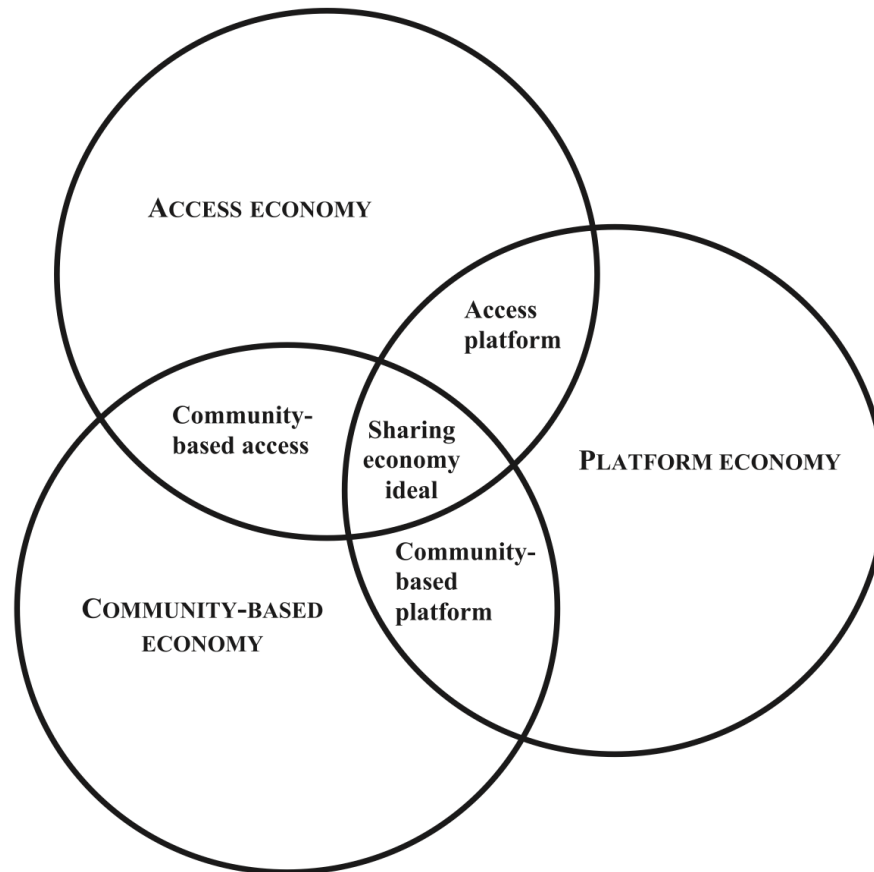
Figure 1 - "Combining the cores of the sharing economy" (Acquier et al., 2017: 7)

2.3.1 The workings of P2P platform marketplaces

P2P platforms have been mentioned as an important part, a 'core' of the sharing economy. It is a concept that can and has been realised in many different formats, from finding accomodation through worldwide platforms like *Couchsurfing* or *Airbnb*, to rides with *Uber*, clothes via *Vinted*, or a wide variety of things or services through platforms like US-based *Craigslist*, the German *eBay Kleinanzeigen*, or French *leboncoin*. Most online platforms operate for profit and are financed by agency commissions, while fee-free platforms usually use other funding channels (e.g., advertising revenue, donations) (Scholl et al., 2015). Private individuals act either as peer providers or peer consumers of a resource (Andersson et al., 2013). Peer-to-peer marketplaces are often seen as the core of the new sharing economy because, unlike sharing concepts of commercial providers, they establish markets where no market-based exchange relationships existed before (e.g., Botsman, 2013; Dervojeda, 2013; Frenken et al., 2015).

Decentralisation (through digital technologies), reputation (by instrumentalising user reviews), and simplicity of use are some of the main mechanisms that allow for these kinds of platforms to work (Botsman & Rogers, 2010; Murillo et al., 2017). P2P platforms enable sharing and exchange with people outside one's immediate social circle or network, and most transactions will be with new participants instead of known ones (Querbes, 2018). The concept removes top-down command and control mechanisms and instead offers transparent communities that rely on trust between strangers (Botsman & Rogers, 2010). In a 2016 position paper, European consumer organisations found that P2P relationships in the context of the sharing economy massively benefit from deregulation and simplification, as opposed to B2C relationships, where consumer protection should be strengthened (OCU, 2016).

In contrast to other P2P services with similar premises, such as *Airbnb* or *Uber*, marketplaces like *eBay Kleinanzeigen* and *leboncoin* are particular in that they don't rely on rental services (but rather focus on a definite exchange of goods, whether through selling or gifting) and that they strongly favour the regional aspect (Clausen et al., 2011). P2P marketplace platforms also decidedly further the development of the prosumer: "„more and more, people are seeking to be active participants more in control of their world—rather than passive 'victims' of hyper-consumption." (Botsman & Rogers, 2010: 110). This also becomes evident when we look at the continuous increase of private offers on *eBay Kleinanzeigen* over the last ten years (Clausen et al., 2011): Already in 2011, the three most dominant sales categories (at the time called "Wohnzimmer" (living-room), "Notebook und PC" (notebooks and computers), and "Baby & Kinderkleidung" (baby and children's clothes)) on *eBay Kleinanzeigen* consisted of 90% private offers (ibid: 176). In 2021, the most recent numbers for the closest currently existing categories were: "Familie, Kind & Baby" (family, child & baby) with 11.2 million private offers and 200.000 professional (98.2%); "Elektronik" (electronics) with 3.06 million private offers and 163.000 professional (94.7%); and "Haus & Garten" (home & garden) with 7.8 million private offers and 800.000 professional (89.7%)[8] (eBay Kleinanzeigen GmbH, n.d.-a). Unfortunately, due to lack of research in this area for the French website *leboncoin*, as well as no response to several contact attempts towards the *leboncoin Groupe*, no similar comparison to previous years' numbers of private and professional postings can be made. However, when looking only at the distributions in 2021, a similar (albeit even more extreme) picture paints itself: Under "Multimédia" (multimedia), we find 2.98 million private offers and 5600 professional ones (99.8%), "Maison" (home) has 12.9 million private offers and 37.000 professional ones (99.7%), while the subcategory "Vêtements

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[8] Numbers retrieved on the website on October 1., 2021.

Bébé" (baby clothes) counts 1.17 million private offers and only 38 professional ones (99.9%)[9] (leboncoin Groupe, n.d.-c).

In comparison to online shopping on other resale-websites such as the original auction platform *eBay*, or even to classic online shopping for new products, the P2P marketplaces score with low inhibition thresholds for buyers and sellers through regionality, freedom of charge, as well as quick and easy handling: There is no required number of words or pictures for the description, and many users prefer the quick and easy self-collection of a purchase which allows them to acquire it on their own schedule while also being able to verify its state (Clausen et al., 2011). They note that lowering the inhibition threshold to publish offers is especially important in this context to users, a feat that *eBay Kleinanzeigen* and *leboncoin* excel at since there is no cost associated with it for private sellers and anyone with an email address can post offers within merely a few minutes.

2.3.2 Motivations for online secondhand trade

Main extrinsic and intrinsic motivations for participation in the sharing economy according to Minami et al. are "extrinsic (economic, trend orientation, convenience) and intrinsic motivations (enjoyment, social and community, and environmental)" (2021: 128). The OCU report on collaborative consumption confirms this: "Consumers' reasons for participating in CC are diverse, but the two most mentioned are economic (saving or earning money) and for practical reasons (flexible hours, better meets needs, easier, etc.)" (2016: 4). More specifically, extrinsic motivations for secondhand trade on P2P online marketplace platforms include monetary incentives (selling products, getting free products, buying cheaper products), convenience (e.g., reduced disposal effort through selling/gifting), and the following of external trends such as a 'fashionable' sustainable lifestyle: "The message that 'everybody else is doing it' sometimes works better than trying to appeal to people's sense of social responsibility or even to their hope of safeguarding resources for future generations." (Botsman & Rogers, 2010: 159). Participants of a focus group in 2010 (Clausen et al., 2011) were asked about their motives for the use of online resale services, and consistently mentioned financial motives to increase their financial resources - on the one hand through finding products for a reduced price, and on the other through the sale of higher priced products (e.g., products of high quality, brand products, or collectibles). This is an interesting aspect when contrasted with Hellwig et al.'s (2015) findings that income made no significant difference in willingness to share[10]: "sharing is a correlate of personal lifestyle rather than a correlate of financial necessity". Another

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[9] Numbers retrieved on the website on October 1., 2021.

[10] With 'sharing' again being an umbrella term for all kinds of different actions within the sharing economy.

major aspect were important life events such as moving or an inheritance, which triggered the need to get rid of possessions now deemed superfluous, which would otherwise necessitate extra effort and expenses in order to be taken care of.

Intrinsic motivations for secondhand trade on P1P online marketplace platforms include enjoyment (e.g., using the website as a hobby), for social and community reasons (e.g., gifting out of social motivation), or environmental (increasing the life cycle of goods, not buying new things). Consequently, in Clausen et al.'s (2011) focus group, some mentioned environmental protection as positive aspects that pulled them towards secondhand trade, both through local collection of products and product life extension. Hence, the local search function was named as an important criterion by participants. Generally, many consumers share the belief that participation in the sharing economy is environmentally friendly and supports sustainability (Wirtz et al., 2019). Botsman & Rogers sum it up nicely, when they say that "motivation can range from saving money to making money, from convenience to meeting friends, from saving space to saving time, from feeling a part of a community to 'doing the right thing'" (2010: 144).

2.3.3 Trust

As mentioned briefly in chapter 2.3.1 (The workings of P2P platforms), one of the aspects that contribute to the functioning of online P2P marketplaces is trust between users, which Hollowell calls a "socialized private trust channel" (2019: 14). The platform, acting as the intermediary between two users, establishes this sense of trust through the perception of handling of online and physical privacy on the one hand, and supplying users with a rating system on the other (ibid.). It is vital to have this aspect of reference to give P2P platform users a sense of safety and equal say in who they wish to trust with their money, belongings, or personal information such as addresses, names, or phone numbers: "People's ability to determine what is fair and what is not plays a big role in making these peer-to-peer reuse systems work" (Botsman & Rogers, 2010: 247). Murillo et al. (2017) understandably argue that a rating system opens up an ethical debate on hyper-accountability, however, the counter-question would be how to ensure trust between strangers on a P2P platform without any sort of feedback system? Contrary to most other platforms in the sharing economy, the online marketplaces in question do not force users to connect highly personal data such as pictures, real names, or addresses to their accounts, leaving it up to them what they wish to share. Only an email address is needed to create an account (which will not be visible to other users as all communication goes through the site-internal messaging system), and any further information is left up to the users to exchange amongst each other. This way, users with questionable behaviour are still free to participate, but others have the ability to make an informed decision about

interacting with them, leading to P2P being what Bauwens calls "the first true meritocracy" (2005: 12).

2.3.4 Regionality

Although P2P online marketplaces have emerged thanks to decentralisation and the internet, there is still a strong importance of local and regional networks (Dhanorkar et al., 2015). According to Albinsson & Perera (2009), consumers' decisions to participate in what they deem responsible practices were significantly influenced by availability of necessary infrastructure. On the side of the buyer, Clausen et al. (2011) also underline the significance of the simple ability to contact sellers and retrieve goods in a regional geographical space (equalling a lower effort) as reasons why the P2P online marketplace platforms work well, as this removes many inhibitions. *eBay Kleinanzeigen* is very conscious of this asset, as by their own declaration their offer is "primarily aimed at private users and focuses on regional proximity as well as the associated opportunity to make personal contact"[11] (eBay Kleinanzeigen GmbH, 2017), and *leboncoin* similarly describes itself as "a new kind of exchange platform, which simplifies access to consumption, favours local relationships and makes digital a tool for everyone"[12] (leboncoin Groupe, n.d.-a).

Geographically delimited lifestyles are a key requirement for more sustainable consumption, particularly in wealthy countries "where provisioning practices have become deeply dependent on the appropriation of biophysical capacity from extraterritorial locales" (Cohen, 2017: 112), meaning that they have gotten used to a standard of consumption that presupposes the use of resources outside of their own parameters. Cohen, in his criticism of the current consumer society, calls on the sharing economy to "formulate a more ambitious vision of the relationship between geographic scale and sustainability" (2017: 114) in order to reduce the need for long-distance transactions between sellers and buyers. Especially in the context of the COVID-19 pandemic, glocalisation has become increasingly obvious as one of the key aspects when it comes to sustainable consumption: "A society capable of surviving, and even thriving, in coming decades and into the 22nd century, will need to adapt a version of glocalization in which people live much more locally while encompassing a far broader vision of the planetary common good than we have seen thus far" (Goffman, 2020: 49). The concept of P2P online

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[11] Translated from German: "Der kostenlose Online Kleinanzeigenmarkt richtet sich vor allem an private Nutzer und setzt auf regionale Nähe sowie die damit verbundene Möglichkeit zur persönlichen Kontaktaufnahme."

[12] Translated from French: "une plateforme d'échanges d'un nouveau genre, qui simplifie l'accès à la consommation, privilégie la relation locale et fait du digital un outil au service de tous."

marketplace platforms encompasses exactly this concept, using decentralised structures of the Web 2.0 for a more local consumer approach.

2.3.5 The specifics of the platforms in question: eBay Kleinanzeigen und leboncoin

2.3.5.1 eBay Kleinanzeigen

eBay Kleinanzeigen is a regional online classified portal modelled after US-website *Craigslist*. It was first founded under the name *kijiji* in 2005 by *eBay* (Open PR, 2005), and renamed *eBay Kleinanzeigen* in 2009. In early 2021, the platform was sold to Norwegian company *Adevinta* (which was split in 2019 from the *Schibsted Publishing Group,* a media and online trading group active in 29 countries), which then became the world's largest online classifieds company (Der Spiegel, 2020). *eBay Kleinanzeigen* is the online offering with the widest reach in Germany (Arbeitsgemeinschaft Onlineforschung, 2021). Regular publishings by *eBay Kleinanzeigen* on for example the number of unique users or available offers have been made available online since quarter 4 of 2017 (eBay Kleinanzeigen GmbH, n.d.-c). The platform had 40.14 million unique users (compared to 30.62 in Q4/2017) and a reach among German online users of 65.6% (from 51.3% in Q4/2017), and >45 million available offers in March 2021 (25 million in Q7 2017). The latest published revenue was for the second quarter of 2020, where it was indicated as $201 million (eBay Kleinanzeigen GmbH, 2020b), which was the lowest number since the beginning of the report publications where $257.5 million was the average revenue for the previous months. The platform makes most of its revenue through advertisements and paid special features (Lücke, 2010), as well as costs for professionals[13] or small fees when users utilize the secure payment feature (which was however only implemented in 2021) (eBay Kleinanzeigen Gmbh, n.d.-b). The platform divides all classified ads into 15 categories[14], with several sub-categories each. The most popular ones are consistently "Baby- & Kinderkleidung" (baby and children's clothes) (5.4 million offers in Q1/2021); "Damenbekleidung" (women's clothes) (4.3 million offers in Q1/2021), "Spielzeug" (toys) (3.8 million offers in Q1/2021), and "Autoteile & Reifen" (auto parts & tires) (3.9 million

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[13] Professionals are users who have more than 50 simultaneous classified ads over a span of 30 days, or users who have more than 2 classified ads in the categories "cars" or "real estate" at the same time.

14 The categories are "Auto, Rad & Boot" (car, bike & boat), "Dienstleistungen" (services), "Eintrittskarten & Tickets" (admission tickets), "Elektronik" (electronics), "Familie, Kind & Baby" (family, child & baby), "Freizeit, Hobby & Nachbarschaft" (leisure, hobby & neighbourhood), "Haus & Garten" (home & garden), "Haustiere" (pets), "Immobilien" (real estate), "Jobs" (jobs), "Mode & Beauty" (fashion & beauty), "Musik, Filme & Bücher" (music, film & books), "Nachbarschaftshilfe" (neighbourhood support), "Unterricht & Kurse" (lessons & classes), and "Verschenken & Tauschen" (gifting & swapping).

offers in Q3/2020). Cities with the largest number of classified ads in Q1/2021 were Berlin (2.2 million), Hamburg (1.4 million), and Munich (931.000), which are almost double the numbers in comparison to Q4/2017. A compilation of all data published by *eBay Kleinanzeigen* from Q4/2017 to Q1/2021 can be found in Annex 1. In their interim report for Q4 2020, *Adevinta* states that following the acquisition of *eBay Kleinanzeigen*, they will become "the world's leading online classifieds pure player with unprecedented scale. We will benefit from leading positions in 17 countries, covering 1 billion people" (Adevinta ASA, 2021).

2.3.5.2 leboncoin

leboncoin, founded in France in 2006 under the name "Chez Georgette" by the Norwegian *Schibsted* (now *Adevinta*) together with the French *Spir Communication* (a subsidiary of the *Ouest-France Group* in the field of the free advertising press), is also a platform specialised in classified ads. It is based on the model of *Blocket*, a Swedish site invented 10 years earlier by a garage sale enthusiast, and is well-received from the start, getting up to 1 million unique users per month (leboncoin Groupe, n.d.-a). Today, the number has climbed to 29 million (March 2021), with 27 million offers currently online, and 112 million total transactions through the platform in 2019 (leboncoin Groupe, n.d.-b). They also boast 5.8 million tons of CO2 saved in 2020 thanks to the French consuming secondhand on *leboncoin,* how they arrive at that number is however unclear, as they unfortunately do not supply any source material for that specific claim. Similarly to *eBay Kleinanzeigen*, the platform divides all classified ads up into 12 categories[15] with several sub-categories. *leboncoin* publishes much less internal information, which makes it difficult to assess things such as most popular categories. However, going by the current numbers available on the platform, "Mode" (ca. 11 million offers), "Maison" (ca. 13 million offers), and "Loisirs" (ca. 15 million offers) are the ones with the most available classified ads. *leboncoin* also keeps their exact revenue numbers to themselves, but from *Adevinta's* Q4/2020 report, it can at least be assumed that *leboncoin* makes up a large part of the company's total revenue in France, which was €109.6 million in Q4: "Revenues in France increased by 8% in the fourth quarter […]. Total classifieds revenues grew 14% compared to [2019] driven by the acceleration of transactional and the recurring revenue in cars and real estate vertical" (Adevinta ASA, 2021). The platform only costs for professionals and is free to use for private sellers and buyers and has

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[15] The categories are "Vacances" (holiday), "Emploi" (jobs), "Véhicules" (vehicles), "Immobilier" (real estate), "Mode" (fashion), "Maison" (home), "Multimédia" (multimedia), "Loisirs" (hobbies), "Animaux" (pets), "Matériel Professionnel" (professional equipment), "Services" (services), and "Divers" (other).

vowed to remain that way forever, with CEO Antoine Jouteau calling this aspect the platform's "DNA" (Belot, 2013).

3 METHODOLOGY AND HYPOTHESES

In this chapter, first the methodology will be presented by giving background on the research design, followed by a detailed look at the hypotheses and the operationalisation. In order to gain insight into user habits and preferences with regard to sustainable consumption on P2P online marketplace platforms in general, as well as on *eBay Kleinanzeigen* and *leboncoin* in particular, an online, self-administered questionnaire as the central link between theory and analysis was developed with different items that were not each necessarily linked to a specific hypothesis, but rather an explorative approach since the subject of P2P platforms in Europe is a field that is still very open and unexplored. For this goal, a quantitative approach was the most well-suited. For the survey development, several methodological instructions were consulted (Hollenberg, 2016; Porst, 2014; Crano et al., 2014; Schäfer, 2010; Baur & Blasius, 2014; Kirchhoff et al., 2010; Beatty et al., 2019) and followed appropriately, though as stated by Crano at al., "[t]here are no formal rules for questionnaire design, but considerable folk wisdom has grown around their construction" (2014: 324). The questionnaire was conceived in the German language and subsequently translated and adapted into French to be equally accessible to both groups of respondents, with translation verification by a native speaker to ensure linguistic accuracy between the two versions. All questions and response options in German and French, as well as an English translation used solely for the purpose of result evaluation, can be found in Annex 2.

3.1 Fundamentals

The survey was conceptualised to last a maximum of 10 minutes per respondent and worded in a way that respondents would be able to understand it semantically, syntactically, and pragmatically in order to fulfil the psychological basics of acceptable effort (Porst, 2014; Hollenberg, 2016; Baur & Blasius, 2014). The goals and timeframe of the survey were to achieve a sample size of a total of 200 participants over the course of two weeks.

3.1.1 Sample size

With regards to sample size, "the greater the precision desired, the larger the sample needed" (Crano et al., 2014: 237). As this thesis aims to identify a broad movement

towards sustainable behaviour, extreme precision is not needed. Instead, we want to explore whether there is a trend that can be detected amongst users of P2P online marketplace platforms, meaning that a conservative sample size is sufficient. This also limits the amount of the population that the sample size should be representative of to the number of users the platforms approximately have, as we are interested in their behaviour only. For *eBay Kleinanzeigen*, the amount is 40.14 million unique users (status March 2021, eBay Kleinanzeigen Mediencenter), and for *leboncoin*, it is 28.7 million unique users (status September 2019, leboncoin Groupe). This means that if we use the formula $n = p(1-p)/S.E.)^2$, where n = the necessary sample size, p = the estimated proportion of the country's population who use the platform, and S.E. = the sampling or standard error of the sample proportion (i.e., the amount of error we can tolerate). Then we get the following results for the required minimum sample size for both platforms, assuming a standard error of 5%, which results in a 95% confidence interval with a margin of error of +/– 5% meaning that the estimate would with a 95% probability be within 10% of the population percentage (Crano et al., 2014).

ebay Kleinanzeigen:

40.14 mio unique users (March 2021) (eBay Kleinanzeigen GmbH, 2021b)

83.02 mio inhabitants (Destatis, 2021)

40.14 of 83.02 = 48,3%

$n = .48(.52)/.05^2 = 99,84$

leboncoin:

28.7 mio unique users

67.06 mio inhabitants (Insée, 2020)

28.7 of 67.06 = 42,8%

$n = .43(.57)/.05^2 = 98,04$

The sample will most likely not be representative, as we do not have any info on the exact nature of all unique users of the two websites and cannot cross-reference this with our results, and will rather turn out to be selective, as is always a risk for surveys (Schäfer, 2010; Baur & Blasius, 2014). In order to counteract this as much as possible, this research is using different sampling methods as specified in the following sub-chapter. This thesis will make use of descriptive and exploratory inferential data analysis.

3.1.2 Main focus group and sampling procedure

"The major problem with electronic surveying is sampling representativeness. In most cases, the sampling frame for a web-based survey is the population of people who have access to computers and feel comfortable using them regularly," warn Crano et al. (2014: 243). In the context of this survey, this is not an issue, as it specifically targets the users of P2P platforms for which access to computers is indispensable. An electronic questionnaire is thus the most convincing format to gather the required information. Therefore study participants will be actively sought out through for example social media platforms, such as instagram, where followers and commenters of the two platforms will be contacted in order to ask them to respond to the survey. Similarly, randomly selected sellers on the platform will be contacted in all different sales categories to ask them to participate. Here we must acknowledge the risk of bias in not being able to reach out to all kinds of groups who use these platforms: "Clearly, nonrandom sampling methods are limited in external validity. However, they are widely used, particularly for non-experimental research where correlations between variables are of interest" (Crano et al., 2014: 234). For this reason, the two methods of convenience sampling and snowball sampling are being combined to achieve some more heterogeneity in the sample.

3.1.3 Survey construction

Instructions for the filling out of the questionnaire are indispensable (Beatty et al., 2019) - with every question, a short note on the answering modalities or other necessary instructions was added. Visual information was supplied to the respondents in the form of screenshots to assist in identifying the respective platform as an aid in the beginning of the survey, in order to facilitate the process and engage respondents.

3.1.3.1 Question types

All questions in the survey will be of the closed question type. With closed questions, the number of possible answer categories is limited, and the number of possible checkboxes is defined. Closed questions are easy to evaluate statistically but can fail to grasp more nuanced information (Porst, 2014; Hollenberg, 2016). With closed questions, people tend to choose the first possible response (primacy-effect) or the last one (recency-effect) if the first one has already been forgotten (Baur & Blasius, 2014). As this will be an online survey which the respondents will read, the primacy-effect will be the relevant one to look out for, as recency-effect is more likely to take place in oral survey situations. Participants also tend to choose "Yes" in a Yes/No-question when they are unsure (Hollenberg, 2016; Beatty et al., 2019). Closed questions can be further differentiated into questions with only one possible answer and questions with more than one permissible

answer, where they can choose several of the available responses (Porst, 2014). As the scope of the survey in this research is limited, open questions will not be included in order to make analysis of the data as clear and straightforward as possible. The only exception are half open questions when selecting "Other" in certain areas, which was however only added for the sake of completeness and not meant to be evaluated. This is done to avoid participants feeling as though the answer possibilities don't represent them, which might lead to a loss of interest in completing the survey (Porst, 2014). Furthermore, the data that this thesis is aiming to collect is of a specific nature and response options will be heavily pulled from already existing categories and workings of the P2P platforms.

3.1.3.2 Formulation and sequence of questionnaire questions

When constructing the questionnaire, it is useful to compare the relevant components of the surveyed matter to verify whether they are all recorded to a sufficient extent and of sufficient quality. The relevant content areas should be represented in the survey according to their importance. In order to build a rapport with the respondent, the least threatening questions need to be asked first to make them comfortable with the research (Crano et al., 2014; Beatty et al., 2019). Demographic aspects should only be collected if they are of relevance to the study (Baur & Blasius, 2014). When formulating the questions, according to Porst (2014) it is helpful to keep in mind the basic rules of cooperative communication by H.P. Grice, which he calls the *Maxims of Quantity, Quality, Relation, and Manner*. This means to give as much information as needed (Quantity), to give truthful information (Quality), to make it relevant to the goal (Relation), and to avoid ambiguous formulations (Manner).

3.1.3.3 Wording

An important aspect for the creation of this research survey is the conscious avoidance of answer options that might trigger so-called socially desirable response behaviour, where one or several responses are perceived to obtain stronger social approval than others (Hollenberg, 2016; Crano et al., 2014). The fear of social rejection might lead participants to choose answers that are not actually representative of their behaviour, as the topic of sustainability and sustainable behaviour is strongly intertwined with moral and ethical ideologies in our society (e.g., Acquier et al., 2017; Lindenberg, 2001). In order to prevent this from happening, the respondent must be informed of the complete anonymity of the process, and the questions and response options should be formulated as neutrally as possible. Additionally, questions on sustainability disposition will be asked at the very end of the survey, in order not to taint the perception of participants on the

topic of the research from the start. Similarly, when it comes to questions in the form of scales, it is important to realize that the scope of the scale has an impact on how the participants perceive the response options and that the design can affect the outcome (Porst, 2014). This is difficult to avoid entirely but should be considered during the pretest in order to minimise distortion.

3.1.3.4 Scale points

For the questions dealing with scales, this questionnaire will mainly adopt Likert's method: "respondents indicate the degree or extent of agreement or disagreement to each item using a 'multiple-choice' format. On each item, respondents pick one of (usually) five options indicating the extent to which they agree with the position espoused in the item" (Crano et al., 2014: 331), with some exceptions when it comes to rating proportions or frequencies. When it comes to the weighting of items on a response scale, the number of possible answers must be determined that give on the one hand the best possible ability to differentiate, but also do not overwhelm the respondent on the other. The ideal amount is, depending on the topic, usually to be found between 5 and 7 options (Hollenberg, 2016; Kirchhoff et al., 2010; Schäfer, 2010). Anything with a higher scale point number makes it difficult for participants to meaningfully differentiate between the individual scale points and this might lead to cognitive overload (Kirchhoff et al., 2010), while a lower number limits differentiation of the content (Schäfer, 2010). With an uneven number of answer options, there could be a tendency towards the middle, however, an even scale might lead to even more distorted results if some respondents really do see themselves exactly in the middle for some questions and are forced to decide for one side (Hollenberg, 2016) In the context of this study, where the survey is sufficiently short and to the point to inhibit repetitive answer behaviour, an odd scale is the most useful in order to allow for a conscious placement in the middle of the classification wherever appropriate. An even scale will only be used once, in combination with a verbalized scale, where there are only four available options asking about frequency of use of the platform. For reasons of coherence, numerical, one-dimensional, end-point named 5-point scales will be used for questions wherever possible and appropriate.

3.1.3.5 Pretest

A pretest was undertaken with participants from different socioeconomic groups (age, education, nationality) in order to check, on the basis of the sample results, the comprehensibility of the questions, the quality of the translation, areas that needed clarification, order of the questions, and the average duration of the survey.

3.2 Questionnaire structure

The addressee of the questionnaire needs to understand what the topic of the survey is and why their participation in it is useful and necessary (Hollenberg, 2016). Therefore, after asking participants to select their preferred language, a short text addressing the participant was included at the beginning of the survey which informed them about the content and the data protection. The selection of language automatically leads to one of the two versions of the survey: German to the survey on *eBay Kleinanzeigen*, French to the survey on *leboncoin*.

3.2.1 Platform use

Concerning platform use, participants will be asked whether they use the platform at all (Q1: "Do you use the online platform *eBay Kleinanzeigen/leboncoin* or have you ever used it?"), about their use frequency (Q1a "How often do you use the platform *eBay Kleinanzeigen/leboncoin* on average?") from "Once a year or less" to "Every day", and about the proportion of their consumption on the platform (Q1b "How much of your total consumption do you estimate happens via the platform *eBay Kleinanzeigen/leboncoin*?"), on a scale from 1 ("Almost nothing") to 5 ("Almost everything"). This question block establishes a differentiation between users and non-users first, and then looks at the specificities of general use for users.

3.2.2 Platform actions - BSGR

There are four possible actions on P2P marketplace platforms that are of interest to this research: buying, selling, gifting, and receiving (BSGR). Each of these activities is assessed in the survey (Q1c, Q1d, Q1e, Q1f, e.g., "Have you ever used eBay Kleinanzeigen/leboncoin to buy?"), with a negative response leading to the participant being referred to the next action, while a positive response would lead to more detailed questions on the respective action. This question block aims to identify which actions are more likely to be used than others, and to further differentiate preferences in subsections.

3.2.3 BSGR frequencies

If participants respond positively to one of the BSGR actions, they will then be asked to rate the frequency of that particular action in relation to the other activities (Q1ci, Q1di, Q1ei, Q1fi, e.g., "How often do you use the platform to make purchases (as opposed to other aspects such as selling, giving away, receiving free things)?") on a scale from 1 ("I use it mainly for other aspects") to 5 ("I use it exclusively for this aspect"). The response scale designation here does not start at a zero equivalent which would mean that

they do not use it for buying at all in relation to the other actions, as that was already excluded at the previous stage. This question block allows to identify the frequencies with which users engage in the respective actions in relation to the others, further specifying user preferences.

3.2.4 Categories

Afterwards, respondents will be asked to indicate the categories they use for the respective activities (Q1cii, Q1fii, Q1dii, Q1eii, e.g., "Within which categories do you buy or have you ever bought via *eBay Kleinanzeigen/leboncoin*?"), as well as to rate the proportion in the chosen categories for the actions of buying and receiving (Q1ciiA, Q1fiiA, e.g., "What is the proportion of your purchases in your chosen categories relative to your overall consumption of these things?", rating on a scale from 1 "Very low" to 5 "Very high"). Additionally, all participants who indicated that they use the platforms in Q1 will be asked independently of the BSGR actions whether there are any categories they would exclude from using (Q3 "Are there any categories you would absolutely rule out using on *eBay Kleinanzeigen/leboncoin*?"). Since the categories differed slightly for both platforms, they were first differentiated by categories that are relevant for this research (in the sense that they are about material products) and then in parts summarised under broader umbrella categories. The German "Auto, Rad & Boot" (car, bike & boat) and the French "Véhicules" (vehicles) were for example fused in a "Vehicles" category, or "Elektronik" (electronics) and "Multimédia" (multimedia) simply under "Electronics". All other non-relevant categories (such as services, jobs, apartments, vacation homes) were fused under the option "other". Respondents are able to select as many categories as they like. This question block aims to identify categories that are more popular than others, that can in further proceedings be put in relation to other aspects such as inclination towards sustainability.

3.2.5 Necessity of consumption

In order to assess the self-perceived necessity of their purchases or gifted things amongst respondents who said they used the platforms for buying and receiving free things, they will be asked to rate on a scale from 1 ("None") to 5 ("All") how many they would have also purchased independently of the platform (Q1ciii, Q1fiii, e.g., "For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?). This question block aims to identify the degree to which the use of P2P online marketplace platforms contributes to the replacement of new product purchases.

3.2.6 Alternative options for platform use

For the two other actions, participants will instead be asked to indicate which alternative options to selling or gifting things through the platform they usually choose (Q1div, Q1eiii, e.g., "What else would you do with things if you didn't sell them on *eBay Kleinanzeigen/leboncoin*?) with the possibilities being to throw away, to give away (for selling), to sell (for gifting), to keep, or to donate. Respondents are able to select multiple options. This question block assesses the likelihood with which goods sold or gifted through P2P online marketplace platforms would otherwise end up being thrown away, and thus possibly receive a longer life cycle.

3.2.7 Willingness to extend product life cycle

Towards the end of the BSGR subset of questions, participants will also be asked about their willingness to extend the life cycle of a product, specifically broken products (Q1civ, Q1dv, Q1eiv, Q1fiv, e.g., "Do you also sell things that are broken and can be repaired?"). For selling, one additional question is asked to gauge respondents' willingness by asking them whether they usually sell things for a profit, loss, or both (Q1diii "Do you usually sell things for a profit or for less than what you originally bought them for?"). This question block wants to identify P2P online marketplace platform users' disposition towards broken goods in order to gauge whether this could lead to a possible life cycle extension.

3.2.8 Motivations for platform use

After the BSGR subsections, all respondents (who indicated that they use P2P platforms) will be asked to indicate, on a scale from 1 ("Absolutely not") to 5 ("Absolutely"), how strongly they identify with different motivations for using the respective P2P platform. The possible motivations are "To pay less" (Q2a), "To find things I can't find elsewhere" (Q2b), "To get rid of things (without having to dispose of them)" (Q2c), "To live sustainably" (Q2d), "To earn money" (Q2e), "To give away things that are still useful" (Q2f), "To find free things to save money" (Q2g), and "That it is an enjoyable pastime" (Q2h). Particularly Q2d and Q2f are of interest to the later statistical analysis as sustainability motivations, while all other motivations are included for the sake of completeness and comparison possibilities. This question block aims to identify stronger and weaker motivations for P2P online marketplace platform use, in order to put them into relation with other aspects of use in a second step.

3.2.9 Platform non-users

Participants who respond negatively to Q1 about general platform use will be immediately forwarded to a question bloc only visible to them. Here they will be asked to indicate whether they know of the platform at all (Q4a "Do you know *eBay Kleinanzeigen/leboncoin* even if you don't use the platform?") and to rate the likelihood of future use in Q4b ("Can you imagine using the platform instead of other alternatives such as shops or online retailers, or instead of throwing things away or storing them?") on a scale from 1 ("Very unlikely") to 5 ("Very likely"). This question block looks at non-users' inclination towards possible P2P online marketplace platform use in the future in order to put it in relation to e.g., disposition towards sustainability.

3.2.10 Sustainability inclinations

All survey participants are now asked to rate on a scale from 1 ("Absolutely not") to 5 ("Absolutely"), what their sustainability inclinations are. This happens through disposition towards secondhand consumption (Q5a "Do you generally buy things secondhand?"), self-assessment of sustainable lifestyle (Q5b "Would you describe yourself as someone who leads a sustainable lifestyle?"), and perceived contribution of P2P online marketplace platforms to a sustainable lifestyle (Q5c "Do you feel the use of peer-to-peer platforms is relevant to a sustainable lifestyle?"). This question block identifies a general disposition of all respondents towards sustainability practices.

3.2.11 Sociodemographic variables

Lastly, all respondents will be asked to indicate sociodemographic information, which includes monthly net income (Q6a), city size in inhabitants (Q6b), current country of residence (Q6c), gender identity (Q6d), education level (Q6e), and age group (Q6f). This question block is necessary to identify sociodemographic groups which can then be related to other preferences of platform use. The choice of factors was based on those applied in similar research (Q6a, Q6d, Q6e, Q6f e.g., Hellwig et al., 2015) and those found to be of interest from the viewpoint of the literature review (Q6c, Q6b).

3.3 Hypotheses and Operationalisation

As discussed in the literature review, the sustainability effect of the sharing economy and thus of all the individual constructs therein, is contested. There are some aspects that have are mentioned in connection with collaborative consumption on a regular basis, such as higher disposition towards the use of sharing economy-associated actions, sociodemographic influences such as age or regional connectedness, higher consumption

through the rebound-effect, environmental consciousness (or lack thereof), or resource optimization and waste reduction. In order to take a closer look at some of these concepts in connection with user behaviour on both *eBay Kleinanzeigen* and *leboncoin,* several hypotheses were formulated to be tested with the help of certain questionnaire variables. A table with an overview of all hypotheses, their respective concepts and the variables assigned to test them can be found in Annex 3.

3.3.1 H1 and H2

H1   Certain sociodemographic groups are more likely to use P2P platforms in general and/or at a higher frequency.

H2   Individual factors have a correlation with likelihood and frequency of use of the platforms, particularly younger age and a higher degree of urbanisation.

First off, H1 and H2 are concerned with the general use of P2P online marketplace platforms. Here, we want to investigate statistically whether some sociodemographic factors have an influence on likelihood or frequency of use of eBay *Kleinanzeigen* or *leboncoin*. H2 then additionally posits that particularly younger age groups, as well as a higher degree of urbanisation will be shown to make a difference. Younger age due to the previously mentioned Millennial generation split, and urbanisation due to the important P2P platform aspect of regionality, which is supposed to be stronger in environments with more inhabitants as it offers more possibilities for exchange.

   Consequently, the disposition towards use of the respective P2P platform was operationalised through the sociodemographic variables Q6a, Q6b, Q6d, Q6e, Q6f[16] as the independent variables, while the "Platform Use" block (Q1, Q1a, Q4b) will be the dependent variables.

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[16] Q6c, the country of residence, will not be taken into account as participants will instead be divided by platform (according to the language they chose to respond to the survey in).

3.3.2 H3, H3a, and H3b

H3   **More frequent use of the platforms also leads to more consumption in**
       general

H3a   **Younger age and a higher degree of urbanisation lead to higher**
       consumption in general

H3b   **Younger age and a higher degree of urbanisation lead to a higher**
       proportion

       of consumption through the platform of total consumption

For H3, H3a, and H3b, we want to take a closer look at the possibilities of a rebound
effect on *eBay Kleinanzeigen* and *leboncoin*. Consequently, H3 supposes that a higher
use frequency can lead to a higher total consumption. Frequency of use as an indicator
for indulgent consumption is thus operationalised with Q1a (Use frequency) as the inde-
pendent variable, and Q1b (proportion of total consumption), and the "Necessity of con-
sumption" block (Q1ciii, Q1fiii) to see whether users with a higher frequency of platform
use have a smaller or greater proportion of total consumption through the platform, and
how necessary or additional they deem their consumption.

For H3a and H3b, younger age and a higher degree of urbanisation are accordingly
with the suppositions from H1 and H2 also taken into consideration as possible factors
for a rebound effect. For H3a, Generational and regional divide as an indicator for indul-
gent consumption was operationalised with Q6b (city size in inhabitants) and Q6f (age)
as the independent variables, and "Necessity of consumption" (Q1ciii, Q1fiii) again as
the dependent variables. For H3b, Generational and regional divide as an indicator for
increased consumption proportion was also operationalised with Q6b and Q6f as the
independent variables, and Q1b as the dependent.

3.3.3 H4

H4   **People who already consider themselves to be leading a sustainable**
       lifestyle are more likely to use the platforms

H4 wants to explore whether a higher self-perception of leading a sustainable lifestyle
has an impact on likelihood, frequency, and for non-users, the future likelihood of P2P
platform use. We are interested in finding out whether there is a correlation as a first
step, regardless of whether that self-perception translates into actual sustainable behav-
iour, as testing that would be above the scope of this research. Instead, according to the
theory wherein behaviours create a feedback loop to influence each other, thus suppos-
ing that a general sustainable lifestyle could potentially also indicate or lead to sustaina-
ble behaviour on the platforms. Disposition towards a sustainable lifestyle as an indicator

for likelihood of P2P platform use is hence operationalised with self-assessment of sustainable lifestyle (Q5b) as the independent variable, and the "Platform use" block (Q1, Q1a, Q4b) as dependent variables.

3.3.4 H5

H5 Particular categories and actions are more likely to be used, as well as at a higher frequency, by people whose motivation is to use P2P platforms for sustainable purposes

For H5, we suppose that naturally, some activities and categories are more prone to being used by those with higher sustainability motivation for use of the P2P platforms. It could be beneficial to know which ones lend themselves to users with clear sustainability motives to focus further research on these specific ones and narrow down the possibilities. Thus, popularity of specific actions and categories among users with conscious sustainability motives is operationalised with Q2d (motivation for platform use is to live sustainably) and Q2f (motivation for platform use is to give away things that are still useful) as independent variables, and the blocks "Platform actions - BSGR" (Q1c, Q1d, Q1e, Q1f) as well as "BSGR Frequencies" (Q1ci, Q1di, Q1ei, Q1fi) as dependent variables for the actions, and with all aggregated platform categories (Q1cii, Q1fii, Q1dii, Q1eii) also as dependent variables. Lastly, Q3 (exclusion of categories for platform use) will be checked as a dependent variable as well, to cross-reference potential excluded categories with potential favoured categories.

3.3.5 H6

H6 Users with higher frequency of use of the platform are more likely to try to increase the life cycle of their goods

Last, H6 will aim to find out whether, independently of any inclinations towards sustainability, more frequent platform use could indicate a propensity towards life cycle increased for broken or damaged products, which might otherwise end up in the waste. This again leaning on the possibility of second-order effects long-term behavioural influence of subconscious sustainable consumption. Hence, the concept of frequency of platform use as an indicator for likelihood of product life cycle extension was operationalised with Q1a as the independent variable, and the block "Willingness to extend product life cycle" (Q1civ, Q1div, Q1dv, Q1eiii, Q1eiv, Q1fiv) as dependent variables.

3.4 Analytical tools

As a first step for the descriptive analysis, the overall results will be visually analysed in percentages or means, for which a standard deviation (*SD*) will be calculated, as well as a 95% confidence interval (CI) where relevant. As analytical methods and techniques to analyse the data and verify the hypotheses, several approaches will be used with the help of multivariate statistics tool SPSS for inferential statistics. To compare the mean of two groups to find out whether the differences between the groups of data are statistically significant, t-tests for mean differences in independent samples will be performed, including 95% CI. In order to prepare variables for the t-test, they will be categorized by a median split. Levene's Test for Homogeneity of Variance will be performed, if homogeneity of variances > 0.05 is not given, significance through the Welch-test will be used instead. To interpret the effect size, Cohen's d will be calculated for the significant results. For nominally scaled (categorical) variables, the Chi-square test is used to make a statement about whether the observed frequencies differ significantly. The effect size will be calculated with the help of Cramer's V. Additionally, two-way Analysis of Variance (ANOVA) to test mean differences with more than one factor will be performed where applicable. The between-subjects effects will be analysed for effect size with the help of Eta-squared, as well as post-hoc Bonferroni tests where appropriate. According to the central limit theorem (law of large numbers), it is safe to assume a normal distribution due to the sample size, fulfilling the first precondition of t-Tests and ANOVA, which generally react very robust against normal distribution violations with large numbers. The second precondition of t-tests and ANOVA of equality of variances will again be done through Levene's Test. For all results reported in the following section, variance homogeneity is fulfilled unless stated otherwise.

4 RESULTS AND ANALYSIS

In the following section, after a short insight into the preparation and cleansing of the data, as well as a display of the sociodemographic variables, all results will be presented in the form of a descriptive analysis grouped by the question blocks established in the methodology. Afterwards, inferential statistics will be used to confirm or reject the hypotheses in chronological order.

4.1 Data cleansing

For the presentation of results and analysis, the two platforms will be referred to by ab-
breviation for reasons of clarity and legibility: *eBay Kleinanzeigen* as eK, and *leboncoin*
as lbc. There were 352 total responses to the survey, out of which 230 were taken in the
German language (and thus about *eBay Kleinanzeigen*), and at 188 completed ques-
tionnaires had a completion rate of 81.7% with a 7-minute average. 121 were taken in
the French language (and accordingly about *leboncoin*), at 87 completed questionnaires
had a completion rate of 71.9% with a 5-minute average. This comes out at a total of 275
completed responses, which were used as the basis for the following descriptive analy-
sis. The largest number of dropouts was on the intro page at 33%, meaning that partici-
pants opened the survey but did not start it, followed by Q1 at 19% and Q1c at 14%. The
remainder of the dropouts were scattered all over the run of the survey, giving no indica-
tions as to particularly challenging questions.

Due to the small number of some cases sampled, the inferential statistics did not
include cases that were too small in individual analyses. Consequently, the preparation
process for the data set of completed responses included not only the deletion of varia-
bles that didn't have an informative added value, such as country code or region, but
also the definition of missings in all variables. They were defined where multiple re-
sponses were possible, as well as for the questions where "I do not wish to specify" was
an option, the options "17 and under" and "70 and over" for age, or other answers that
had no statistical significance such as one single response of "Diverse" for gender. De-
tails on the full dataset can be found in Annex 16 for all responses, eK responses, and
lbc responses respectively.

4.2 Sociodemographic variables

For Q6a, participants were asked to indicate their approximate monthly net income. Us-
ers asked about eK were most likely to indicate the tranche between "2.001 - 3.000€"
(28.1%), followed by "501 - 1.500€" (25.0%). Least chosen were the extreme tranches
of "0 - 500€" (6.1%) and "5.001€ and higher" (4.3%). For participants asked about lbc,
the most likely tranche was "1.501 - 2.000€" (31.7%), followed by "501 - 1.500€" (24.1%)
and "2.001 - 3.000€" (21.5%). Here, the least chosen categories were both at the top
end of the scale, "3.001 - 5.000€" (8.9%), and "5.001€ and higher" (0.0%). As for all of
the identity questions, the survey offered the option of not responding, which was taken
up by the largest number of respondents for this indicator (24 users asked about eK
decided not to specify, and 8 users asked about lbc).
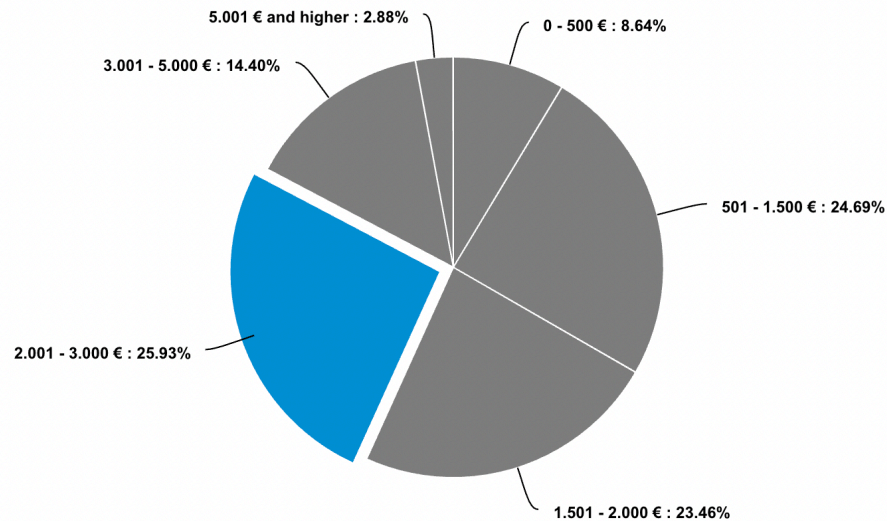
Figure 2 - Income

In Q6b, respondents indicated the size of their hometown. For eK users, by a large margin (47.9%) the biggest category was of "500.000 and more" inhabitants. The number of responses decreased progressively in connection to the city size, with the least chosen number of inhabitants at "1 - 4.999" (2.7%). For lbc users, the distribution was more balanced: At around a quarter (26.2%), most respondents indicated that they were from a city of between "100.000 and 499.999" inhabitants. The next biggest categories were "1 - 4.999" and "500.000 and more" (both 15.5%), and the remaining answers were quite evenly distributed without any major outliers.
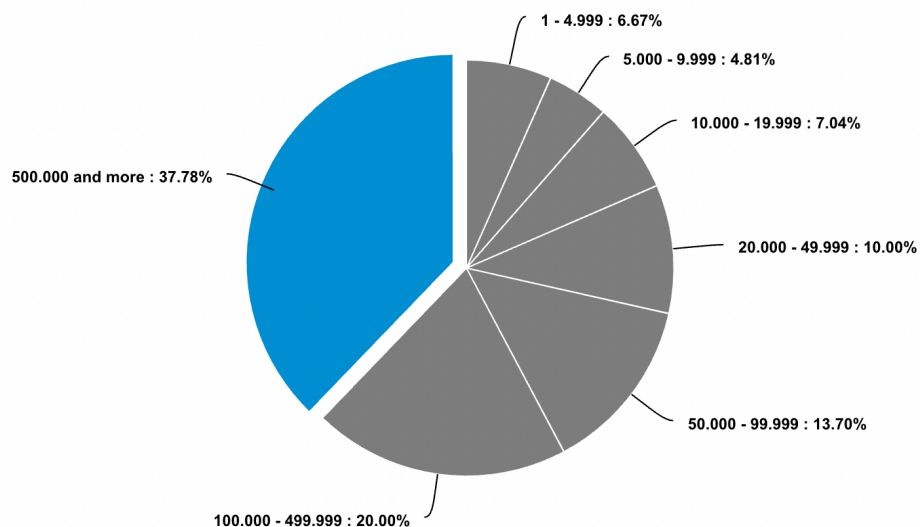
Figure 3 - City size in inhabitants

When asked about their country of residence in Q6c, all but two eK users indicated that they lived in Germany. For lbc, a slightly bigger number said that they lived outside of France, with one naming Germany, and 3 choosing the category "Other".

When it came to the question of gender identity in Q6d, the majority of respondents chose "Female" (eK 55.0%, lbc 65.1%), with the remaining participants identifying as "Male", and one person as "Diverse".

In Q6e, respondents indicated the highest degree they currently hold. Here, eK users chose both "Bachelor's" (33.9%) and "Master's degrees" (33.33%)most often, while for lbc users, a "Master's degree" dominated for over half (51.8%) of the participants. The options "PhD" and "Still in Education" were the least prevalent for both.
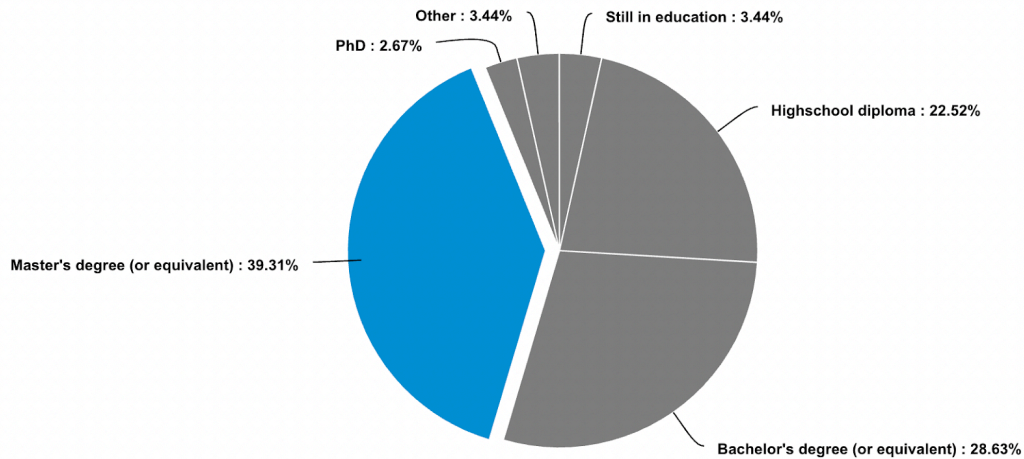
Figure 4 - Education

Finally, for Q6f, respondents picked the age group they belong to. Overwhelmingly, the most represented age group for both eK (40.1%) and lbc (55.2%) users was "21 - 29". The second largest group was "30 - 39" (eK 31.0%, lbc 12.6%), while the least prevalent categories were both "17 or younger" (eK 1.1%, lbc 1.2%) and "70 or older" (eK 1.6%, lbc 0.0%).
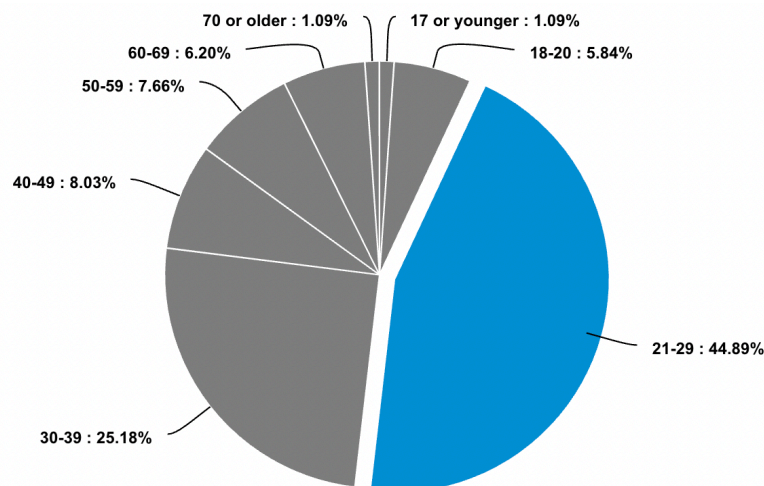
Figure 5 - Age group

4.3 Descriptive Analysis

A descriptive statistical analysis was performed for each bundle of questions in a mostly chronological order, evaluating proportions, standard deviations, and confidence intervals where appropriate and relevant.

4.3.1 Platform use

In response to Q1, 94.5% of total respondents said that they had used or visited the P2P platforms before, while 5.5% said they had done neither (eK 93.1% Yes / 6.9% No; lbc 97.7% Yes / 2.3% No).

When asked about their frequency of use of the platforms (Q1a), the largest groups indicated that they used it around once a month (eK 42.3%, lbc 35.3%) or even only once a year or less (eK 27.4%, lbc 44.7%). Only 8.9% (eK 12%, lbc 2.4%) said they used the platforms every day, while the remaining 18.1% (eK 18.3%, lbc 17.7%) indicated they used them around once a week.
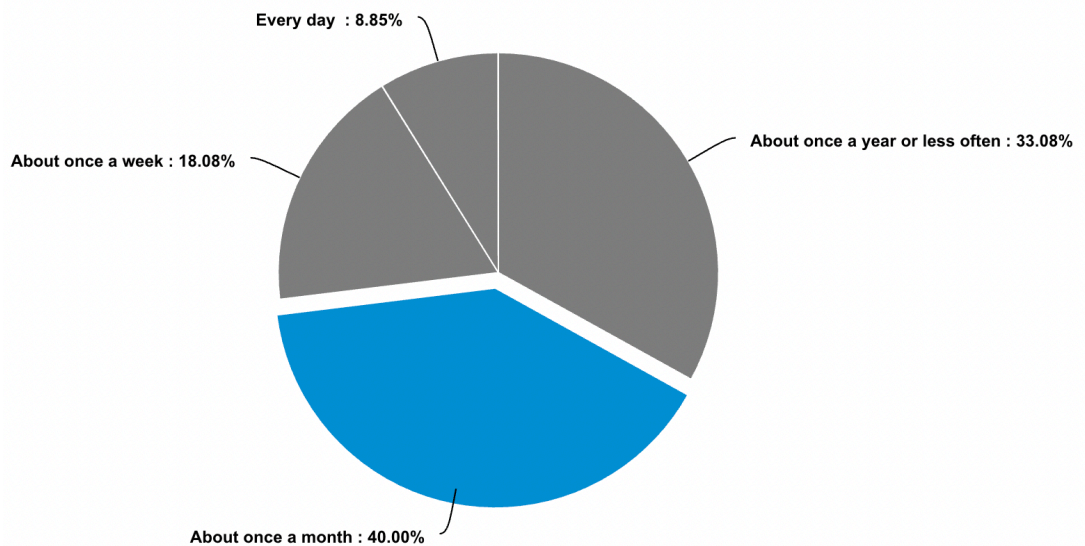
Figure 6 - Platform use

This tendency is reflected in the responses given to Q1b, where respondents were asked to quantify their consumption on the platform in relation to their total consumption. Here, $\bar{X}$ is very low at 1.73, with 1 = Almost nothing and 5 = Almost everything. Only 4% of respondents overall chose values 4 or 5, while 14.6% (eK 13.7%, lbc 16.5%) saw themselves in the middle at 3, 31.9% (eK 36%, lbc 23.5%) at 2, and 49.6% (eK 45.7%, lbc 57.7%) at 1. This means that almost half of all total respondents classified their consumption on the platforms as very little.

Table 1 - Platform use

Q	n	X̄	95% CI	MOE	SD
1b How much of your total consumption do you estimate happens via the platform *eBay Kleinanzeigen/leboncoin*?					
Total	**260**	**1.73**	**[1.63 - 1.83]**	**0.105**	**0.86**
eK	175	1.78	[1.65 - 1.91]	0.129	0.87
lbc	85	1.64	[1.46 - 1.82]	0.179	0.84

4.3.2 Platform actions - BSGR

Getting into the different usage aspects of the platforms (Q1c, Q1d, Q1e, Q1f), 86.9% (eK 89.7%, lbc 81.2%) said they had used it for buying, 76.2% (eK 81.1%, lbc 65.9%) for selling, 38.1% (eK 51.4%, lbc 10.6%) for gifting, and 18.8% (eK 24%, lbc 5.9%) for receiving free things. While the percentages for buying are quite close in both countries, they start to diverge in the other three categories, most notably when it comes to gifting and receiving free things.
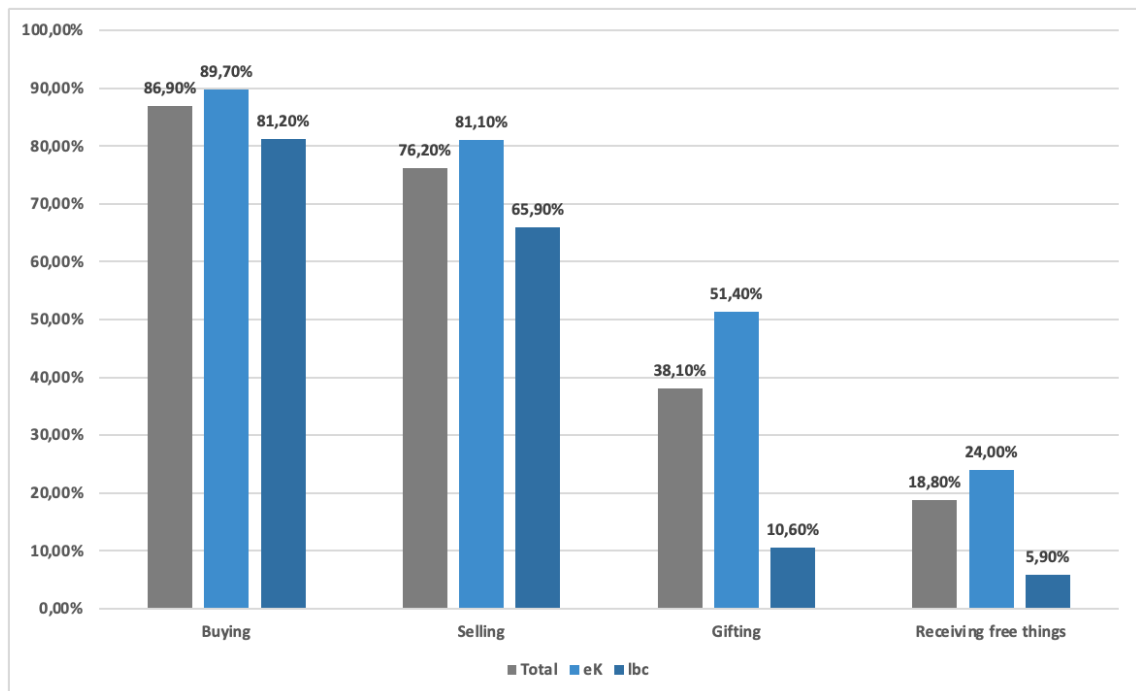
Figure 7 - Platform actions

4.3.3 BSGR frequencies

However, when respondents were asked to quantify the importance of using the website for making purchases in comparison to the other possible options (Q1ci), both eK and lbc users had a quite similar distribution between 1 ("I use it mainly for other aspects than buying") and 5 ("I use it exclusively for buying"). For both, the most chosen value at

around a quarter was 3, with the eK X̄ = 3.09 and the lbc X̄ = 2.77, meaning that eK users who use the platform for buying lean slightly more towards only using it for that purpose than lbc users who buy.

Selling (Q1di) had a similar importance for people as buying in comparison to the other options, with a total X̄ = 2.97, meaning that for respondents that use the platforms to sell, this tends to be the major purpose. The divergence was more pronounced this time around between eK users and lbc users: eK users veered more towards the end of the scale with exclusive use (X̄ = 3.08), while lbc users were more ambivalent (X̄ = 2.7).

When it comes to giving things away (Q1ei), the mean was significantly lower at X̄ = 1.89 (eK X̄ = 1.9, lbc X̄ 1.78) with results from both platforms closer to each other again. This indicates that most users across both platforms tend to use them for aspects other than gifting, making it more of a supplementary function. However, the numbers for lbc users in this question are to be taken with caution, as only 10.6% of respondents were able to respond, since the large majority stated they did not use lbc for the purpose of giving away things for free, mirrored in the large MOE = 0.712.

Receiving free things (Q1fi) was on a similar end of the spectrum, with the total X̄ = 1.96 (eK X̄ = 1.95, lbc X̄ = 2.00) and again a similar statistical irrelevance for the following questions on the reception of free things of lbc users, as can be seen in the largest *MOE* = 1.236. Only 5.9% were able to further respond after indicating they did use the platform for this purpose. While this allows for the distinctive observation that lbc is generally used very little with the idea of receiving free things, it makes the relation of the few results to those from the eK users difficult.

Table 2 - BSGR frequencies

Q	n	X̄	95% CI	*MOE*	*SD*
1ci How often do you use the platform to make purchases?					
Total	**226**	**2.99**	**[2.82 - 3.16]**	**0.167**	**1.28**
eK	157	3.09	[2.9 - 3.28]	0.192	1.23
lbc	69	2.77	[2.45 - 3.09]	0.321	1.36
1di How often do you use the platform to sell?					
Total	**198**	**2.97**	**[2.81 - 3.13]**	**0.164**	**1.18**
eK	142	3.08	[2.9 - 3.26]	0.183	1.11
lbc	56	2.70	[2.35 - 3.05]	0.346	1.32

Q	n	X̄	95% CI	*MOE*	*SD*
1ei How often do you use the platform to give things away?					
Total	**99**	**1.89**	**[1.71 - 2.06]**	**0.175**	**0.89**
eK	90	1.90	[1.72 - 2.08]	0.178	0.87
lbc	9	1.78	[1.07 - 2.49]	0.712	1.09
1fi How often do you use the platform for getting free things?					
Total	**47**	**1.96**	**[1.65 - 2.27]**	**0.309**	**1.08**
eK	42	1.95	[1.63 - 2.27]	0.321	1.06
lbc	5	2.00	[0.76 - 3.24]	1.236	1.41

4.3.4 Categories

When it comes to favoured categories for buying (Q1cii), users of both platforms have similar ideas: In comparison to the remaining categories, "Home & Garden" was chosen 25.6% of the time, next at 17.4% comes "Leisure and Hobby". After these, the habits diverge - while for eK users, "Electronics" takes up a joint second place, lbc users only selected that category at 12.7% in relation to others. On the other hand, they favour "Other" at 21%, which only makes up 6% for eK users. The main mention here was "(location) immoblièr(e)", meaning that lbc users utilize the platform regularly to look for rental apartments, rooms, houses, or similar. Low indicated categories for both platforms are "Pets" (3.5% overall) and "Family, Child & Baby" (7% overall). eK users are more inclined to use the category "Fashion & Beauty" at 9% than lbc users, who only choose this category in relation to the others 1.9% of the time.

In the following part (Q1ciiA), users were then asked to specify, only for the categories they had chosen in Q1cii, what the proportion of their purchases in the chosen categories relative to their overall consumption of these things was (with 1 = very low and 5 = very high). As can be seen in the two graphics, while the overall results all even out at around 2.5, meaning around half of their total consumption, there are differences between lbc users and eK users particularly in the categories "Vehicles", "Pets", and "Other". For lbc users, the proportion at which they buy vehicles on the platform is the highest, with X̄ of 3.36 (*SD* = 1.38, 95% CI [2.82 - 3.9]). For eK users, the category with the highest X̄ is "Pets" with 3.14 (*SD* = 1.46, 95% CI [2.38 - 3.91]).
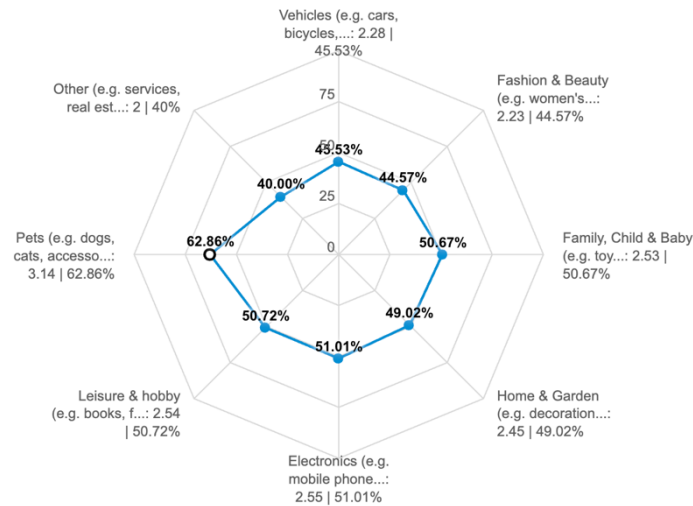
Figure 8 - Proportion of purchases relative to overall consumption, eK users
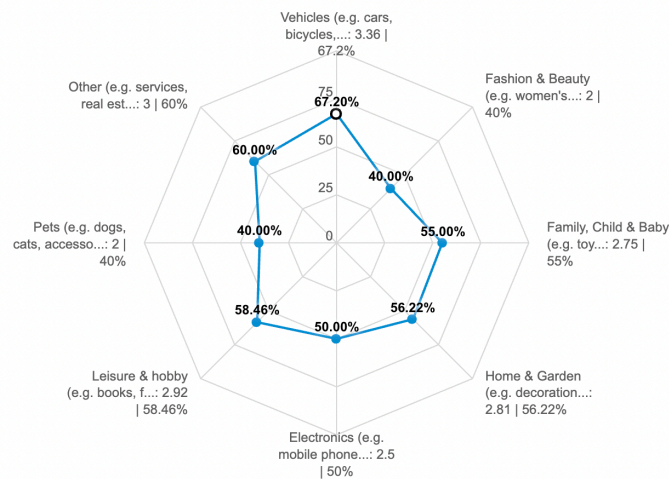
Figure 9 - Proportion of purchases relative to overall consumption, lbc users

For receiving free things (Q1fii), not much changes: At 53.6% (eK 53.2%, lbc 57.1%), "Home & Garden" is the frontrunner, with all other categories far below and only "Leisure & Hobby" at 14.5% (eK 16.1%, lbc 0%) and "Family, Child & Baby" at 10.1% (eK 9.7%, lbc 14.3%), all other categories below the ten percent hurdle. For lbc users, where using the platform for receiving free things is already far and few in between, it seems that "Home & Garden" is really the only relevant category.

Consequently, the numbers for the next question (Q1fiiA) are more difficult to compare than for buying. As can be seen in the two spider graphs, only 4 of the categories were chosen by lbc users. In three out of four, the proportion is shown as quite high. However, due to the small number of respondents in this category, it is perhaps slightly more useful to focus only on the results of eK users, for which some categories have received enough results to be statistically relevant. For "Electronics" we can see that the proportion value mean amounts to $\bar{X}$ = 2.67 (*SD* = 1.21, 95% CI [1.7 - 3.64]). For the main category, "Home & Garden", the eK mean is only $\bar{X}$ = 1.82 (*SD* = 0.95, 95% CI [1.5

- 2.14]), indicating that anything obtained for free through the platform in this area is more likely an addition than a necessity.
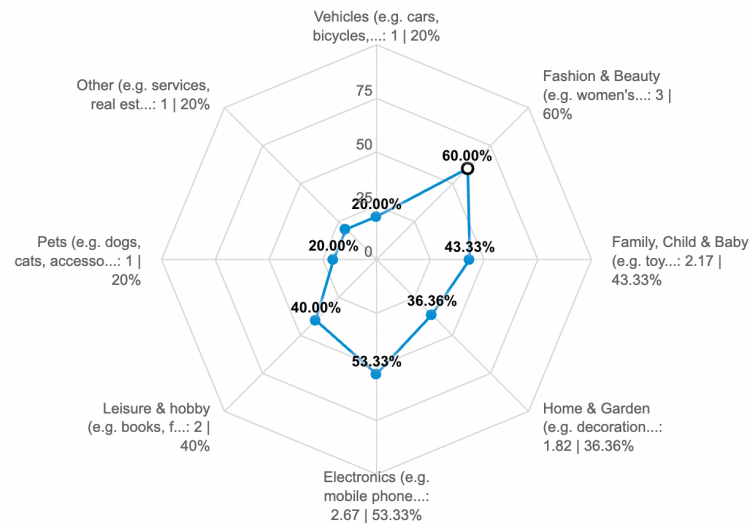
Figure 10 - Proportion of things received relative to overall consumption, eK users
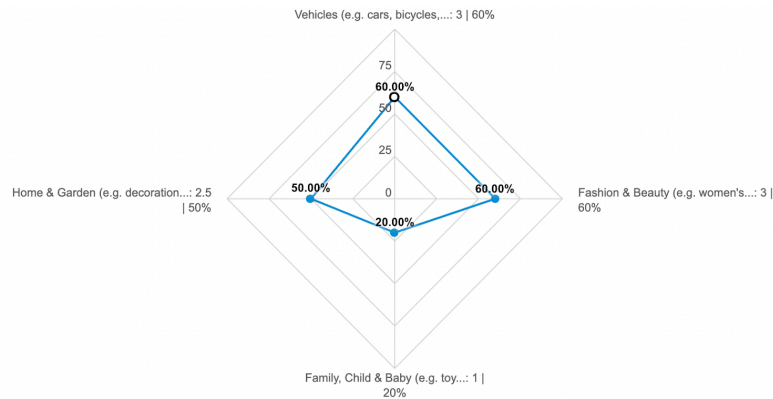
Figure 11 - Proportion of things received relative to overall consumption, lbc users

For selling (Q1dii), favoured categories included again "Home & Garden" at 26.2% (eK 25.2%, lbc 29.4%), "Electronics" at 17.9% (eK 17.5%, lbc 19.3%), and "Leisure & Hobby" at 16.2% (eK 17.3%, lbc 12.8%). For lbc users, selling in "Vehicles" shared second place at 19.3%, while it only came in at 10.7% for eK users, marking one of the larger discrepancies, along with "Fashion & Beauty" which came in at 14.8% for eK and 7.3% for lbc, and "Family, Child & Baby" (eK 9.3%, lbc 4.6%). Least used categories for both platforms in selling were "Pets" and "Other".

For gifting (Q1eii), the most used category in comparison to the others was repeatedly by a large margin "Home & Garden" at 40.6% (eK 40.3%, lbc 45.5%), followed by "Leisure & Hobby" at 15.5% (eK 15.4%, lbc 18.2%) and "Fashion & Beauty" at 12.5% (eK 12.8%, lbc 9.1%). For lbc users, another important category was again "Other" at 18.2% (4.7% for eK). However, as previously mentioned for this question block, the numbers for lbc users are not very statistically significant, as only 10.6% of respondents participated. Least used categories were "Vehicles" and "Pets" with 1.9% each.

In order to further specify which categories are more or less preferred, participants were asked to indicate whether they would specifically exclude any particular one (Q3). Overall, "Pets" was chosen most frequently at 29.6% (eK 32.9%, lbc 24%), followed by "Fashion & Beauty" at 21.2% (eK 17.1%, lbc 27.9%), "Electronics" at 15% (eK 11.8%, lbc 20.2%), and "Vehicles" at 13.5% (eK 16.5%, lbc 8.7%). All four of these categories were also the ones with the biggest discrepancies in responses from eK and lbc users, for all the others, they were very close.

4.3.5 Necessity of consumption

In the follow-up question (Q1ciii), respondents were asked to quantify how many of the things bought on the platform they would have bought elsewhere if they had not found them on the platform, in order to gauge how high the proportion of "necessary" purchases is in relation to "additional" purchases. Respondents were asked again to rate their perception on a scale from 1 ("None") to 5 ("All"). Both lbc and eK users were very close in their responses to this, with the mean of all responses $\bar{X}$ = 3.56 (SD = 1.24, 95% CI [3.419 - 3.736]), and the most selected value being 5.

For gifted things, the question was the same as for things bought on the platform (Q1fiii). Respondents were asked to quantify how many of the respective products they would have otherwise bought, had they not obtained them for free. The total mean was lower than for buying at $\bar{X}$ = 2.62 (SD = 1.36, 95% CI [2.24 - 3.01]), however with significant differences between eK ($\bar{X}$ = 2.71, SD = 1.35, 95% CI [2.52, 2.9]) and lbc ($\bar{X}$ = 1.80, SD = 1.30, 95% CI [1.53, 2.07]) users.

4.3.6 Alternative options for platform use

For selling (Q1div), the question was turned around to get an idea of where else things would have ended up, had they not been sold on the platforms: Respondents were asked to indicate what would have happened to their sold products otherwise. Overall, it was relatively evenly split between all four options, with slight variations between the two user bases. While for eK users, the most likely option was "Give away" at 31.7% (lbc 16.7%), lbc users tended to choose "Donate" the most at 36.9% (eK 24.9%). 24.6% of eK users said they would choose to "Throw away", while 19.1% of lbc users did. The final option, "Keep", was chosen by 18.8% of eK users and 27.4% of lbc users.
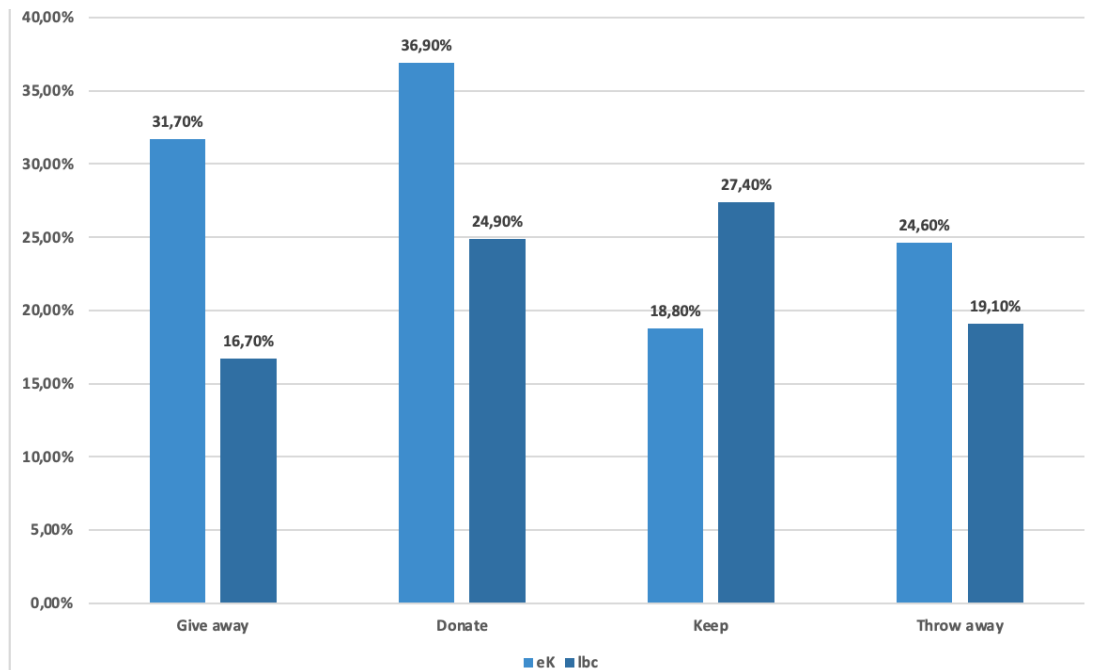
Figure 12 - Alternative options for platform use (selling)

When asked the same question but with regards to gifting (Q1eiii), the contrast between users of the two platforms was more pronounced. While "Throw away" was chosen 46.9% of the time by eK users, it was only 15.4% for lbc users. Again, they gravitated more towards "Donate", at 61.5% (eK 35.9%). 7.6% of the time, eK users said they would otherwise "Sell" the products (15.4% of lbc users), while they chose "Keep" 9.7% of the time (lbc 7.7%). Here it is once again important to mention that the results for lbc users are only based on 10.6% of participants responding to these questions.
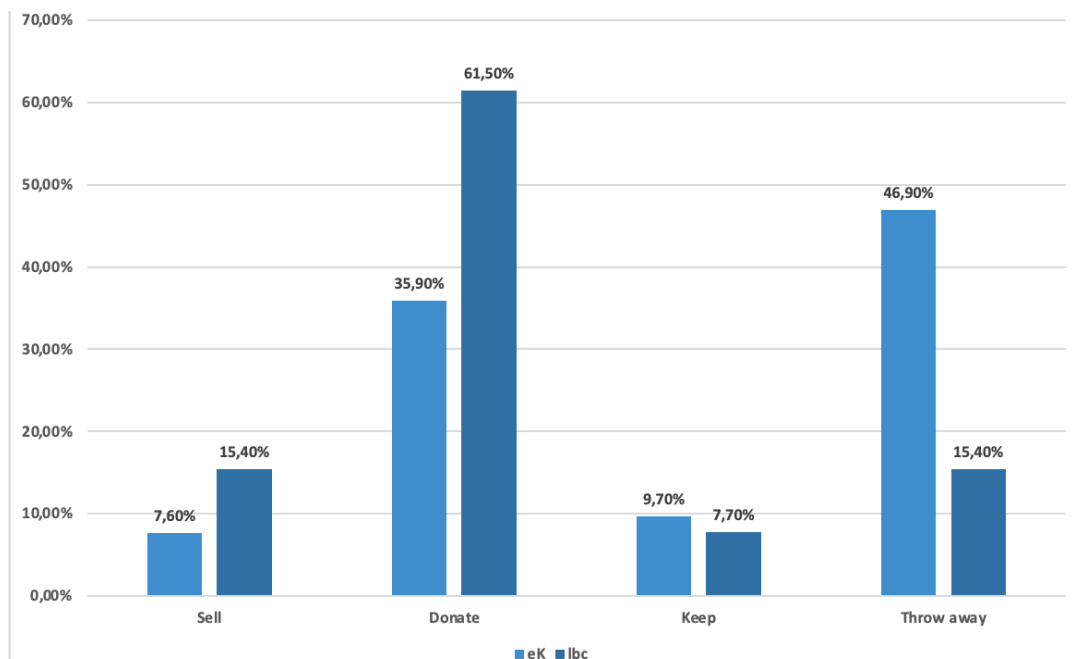
Figure 13 - Alternative options for platform use (gifting)

4.3.7 Willingness to extend product life cycle

Q1civ assessed the readiness of users to purchase broken things in order to get an indication of whether the platforms can have an impact on some products' life cycle. Here, 15% (eK 16.6%, lbc 11.6%) responded that they also bought broken things with the intention of repairing them, while 85% said that they did not.

The next question (Q1dv**)** asked a similar thing to selling users, where overall, 69.2% said they did not sell broken things (eK 64.8%, lbc 80.4%), and 30.8% (eK 35.2%, lbc 19.6%) said they did, which is significantly higher than the percentage of buying users willing to purchase something broken.

For gifting (Q1eiv), the answer was more resoundingly "Yes" at overall 58.8% (eK 56.8%, lbc 77.8%), with 41.2% (eK 43.2%, lbc 22.2%) saying they do not give away things that are broken and could be repaired.

When it comes to receiving free things (Q1fiv), users of both platforms aren't as generous towards broken things as when gifting them: Overall, 63.8% (eK 66.7%, lbc 40%) said they would not take free things that are broken with the intention of repairing them, while 36.2% (eK 33.3%, lbc 60%) indicated that they would. The lbc numbers are again based on a very low number of responses to this specific question, making it difficult to draw any conclusions from them.

Q1diii was a question that was asked in the "selling" subset of questions, in order to further gauge the respective respondents' motivation for using the platforms and their readiness to part with their belongings. Overall, 70.2% indicated that they usually sold things for a loss, while 9.1% did so for a profit, and 20.7% said it was both. However, when looking at the individual numbers, the difference between users of the two platforms was striking: For lbc, 89.3% usually sell for a loss, while for eK, it was 62.7%. Respectively, only 3.6% of lbc users indicated they make a profit opposed to 11.3% of eK users, and 7.1% of lbc users sell for both, while 26.1% of eK users do.

4.3.8 Motivations for platform use

All Q2 questions were asked to all respondents who had answered that they used or had visited the platform before in Q1. They had to indicate their motivations for using the platform on a scale from 1 ("Absolutely not") to 5 ("Absolutely"). The question with the highest mean was Q2a "To pay less", followed by Q2c "To get rid of things (without having to dispose of them)". Q2d "To live sustainably", Q2b "To find things I can't find elsewhere", and Q2f "To give away things that are still useful" were in the middle of the pack, while Q2e "To earn money", Q2g "To find free things to save money", and Q2h "That it is an enjoyable pastime" had the lowest agreement scores. As can be seen in

the two spider graphs, there are no major discrepancies between the responses of lbc and eK users, but some slight differences: eK users indicate a higher motivation in finding things they cannot find elsewhere, in giving away things that are still useful, in finding free things, and in experiencing more enjoyment from using the platform.
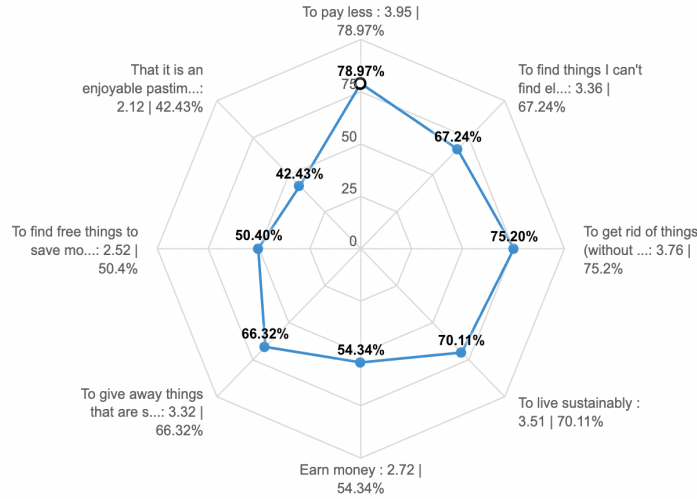
Figure 14 - Motivations for platform use, eK users
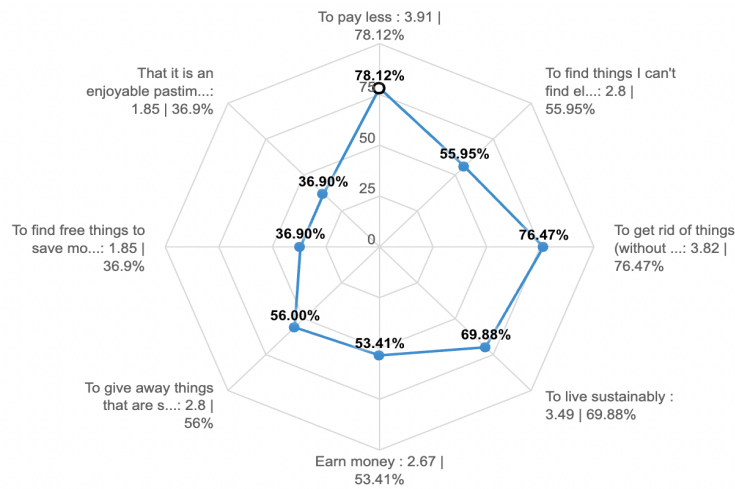
Figure 15 - Motivations for platform use, lbc users

Table 3 - Motivations for platform use

Q	n	X̄	CI (95%)	*MOE*	*SD*
2a To pay less **Total**	259	3.93	[3.79 - 4.07]	0.141	1.16
2b To find things I can't find elsewhere **Total**	258	3.18	[3.01 - 3.35]	0.172	1.41
2c To get rid of things (without having to dispose of them) **Total**	260	3.78	[3.61 - 3.94]	0.165	1.36
2d To live sustainably **Total**	259	3.50	[3.34 - 3.66]	0.164	1.35
2e To earn money **Total**	258	2.70	[2.53 - 2.87]	0.174	1.43

Q	n	X̄	CI (95%)	*MOE*	*SD*
2f To give away things that are still useful **Total**	259	3.15	[2.97 - 3.33]	0.180	1.48
2g To find free things to save money **Total**	257	2.30	[2.13 - 2.46]	0.165	1.35
2h That it is an enjoyable pastime **Total**	257	2.03	[1.80 - 2.18]	0.148	1.21

4.3.9 Platform non-users

This set of questions only appeared for those participants who responded in Q1 that they had never used or visited the platforms. They were asked whether, even if they had never used them, they knew of the platform (Q4a). 86.7% responded "Yes", while 13.3% said that they did not know them. For respondents who had answered about lbc, there were none that indicated they did not know the website. However, there were only 2.3% of lbc respondents and 6.9% of eK respondents that had selected "No" for Q1, making the statistical relevance of further questions impossible. When requested in Q4b to rate the likelihood of using the platforms in the future from 1 ("Very unlikely") to 5 ("Very likely"), respondents asked about eK were significantly more optimistic with X̄ = 2.62, *SD* = 1.56 than respondents about lbc with a X̄ = 2, *SD* = 1.41.

4.3.10 Sustainability inclinations

These three questions were for all participants, and they were asked to rate on a scale from 1 ("Absolutely not") to 5 ("Absolutely"), to what extent the questions asked applied to them. Q5a, which asked whether participants generally buy secondhand, resulted in an overall X̄ = 3.36, where respondents asked about both platforms did not diverge much in their responses. A similar picture emerged for Q5b, where participants overall rated themselves slightly lower (X̄ = 3.20) in self-assessment of leading a sustainable lifestyle. The largest discrepancy can be seen in responses to Q5c, whether they feel the use of peer-to-peer platforms is relevant to a sustainable lifestyle, which had the highest mean out of the three questions X̄ = 4.05, with eK X̄ = 3.96 and lbc X̄ = 4.24. What is remarkable is that the *SD* for all three questions is quite low in comparison to most other questions in the survey, particularly for Q5b and Q5c.

Table 4 - Sustainability inclinations

Q	n	X̄	CI (95%)	MOE	SD
5a Do you generally buy things secondhand?					
Total	**275**	**3.36**	**[3.22 - 3.5]**	**0.144**	**1.22**
eK	188	3.39	[3.22 - 3.56]	0.170	1.19
lbc	87	3.29	[3.02 - 3.56]	0.269	1.28
5b Would you describe yourself as someone who leads a sustainable lifestyle?					
Total	**275**	**3.20**	**[3.09 - 3.31]**	**0.101**	**0.93**
eK	188	3.22	[3.09 - 3.35]	0.129	0.90
lbc	87	3.14	[2.93 - 3.35]	0.210	1.00
5c Do you feel the use of peer-to-peer platforms is relevant to a sustainable lifestyle?					
Total	**275**	**4.05**	**[3.93 - 4.17]**	**0.119**	**1.01**
eK	188	3.96	[3.81 - 4.11]	0.149	1.04
lbc	87	4.24	[4.05 - 4.43]	0.191	0.91
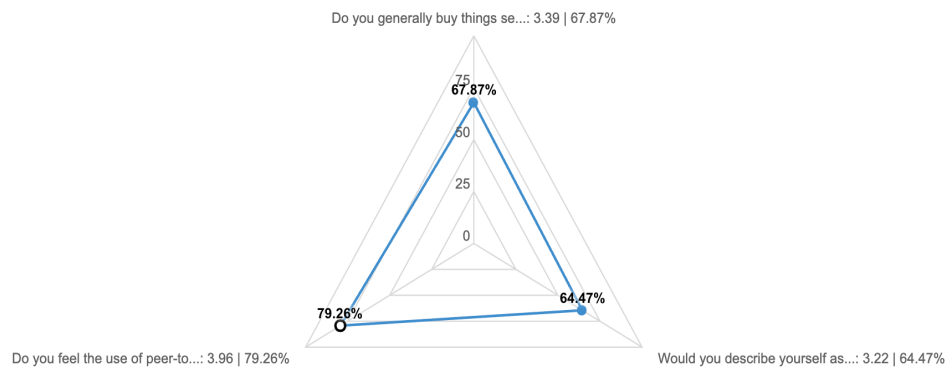
Figure 16 - Sustainability inclinations, eK users
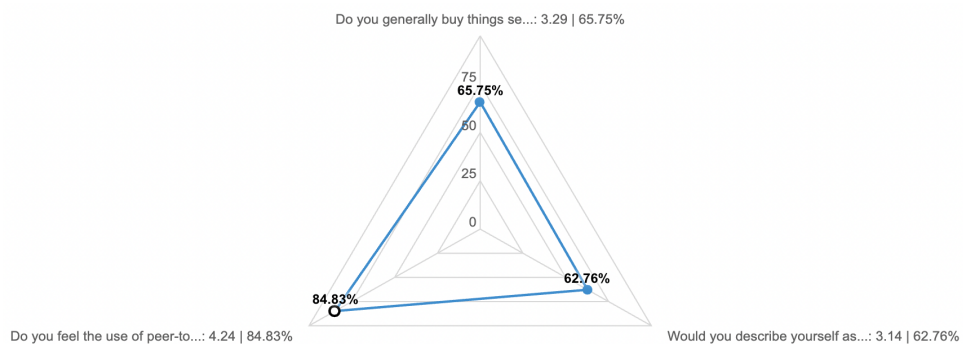
Figure 17 - Sustainability inclinations, lbc users

4.4 Inferential statistics

Chi-Square Tests of Independence, two-way ANOVAs, and t-tests were performed to exploratively identify broad differences in the user habits and preferences of P2P online marketplace platforms and also in between the two different platforms *eBay Kleinanzeigen* and *leboncoin* with regard to several sociodemographic groups, different motivations for platform use, and self-assessment of sustainable lifestyle.

4.4.1 Hypotheses 1 and 2

H1   Certain sociodemographic groups are more likely to use P2P platforms in general and/or at a higher frequency.

H2   Individual factors have a correlation with likelihood and frequency of use of the platforms, particularly younger age and a higher degree of urbanisation.

For the relationship between likelihood (Q1) and future likelihood (Q4b) of platform use (Q1), a Chi-Square Test of Independence was performed; for platform use frequency (Q1a), an ANOVA was performed to find out whether the differences between the groups of data are statistically significant. Q1 and Q4b did not supply many interpretable results due to lack of adequate sample size, meaning that H1 and H2 can be neither confirmed nor rejected with regard to likelihood of (future) use. For frequency of use, we can assess that for monthly net income (Q6a) and education (Q6e), the platforms develop differently over the categories, while for age (Q6f) and for city size, there is a main effect. This indicates that H2 can be in parts verified for higher frequency of use amongst younger age groups, while the aspect of urbanisation has to be rejected, as frequency of use is higher the smaller the size of inhabitants. Details on all interpretable calculations for H1 and H2 can be found starting at Annex 4.

4.4.1.1 Platform use likelihood

A Chi-Square Test of Independence was performed to assess the relationship between different sociodemographic variables (Q6a - Q6f) and the likelihood of platform use (Q1), as well as the likelihood of future platform use (Q4b) for those who did not use the platforms in question yet. Chi-Square was however not interpretable, as values for "No" in Q1 were so small that the conditions could not be fulfilled, making for a precarious analysis situation. The only exception was Q6d, gender identity, which showed no significance in relation to platform use, meaning that gender has no influence on likelihood of platform use.

4.4.1.2 Use frequency

For the relationship between sociodemographic variables and platform use frequency (Q1a), an ANOVA was performed to find out whether the differences between the groups of data are statistically significant.

Q6a - Monthly net income

Analysis of variance showed a marginally significant interaction effect for monthly net income and frequency of use across the two platforms $F_{(4, 221)} = 2.144$, $p = .076$, $\eta p2 = .037$. For lbc users the higher the income over 2000€, the less it is used, showing that the platforms develop differently over the different categories.
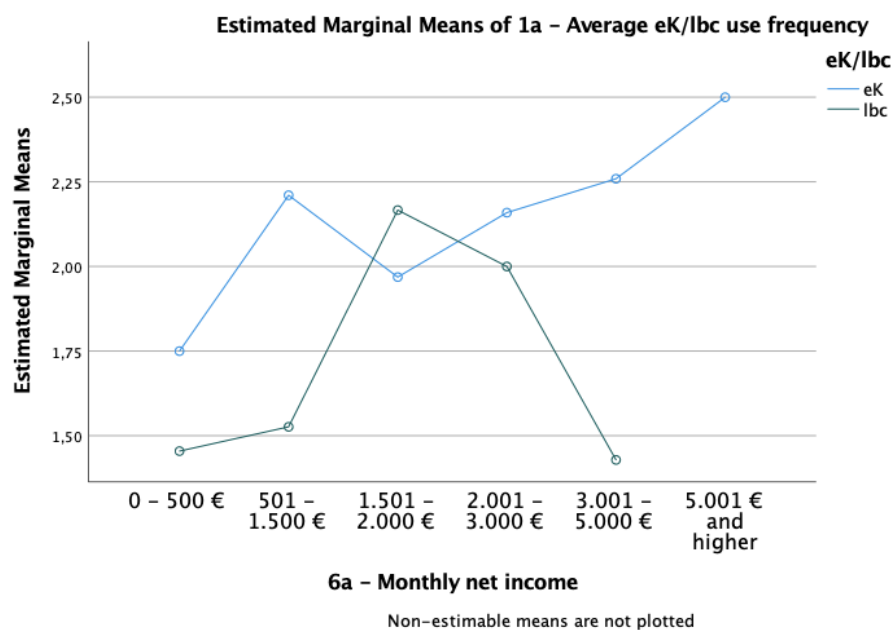
Figure 18 - ANOVA Use frequency x Income

Q6b - City size in inhabitants

There was no interaction effect, but a main effect for both the city size $F_{(6, 241)} = 2.170$, $p = .047$, $\eta p2 = .051$ and the platform $F_{(1, 241)} = 17.949$, $p < .001$, $\eta p2 = .069$, meaning in terms of frequency of use, both platforms and city sizes differ. When taking a closer look at the Bonferroni post-hoc test, there is a particularly strong effect between the smallest (1 - 4.999 inhabitants) and the largest (500.000 and more) groups, indicating that the smaller the city, the higher the use frequency.
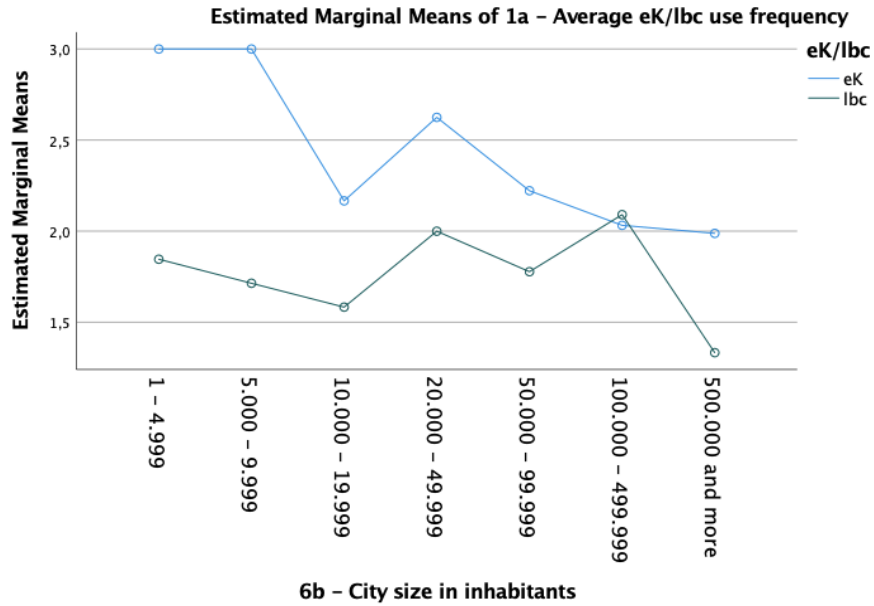
Figure 19 - ANOVA Use frequency x City size

Q6d - Gender identity

There was neither a main nor an interaction effect, indicating that gender identity does not play a role.

Q6e - Education

There is a marginally significant interaction effect for education level and frequency across the two platforms $F_{(4, 231)} = 2.076$, $p = .085$, $\eta p2 = .035$ and no main effects, showing a development into two opposite directions for higher education, as eK users with a PhD showed a very low frequency of use in comparison to lbc users with a PhD, who had the highest use frequency.
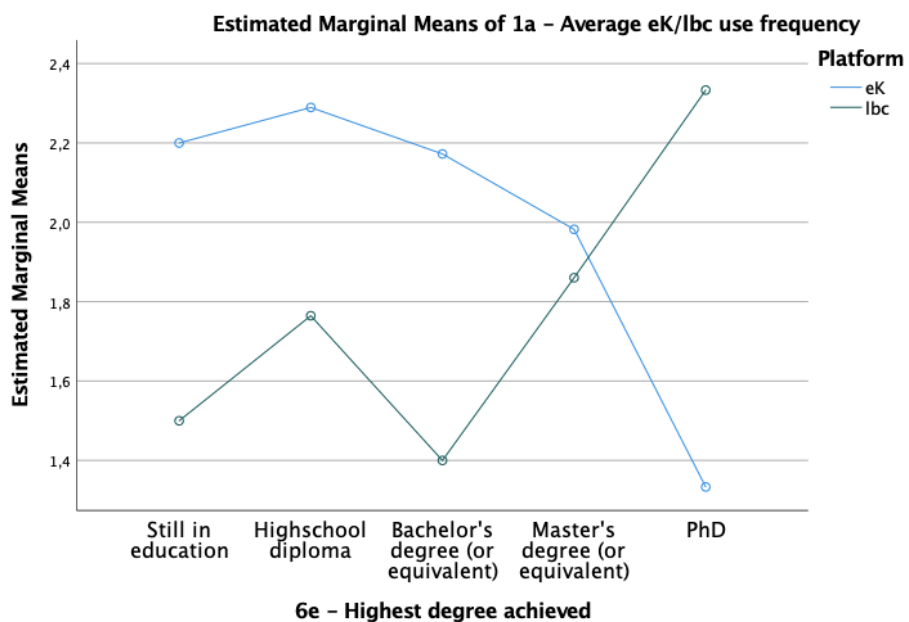
Figure 20 - ANOVA Use frequency x Education

Q6f - Age group

There was no interaction effect, but two marginally significant main effects for age group $F_{(5, 241)} = 2.134$, $p = .062$, $\eta p2 = .042$ and again for platform $F_{(1, 241)} = 3.751$, $p = .054$, $\eta p2 = .015$, meaning in terms of frequency of use, both age groups and platforms differ slightly. When taking a closer look at the Bonferroni post-hoc test for age groups, we can see that the middle age (30 - 39) category differs from old and young age groups. Higher platform use frequency is more likely to be found in the middle age group, which is most consistent. The oldest age group for eK is inclined to use more frequently, while for lbc it has the lowest expression of all.
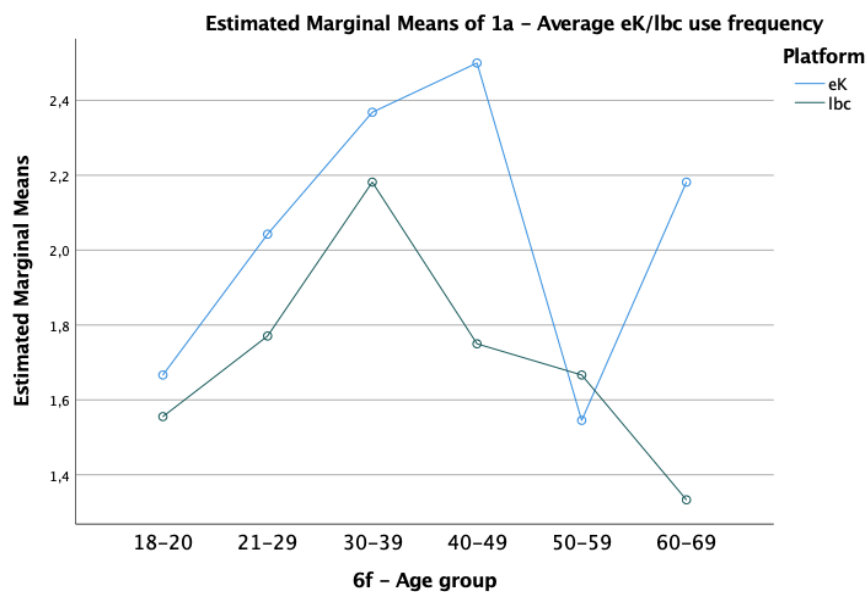
Figure 21 - ANOVA Use frequency x Age groups

4.4.1.3 Future platform use likelihood

As for Platform use likelihood, Q4b did not have a large enough sample size which meant that prerequisites were not fulfilled to a large extent due to variance heterogeneity and the ANOVAs could not be interpreted. The research should be repeated with higher power (statistical test strength).

4.4.2 Hypotheses 3, 3a, and 3b

H3   More frequent use of the platforms also leads to more consumption in general.

H3a   Younger age and a higher degree of urbanisation lead to higher Consumption in general.

H3b   Younger age and a higher degree of urbanisation lead to a higher proportion of consumption through the platform of total consumption.

For the relationship between higher frequency of use of the platforms (Q1a) and proportion of total consumption (Q1b), as well as between age and degree of urbanisation, and proportion of products deemed necessary when bought (Qciii) or received (Qfiii), an ANOVA was performed to find out whether the differences between the groups of data are statistically significant. H3, H3a, and H3b could in large parts not be treated due to small sample size and should be repeated, however, the interpretable results showed no significance except for a marginally significant relationship between age and proportion of total consumption, meaning that the hypotheses cannot be verified. Details on all interpretable calculations for H3, H3a, and H3b can be found starting at Annex 6.

4.4.2.1 Use Frequency

Due to the small sample size, preconditions were again unfortunately not met due to variance heterogeneity and H3 cannot be verified. The research should be repeated with higher power (statistical test strength).

4.4.2.2 Perceived necessity of goods bought or received

For age and city size, there was no significance with regard to perceived necessity of purchased things. For city size and necessity of gifted things, the sample size did not allow for a statistical interpretation of interaction effects, while there was a marginally significant main effect for platform $F(1, 38) = 2.767$, $p = .051$, $\eta p2 = .096$.
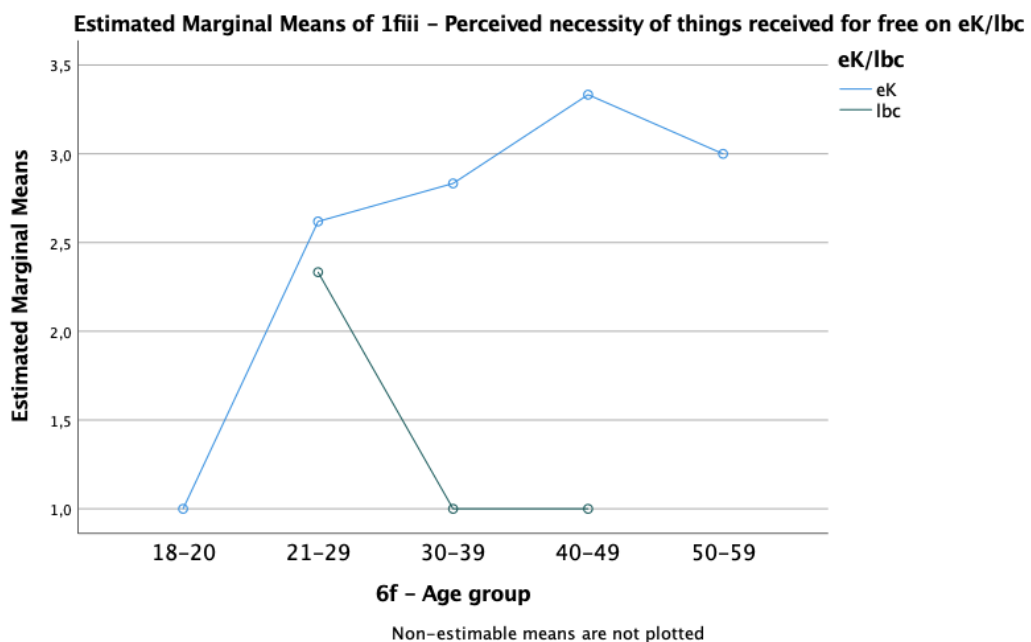
Figure 22 - ANOVA Perceived necessity of goods x Age groups

4.4.2.3 Proportion of total consumption

For city size and the proportion of consumption through the platform of total consumption, there was no significance. For the relationship between age groups and proportion of

consumption, there was a main effect for age groups F(5, 243) = 2.767, p = .019, ηp2 = .054, which Bonferroni post-hoc tests showed to be significant for age groups 30 - 39 and 40 - 49 being higher than for the 50 - 59 group.
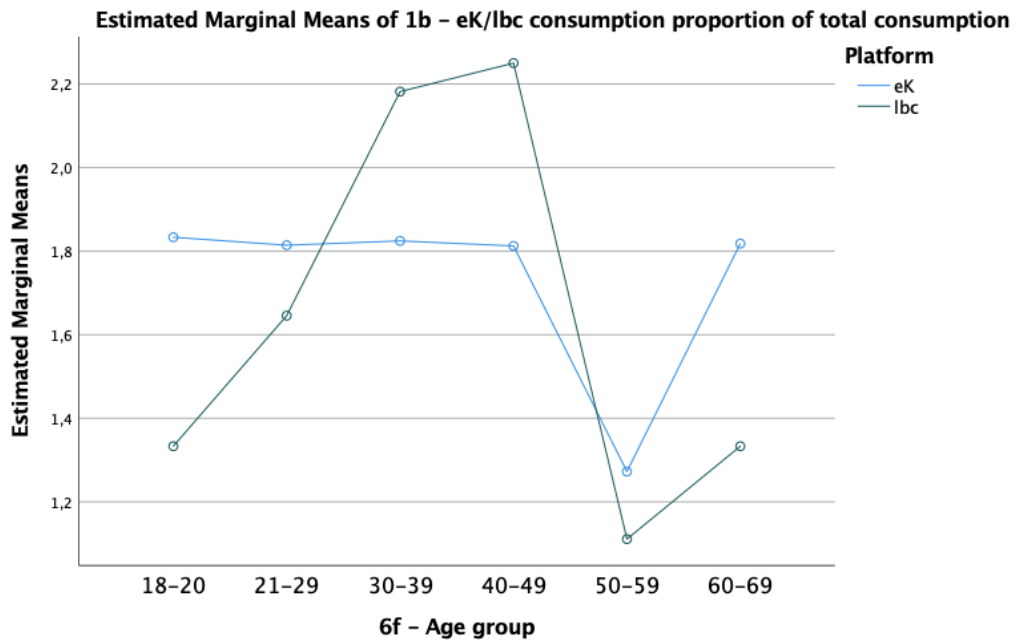
Figure 23 - ANOVA Proportion of total consumption x Age groups

4.4.3 Hypothesis 4

H4   People who already consider themselves to be leading a sustainable lifestyle are more likely to use the platforms.

For the relationship between self-assessment of leading a sustainable lifestyle (Q5b) and platform use (Q1), a Chi-Square Test of Independence was performed, for platform use frequency (Q1a), and future likelihood of platform use for non-users (4b), an ANOVA was performed to find out whether the differences between the groups of data are statistically significant. For this process, Q5b was categorized by a median split in order to separate the variable into "high" and "low" self-assessed sustainable lifestyle, with the outcome that 179 participants had rated themselves as "low" and 96 as "high". For the aspect of use frequency, H4 can be partially verified, as users with high self-assessment also tended to have higher frequency of use of the platforms. There was however no significance for the relationship between sustainable self-assessment and general platform use. Details on all interpretable calculations for H4 can be found starting at Annex 9.

4.4.3.1 Platform use

The Chi-Square Test of Independence showed no significance for the relationship between self-assessment of leading a sustainable lifestyle and platform use.

4.4.3.2 Use Frequency

There was a main effect platform use frequency and self-assessment of sustainable life-style $F_{(1, 256)} = 9.652$, p = .002, ηp2 = .036. Users who ranked themselves higher use both platforms more often. A second main effect for the platform could be observed $F_{(1, 256)} = 7.569$, p = .006, ηp2 = .029., showing again that lbc is used at a lower frequency than eK. There was however no interaction effect.
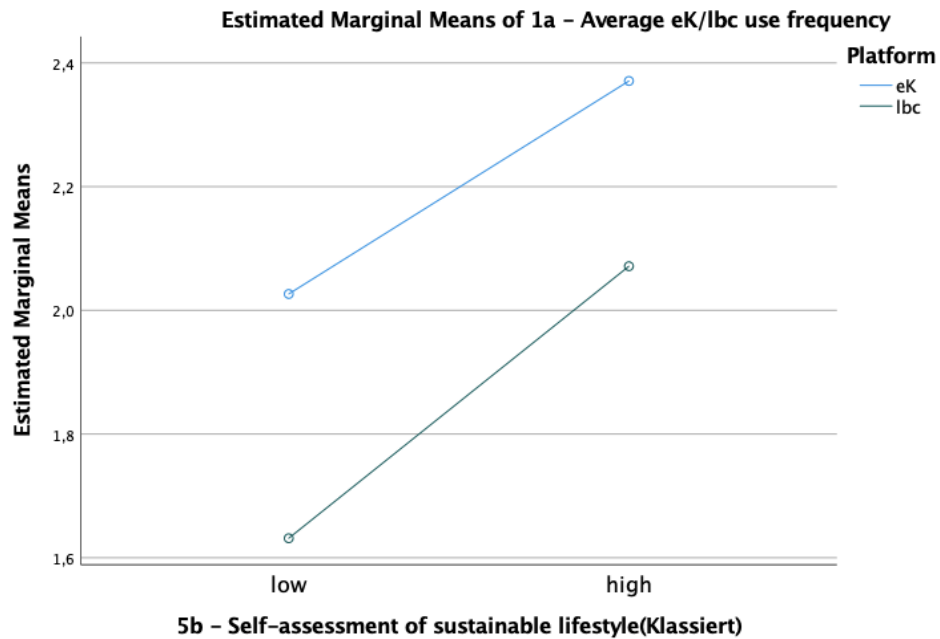
Figure 24 - ANOVA Use frequency x Self-assessment of sustainable lifestyle

4.4.3.3 Likelihood of future use

As for previous calculations with Q4b, the restricted sample size did not allow for statistical interpretation. The research should be repeated with higher power (statistical test strength).

4.4.4 Hypothesis 5

H5   Particular categories and actions are more likely to be used, as well as at a higher frequency, by people whose motivation is to use P2P platforms for sustainable purposes.

Since statistical calculations were mostly impossible for the differentiation of the platforms (with only eK results interpretable, but not lbc due to sample size), Chi-Square Tests of Independence were administered for the total results in H5 and H6 in order to paint a picture of general relationships between different motivations and P2P online marketplace platform use. First, the influence of sustainability motives (Q2d, Q2f) on the different BSGR (Q1c buying, Q1d selling, Q1e gifting, Q1f receiving) activities verified H5 since certain activities are more likely to be used. Afterwards, t-tests for the platform

categories (e.g., "Vehicles", "Home & Garden", etc.) equally verified slight preferences in this context. Finally, there was a relationship established between one of the two sustainability motivations (Q2d) and general frequency of use, while for all other interpretable motivations, there was no significance. Details on all interpretable calculations for H5 can be found starting at Annex 10.

4.4.4.1 BSGR

Q2d - Motivation for platform use is to live sustainably

A Chi-Square Test of Independence was performed to assess the relationship between platform use motivation of sustainability and using it for BSGR. There was a significant relationship between the two variables for selling, $\chi2(4, 259) = 10.2$, p = .037 with a moderate association V = 0.199.
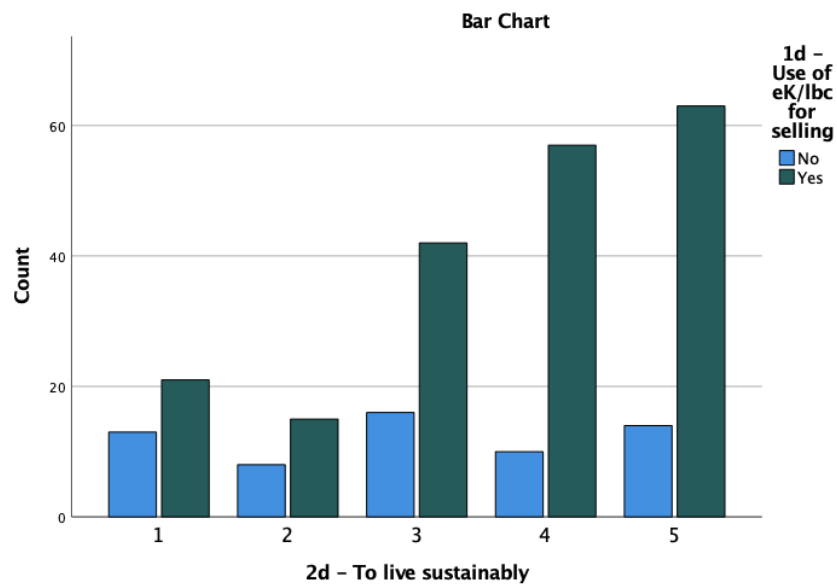
Figure 25 - Sustainability motivation x Selling

There was also a moderate association for users with sustainable motives to tend to use the platform for gifting $\chi2(4, 259) = 14.8$, p = .005, V = 0.239 and receiving $\chi2(4, 259) = 11.8$, p = .019, V = 0.213.
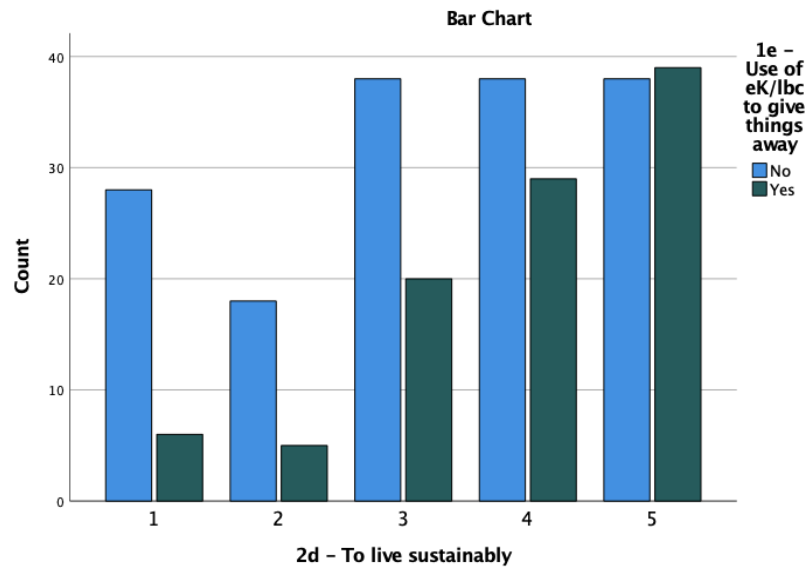
Figure 26 - Sustainability motivation x Gifting
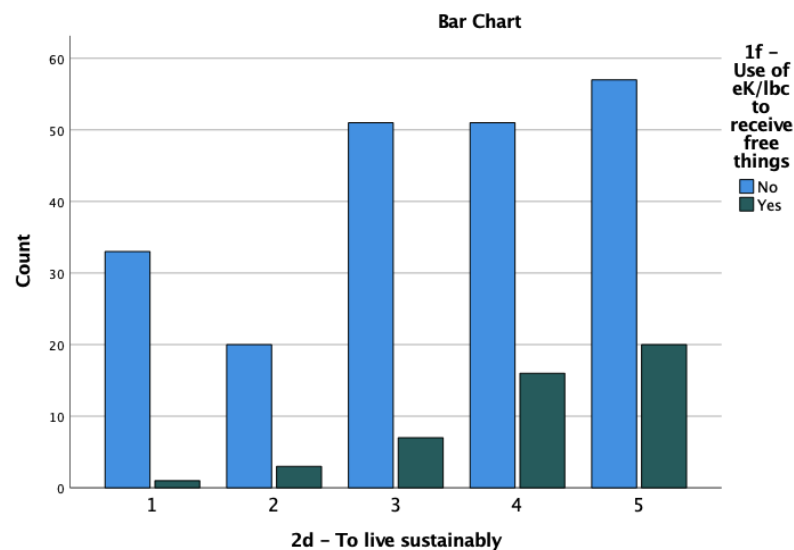
Figure 27 - Sustainability motivation x Receiving

This means that overall, there is a moderate association between stronger sustainability motives and the use of the platform for selling, gifting, and receiving free things. On the other hand, there is no significance for buying.

Q2f - Motivation for platform use is to give away things that are still useful

There was no significance for the life cycle prolonging motivation and using the platform for buying or for receiving free things. There was a significance for selling and gifting, with a moderate association for selling $\chi2(4, 259) = 11.3$, p = .023, V = 0.209 and a

relatively strong association for gifting $\chi2$(4, 259) = 58.1, p < .001, V = 0.473, meaning that users whose motivation it is to give away things that they still deem useful have a tendency to use the platforms for selling and a stronger tendency to use it for gifting.
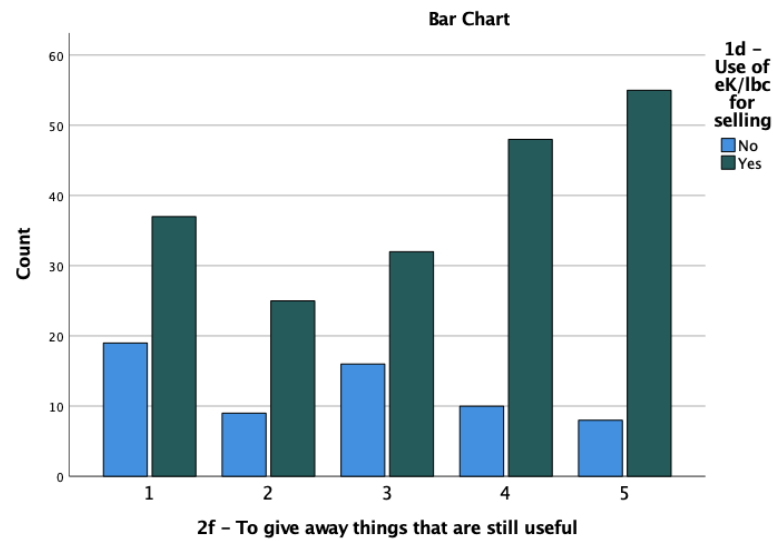
Figure 28 - Life cycle prolonging motivation x Selling
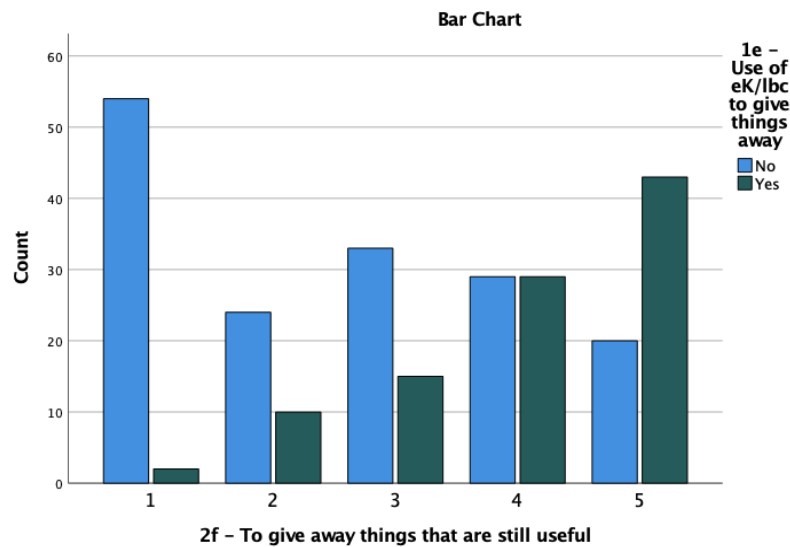
Figure 29 - Life cycle prolonging motivation x Gifting

4.4.4.2 Categories

In order to assess whether some categories were more likely to be used by P2P platform users who rated themselves high on sustainability motives (Q2d and Q2f), t-tests for mean differences in independent samples were performed between the motives and aggregations of all categories over the BSGR activities by fusing the variables (e.g., "Vehicles" from 1cii, 1dii, 1eii, and 1fii were summed up into one variable). In order to prepare the motivation variables for the t-tests, they were categorized by a median split into "high" and "low". If homogeneity of variances > 0.05 is not given, significance through the

Welch-test is used instead. To interpret the effect size, Cohen's d was calculated for the significant results.

For the categories "Vehicles", "Pets", and "Other", there was no statistically significant difference between low or high motivations for either sustainability or life cycle prolonging motivations. For "Fashion & Beauty", a Welch two-samples t-test showed that the difference was statistically significant for Q2d with a mean difference of -0.32 (95%-CI[-0.57, -0.07]) lower for the group with low sustainability motivation t(114.183) = -2.49, p = .014, d = .43, and for Q2f a mean difference of -0.30 (95%-CI[-0.50, -0.08]) lower for the group with low life cycle prolonging motivation t(213.124) = -2.79, p = .006, d = .36, with a small effect on using this category for both. For the category "Family, Home & Baby", the Welch t-test only for Q2f showed a mean difference of -0.29 (95%-CI[-0.50, -0.07]) lower for the group with low life cycle prolonging motivation t(198.826) = -2.62, p = .009, d = .36, indicating a small effect on using this category. For "Home & Garden", equal variances were assumed for Q2d and there was a statistically significant difference between the group with low and the group with high sustainability motivation, with mean difference of -0.45 (95%-CI[-0.87, -0.12]) lower for the group with low sustainability motivation t(257) = -2.66, p = .008, d = .36, meaning that higher sustainability motivation has a small effect on using this category. For Q2f, there was again no homogeneity of variance and a Welch t-test showed a mean difference of -0.68 (95%-CI[-0.98, -0.38]) lower for the group with low life cycle prolonging motivation t(241.150) = -4.49, p < .001, d = .56, with a medium effect on using this category. For "Electronics" and Q2f, equal variances were assumed and there was a statistically significant difference between the group with low and the group with high life cycle prolonging motivation, with a mean difference of -0.28 (95%-CI[-0.50, -0.06]) lower for the group with low life cycle prolonging motivation t(257) = -2.50, p = .013, d = .31 and higher motivation having a small effect on using this category. For "Leisure & Hobby", a Welch t-test for Q2d showed a mean difference of -0.43 (95%-CI[-0.71, -0.16]) lower for the group with low sustainability motivation t(119.509) = -3.15, p = .002, d = .44, and a t-test with equal variances assumed for Q2f a mean difference of -0.36 (95%-CI[-0.59, -0.13]) lower for the group with low life cycle prolonging motivation t(257) = -3.11, p = .002, d = .38, both having a small effect on using this category.

In summary, there was a small effect on categories "Fashion & Beauty" (Q2d, Q2f), "Family, Home & Baby" (Q2f), "Home & Garden" (Q2d), "Electronics" (Q2f), and "Leisure & Hobby" (Q2d, Q2f), while there was a medium effect on the category "Home & Garden" (Q2f), indicating that these have a slightly higher tendency of being used by people with higher sustainability motives, particularly "Home & Garden". Additionally,

there were no significant results for either of the sustainability motivations and the ruling out of specific categories (Q3).

4.4.4.3 Use Frequency

For Q2d, the motivation of living sustainably, after performing a Chi-Square Test of Independence, it was found that there was a significance with frequency of use $\chi2(12, 259)$ = 27.4, p = .007, V = 0.188 albeit with a weak to moderate association, meaning that users with stronger sustainable motives slightly tend to use the platform with a higher frequency.
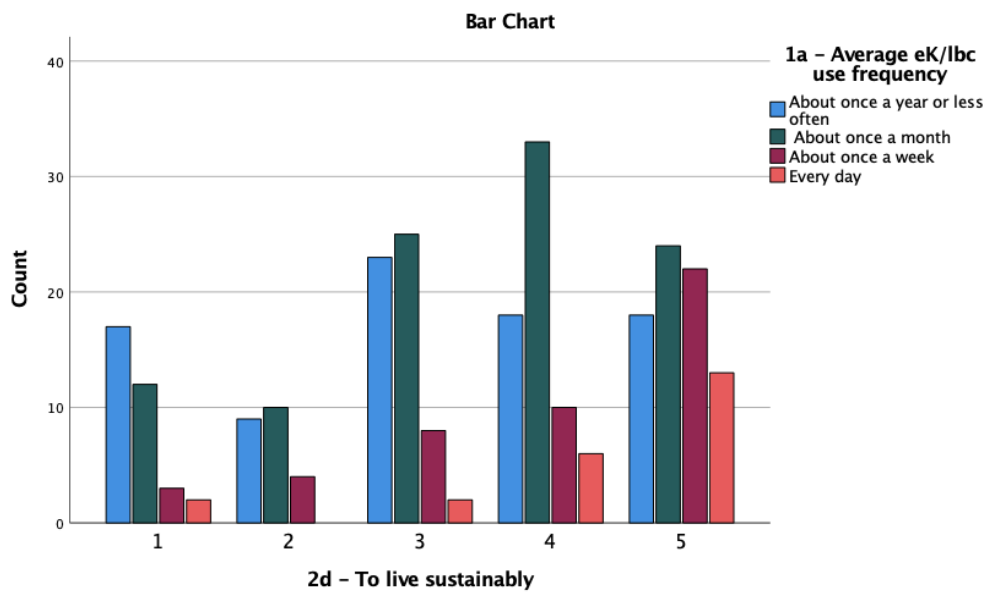
Figure 30 - User frequency x Sustainability motivation

For Q2f, the life cycle prolonging motivation, no significance could be found.

4.4.5 Hypothesis 6

H6   Users with higher frequency of use of the platform are more likely to try to increase the life cycle of their goods.

For the relationship between frequency of use (Q1a) and willingness to buy, sell, gift, or receive broken things (Q1civ, Q1dv, Q1eiv, Q1fiv), as well as for alternative options for selling (Q1div) and gifting (Q1eii), a Chi-Square Test of Independence was performed to find out whether the differences between the groups of data are statistically significant. H6 was verified in the aspect that all four BSGR activities had a significance, while the results for alternative options were less concrete. Details on all interpretable calculations for H6 can be found starting at Annex 14.

4.4.5.1 Willingness to BSGR broken goods

A Chi-Square Test of Independence was performed to assess the relationship between frequency of platform use and willingness to buy broken things. There was a significant relationship between the two variables, χ^2(3, 260) = 21.1, p < .001, V = 0.285 with a moderate to strong association. This means that users with a higher frequency of use also tend to buy broken things more than users with a low frequency of use of the platforms.
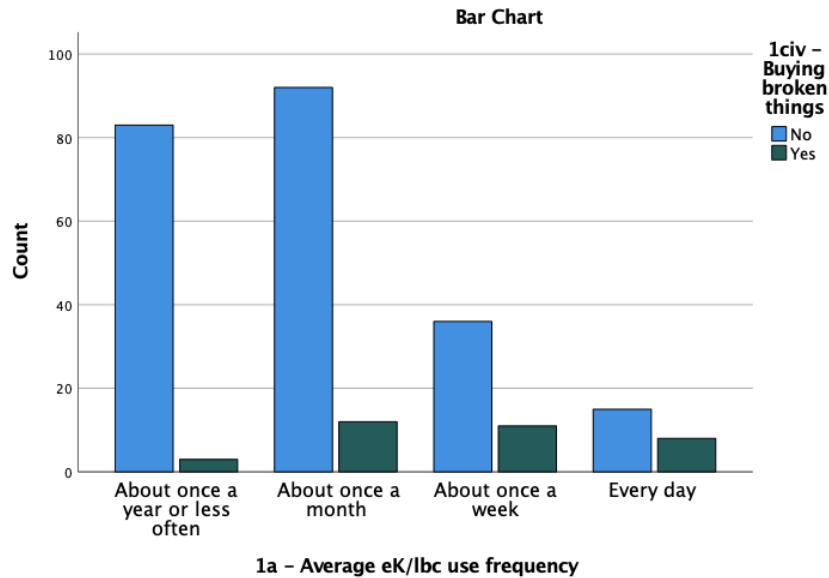
Figure 31 - Willingness to buy broken things x Use frequency

The same was performed for willingness to sell χ^2(3, 260) = 14.1, p = .003, V = 0.233 and gift χ^2(3, 260) = 18.6, p < .001, V = 0.267, both equally moderately associated.
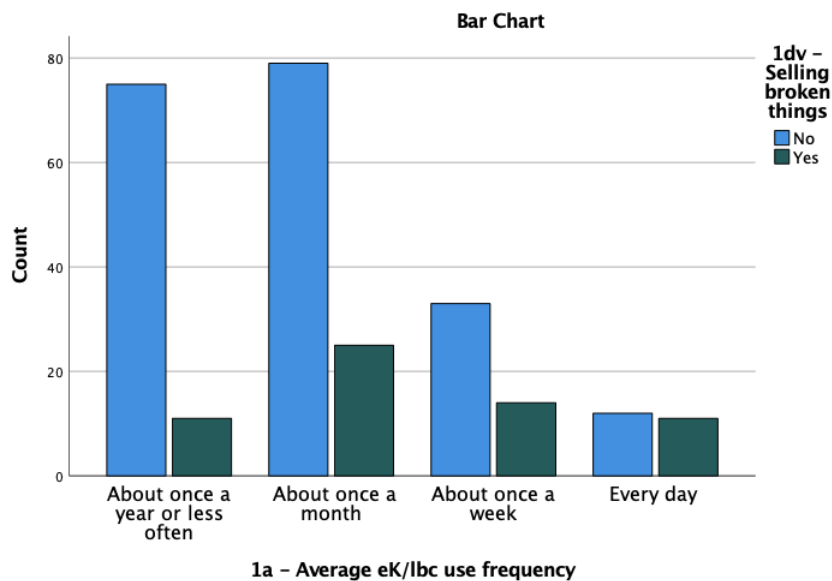
Figure 32 - Willingness to sell broken things x Use frequency
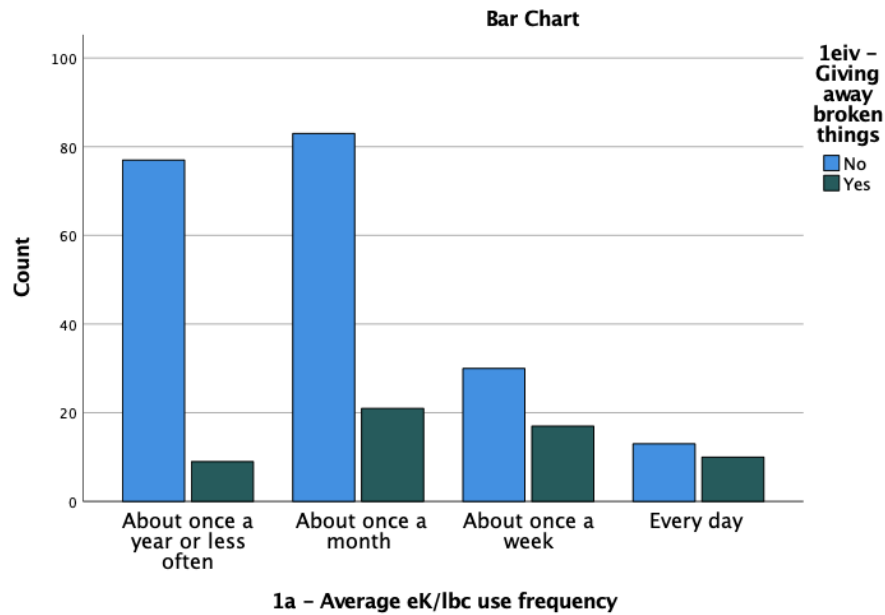
Figure 33 - Willingness to gift broken things x Use frequency

For receiving gifts, the total is only interpretable with reservations as 25% of cells had <5% significance, it was however along the same line with $\chi2(3, 260) = 28.1$, p < .001, V = 0.329 and a strong association. This means that for all four aspects, there is a tendency for more frequent users to increase the life cycle of goods by reusing broken things.
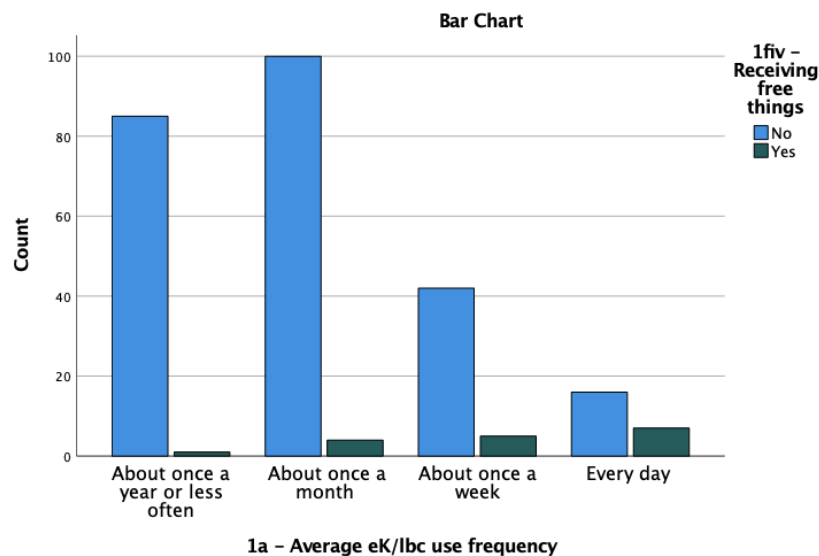
Figure 34 - Willingness to receive broken things x Use frequency

4.4.5.2 Alternative options

Participants were asked about their alternative options to selling (Q1div) or gifting (Q1eiii) things on the platforms, which were throw away, give away, keep, or donate instead of selling something on the platform. For throwing away, there was no significance, for giving away $\chi2(3, 260) = 15.9$, p = .001, V = 0.247 and keeping $\chi2(3, 260) = 15.2$, p = .002,

V = 0.242 there is a moderate association to higher use frequency, as well as a weak association for donating $\chi^2(3, 260) = 9.2$, p = .026, V = 0.188.
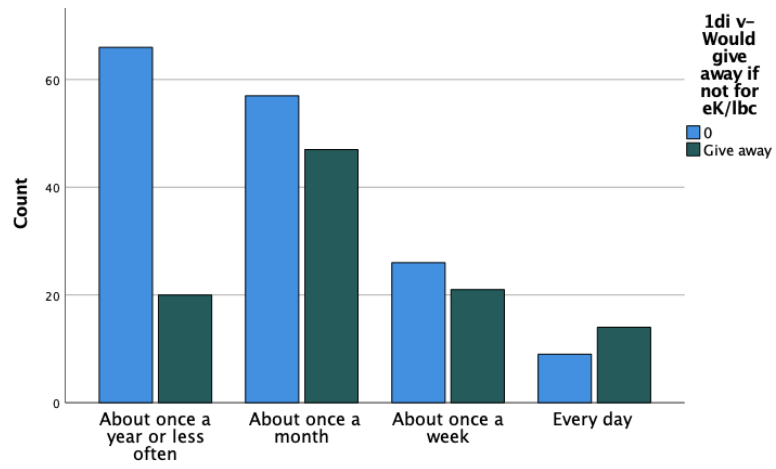
Figure 35 - Alternative options (selling): Give away
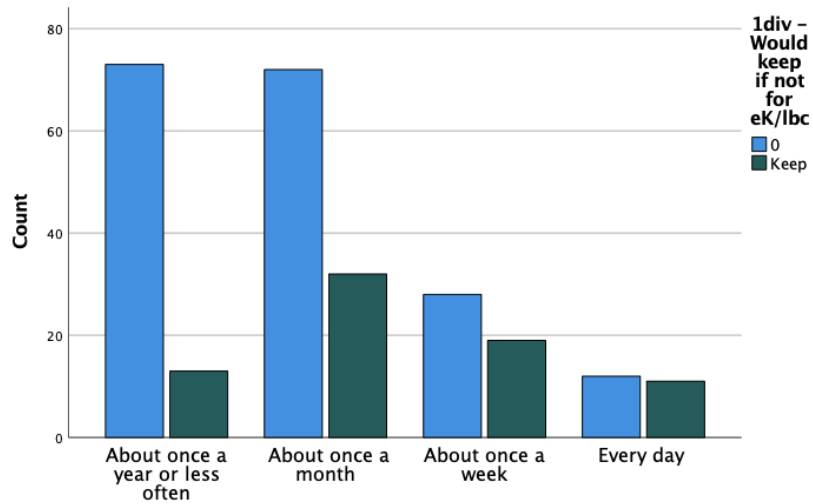
Figure 36 - Alternative options (selling): Keep
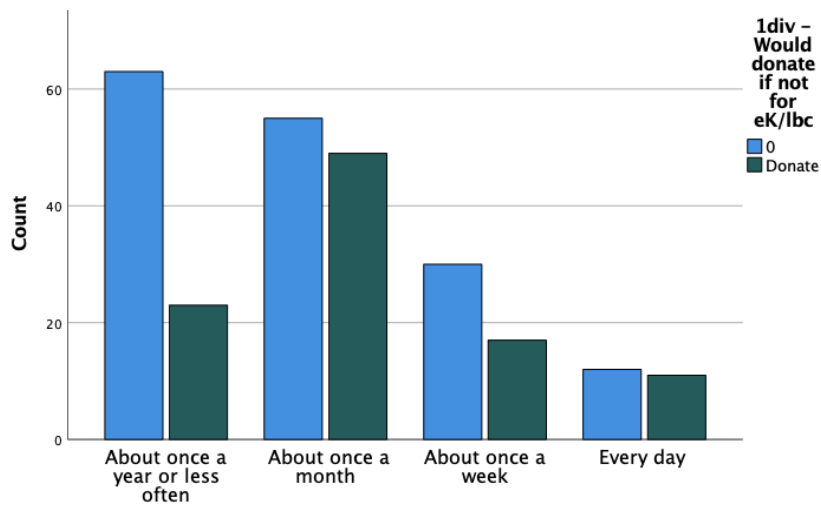
Figure 37 - Alternative options (selling): Donate

Similar options (throw away, sell, keep, donate) were asked instead of gifting something on the platform. While the results for selling and keeping could not be interpreted, donate had no significance and throw away had a moderate association $\chi2(3, 260) = 13.0$, p = .005, V = 0.224.
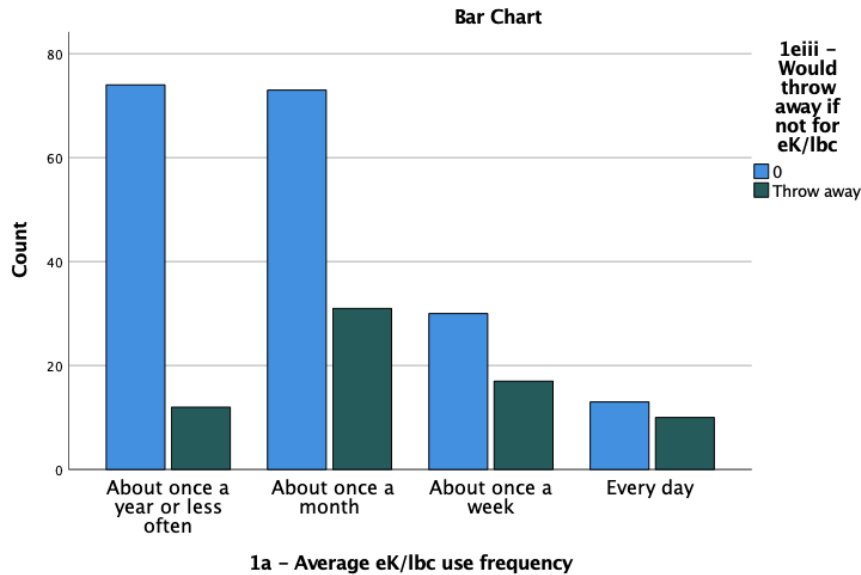
Figure 38 - Alternative options (gifting): Throw away

5 DISCUSSION

In order to place the findings of this research in relation to the previously established context, we will discuss them chronologically to see which aspects can be confirmed and supported. Starting with platform use frequency, we have seen that for the large majority, it seems that the use of the P2P platforms is still an occasional activity, even more so for *leboncoin* than for *eBay Kleinanzeigen*. Additionally, almost half of all total respondents classified their consumption on the platforms as very little, meaning that it is likely used to supplement general consumption instead of replacing it completely. When it comes to platform actions, *eBay Kleinanzeigen* users tend to use all options of buying, selling, gifting, and receiving more broadly than *leboncoin* users, who mostly heavily favour buying and selling. This would indicate that users of the French platform are not as prone to exchanging goods for the sake of them still being useful, possibly hinting at a different overall mindset towards resource optimization and would place them more in Hellwig et al.'s (2015) 'sharing pragmatist' or 'sharing opponents' type, while *eBay Kleinanzeigen* users would be closer to the 'sharing idealist' or the 'normative sharer'.

An interesting aspect was the more or less popular categories, "Pets" "Family, Child & Baby", and "Fashion & Beauty", as at least for *eBay Kleinanzeigen*, these were by the platforms' own indications regularly amongst the most heavily used ones. "Home

& Garden" as the most popular category, however, also scored low on the proportion of total consumption, indicating that anything obtained for free through the platform in this area is more likely an addition than a necessity. For the necessity of consumption in buying, users of both platforms were found to be quite high. This indicates that the majority of purchases made on both platforms is deemed as more necessary than additional by the users, supporting the possibility evoked by Botsman & Rogers (2010) and Schor (2016) that purchases on the platform leads to reduced new purchases. For receiving, the necessity was lower with significant differences between users of both platforms, which supports the impression that *leboncoin* users tend to get free things as a plus, while *eBay Kleinanzeigen* users might look more proactively for specific things they need that are free.

When it comes to alternative options for platform use to get an idea of what would happen to goods instead of being sold there, users of both platforms majorly chose the options that could be accumulated into one category of the products moving into a space where they will continue to be used by others (donate, keep, gift), along the lines of Schor's (2016) sharing economy categories of recirculation of goods and increased utilization of durable assets. Around a fifth of all users said they would otherwise throw the product away, meaning that they were kept in consumption circulation instead of ending up in the waste. For gifting, the amount was even higher for users of *eBay Kleinanzeigen*, who said they would otherwise throw away half of the things they gift via the platform. For *leboncoin,* only a small number of users chose this option, as most said they would instead donate. This could be due to several reasons, one possibility being that users of the German platform consider more things still good enough for gifting than of the French platform and thus have a higher disposition towards trying to give broken or damaged goods away for use. Another possibility could be that for French users, donating is more common. Either way, it can be agreed with Botsman & Rogers (2010), Cruz et al. (2018), and Murillo et al. (2017) that the acts of selling and gifting on a P2P platform seem to be a successful option for extending the life cycle of many products and improving use of idle, under-, or unutilised goods, and that P2P platforms should be supported in this role through simplification and deregulation as proposed by the OCU (2016).

Concrete willingness to extend product life cycle was expressed at a higher rate for gifting and receiving than for selling and buying. It is however interesting to see that *eBay Kleinanzeigen* users show more willingness to include broken and damaged goods under selling and buying, while *leboncoin* users do so for gifting and receiving, hinting at possibly culturally different perceptions on what constitutes a broken thing, or perhaps different values assigned to them. Users of the German platform might have a more

repair-oriented mindset while French users might want to only purchase or sell goods in working condition.

When it comes to selling only, there was a stark difference in the two platforms with regards to making a profit. While the overall consensus was that most sales on the P2P marketplaces was at a loss, the proportion was much higher for *leboncoin* than for *eBay Kleinanzeigen*, possibly a hint at the French platform being used almost exclusively by private sellers and supports the findings by Belot (2013) who purports that *leboncoin* users are not looking to make a profit but rather to make a little money back by passing things on to others, while the number of professional sellers on the German platform is slightly higher. Another explanation could be that *eBay Kleinanzeigen* is used more for selling rare things which could lead to higher prices, meaning that the sellers make a profit.

The results for strongest motivations were, consistently with the findings of the OCU (2016), Clausen et al. (2011), to pay less and to dispose of things. Sustainability motivations were in comparison to other motivations moderately pronounced for users of both platforms, showing a general awareness, supporting Böcker and Meelen (2017) in their claim that thoughts of sustainability are not at the first front for sharing economy users. However, for most users it is not the overarching purpose, but possibly an additional one. As far as differences between the two platforms go, *eBay Kleinanzeigen* users indicated a higher motivation for finding things they cannot find elsewhere (possibly supporting the idea from the previous paragraph that the platform is more likely to be used for selling rare things), as well as for giving away things that are still useful, finding free things, and for experiencing more enjoyment from using the platform. This makes it seem as if *eBay Kleinanzeigen* could possibly be a more 'all-round' platform that is used for more versatile actions. The motivations for finding free things and for the platform as an enjoyable pastime were the least named, which is interesting in the context of the explorative findings that enjoyable pastime and using the platform for receiving was the only BSGR action that this motivation had a significant connection with, hinting at a higher satisfaction derived from use of the site when using it for receiving free products, as opposed to all the other forms of consumption.

For inclinations towards sustainability, all three options were scored quite high, possibly due to the social desirability (Acquier et al., 2017) linked to it, but particularly the perception of P2P platforms as conducive to a sustainable lifestyle was met with the most agreement, especially among *leboncoin* users, confirming the findings of Wirtz et al., (2019) that users link P2P platforms to sustainable purposes. P2P platform users overall agree with this sentiment; however, users of the French platform seem to find it more significantly conducive to a sustainable lifestyle than users of the German platform.

Unfortunately, due to the small sample size for non-users, it is difficult to make any assessments on differences between those who utilise the P2P platforms *eBay Kleinanzeigen* and *leboncoin* and those who don't. However, it is possible to have a look at user-specific habits and preferences, particularly when it comes to frequency of use. This is an important indicator in the context of the theoretical groundwork of Botsman & Rogers (2010) and Phibbs et al. (2013), who purport that regardless of intention, collaborative consumption and buying secondhand create a different consumer mind-set through reciprocal determinism and can lead to the fundamental change in consumer mindset. This is necessary for a real attempt at the development of sustainable consumer behaviour in the long term that is so urgently demanded by Cohen (2017) or Goffman: "To avoid a global tragedy of the commons, we […] need a swift, permanent shift to a sustainable society […]. Otherwise, we are not long on this planet as a species" (2020: 51). Consequently, looking at the differences in use frequency of P2P platform users in France and Germany and also at the overall picture is a first step in gaining further insight into current developments of sustainable consumer behaviour. The findings showed that there are specificities between differing sociodemographic groups in general on the one hand, and between the two platforms on the other.

With regards to income, we found contrary to Hellwig et al. (2015) that income does have an effect on use, as both platforms are frequently used by those with mid-range incomes, while those with lower income also had a lower frequency. A possible explanation could be found in the approach brought forward by Botsman & Rogers that P2P marketplaces are connected with a fashionable sort of sustainability that people with less economic means don't identify with. For higher income, the paths diverged: For users of *eBay Kleinanzeigen*, higher income is connected to a higher use frequency, while for *leboncoin* users, it decreases sharply. This is an interesting finding, which could be showing that in Germany, secondhand consumption is also just as much an option for those who 'can afford' new and more expensive products than for those who have more limited means at their disposal. In France on the other hand, it still seems that using P2P online marketplace for reselling goods is not popular with those on the upper end of the income spectrum.

The effect of environment was found to be a higher frequency for more users living in more rural areas, which is slightly counterintuitive to what was expected from the high importance of the factor of regionality for P2P platforms emphasized by Clausen et al. (2011) and Dhanorkar et al., (2015) and also by the platforms *eBay Kleinanzeigen* and *leboncoin* themselves. It seems that in both France and Germany, the regionality is not impactful on frequency of use in the context of the amount of other close users, but perhaps rather rooted in a stronger connectedness of the rural environment than the

anonymity of an urban one. This puts another perspective into play with regards to glo-calisation, that the rural population could be a motor for more sustainable consumption through the use of P2P marketplaces as the availability of many goods is reduced in rural areas in comparison to more urban ones and this gives online shopping a higher importance (Evers-Wölk et al., 2015). This finding is interesting as it offers the possibility to capitalise on the popularity of P2P online marketplaces and the ensuing innovative exchange relationships purported by Schor & Fitzmaurice (2015) to bypass conventional market actors in order to possibly reduce the shipping of online orders or the emission quantity caused by consumers having to drive to bigger cities to buy products they cannot find locally.

Contrary to the findings of Hellwig et al. (2015), this research was not able to determine a gender identity-based difference in use frequency of P2P platforms. Education level however does seem to play a role that is markedly different for *eBay Kleinanzeigen* and *leboncoin*: while education up to a master's degree resulted in similar use frequency for both platforms, users of the French platform with a PhD had a decidedly higher one than users of the German platform. *leboncoin* seems more accepted in the highly academized area and *eBay Kleinanzeigen* less, which is interesting in connection with the findings regarding income.

When it comes to age, we can see that the middle age (30 - 39) category differs from old and young age groups and shows higher platform use frequency. This is consistent with the findings of Činjarević et al. (2019), Hellwig et al. (2015), Botsman & Rogers (2010), and Cohen (2017) that there is a generational divide for Millennials. An explanation for the under 30 groups not using the platforms as frequently might simply be that they probably dispose of less economic means and also might have less incentive for buying products due to a less settled living situation. A difference between the two platforms showed that in Germany, the oldest age group (60-69) is inclined to use it slightly more frequently, while in France, this group has the lowest expression of all, possibly indicating that *leboncoin* has not really been able to reach this demographic yet.

With regard to the risk of rebound effects of P2P platforms in the sharing economy shown by Behrendt et al., (2019), Acquier et al., (2017), Murillo et al. (2017), and Parguel et al. (2017), it is difficult to make any assessment due to the small sample size inhibiting many of the statistical comparisons. However, with what this research has been able to find, there was no indication of a rebound effect in the context of necessity of products purchased or received for free in connection with age group or city size, except that the proportion of the consumption via the platforms of overall consumption was higher for age groups 30 - 39 and 40 - 49 than for the 50 - 59 group, resembling the findings for frequency of use.

When it comes to self-assessment of living a sustainable lifestyle, which was deemed as a factor by Hamari et al. (2016) to be influential in promoting other sustainability habits – even without explicit intentions of sustainability as explained by Botsman & Rogers (2010) and Ludmann (2019) – there was no effect on increased platform use in general, however for frequency of platform use the findings can be confirmed for both platforms. Users who scored higher on self-assessed sustainability tend to use both *eBay Kleinanzeigen* as well as *leboncoin* more often, while German users generally had a higher frequency than French users. This finding again confirms Botsman & Rogers' (2010) and Phibbs et al.'s (2013) theory of reciprocal determinism, this time, however, in a conscious instead of subconscious manner where users who think of themselves as more sustainable tend to use the platforms more regularly and thus are likely to engage in the increased resource optimization that Fremstad (2017), Behrendt & Henseling (2019), and Ludmann (2019) ascribe to the sharing economy and P2P platforms. This is a relevant aspect as it shows that a focus on both conscious as well as unconscious sustainable use could be relevant for the further development of more regular, sustainable consumption through these kinds of platforms.

Taking a look at preferred categories and actions on *eBay Kleinanzeigen* and *leboncoin* from the perspective of sustainability motivations, as purported by Hellwig et al. (2015), who consider that sharing as a consumer behaviour is more connected to a personal mindset rather than demographic variables, we found that stronger sustainability motives led to increased use of the platform for selling, gifting, and receiving free things, however not for buying, which seems disconnected from personal motivations of using the platforms to live more sustainably. Sustainability aspects could thus possibly be more rooted in aspects that don't include buying, which is slightly at odds with Parguel et al.'s (2017) findings that increased consumption on *leboncoin* by users with stronger sustainable mindsets led to higher numbers of purchases overall. For this research, the indication seems to be that a stronger commitment to using the platforms to live sustainably is more connected to selling, gifting and receiving. For the motivation to prolong the life cycle of products, there was a connection with selling and gifting (but not for buying or selling), showing that, especially for gifting, the wish for things that are still deemed useful is an important factor. Users who scored high in this motivation seem to care more strongly about the resource optimization of products than about receiving any sort of financial compensation for them, meaning that an approach to increasing this sort of behaviour in order to promote sustainable consumption mindsets could be to promote the appreciation of products, the right to repair, and to fight planned obsolescence.

Categories that are preferred by users with high sustainability motives turned out to be "Fashion & Beauty", "Family, Home & Baby", "Home & Garden", "Electronics", and

"Leisure & Hobby", with "Home & Garden" particularly popular among those who were motivated by prolonging product life cycle. This is a positive finding, as all of these categories are amongst those with the largest amount of offers and also some of the most popular ones in general amongst users of *eBay Kleinanzeigen* and *leboncoin*. The results that these categories are more likely to be used by consumers with conscious sustainable motives can be helpful in giving a possible indication as to which areas of consumption are more accepted for secondhand trade and could thus be more successful in promoting a stronger longevity for goods, and which areas are not ("Vehicles", "Pets", and "Other"). Especially "Home & Garden" seems to be a category that has the most potential to be used in general and amongst users with sustainable motives, which is interesting because it includes many items of everyday use that are prone to be accumulated and left unused in consumer society, as purported by Botsman & Rogers (2010). From the categories not related to sustainable motivations, "Vehicles" is probably the one that should be promoted more, as it offers better possibilities for secondhand trade than animals or apartments, services, or tickets. It is interesting that motives to use the platform to live sustainably do not have any correlation with the use of this category, a possible explanation being that users would not feel sustainable buying for example cars or scooters that pollute the environment, even though they are also pre-owned and would contribute to resource optimization.

Returning to frequency of use and reciprocal determinism, the research also found that users of the P2P platforms who used them more often were also more willing to increase the life cycle of goods by buying, selling, gifting, or receiving broken or damaged things. This again confirms that second-order effects have an impact on forming preferences and habits when it comes to secondhand trade, making users more accustomed to products not being new for all different actions of consumption and increasing their willingness to save goods from ending up unused or replaced due to decreased functioning or used appearance. A lower rate of things being kept without being used and instead being resold or regifted help free the natural capital trapped in a given product (Acquier et al., 2017). This shows that an approach as demanded by Clausen et al. (2011) for more promotion of knowledge about the sustainable aspects around substituting new products with used ones is certainly useful, but it is not the only possible one. When asked more precisely about the alternative options for selling and gifting, there was no significance for higher use frequency and throwing away instead of selling, but instead for giving away, keeping, or donating. This indicates that those who use the platforms more frequently also tend to gravitate towards the more sustainable options for products they deem good enough to sell. For gifting, there was a significance for throwing away and no significance for donating, possibly indicating that things that are being gifted

are considered more disposable than things that are sold, and gifting is used as a sort of 'last resort' to provide the product with another chance at being useful.

Overall, the results of this research confirm that higher frequency of use is essential in promoting more sustainable consumer behaviour in the sense of reciprocal determinism, regardless of intentions of sustainability. However, sustainable motivations in turn also lead to a higher frequency of use, possibly allowing for an upward spiral: sustainable behaviour leading to more frequent use, and more frequent use leading to more acceptance of (possibly unplanned) sustainable behaviour. Especially in the light of the findings that P2P platforms are still rather occasionally used and represent a very small amount of overall consumption, it would be useful to look at it as a tool for teaching users about sustainable behaviour in the spirit of Welch & Southerton's (2019) proposition to utilise digital platforms as a pathway to a more open dialogue on sustainability goals, rather than expecting it to eliminate all overconsumption by replacing traditional production. This way, P2P platforms could undertake a development from what the OCU (2016) defined as a transaction-oriented platform with emphasis on easy and practical exchanges between users to a platform that is additionally community oriented and promotes more sustainable consumption habits.

6 LIMITATIONS AND FUTURE RESEARCH

While this research offers some contributions, it also suffers from certain limitations. As it has become apparent in the restricted ability to treat some of the hypotheses of this research, a major limitation was the structure of the devised questionnaire. This led to too many sub-groups with sample sizes that were too small to be meaningfully interpreted. The survey structure would have been more appropriate for a much larger sample size, which was not recognized early enough in the process. Hence, it is recommended to either replicate this analysis with more participants or to eliminate sub-sections in order to guarantee appropriate group sizes. A further limitation was the focus on users of the P2P platforms, which limited the possibilities of comparison to non-users. This might be rooted in the sampling methods and communication of the survey, as (although the accompanying text clarified the need for users and non-users of the platforms) some potential participants may not have participated at all since they do not use the platforms and consequently assumed they were not able to contribute to the topic. Hence, it would be recommended to repeat the survey either again with a larger sample size or with a stronger emphasis on the need for non-user participants. A further limitation was the restricted outreach possibilities to French participants in comparison to German participants, as particularly the author's abilities to achieve a satisfying snowballing effect

were hindered by fewer contact points than in their native country. At the same time, French respondents also had a lower completion rate, further complicating the acquisition of a satisfactory sample size.

As for further research possibilities, since this study focused majorly on users, it could be interesting to see non-users' attitudes towards P2P online marketplace platforms and to investigate ways to implicate them in their use, or according to reciprocal determinism, see in what way users on P2P marketplace platforms like *eBay Kleinanzeigen* or *leboncoin* can be further encouraged to engage in sustainable consumption through second-order effects. Future research could equally include questions on trust (as evoked in the literature review) as a fundamental aspect to the workings of specifically *eBay Kleinanzeigen* and *leboncoin*, in the form of for example user reviews and their impact. It could also be interesting to follow up on users' willingness to further product life cycles by buying, selling, gifting or receiving broken things and try to see whether products bought with this intention actually end up being repaired or reused and how much waste could subsequently be reduced. Another interesting aspect was the higher intensity of use of *eBay Kleinanzeigen* for gifting than *leboncoin*, and to see whether there is a connection with the presentation of the platforms themselves and their image, as *eBay Kleinanzeigen* puts a strong emphasis on the community aspect by interacting with its users through social media canals such as Instagram. A major development for the two platforms was the acquisition of *eBay Kleinanzeigen* by the *Adevinta* group who already owned *leboncoin*. Consequently, it could be interesting to see whether this will cause any major changes with regard to the concept, due to a risk of concentration of power. Already visible changes include the implementation of a secure payment system in which the platform takes a cut of the total amount paid, moving away from the trust and regionality aspects that characterise the P2P marketplace platforms and are essential to their success, as "the effectiveness of sharing economy services is determined by the soundness of the service platforms that link the suppliers and consumers of on-demand services and facilitate transactions" (Hollowell, 2019: 14). When it comes to further research on the basic understandings of the concept of P2P platforms, Minami et al. (2021) made an attempt at differentiating between the overlapping concepts of the sharing economy, collaborative consumption, and marketplace exchange. None of these categories really fit the structure of P2P online marketplaces like *eBay Kleinanzeigen* or *leboncoin*. A concrete examination of where exactly these platforms can be placed within the overarching concepts would represent a next step in further narrowing down their ability to contribute to sustainable consumer behaviour.

7 CONCLUSION

While research on the sharing economy and particularly online marketplaces has been increasing over the last decade, only very little has so far been published specifically regarding the platforms *eBay Kleinanzeigen* and *leboncoin* and their impact. It was this lack in existing research on the two particular and extremely successful P2P platforms that led to the conduct of an exploratory analysis of the possibility of their relation to sustainable consumer behaviour in the context of the sharing economy. Looking at the status of these two platforms, their reach and level of recognition and use among the respective populations, it is fascinating that not more attempts at understanding their influence have been made. Regardless of its development towards or away from capitalism or the sharing economy, the concept of P2P is here to stay - as Bauwens predicted back in 2005, when he wrote

> Peer to Peer is a fundamental trend, a new and emergent form of social exchange, of the same form, an 'isomorphism', that is occurring throughout the human lifeworld, in all areas of social and cultural life, where it operates under a set of similar characteristics. In other words, it has coherence. (86)

The present research has explored first approaches towards a quantification of the role these platforms play for consumers in the shift to sustainable behaviour with the help of a self-administered questionnaire and statistical evaluation of the results. The exploration happened in a general manner, as well as under a more differentiated approach looking at the specificities of two countries, France and Germany, and found differences between the two. Particularly preferences for frequency of platform use and habits of users with and without sustainability motivations were investigated and found to be interconnected.

First off, the most obvious discrepancies between the two platforms included frequency of use (with the German platform being used on average more regularly than the French one), some sociodemographic differences (e.g., among different age groups or incomes), as well as the purposes for which the platforms are mainly used: *eBay Kleinanzeigen* users tend to lean much more heavily on the platform's ability to facilitate non-monetary exchange through gifting and receiving free things, actions which were hugely less popular among *leboncoin* users.

More specifically, hypotheses 1 and 2, while they can be neither confirmed nor rejected with regard to likelihood of (future) use, can be partially verified for frequency of use. Here, we were able to assess that monthly net income and education play a different role for users of both platforms, affecting frequency of use in opposite ways in France and Germany. Meanwhile, age and city size have a similar effect on both platforms but

differ in expression of intensity between the two countries. This confirms a higher frequency of use amongst younger age groups, while a higher degree of urbanisation has to be rejected as conducive and the opposite is true.

While hypotheses 3, 3a, and 3b were in large parts unable to be treated due to small sample size and should be repeated specifically for H3, the interpretable results for H3a did show that there was no significance between age and city size and perceived necessity of purchased things, and for H3b, a marginally significant relationship between age and proportion of total consumption, meaning that the H3a has to be rejected for the available results and H3b can be partially verified for age and rejected for city size.

Hypothesis 4 can also be partially verified for frequency of use, as users with high self-assessment of leading a sustainable lifestyle also tended to make use of the platforms more regularly than those with a lower self-assessment. There was however no significance for the relationship between sustainable self-assessment and general platform use, leading us to reject that aspect of H4, and insufficient sample size left the aspect of likelihood of future of the hypothesis untreated.

Hypothesis 5 was verified in its entirety, showing that both concrete sustainability motives and life cycle prolonging motives for using the platforms had an impact on likelihood of use of the different actions of buying, selling, gifting, and receiving on P2P online marketplace platforms, with sustainably motivated users utilising them for selling, gifting, and receiving more significantly than for buying. For the different categories, there was equally a preference for certain categories, with "Home & Garden" showing the strongest significance among users with sustainability motives, and some categories like "Vehicles" or "Other" showing no significance at all. We could also confirm that users with stronger sustainability motivations use the platform at a higher frequency than those with lower ones.

Finally, Hypothesis 6 on the willingness to buy, sell, gift, or receive damaged products was partially confirmed as users with higher frequency of use also indicated a higher disposition towards prolonging the life cycle of broken goods across all four possible actions, supporting the theory of reciprocal determinism wherein habits and experiences with trading secondhand products inform future habits and consumers' general mindset.

Overall, this research contributed to the existing theory on the sharing economy and particularly its sub-section of P2P marketplace platforms and their implication in the development of sustainable consumer behaviour. We were able to confirm that, while P2P online marketplace platform use is not globally uniform, there are certain tendencies that are true for their general user population, such as a higher use frequency being associated with a stronger likelihood for accidental sustainable consumption through

willingness to prolong product life cycles, or in turn, that more prevalent conscious motives of sustainability are connected with more regular use. As Botsman and Rogers said,

> When people enter Collaborative Consumption through one particular door—a clothing exchange, a car-sharing scheme, or a launderette—they become more receptive to other kinds of collective or community-based solutions. Over time, these experiences create a deep shift in consumer mind-set. Consumption is no longer an asymmetrical activity of endless acquisition but a dynamic push and pull of giving and collaborating in order to get what you want. Along the way, the acts of collaboration and giving become an end in themselves. (2010: 336).

The most important strategy in this context would thus include being able to differentiate between these two groups of consumers and adopt individual approaches to further their sustainable consumption, whether it be conscious or accidental. The challenge would consequently be how to harness and amplify the constructive aspect of accidental sustainable consumption in order to support and amplify it, so that it can eventually contribute to changing fundamental attitudes even with the part of the population who is not concerned with it so far. Consequently, if we want to achieve these "fundamental changes in consumer aspirations and practices" (Cohen, 2017: 60) that will lead us to a more sustainable future, it is vital to realise that consumption patterns cannot be changed overnight, but need to be slowly overhauled from the inside - for those with already existing motives of sustainability just as much as for those without, for conscious and accidental sustainable behaviour. As a means to this end, and to "[harness] current trajectories of societal change […] to realize sustainability transitions" (Welch & Southerton, 2019: 40), P2P online marketplaces can and should play a role in sensitising all types of users. We should move away from the "dichotomy of having either a purely ideological perspective of what the sharing economy should deliver or a defeatist perspective that the sharing economy is not living up to its potential" (Acquier et al., 2017: 9) and rather aim to understand the sharing economy as maybe not as the final, but at least "the next stage in a fundamental restructuring of how economies work" (Murillo et al., 2017: 68) on the pathway to a consumer society marked by truly sustainable consumer behaviour.

8 LIST OF FIGURES

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10 REFERENCES

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ANNEX

Annex 1 – eBay Kleinanzeigen Quarter reports Q4 2017 – Q1 2021

Quarter	Unique users (in millions)	Reach (among German online users)	Available offers (in millions)	Total offers (in millions)	App downloads (in millions) since 2009	Quarter Revenue (in million $)	Most popular products	Most popular categories	Most popular cities
Q4 2017	30.62 (nov 2017), 18.3 average monthly visitors for the year	51.3%	25, ca. 380 new/minute	>800	42	244	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (2.5m offers); women's clothes (2m offers), autoparts and tires (1.7m offers)	Berlin (1.3m offers; Hamburg (750.000 offers); Munich (425.000 offers)
Q1 2018	32.07 (march 2018), 30.2 average monthly visitors for the year	52.1%	>25	>840	>43	246	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (2.7m offers); women's clothes (2.1m offers), autoparts and tires (1.7m offers)	Berlin (1.3m offers; Hamburg (800.000 offers); Munich (450.000 offers)

Quarter	Unique users (in millions)	Reach (among German online users)	Available offers (in millions)	Total offers (in millions)	App downloads (in millions) since 2009	Quarter Revenue (in million $)	Most popular products	Most popular categories	Most popular cities
Q2 2018	28.54 june 2018	49.1%	>25	>900	>48	259	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (2.6m offers); women's clothes (2.3m offers), autoparts and tires (1.8m offers)	Berlin (1.3m offers; Hamburg (750.000 offers); Munich (450.000 offers)
Q3 2018	28.91 sept 2018	48.9%	>30	>950	>51	254	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (3.4m offers); women's clothes (2.5m offers), autoparts and tires (2m offers)	Berlin (1.4m offers; Hamburg (860.000 offers); Munich (505.000 offers)
Q4 2018	28.16 dec 2018	47.6%	>30, ca. 500 new/minute	>1000	54	263	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (2.9m offers); women's clothes (2.4m offers), autoparts and tires (2m offers)	Berlin (1.4m offers; Hamburg (870.000 offers); Munich (520.000 offers)

Quarter	Unique users (in millions)	Reach (among German online users)	Available offers (in millions)	Total offers (in millions)	App downloads (in millions) since 2009	Quarter Revenue (in million $)	Most popular products	Most popular categories	Most popular cities
Q1 2019	30.67 march 2019 30.35 average monthly visitors for the year	51.9%	>30	>1000	56	256	bikes and kitchens (offers); caravans and campers (search)	baby and children's clothes (3.2m offers); women's clothes (2.6m offers), autoparts and tires (2.3m offers)	Berlin (1.5m offers; Hamburg (920.000 offers); Munich (550.000 offers)
Q2 2019	29.85 june 2019	50.5%, 529.8m visits June 2019	>30	>1000	>58	271	Women's and children's clothes (offers), apartments and bikes (search)	baby and children's clothes (2.7m offers); women's clothes (2.7m offers), autoparts and tires (2.2m offers)	Berlin (1.4m offers; Hamburg (860.000 offers); Munich (530.000 offers)
Q3 2019	29.97 sept 2019	50.7%, 643.5m visits oct 2019	>30	>1000	60	265	Women's and children's clothes (offers), apartments and bikes (search)	baby and children's clothes (3.6m offers); women's clothes (3m offers), autoparts and tires (2.4m offers)	Berlin (1.6m offers; Hamburg (970.000 offers); Munich (590.000 offers)

Quarter	Unique users (in millions)	Reach (among German online users)	Available offers (in millions)	Total offers (in millions)	App downloads (in millions) since 2009	Quarter Revenue (in million $)	Most popular products	Most popular categories	Most popular cities
Q4 2019	30.92 dec 2019	51.5%, 589.3m visits dec 2019	>35	>1000	>64	269	Women's and children's clothes (offers), apartments and bikes (search)	baby and children's clothes (3.1m offers); women's clothes (2.8m offers), toys (2.5m offers)	Berlin (1.6m offers; Hamburg (970.000 offers); Munich (600.000 offers)
Q1 2020	33.52 march 2020	55.8%, 646.5m visits march 2020	>35	1400	75	248	No info for offers, apartments and bikes (search)	baby and children's clothes (3.7m offers); women's clothes (3.1m offers), autoparts and tires (2.8m offers)	Berlin (1.6m offers; Hamburg (1m offers); Munich (650.000 offers)
Q2 2020	35.68 june 2020	59.3%, 758.2m visits June 2020	40	1400	86	201	No info for offers, apartments and bikes (search)	baby and children's clothes (3.6m offers); women's clothes (3.4m offers), autoparts and tires (2.8m offers)	Berlin (1.7m offers; Hamburg (1.1m offers); Munich (715.000 offers)

Quarter	Unique users (in millions)	Reach (among German online users)	Available offers (in millions)	Total offers (in millions)	App downloads (in millions) since 2009	Quarter Revenue (in million $)	Most popular products	Most popular categories	Most popular cities
Q3 2020	35.07 sept 2020	58.3%, 706.2m visits sept 2020	40	1400	>90	No info	No info for offers, apartments and bikes (search)	baby and children's clothes (4.7m offers); women's clothes (3.7m offers), autoparts and tires (2.9m offers)	Berlin (1.9m offers; Hamburg (1.2m offers); Munich (784.000 offers)
Q4 2020	35.6 dec 2020	58.2%, 749.8m visits dec 2020	>45	1600	>97	No info	No info for offers, apartments and bikes (search)	baby and children's clothes (4.8m offers); women's clothes (3.9m offers), toys (3.7m offers)	Berlin (2.1m offers; Hamburg (1.3m offers); Munich (875.000 offers)
Q1 2021	40.14 march 2021	65.6%, 887.6m visits march 2021	>45	1600	>97	No info	No info for offers, apartments and bikes (search)	baby and children's clothes (5.4m offers); women's clothes (4.3m offers), toys (3.8m offers)	Berlin (2.2m offers; Hamburg (1.4m offers); Munich (931.000 offers)

Annex 2 – All survey questions EN, DE, FR

	Questions	Answer options
1	Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?	Yes No (skip to 4a)
1a	How often do you use the platform ebay Kleinanzeigen/leboncoin on average?	About once a year or less often About once a month About once a week Every day
1b	How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?	"Almost nothing" - "Almost everything" (1 - 5)
1c	Have you ever used ebay Kleinanzeigen/leboncoin to buy (as opposed to other aspects such as selling, giving away, receiving free things)?	Yes No (skip to 1d)
1ci	How often do you use the platform to make purchases (as opposed to other aspects such as selling, giving away, receiving free things)?	I use it mainly for aspects other than buying - "I use it exclusively for buying" (1 - 5)
1cii	Within which categories do you buy or have you ever bought via ebay Kleinanzeigen/leboncoin?	Vehicles (e.g. cars, bicycles, caravans, accessories ...) Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...) Family, child & baby (e.g. toys, children's clothes or prams ...) Home & Garden (e.g. decoration, furniture, plants, lamps ...) Electronics (e.g. mobile phones, computers, household appliances, cameras ...) Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...) Pets (e.g. dogs, cats, accessories ...) Other (e.g. services, real estate, jobs, tickets ...)
1ciiA	What is the proportion of your purchases in your chosen categories relative to your overall consumption of these things?	All categories selected in 1cii with rating from "Very low" - "Very high" (1 - 5)
1ciii	For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?	"None" - "All" (1 - 5)
1civ	Do you also buy things that are broken with the intention of fixing them?	Yes No
1d	Have you ever used ebay Kleinanzeigen/leboncoin to sell (as opposed to other aspects such as buying, giving away, receiving free things)?	Yes No (skip to 1e)
1di	How often do you use the platform to sell (as opposed to other aspects such as buying, giving away, receiving free things)?	I use it mainly for aspects other than selling - "I use it exclusively for selling" (1 - 5)
1dii	Within which categories do you sell or have you ever sold on ebay Kleinanzeigen/leboncoin?	Vehicles (e.g. cars, bicycles, caravans, accessories ...) Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...) Family, child & baby (e.g. toys, children's clothes or prams ...) Home & Garden (e.g. decoration, furniture, plants, lamps ...) Electronics (e.g. mobile phones, computers, household appliances, cameras ...) Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...) Pets (e.g. dogs, cats, accessories ...) Other (e.g. services, real estate, jobs, tickets ...)
1diii	Do you usually sell things for a profit or for less than what you originally bought them for?	Profit Loss Both
1div	What else would you do with things if you didn't sell them on ebay Kleinanzeigen/leboncoin?	Throw away Give away Keep Donate
1dv	Do you also sell things that are broken and can be repaired?	Yes No
1e	Have you ever used ebay Kleinanzeigen/leboncoin to give things away (as opposed to other aspects like selling, buying, receiving free things)?	Yes No (skip to 1f)
1ei	How often do you use the platform to give things away (as opposed to other aspects such as selling, buying, receiving free things)?	I use them mainly for aspects other than giving away - "I use them exclusively for giving away" (1 - 5)
1eii	Within which categories do you give away or have you ever given away things via ebay Kleinanzeigen/leboncoin?	Vehicles (e.g. cars, bicycles, caravans, accessories ...) Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...) Family, child & baby (e.g. toys, children's clothes or prams ...) Home & Garden (e.g. decoration, furniture, plants, lamps ...) Electronics (e.g. mobile phones, computers, household appliances, cameras ...) Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...) Pets (e.g. dogs, cats, accessories ...) Other (e.g. services, real estate, jobs, tickets ...)
1eiii	What else would you do with things if you didn't give them away via ebay Kleinanzeigen/leboncoin?	Throw away Give away Keep Donate
1eiv	Do you also give away things that are broken and can be repaired?	Yes No
1f	Have you ever used ebay Kleinanzeigen/leboncoin for getting free things (as opposed to other aspects like selling, buying, giving away)?	Yes No (skip to 2a)
1fi	How often do you use the platform for getting free things (as opposed to other aspects such as selling, buying, giving away)?	I use it mainly for aspects other than getting free things - "I use it exclusively for getting free things" (1 - 5)
1fii	Within which categories do you receive or have you ever received free things via ebay Kleinanzeigen/leboncoin?	Vehicles (e.g. cars, bicycles, caravans, accessories ...) Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...) Family, child & baby (e.g. toys, children's clothes or prams ...) Home & Garden (e.g. decoration, furniture, plants, lamps ...) Electronics (e.g. mobile phones, computers, household appliances, cameras ...) Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...) Pets (e.g. dogs, cats, accessories ...) Other (e.g. services, real estate, jobs, tickets ...)
1fiiA	What is the proportion of free things in your selected categories relative to your	All categories selected in 1fii "Very low" - "Very high" (1 - 5)
1fiii	If you receive things for free through the platform: How many of them would you have otherwise bought if you hadn't found them (for free) on the platform?	None - "All" (1 -5)

1fiv	Do you also receive free things that are broken with the intention of fixing them?	Yes
		No
2	Please indicate what motivates you to use ebay Kleinanzeigen/leboncoin.	
2a	To pay less	Absolutely not - "Absolutely" (1 - 5)
2b	To find things I can't find elsewhere	Absolutely not - "Absolutely" (1 - 5)
2c	To get rid of things (without having to dispose of them)	Absolutely not - "Absolutely" (1 - 5)
2d	To live sustainably	Absolutely not - "Absolutely" (1 - 5)
2e	Earn money	Absolutely not - "Absolutely" (1 - 5)
2f	To give away things that are still useful	Absolutely not - "Absolutely" (1 - 5)
2g	To find free things to save money	Absolutely not - "Absolutely" (1 - 5)
2h	That it is an enjoyable pastime	Absolutely not - "Absolutely" (1 - 5)
3	Are there any categories you would absolutely rule out using on ebay Kleinanzeigen/leboncoin?	Vehicles (e.g. cars, bicycles, caravans, accessories ...)
		Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...)
		Family, child & baby (e.g. toys, children's clothes or prams ...)
		Home & Garden (e.g. decoration, furniture, plants, lamps ...)
		Electronics (e.g. mobile phones, computers, household appliances, cameras ...)
		Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)
		Pets (e.g. dogs, cats, accessories ...)
		Other (e.g. services, real estate, jobs, tickets ...)
4		
4a	(Only visible if you answered "No" to question 1) Do you know ebay Kleinanzeigen/leboncoin even if you don't use the platform?	Yes
		No
4b	(Only visible if you answered "No" to question 1) Can you imagine using the	Very unlikely - "Very likely" (1 - 5)
5	Please select to what extent the following questions apply to you.	
5a	Do you generally buy things second hand?	Absolutely not - "Absolutely" (1 - 5)
5b	Would you describe yourself as someone who leads a sustainable lifestyle?	Absolutely not - "Absolutely" (1 - 5)
5c	Do you feel the use of peer-to-peer platforms is relevant to a sustainable lifestyle?	Absolutely not - "Absolutely" (1 - 5)
6		
6a	What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?	0 - 500 €
		501 - 1.500 €
		1.501 - 2.000 €
		2.001 - 3.000 €
		3.001 - 5.000 €
		5.001 € and higher
		I do not wish to specify
6b	How many inhabitants does the city you currently live in have?	1 - 4.999
		5.000 - 9.999
		10.000 - 19.999
		20.000 - 49.999
		50.000 - 99.999
		100.000 - 499.999
		500,000 and more
		I do not want to specify
6c	Please select the country where you currently live.	Germany
		France
		Other
		I do not wish to specify
6d	Please indicate your gender identity.	Female
		Male
		Divers
		Other
		I do not wish to specify
6e	Please select your highest degree obtained so far.	Still in education
		School-leaving qualification
		Bachelor (or equivalent)
		Master's degree (or equivalent)
		Doctorate
		Do not wish to specify
6f	Please select your age group.	17 or younger
		18-20
		21-29
		30-39
		40-49
		50-59
		60-69
		70 or older
		I do not wish to specify.

	Fragen	Antwortmöglichkeiten
1	Nutzen Sie die Onlineplattform eBay Kleinanzeigen oder haben Sie sie schon einmal genutzt?	Ja Nein (Sprung zu 4a)
1a	Wie oft nutzen Sie im Durchschnitt die Plattform eBay Kleinanzeigen?	Etwa einmal pro Jahr oder seltener Etwa einmal pro Monat Etwa einmal pro Woche Jeden Tag
1b	Was schätzen Sie, wie viel von Ihrem Gesamtkonsum (= alles, was Sie insgesamt kaufen, verkaufen, verschenken, oder geschenkt bekommen) über die Plattform eBay Kleinanzeigen geschieht?	"Fast nichts" - "Fast alles" (1 - 5)
1c	Nutzen Sie eBay Kleinanzeigen generell, um zu kaufen (im Gegensatz zu anderen Aspekten wie verkaufen, verschenken, erhalten von kostenlosen Dingen)?	Ja Nein (Sprung zu 1d)
1ci	Wie oft nutzen Sie die Plattform für Einkäufe (im Gegensatz zu anderen Aspekten wie verkaufen, verschenken, erhalten von kostenlosen Dingen)?	"Ich nutze sie hauptsächlich für andere Aspekte als das Kaufen" - "Ich nutze sie ausschließlich zum Kaufen" (1 - 5)
1cii	Innerhalb welcher Kategorien kaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal gekauft?	Fahrzeuge (z.B. Autos, Fahrräder, Wohnwägen, Zubehör ...) Mode & Beauty (z.B. Damen- oder Herrenbekleidung, Schuhe, Accessoires ...) Familie, Kind & Baby (z.B. Spielzeug, Kinderkleidung oder -wägen ...) Haus & Garten (z.B. Deko, Möbel, Pflanzen, Lampen ...) Elektronik (z.B. Handys, Computer, Haushaltsgeräte, Kameras ...) Freizeit & Hobby (z.B. Bücher, Filme, Kunst, Sportgeräte, Sammelobjekte ...) Haustiere (z.B. Hunde, Katzen, Zubehör ...) Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)
1ciiA	Wie hoch ist der Anteil Ihrer Käufe in den von Ihnen ausgewählten Kategorien im Verhältnis zu Ihrem Gesamtkonsum dieser Dinge?	Alle in 1cii ausgewählten Kategorien mit Einstufung von "Sehr gering" - "Sehr hoch" (1 - 5)
1ciii	Bei den Dingen die Sie auf der Plattform kaufen: Wie viele davon hätten Sie auch anderswo gekauft, wenn Sie sie nicht auf der Plattform gefunden hätten?	"Keine" - "Alle" (1 - 5)
1civ	Kaufen Sie auch Dinge die kaputt sind, mit der Absicht, sie zu reparieren?	Ja Nein
1d	Nutzen Sie eBay Kleinanzeigen generell, um zu verkaufen (im Gegensatz zu anderen Aspekten wie kaufen, verschenken, erhalten von kostenlosen Dingen)?	Ja Nein (Sprung zu 1e)
1di	Wie oft nutzen Sie die Plattform für Verkäufe (im Gegensatz zu anderen Aspekten wie kaufen, verschenken, erhalten von kostenlosen Dingen)?	"Ich nutze sie hauptsächlich für andere Aspekte als das Verkaufen" - "Ich nutze sie ausschließlich zum Verkaufen" (1 - 5)
1dii	Innerhalb welcher Kategorien verkaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal verkauft?	Fahrzeuge (z.B. Autos, Fahrräder, Wohnwägen, Zubehör ...) Mode & Beauty (z.B. Damen- oder Herrenbekleidung, Schuhe, Accessoires ...) Familie, Kind & Baby (z.B. Spielzeug, Kinderkleidung oder -wägen ...) Haus & Garten (z.B. Deko, Möbel, Pflanzen, Lampen ...) Elektronik (z.B. Handys, Computer, Haushaltsgeräte, Kameras ...) Freizeit & Hobby (z.B. Bücher, Filme, Kunst, Sportgeräte, Sammelobjekte ...) Haustiere (z.B. Hunde, Katzen, Zubehör ...) Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)
1diii	Verkaufen Sie Dinge in der Regel mit Gewinn oder zu einem geringeren Wert als dem, für den Sie sie ursprünglich gekauft haben?	Gewinn Wertminderung Beides
1div	Was würden Sie sonst mit den Dingen machen, wenn Sie sie nicht über eBay Kleinanzeigen verkaufen würden?	Wegwerfen Verschenken Behalten Spenden
1dv	Verkaufen Sie auch Dinge die kaputt sind und repariert werden können?	Ja Nein
1e	Nutzen Sie eBay Kleinanzeigen generell, um Dinge zu verschenken (im Gegensatz zu anderen Aspekten wie verkaufen, kaufen, erhalten von kostenlosen Dingen)?	Ja Nein (Sprung zu 1f)
1ei	Wie oft nutzen Sie die Plattform für das Verschenken von Dingen (im Gegensatz zu anderen Aspekten wie verkaufen, kaufen, erhalten von kostenlosen Dingen)?	"Ich nutze sie hauptsächlich für andere Aspekte als das Verschenken" - "Ich nutze sie ausschließlich zum Verschenken" (1 - 5)
1eii	Innerhalb welcher Kategorien verschenken Sie über eBay Kleinanzeigen oder haben Sie schon einmal verschenkt?	Fahrzeuge (z.B. Autos, Fahrräder, Wohnwägen, Zubehör ...) Mode & Beauty (z.B. Damen- oder Herrenbekleidung, Schuhe, Accessoires ...) Familie, Kind & Baby (z.B. Spielzeug, Kinderkleidung oder -wägen ...) Haus & Garten (z.B. Deko, Möbel, Pflanzen, Lampen ...) Elektronik (z.B. Handys, Computer, Haushaltsgeräte, Kameras ...) Freizeit & Hobby (z.B. Bücher, Filme, Kunst, Sportgeräte, Sammelobjekte ...) Haustiere (z.B. Hunde, Katzen, Zubehör ...) Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)
1eiii	Was würden Sie sonst mit den Dingen machen, wenn Sie sie nicht über eBay Kleinanzeigen verschenken würden?	Wegwerfen Verschenken Behalten Spenden
1eiv	Verschenken Sie auch Dinge die kaputt sind und repariert werden können?	Ja Nein
1f	Nutzen Sie eBay Kleinanzeigen generell für das Erhalten von kostenlosen Dingen (im Gegensatz zu anderen Aspekten wie verkaufen, kaufen, verschenken)?	Ja Nein (Sprung zu 2a)
1fi	Wie oft nutzen Sie die Plattform für das Erhalten von kostenlosen Dingen (im Gegensatz zu anderen Aspekten wie verkaufen, kaufen, verschenken)?	"Ich nutze sie hauptsächlich für andere Aspekte als das Erhalten von kostenlosen Dingen" - "Ich nutze sie ausschließlich zum Erhalten von kostenlosen Dingen" (1 - 5)
1fii	Innerhalb welcher Kategorien erhalten Sie kostenlose Dingen über eBay Kleinanzeigen oder haben Sie schon einmal erhalten?	Fahrzeuge (z.B. Autos, Fahrräder, Wohnwägen, Zubehör ...) Mode & Beauty (z.B. Damen- oder Herrenbekleidung, Schuhe, Accessoires ...) Familie, Kind & Baby (z.B. Spielzeug, Kinderkleidung oder -wägen ...) Haus & Garten (z.B. Deko, Möbel, Pflanzen, Lampen ...) Elektronik (z.B. Handys, Computer, Haushaltsgeräte, Kameras ...) Freizeit & Hobby (z.B. Bücher, Filme, Kunst, Sportgeräte, Sammelobjekte ...) Haustiere (z.B. Hunde, Katzen, Zubehör ...) Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)
1fiiA	Wie hoch ist der Anteil der kostenlosen Dinge in den von Ihnen ausgewählten Kategorien im Verhältnis zu Ihrem Gesamtkonsum dieser Dinge?	Alle in 1fii ausgewählten Kategorien "Sehr gering" - "Sehr hoch" (1 - 5)
1fiii	Wenn Sie Dinge kostenlos über die Plattform erhalten: Wie viele davon hätten Sie ansonsten gekauft, wenn Sie sie nicht (kostenlos) auf der Plattform gefunden hätten?	"Keine" - "Alle" (1 -5)
1fiv	Erhalten Sie auch kostenlose Dinge die kaputt sind, mit der Absicht, sie zu reparieren?	Ja Nein

2	Bitte geben Sie an, was für Sie eine Motivation darstellt, eBay Kleinanzeigen zu nutzen.	
2a	Weniger zu bezahlen	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2b	Dinge zu finden, die ich anderswo nicht finden kann	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2c	Dinge loszuwerden (ohne sie entsorgen zu müssen)	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2d	Nachhaltig zu Leben	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2e	Geld zu verdienen	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2f	Dinge zu verschenken, die noch nützlich sind	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2g	Kostenlose Dinge zu finden, um Geld zu sparen	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
2h	Dass es ein angenehmer Zeitvertreib ist	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)

3	Gibt es Kategorien, die Sie absolut ausschließen würden auf eBay Kleinanzeigen zu nutzen?	Fahrzeuge (z.B. Autos, Fahrräder, Wohnwägen, Zubehör ...)
		Mode & Beauty (z.B. Damen- oder Herrenbekleidung, Schuhe, Accessoires ...)
		Familie, Kind & Baby (z.B. Spielzeug, Kinderkleidung oder -wägen ...)
		Haus & Garten (z.B. Deko, Möbel, Pflanzen, Lampen ...)
		Elektronik (z.B. Handys, Computer, Haushaltsgeräte, Kameras ...)
		Freizeit & Hobby (z.B. Bücher, Filme, Kunst, Sportgeräte, Sammelobjekte ...)
		Haustiere (z.B. Hunde, Katzen, Zubehör ...)
		Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

4		
4a	(Nur sichtbar bei Antwort "Nein" auf Frage 1) Kennen Sie eBay Kleinanzeigen, auch wenn Sie die Plattform nicht nutzen?	Ja Nein
4b	(Nur sichtbar bei Antwort "Nein" auf Frage 1) Können Sie sich vorstellen, die Plattform zu nutzen anstelle von anderen Alternativen wie Geschäften oder Online-Händlern, bzw. anstatt Dinge wegzuwerfen oder zu lagern?	"Sehr unwahrscheinlich" - "Sehr wahrscheinlich" (1 - 5)

5	Wählen Sie bitte aus, in welchem Maße die folgenden Fragen auf Sie zutreffen.	
5a	Kaufen Sie generell Dinge aus zweiter Hand?	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
5b	Würden Sie sich selbst als jemanden bezeichnen, der einen nachhaltigen Lebensstil führt?	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)
5c	Empfinden Sie die Nutzung von Peer-to-Peer-Plattformen als relevant für einen nachhaltigen Lebensstil?	"Auf keinen Fall" - "Auf jeden Fall" (1 - 5)

6		
6a	Wie hoch ist Ihr monatliches Nettoeinkommen (also das, was nach allen Abzügen wie Steuern oder Krankenversicherung übrig bleibt)?	0 - 500 € 501 - 1.500 € 1.501 - 2.000 € 2.001 - 3.000 € 3.001 - 5.000 € 5.001 € und höher Möchte ich nicht angeben
6b	Wie viele Einwohner hat die Stadt, in der Sie aktuell leben?	1 - 4.999 5.000 - 9.999 10.000 - 19.999 20.000 - 49.999 50.000 - 99.999 100.000 - 499.999 500.000 und mehr Möchte ich nicht angeben
6c	Bitte wählen Sie das Land, in dem Sie aktuell leben.	Deutschland Frankreich Sonstiges Möchte ich nicht angeben
6d	Bitte geben Sie Ihre Geschlechteridentität an.	Weiblich Männlich Divers Sonstiges Möchte ich nicht angeben
6e	Bitte wählen Sie Ihren höchsten bisher erreichten Abschluss.	Noch in Ausbildung Schulabschluss Bachelor (oder Äquivalent) Master (oder Äquivalent) Promotion Möchte ich nicht angeben
6f	Bitte wählen Sie Ihre Altersgruppe.	17 oder jünger 18-20 21-29 30-39 40-49 50-59 60-69 70 oder älter Möchte ich nicht angeben

	Questions	Options de réponse
1	Utilisez-vous ou avez-vous déjà utilisé le site web leboncoin ?	Oui Non (passer à 4a)
1a	À quelle fréquence utilisez-vous le site web leboncoin en moyenne ?	Environ une fois par an ou moins Environ une fois par mois Environ une fois par semaine Tous les jours
1b	Selon vous, quelle part de votre consommation totale (= tout ce que vous achetez, vendez, donnez ou recevez en cadeau) passe par le site web leboncoin ?	"Presque rien" - "Presque tout" (1 - 5)
1c	Avez-vous déjà utilisé leboncoin pour acheter un produit (donc pas pour vendre, faire un don ou obtenir quelque chose gratuitement) ?	Oui Non (sauter à 1d)
1ci	À quelle fréquence utilisez-vous la plateforme pour effectuer des achats (donc pas pour vendre, faire un don ou obtenir un produit gratuitement) ?	"Je l'utilise principalement pour d'autres opérations que l'achat" - "Je l'utilise exclusivement pour l'achat" (1 - 5)
1cii	Quel type de produits achetez-vous ou avez-vous déjà acheté via leboncoin ?	Véhicules (ex. voitures, bicyclettes, caravanes, accessoires...) Mode et beauté (ex. vêtements pour femmes ou hommes, chaussures, accessoires, cosmétiques...) Famille, enfants et bébés (ex. jouets, vêtements pour enfants, poussettes, etc.) Maison et jardin (ex. décoration, meubles, plantes, lampes, etc.) Multimédia (ex. téléphones portables, ordinateurs, appareils ménagers, appareils photo, etc.) Loisirs et hobby (ex. livres, films, art, équipements sportifs, objets de collection...) Animaux de compagnie (ex chiens, chats, accessoires...) Autres (ex. services, immobilier, emploi, billets ...)
1ciiA	Quelle est la proportion de vos achats dans les catégories sélectionnées par rapport à votre consommation totale de ces produits ?	Toutes les catégories sélectionnées en 1cii "Très faible" à "Très élevé" (1 - 5)
1ciii	Concernant les choses que vous achetez sur la plateforme : Combien d'entre eux auriez-vous acheté ailleurs si vous ne les aviez pas trouvés sur la plateforme ?	Aucun - "Tous" (1 - 5)
1civ	Achetez-vous aussi des objets cassés/abimés dans l'intention de les réparer ?	Oui Non
1d	Avez-vous déjà utilisé leboncoin pour vendre un produit (donc pas pour acheter, faire un don, obtenir un produit gratuitement) ?	Oui Non (passer à 1e)
1di	À quelle fréquence utilisez-vous la plateforme pour vendre un produit (donc pas pour acheter, faire un don, obtenir un produit gratuitement) ?	"Je l'utilise principalement pour d'autres opérations que la vente" - "Je l'utilise exclusivement pour la vente" (1 - 5)
1dii	Quels types de produits vendez-vous ou avez-vous déjà vendu via leboncoin ?	Véhicules (ex. voitures, bicyclettes, caravanes, accessoires...) Mode et beauté (ex. vêtements pour femmes ou hommes, chaussures, accessoires, cosmétiques...) Famille, enfants et bébés (ex. jouets, vêtements pour enfants, poussettes, etc.) Maison et jardin (ex. décoration, meubles, plantes, lampes, etc.) Multimédia (ex. téléphones portables, ordinateurs, appareils ménagers, appareils photo, etc.) Loisirs et hobby (ex. livres, films, art, équipements sportifs, objets de collection...) Animaux de compagnie (ex chiens, chats, accessoires...) Autres (ex. services, immobilier, emploi, billets ...)
1diii	Vendez-vous des produits à un prix supérieur ou inférieur à celui auquel vous les avez achetés ?	Prix supérieur Prix inférieur Les deux
1div	Que feriez-vous de ces produits si vous ne les vendiez pas via leboncoin ?	Les jeter Les offrir Les garder En faire don
1dv	Vendez-vous aussi des produits cassés/abîmés qui peuvent être réparés ?	Oui Non
1e	Avez-vous déjà utilisé leboncoin pour faire un don (donc pas pour vendre, acheter, ou obtenir un produit gratuitement) ?	Oui Non (passer à 1f)
1ei	À quelle fréquence utilisez-vous la plateforme pour faire un don (donc pas pour vendre, acheter, ou obtenir un produit gratuitement) ?	"Je l'utilise principalement pour d'autres choses que le don" - "Je l'utilise exclusivement pour faire un don" (1 - 5)
1eii	Pour quel type de produits faites-vous des dons ou avez-vous déjà fait un don via leboncoin ?	Véhicules (ex. voitures, bicyclettes, caravanes, accessoires...) Mode et beauté (ex. vêtements pour femmes ou hommes, chaussures, accessoires, cosmétiques...) Famille, enfants et bébés (ex. jouets, vêtements pour enfants, poussettes, etc.) Maison et jardin (ex. décoration, meubles, plantes, lampes, etc.) Multimédia (ex. téléphones portables, ordinateurs, appareils ménagers, appareils photo, etc.) Loisirs et hobby (ex. livres, films, art, équipements sportifs, objets de collection...) Animaux de compagnie (ex chiens, chats, accessoires...) Autres (ex. services, immobilier, emploi, billets ...)
1eiii	Que feriez-vous de ces produits si vous n'en faisiez pas don via leboncoin ?	Les jeter Les offrir Les garder En faire don
1eiv	Faites-vous aussi don de produits cassés/abîmés qui peuvent être réparés ?	Oui Non
1f	Avez-vous déjà utilisé leboncoin pour recevoir des produits gratuitement (donc pas pour vendre, acheter ou faire un don) ?	Oui Non (passer à 2a)
1fi	À quelle fréquence utilisez-vous la plateforme pour recevoir des produits gratuitement (donc pas pour vendre, acheter ou faire un don) ?	"Je l'utilise principalement pour d'autres choses que pour obtenir des produits gratuitement" - "Je l'utilise exclusivement pour obtenir des choses gratuitement" (1 - 5)
1fii	Quel type de produits recevez-vous ou avez-vous déjà reçu via leboncoin ?	Véhicules (ex. voitures, bicyclettes, caravanes, accessoires...) Mode et beauté (ex. vêtements pour femmes ou hommes, chaussures, accessoires, cosmétiques...) Famille, enfants et bébés (ex. jouets, vêtements pour enfants, poussettes, etc.) Maison et jardin (ex. décoration, meubles, plantes, lampes, etc.) Multimédia (ex. téléphones portables, ordinateurs, appareils ménagers, appareils photo, etc.) Loisirs et hobby (ex. livres, films, art, équipements sportifs, objets de collection...) Animaux de compagnie (ex chiens, chats, accessoires...) Autres (ex. services, immobilier, emploi, billets ...)
1fiiA	Dans les catégories sélectionnées, quelle est la proportion de produits reçus gratuitement par rapport à votre consommation totale de ces produits ?	Toutes les catégories sélectionnées en 1fii "Très faible" - "Très élevé" (1 - 5)

1fiii	Si vous recevez gratuitement des produits via la plateforme: Combien de ces produits auriez-vous acheté si vous ne les aviez pas eu gratuitement sur la plateforme ?	Aucun - "Tous" (1 - 5)
1fiv	Acceptez-vous de recevoir gratuitement des produits cassés/abîmés dans l'intention de les réparer ?	Oui Non
2	Veuillez indiquer ce qui vous motive à utiliser leboncoin.	
2a	Pour faire des économies	"Absolument pas" - "Tout à fait" (1 - 5)
2b	Trouver des choses qui n'existent pas ailleurs	"Absolument pas" - "Tout à fait" (1 - 5)
2c	Se débarrasser des choses (sans avoir à les jeter)	"Absolument pas" - "Tout à fait" (1 - 5)
2d	Vivre durablement	"Absolument pas" - "Tout à fait" (1 - 5)
2e	Gagner de l'argent	"Absolument pas" - "Tout à fait" (1 - 5)
2f	Pour donner des produits encore utilisables	"Absolument pas" - "Tout à fait" (1 - 5)
2g	Trouver des produits gratuits pour économiser de l'argent	"Absolument pas" - "Tout à fait" (1 - 5)
2h	Car c'est un passe-temps agréable	"Absolument pas" - "Tout à fait" (1 - 5)
3	Y a-t-il des catégories que vous ne voulez absolument pas utiliser sur leboncoin ?	Véhicules (ex. voitures, bicyclettes, caravanes, accessoires...) Mode et beauté (ex. vêtements pour femmes ou hommes, chaussures, accessoires, cosmétiques...) Famille, enfants et bébés (ex. jouets, vêtements pour enfants, poussettes, etc.) Maison et jardin (ex. décoration, meubles, plantes, lampes, etc.) Multimédia (ex. téléphones portables, ordinateurs, appareils ménagers, appareils photo, etc.) Loisirs et hobby (ex. livres, films, art, équipements sportifs, objets de collection...) Animaux de compagnie (ex chiens, chats, accessoires...) Autres (ex. services, immobilier, emploi, billets ...)
4		
4a	(visible uniquement si réponse "Non" à la question 1) Connaissez-vous leboncoin même si vous n'utilisez pas la plateforme ?	Oui Non
4b	(visible uniquement si vous réponse "non" à la question 1) Envisagez-vous d'utiliser la plateforme à la place des magasins ou des commerçants en ligne, ou pour éviter de jeter ou de stocker des produits ?	"Très peu probable" - "Très probable" (1 - 5)
5	Veuillez sélectionner dans quelle mesure les questions suivantes s'appliquent à vous.	
5a	Achetez-vous généralement des objets d'occasion ?	"Absolument pas" - "Tout à fait" (1 - 5)
5b	Vous décririez-vous comme quelqu'un qui mène un mode de vie durable ?	"Absolument pas" - "Tout à fait" (1 - 5)
5c	Pensez-vous que l'utilisation de plateformes entre particuliers soit pertinente pour un mode de vie durable ?	"Absolument pas" - "Tout à fait" (1 - 5)
6		
6a	Quel est votre revenu net mensuel (c'est-à-dire ce qui reste après toutes les déductions telles que les impôts ou l'assurance maladie) ?	0 - 500€ 501 - 1.500 € 1.501 - 2.000 € 2.001 - 3.000 € 3.001 - 5.000 € 5.001 € et plus Je ne souhaite pas préciser
6b	Combien d'habitants compte la ville dans laquelle vous vivez actuellement ?	1 - 4.999 5.000 - 9.999 10.000 - 19.999 20.000 - 49.999 50.000 - 99.999 100.000 - 499.999 500.000 et plus Je ne souhaite pas préciser
6c	Veuillez sélectionner le pays dans lequel vous vivez actuellement.	Allemagne France Autre Je ne souhaite pas préciser
6d	Veuillez indiquer votre genre.	Femme Homme Divers Autre Je ne souhaite pas préciser
6e	Veuillez sélectionner votre plus haut diplôme obtenu à ce jour.	En formation Baccalauréat Licence (ou équivalent) Master (ou équivalent) Doctorat Je ne souhaite pas préciser
6f	Veuillez sélectionner votre groupe d'âge.	17 ans ou moins 18-20 21-29 30-39 40-49 50-59 60-69 70 ans ou plus Je ne souhaite pas préciser

Annex 3 – Hypotheses overview

Construct	Hypothesis	Treated by questions
Disposition towards using the respective P2P platform	**1. Certain sociodemographic groups are more likely to use P2P platforms in general and/or at a higher frequency.** **6a, b, d, e, f: IV** **1, 1a, 4b: DV**	**1: Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?** **1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **4b: Can you imagine using the platform instead of other alternatives such as shops or online retailers, or instead of throwing things away or storing them?** **6a: What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?** **6b: How many inhabitants does the city you currently live in have?** **6d: Please indicate your gender identity.** **6e: Please select your highest degree obtained so far.** **6f: Please select your age group.**
Identity factors contributing to P2P platform use likelihood and frequency	**2. Individual factors have a correlation with likelihood and frequency of use of the platforms, particularly younger age and a higher degree of urbanisation.** **6a, b, d, e, f: IV** **1, 1a, 4b: DV**	**1: Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?** **1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **4b: Can you imagine using the platform instead of other alternatives such as shops or online retailers, or instead of throwing things away or storing them?** **6a: What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?** **6b: How many inhabitants does the city you currently live in have?** **6d: Please indicate your gender identity.** **6e: Please select your highest degree obtained so far.** **6f: Please select your age group.**
Frequency of use as an indicator for indulgent consumption	**3. More frequent use of the platforms also leads to more consumption in general.** **1a: IV** **1b, 1ciii, 1fiii: DV**	**1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **1b: How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?** **1ciii: For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?** **1fiii: If you receive things for free through the platform: How many of them would you have otherwise bought if you hadn't found them (for free) on the platform?**
Generational and regional divide as an indicator for indulgent consumption	**3a. Younger age and a higher degree of urbanisation lead to higher consumption in general.** **6b, 6f: IV** **1ciii, 1fiii: DV**	**1ciii: For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?** **1fiii: If you receive things for free through the platform: How many of them would you have otherwise bought if you hadn't found them (for free) on the platform?** **6b: How many inhabitants does the city you currently live in have?** **6f: Please select your age group.**
Generational and regional divide as an indicator for increased cosnumption through P2P platforms	**3b. Younger age and a higher degree of urbanisation lead to a higher proportion of consumption through the platform of total consumption.** **6f, 6b: IV** **1b: DV**	**1b: How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?** **6b: How many inhabitants does the city you currently live in have?** **6f: Please select your age group.**

Disposition towards a sustainable lifestyle as an indicator for likelihood of P2P platform use	**4. People who already consider themselves to be leading a sustainable lifestyle are more likely to use the platforms.** **5b: IV** **1, 1a, 4b: DV**	**1: Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?** **1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **4b: Can you imagine using the platform instead of other alternatives such as shops or online retailers, or instead of throwing things away or storing them?** **5b: Would you describe yourself as someone who leads a sustainable lifestyle?**
Popularity of specific categories among users with conscious sustainability motives	**5. Particular categories and actions are more likely to be used, as well as at a higher frequency, by people whose motivation is to use P2P platforms for sustainable purposes.** **2d, 2f: IV** **1a, 1c, 1d, 1e, 1f, 1cii, 1dii, 1eii, 1fii, 3: DV**	**1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **1c: Have you ever used ebay Kleinanzeigen/leboncoin to buy (as opposed to other aspects such as selling, giving away, receiving free things)?** **1cii: Within which categories do you buy or have you ever bought via ebay Kleinanzeigen/leboncoin?** **1d: Have you ever used ebay Kleinanzeigen/leboncoin to sell (as opposed to other aspects such as buying, giving away, receiving free things)?** **1dii: Within which categories do you sell or have you ever sold on ebay Kleinanzeigen/leboncoin?** **1e: Have you ever used ebay Kleinanzeigen/leboncoin to give things away (as opposed to other aspects like selling, buying, receiving free things)?** **1eii: Within which categories do you give away or have you ever given away things via ebay Kleinanzeigen/leboncoin?** **1f: Have you ever used ebay Kleinanzeigen/leboncoin for getting free things (as opposed to other aspects like selling, buying, giving away)?** **1fii: Within which categories do you receive or have you ever received free things via ebay Kleinanzeigen/leboncoin?** **2d: To live sustainably** **2f: To give away things that are still useful** **3: Are there any categories you would absolutely rule out using on ebay Kleinanzeigen/leboncoin?**
Frequency of platform use as an indicator for likelihood of product life cycle extension	**6. Users with higher frequency of use of the platform are more likely to try to increase the life cycle of their goods.** **1a: IV** **1civ, 1div, 1dv, 1eiii, 1eiv, 1fiv: DV**	**1a: How often do you use the platform ebay Kleinanzeigen/leboncoin on average?** **1civ: Do you also buy things that are broken with the intention of fixing them?** **1div: What else would you do with things if you didn't sell them on ebay Kleinanzeigen/leboncoin?** **1dv: Do you also sell things that are broken and can be repaired?** **1eiii: What else would you do with things if you didn't give them away via ebay Kleinanzeigen/leboncoin?** **1eiv: Do you also give away things that are broken and can be repaired?** **1fiv: Do you also receive free things that are broken with the intention of fixing them?**

Annex 4 – H1/H2: Q6d Gender identity x Q1 Platform use

Crosstab

eK/lbc					1 – Use of eK/lbc		Total
					No	Yes	
eK	6d – Gender identity	Female	Count		7	93	100
			% within 6d – Gender identity		7,0%	93,0%	100,0%
		Male	Count		6	75	81
			% within 6d – Gender identity		7,4%	92,6%	100,0%
	Total		Count		13	168	181
			% within 6d – Gender identity		7,2%	92,8%	100,0%
lbc	6d – Gender identity	Female	Count		2	54	56
			% within 6d – Gender identity		3,6%	96,4%	100,0%
		Male	Count		0	30	30
			% within 6d – Gender identity		0,0%	100,0%	100,0%
	Total		Count		2	84	86
			% within 6d – Gender identity		2,3%	97,7%	100,0%
Total	6d – Gender identity	Female	Count		9	147	156
			% within 6d – Gender identity		5,8%	94,2%	100,0%
		Male	Count		6	105	111
			% within 6d – Gender identity		5,4%	94,6%	100,0%
	Total		Count		15	252	267
			% within 6d – Gender identity		5,6%	94,4%	100,0%

Chi-Square Tests

Platform		Value	df	Asymptotic Significance (2–sided)	Exact Sig. (2–sided)	Exact Sig. (1–sided)
eK	Pearson Chi-Square	,011[c]	1	,916		
	Continuity Correction[b]	,000	1	1,000		
	Likelihood Ratio	,011	1	,916		
	Fisher's Exact Test				1,000	,569
	Linear–by–Linear Association	,011	1	,916		
	N of Valid Cases	181				
lbc	Pearson Chi-Square	1,097[d]	1	,295		
	Continuity Correction[b]	,088	1	,767		
	Likelihood Ratio	1,741	1	,187		
	Fisher's Exact Test				,540	,421
	Linear–by–Linear Association	1,084	1	,298		
	N of Valid Cases	86				
Total	Pearson Chi-Square	,016[a]	1	,899		
	Continuity Correction[b]	,000	1	1,000		
	Likelihood Ratio	,016	1	,899		
	Fisher's Exact Test				1,000	,562
	Linear–by–Linear Association	,016	1	,899		
	N of Valid Cases	267				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,24.

b. Computed only for a 2x2 table.

c. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,82.

d. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,70.

Symmetric Measures

Platform			Value	Approximate Significance
eK	Nominal by Nominal	Phi	-,008	,916
		Cramer's V	,008	,916
	N of Valid Cases		181	
lbc	Nominal by Nominal	Phi	,113	,295
		Cramer's V	,113	,295
	N of Valid Cases		86	
Total	Nominal by Nominal	Phi	,008	,899
		Cramer's V	,008	,899
	N of Valid Cases		267	

Annex 5 – H1/H2: Q1a Use frequency

Q6a Monthly net income

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	1,167	10	221	,315
	Based on Median	,633	10	221	,785
	Based on Median and with adjusted df	,633	10	191,822	,784
	Based on trimmed mean	,963	10	221	,477

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
a. Dependent variable: 1a – Average eK/lbc use frequency
b. Design: Intercept + Q33 + Platform + Q33 * Platform

Tests of Between–Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	16,921[a]	10	1,692	2,056	,029	,085
Intercept	486,508	1	486,508	591,189	<,001	,728
Q33	5,140	5	1,028	1,249	,287	,027
Platform	4,959	1	4,959	6,026	,015	,027
Q33 * Platform	7,059	4	1,765	2,144	,076	,037
Error	181,868	221	,823			
Total	1155,000	232				
Corrected Total	198,789	231				

a. R Squared = ,085 (Adjusted R Squared = ,044)

Pairwise Comparisons

Dependent Variable: 1a – Average eK/lbc use frequency

(I) 6a – Monthly net income	(J) 6a – Monthly net income	Mean Difference (I–J)	Std. Error	Sig.[c]	95% Confidence Interval for Difference[c] Lower Bound	Upper Bound
0 – 500 €	501 – 1.500 €	-,266	,246	1,000	-,997	,465
	1.501 – 2.000 €	-,465	,244	,863	-1,189	,258
	2.001 – 3.000 €	-,477	,249	,847	-1,216	,261
	3.001 – 5.000 €	-,242	,285	1,000	-1,088	,605
	5.001 € and higher	-,898[a]	,426	,544	-2,162	,367
501 – 1.500 €	0 – 500 €	,266	,246	1,000	-,465	,997
	1.501 – 2.000 €	-,199	,177	1,000	-,724	,325
	2.001 – 3.000 €	-,211	,184	1,000	-,756	,334
	3.001 – 5.000 €	,025	,231	1,000	-,660	,709
	5.001 € and higher	-,632[a]	,392	1,000	-1,794	,531
1.501 – 2.000 €	0 – 500 €	,465	,244	,863	-,258	1,189
	501 – 1.500 €	,199	,177	1,000	-,325	,724
	2.001 – 3.000 €	-,012	,180	1,000	-,547	,523
	3.001 – 5.000 €	,224	,228	1,000	-,453	,901
	5.001 € and higher	-,432[a]	,390	1,000	-1,590	,725
2.001 – 3.000 €	0 – 500 €	,477	,249	,847	-,261	1,216
	501 – 1.500 €	,211	,184	1,000	-,334	,756
	1.501 – 2.000 €	,012	,180	1,000	-,523	,547
	3.001 – 5.000 €	,236	,234	1,000	-,457	,929
	5.001 € and higher	-,420[a]	,393	1,000	-1,588	,747
3.001 – 5.000 €	0 – 500 €	,242	,285	1,000	-,605	1,088
	501 – 1.500 €	-,025	,231	1,000	-,709	,660
	1.501 – 2.000 €	-,224	,228	1,000	-,901	,453
	2.001 – 3.000 €	-,236	,234	1,000	-,929	,457
	5.001 € and higher	-,656[a]	,417	1,000	-1,894	,582
5.001 € and higher	0 – 500 €	,898[b]	,426	,544	-,367	2,162
	501 – 1.500 €	,632[b]	,392	1,000	-,531	1,794
	1.501 – 2.000 €	,432[b]	,390	1,000	-,725	1,590
	2.001 – 3.000 €	,420[b]	,393	1,000	-,747	1,588
	3.001 – 5.000 €	,656[b]	,417	1,000	-,582	1,894

Based on estimated marginal means
a. An estimate of the modified population marginal mean (J).
b. An estimate of the modified population marginal mean (I).
c. Adjustment for multiple comparisons: Bonferroni.

Q6b City size

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	,825	13	241	,633
	Based on Median	,828	13	241	,630
	Based on Median and with adjusted df	,828	13	202,750	,630
	Based on trimmed mean	,876	13	241	,579

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
  a. Dependent variable: 1a – Average eK/lbc use frequency
  b. Design: Intercept + Q34 + Platform + Q34 * Platform

Tests of Between–Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	24,465[a]	13	1,882	2,299	,007	,110
Intercept	576,965	1	576,965	704,814	<,001	,745
Q34	10,658	6	1,776	2,170	,047	,051
Platform	14,693	1	14,693	17,949	<,001	,069
Q34 * Platform	7,250	6	1,208	1,476	,187	,035
Error	197,284	241	,819			
Total	1274,000	255				
Corrected Total	221,749	254				

  a. R Squared = ,110 (Adjusted R Squared = ,062)

Pairwise Comparisons

Dependent Variable: 1a – Average eK/lbc use frequency

(I) 6b – City size in inhabitants	(J) 6b – City size in inhabitants	Mean Difference (I–J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a] Lower Bound	Upper Bound
1 – 4.999	5.000 – 9.999	,066	,384	1,000	–1,113	1,244
	10.000 – 19.999	,548	,344	1,000	–,507	1,603
	20.000 – 49.999	,111	,330	1,000	–,903	1,124
	50.000 – 99.999	,423	,312	1,000	–,534	1,381
	100.000 – 499.999	,361	,288	1,000	–,522	1,245
	500.000 and more	,762	,294	,212	–,140	1,665
5.000 – 9.999	1 – 4.999	–,066	,384	1,000	–1,244	1,113
	10.000 – 19.999	,482	,363	1,000	–,632	1,596
	20.000 – 49.999	,045	,350	1,000	–1,030	1,119
	50.000 – 99.999	,357	,333	1,000	–,665	1,379
	100.000 – 499.999	,296	,310	1,000	–,657	1,248
	500.000 and more	,696	,316	,598	–,274	1,667
10.000 – 19.999	1 – 4.999	–,548	,344	1,000	–1,603	,507
	5.000 – 9.999	–,482	,363	1,000	–1,596	,632
	20.000 – 49.999	–,438	,305	1,000	–1,375	,500
	50.000 – 99.999	–,125	,285	1,000	–1,002	,752
	100.000 – 499.999	–,187	,259	1,000	–,982	,609
	500.000 and more	,214	,266	1,000	–,602	1,030
20.000 – 49.999	1 – 4.999	–,111	,330	1,000	–1,124	,903
	5.000 – 9.999	–,045	,350	1,000	–1,119	1,030
	10.000 – 19.999	,438	,305	1,000	–,500	1,375
	50.000 – 99.999	,312	,269	1,000	–,513	1,138
	100.000 – 499.999	,251	,241	1,000	–,488	,990
	500.000 and more	,652	,248	,192	–,110	1,413
50.000 – 99.999	1 – 4.999	–,423	,312	1,000	–1,381	,534
	5.000 – 9.999	–,357	,333	1,000	–1,379	,665
	10.000 – 19.999	,125	,285	1,000	–,752	1,002
	20.000 – 49.999	–,312	,269	1,000	–1,138	,513
	100.000 – 499.999	–,062	,215	1,000	–,722	,599
	500.000 and more	,339	,223	1,000	–,346	1,024
100.000 – 499.999	1 – 4.999	–,361	,288	1,000	–1,245	,522
	5.000 – 9.999	–,296	,310	1,000	–1,248	,657
	10.000 – 19.999	,187	,259	1,000	–,609	,982
	20.000 – 49.999	–,251	,241	1,000	–,990	,488
	50.000 – 99.999	,062	,215	1,000	–,599	,722
	500.000 and more	,401	,188	,716	–,177	,978
500.000 and more	1 – 4.999	–,762	,294	,212	–1,665	,140
	5.000 – 9.999	–,696	,316	,598	–1,667	,274
	10.000 – 19.999	–,214	,266	1,000	–1,030	,602
	20.000 – 49.999	–,652	,248	,192	–1,413	,110
	50.000 – 99.999	–,339	,223	1,000	–1,024	,346
	100.000 – 499.999	–,401	,188	,716	–,978	,177

Based on estimated marginal means
  a. Adjustment for multiple comparisons: Bonferroni.

Q6d Gender identity

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	,858	3	248	,464
	Based on Median	,269	3	248	,848
	Based on Median and with adjusted df	,269	3	235,356	,848
	Based on trimmed mean	,792	3	248	,499

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1a – Average eK/lbc use frequency

b. Design: Intercept + Q36 + Platform + Q36 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	9,341[a]	3	3,114	3,635	,013	,042
Intercept	820,638	1	820,638	958,159	<,001	,794
Q36	,392	1	,392	,458	,499	,002
Platform	7,772	1	7,772	9,074	,003	,035
Q36 * Platform	,707	1	,707	,826	,364	,003
Error	212,405	248	,856			
Total	1262,000	252				
Corrected Total	221,746	251				

a. R Squared = ,042 (Adjusted R Squared = ,031)

Q6e Education

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	1,409	9	231	,185
	Based on Median	,863	9	231	,559
	Based on Median and with adjusted df	,863	9	208,954	,560
	Based on trimmed mean	1,251	9	231	,265

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1a – Average eK/lbc use frequency

b. Design: Intercept + Q37 + Platform + Q37 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	14,471[a]	9	1,608	2,002	,040	,072
Intercept	225,055	1	225,055	280,213	<,001	,548
Q37	1,443	4	,361	,449	,773	,008
Platform	,795	1	,795	,989	,321	,004
Q37 * Platform	6,668	4	1,667	2,076	,085	,035
Error	185,529	231	,803			
Total	1164,000	241				
Corrected Total	200,000	240				

a. R Squared = ,072 (Adjusted R Squared = ,036)

Pairwise Comparisons

Dependent Variable: 1a – Average eK/lbc use frequency

(I) 6e – Highest degree achieved	(J) 6e – Highest degree achieved	Mean Difference (I–J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a] Lower Bound	Upper Bound
Still in education	Highschool diploma	-,177	,397	1,000	-1,302	,948
	Bachelor's degree (or equivalent)	,064	,397	1,000	-1,061	1,188
	Master's degree (or equivalent)	-,071	,386	1,000	-1,165	1,022
	PhD	,017	,524	1,000	-1,468	1,501
Highschool diploma	Still in education	,177	,397	1,000	-,948	1,302
	Bachelor's degree (or equivalent)	,241	,184	1,000	-,281	,763
	Master's degree (or equivalent)	,106	,159	1,000	-,345	,556
	PhD	,194	,389	1,000	-,907	1,295
Bachelor's degree (or equivalent)	Still in education	-,064	,397	1,000	-1,188	1,061
	Highschool diploma	-,241	,184	1,000	-,763	,281
	Master's degree (or equivalent)	-,135	,158	1,000	-,584	,313
	PhD	-,047	,388	1,000	-1,147	1,053
Master's degree (or equivalent)	Still in education	,071	,386	1,000	-1,022	1,165
	Highschool diploma	-,106	,159	1,000	-,556	,345
	Bachelor's degree (or equivalent)	,135	,158	1,000	-,313	,584
	PhD	,088	,377	1,000	-,980	1,156
PhD	Still in education	-,017	,524	1,000	-1,501	1,468
	Highschool diploma	-,194	,389	1,000	-1,295	,907
	Bachelor's degree (or equivalent)	,047	,388	1,000	-1,053	1,147
	Master's degree (or equivalent)	-,088	,377	1,000	-1,156	,980

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Q6f Age group

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	,903	11	243	,538
	Based on Median	,630	11	243	,802
	Based on Median and with adjusted df	,630	11	201,154	,802
	Based on trimmed mean	,824	11	243	,616

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1a – Average eK/lbc use frequency

b. Design: Intercept + Q38 + Platform + Q38 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	22,163[a]	11	2,015	2,453	,006	,100
Intercept	374,313	1	374,313	455,734	<,001	,652
Q38	8,763	5	1,753	2,134	,062	,042
Platform	3,081	1	3,081	3,751	,054	,015
Q38 * Platform	2,437	5	,487	,593	,705	,012
Error	199,586	243	,821			
Total	1274,000	255				
Corrected Total	221,749	254				

a. R Squared = ,100 (Adjusted R Squared = ,059)

Pairwise Comparisons

Dependent Variable: 1a – Average eK/lbc use frequency

(I) 6f – Age group	(J) 6f – Age group	Mean Difference (I–J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a] Lower Bound	Upper Bound
18–20	21–29	-,296	,253	1,000	-1,047	,456
	30–39	-,664	,282	,288	-1,499	,171
	40–49	-,514	,348	1,000	-1,546	,518
	50–59	,005	,314	1,000	-,925	,936
	60–69	-,146	,380	1,000	-1,272	,979
21–29	18–20	,296	,253	1,000	-,456	1,047
	30–39	-,368	,172	,494	-,877	,141
	40–49	-,218	,267	1,000	-1,010	,574
	50–59	,301	,221	1,000	-,353	,955
	60–69	,149	,307	1,000	-,761	1,060
30–39	18–20	,664	,282	,288	-,171	1,499
	21–29	,368	,172	,494	-,141	,877
	40–49	,150	,294	1,000	-,721	1,022
	50–59	,669	,252	,129	-,079	1,418
	60–69	,518	,331	1,000	-,463	1,498
40–49	18–20	,514	,348	1,000	-,518	1,546
	21–29	,218	,267	1,000	-,574	1,010
	30–39	-,150	,294	1,000	-1,022	,721
	50–59	,519	,325	1,000	-,445	1,483
	60–69	,367	,389	1,000	-,786	1,520
50–59	18–20	-,005	,314	1,000	-,936	,925
	21–29	-,301	,221	1,000	-,955	,353
	30–39	-,669	,252	,129	-1,418	,079
	40–49	-,519	,325	1,000	-1,483	,445
	60–69	-,152	,359	1,000	-1,215	,912
60–69	18–20	,146	,380	1,000	-,979	1,272
	21–29	-,149	,307	1,000	-1,060	,761
	30–39	-,518	,331	1,000	-1,498	,463
	40–49	-,367	,389	1,000	-1,520	,786
	50–59	,152	,359	1,000	-,912	1,215

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Annex 6 – H3a: Q1ciii Perceived necessity (buying)

x Q6b City size

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1ciii Perceived necessity of things bought on eK/lbc	Based on Mean	1,782	13	209	,048
	Based on Median	,620	13	209	,836
	Based on Median and with adjusted df	,620	13	135,539	,834
	Based on trimmed mean	1,592	13	209	,089

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1ciii Perceived necessity of things bought on eK/lbc

b. Design: Intercept + Q34 + Platform + Q34 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1ciii Perceived necessity of things bought on eK/lbc

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	17,486[a]	13	1,345	,854	,603	,050
Intercept	1411,139	1	1411,139	895,563	<,001	,811
Q34	11,508	6	1,918	1,217	,299	,034
Platform	,331	1	,331	,210	,647	,001
Q34 * Platform	2,891	6	,482	,306	,933	,009
Error	329,321	209	1,576			
Total	3181,000	223				
Corrected Total	346,807	222				

a. R Squared = ,050 (Adjusted R Squared = -,009)

x Q6f Age group

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1ciii Perceived necessity of things bought on eK/lbc	Based on Mean	2,328	11	211	,010
	Based on Median	1,179	11	211	,303
	Based on Median and with adjusted df	1,179	11	167,235	,305
	Based on trimmed mean	2,098	11	211	,022

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1ciii Perceived necessity of things bought on eK/lbc

b. Design: Intercept + Q38 + Platform + Q38 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1ciii Perceived necessity of things bought on eK/lbc

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6,560[a]	11	,596	,372	,966	,019
Intercept	912,919	1	912,919	569,710	<,001	,730
Q38	2,104	5	,421	,263	,933	,006
Platform	,030	1	,030	,018	,892	,000
Q38 * Platform	2,959	5	,592	,369	,869	,009
Error	338,112	211	1,602			
Total	3186,000	223				
Corrected Total	344,673	222				

a. R Squared = ,019 (Adjusted R Squared = -,032)

Annex 7 – H3a: Q1fiii Perceived necessity (receiving)

X Q6f Age group

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1fiii – Perceived necessity of things received for free on eK/lbc	Based on Mean	,320	3	38	,811
	Based on Median	,203	3	38	,893
	Based on Median and with adjusted df	,203	3	36,736	,893
	Based on trimmed mean	,316	3	38	,814

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
    a. Dependent variable: 1fiii – Perceived necessity of things received for free on eK/lbc
    b. Design: Intercept + Q38 + Platform + Q38 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1fiii – Perceived necessity of things received for free on eK/lbc

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	11,816[a]	7	1,688	,908	,510	,143
Intercept	36,744	1	36,744	19,772	<,001	,342
Q38	4,611	4	1,153	,620	,651	,061
Platform	7,535	1	7,535	4,054	,051	,096
Q38 * Platform	3,504	2	1,752	,943	,398	,047
Error	70,619	38	1,858			
Total	406,000	46				
Corrected Total	82,435	45				

    a. R Squared = ,143 (Adjusted R Squared = -,014)

Annex 8 – H3b: Q1b Proportion of total consumption

x Q6b City size

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1b – eK/lbc consumption proportion of total consumption	Based on Mean	,844	13	241	,613
	Based on Median	,598	13	241	,855
	Based on Median and with adjusted df	,598	13	207,380	,854
	Based on trimmed mean	,927	13	241	,525

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
    a. Dependent variable: 1b – eK/lbc consumption proportion of total consumption
    b. Design: Intercept + Q34 + Platform + Q34 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1b – eK/lbc consumption proportion of total consumption

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	9,174[a]	13	,706	,949	,503	,049
Intercept	383,881	1	383,881	516,396	<,001	,682
Q34	3,606	6	,601	,808	,564	,020
Platform	1,746	1	1,746	2,349	,127	,010
Q34 * Platform	5,239	6	,873	1,175	,320	,028
Error	179,156	241	,743			
Total	951,000	255				
Corrected Total	188,329	254				

    a. R Squared = ,049 (Adjusted R Squared = -,003)

x Q6f Age group

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1b – eK/lbc consumption proportion of total consumption	Based on Mean	2,587	11	243	,004
	Based on Median	1,529	11	243	,121
	Based on Median and with adjusted df	1,529	11	152,261	,126
	Based on trimmed mean	2,698	11	243	,003

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1b – eK/lbc consumption proportion of total consumption

b. Design: Intercept + Q38 + Platform + Q38 * Platform

Tests of Between-Subjects Effects

Dependent Variable: 1b – eK/lbc consumption proportion of total consumption

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	12,555[a]	11	1,141	1,551	,114	,066
Intercept	300,927	1	300,927	408,883	<,001	,627
Q38	10,181	5	2,036	2,767	,019	,054
Platform	,199	1	,199	,270	,604	,001
Q38 * Platform	3,895	5	,779	1,059	,384	,021
Error	178,841	243	,736			
Total	961,000	255				
Corrected Total	191,396	254				

a. R Squared = ,066 (Adjusted R Squared = ,023)

Pairwise Comparisons

Dependent Variable: 1b – eK/lbc consumption proportion of total consumption

(I) 6f – Age group	(J) 6f – Age group	Mean Difference (I–J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b] Lower Bound	Upper Bound
18–20	21–29	-,147	,240	1,000	-,858	,565
	30–39	-,420	,267	1,000	-1,210	,370
	40–49	-,448	,330	1,000	-1,425	,529
	50–59	,391	,297	1,000	-,489	1,272
	60–69	,008	,359	1,000	-1,058	1,073
21–29	18–20	,147	,240	1,000	-,565	,858
	30–39	-,273	,163	1,000	-,755	,209
	40–49	-,301	,253	1,000	-1,051	,449
	50–59	,538	,209	,159	-,081	1,157
	60–69	,154	,291	1,000	-,708	1,016
30–39	18–20	,420	,267	1,000	-,370	1,210
	21–29	,273	,163	1,000	-,209	,755
	40–49	-,028	,278	1,000	-,853	,797
	50–59	,811[*]	,239	,012	,103	1,520
	60–69	,427	,313	1,000	-,501	1,356
40–49	18–20	,448	,330	1,000	-,529	1,425
	21–29	,301	,253	1,000	-,449	1,051
	30–39	,028	,278	1,000	-,797	,853
	50–59	,839	,308	,103	-,073	1,751
	60–69	,455	,368	1,000	-,636	1,547
50–59	18–20	-,391	,297	1,000	-1,272	,489
	21–29	-,538	,209	,159	-1,157	,081
	30–39	-,811[*]	,239	,012	-1,520	-,103
	40–49	-,839	,308	,103	-1,751	,073
	60–69	-,384	,339	1,000	-1,390	,622
60–69	18–20	-,008	,359	1,000	-1,073	1,058
	21–29	-,154	,291	1,000	-1,016	,708
	30–39	-,427	,313	1,000	-1,356	,501
	40–49	-,455	,368	1,000	-1,547	,636
	50–59	,384	,339	1,000	-,622	1,390

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Annex 9 – H4: Q5b Sustainability self-assessment

x Q1 Platform use

1 – Use of eK/lbc * 5b – Self-assessment of sustainable lifestyle(Klassiert) * Platform Crosstabulation

Count

Platform			5b – Self-assessment of sustainable lifestyle(Klassiert) low	high	Total
eK	1 – Use of eK/lbc	No	7	6	13
		Yes	113	62	175
	Total		120	68	188
lbc	1 – Use of eK/lbc	No	2	0	2
		Yes	57	28	85
	Total		59	28	87
Total	1 – Use of eK/lbc	No	9	6	15
		Yes	170	90	260
	Total		179	96	275

Chi-Square Tests

Platform		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
eK	Pearson Chi-Square	,603[c]	1	,437		
	Continuity Correction[b]	,228	1	,633		
	Likelihood Ratio	,586	1	,444		
	Fisher's Exact Test				,551	,311
	Linear-by-Linear Association	,600	1	,439		
	N of Valid Cases	188				
lbc	Pearson Chi-Square	,971[d]	1	,324		
	Continuity Correction[b]	,048	1	,826		
	Likelihood Ratio	1,576	1	,209		
	Fisher's Exact Test				1,000	,457
	Linear-by-Linear Association	,960	1	,327		
	N of Valid Cases	87				
Total	Pearson Chi-Square	,181[a]	1	,671		
	Continuity Correction[b]	,022	1	,883		
	Likelihood Ratio	,178	1	,673		
	Fisher's Exact Test				,782	,432
	Linear-by-Linear Association	,180	1	,671		
	N of Valid Cases	275				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,24.

b. Computed only for a 2x2 table

c. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,70.

d. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,64.

Symmetric Measures

Platform			Value	Approximate Significance
eK	Nominal by Nominal	Phi	-,057	,437
		Cramer's V	,057	,437
	N of Valid Cases		188	
lbc	Nominal by Nominal	Phi	,106	,324
		Cramer's V	,106	,324
	N of Valid Cases		87	
Total	Nominal by Nominal	Phi	-,026	,671
		Cramer's V	,026	,671
	N of Valid Cases		275	

x Q1a Use frequency

Descriptive Statistics

Dependent Variable: 1a – Average eK/lbc use frequency

5b – Self–assessment of sustainable lifestyle (Klassiert)	Platform	Mean	Std. Deviation	N
low	eK	2,03	,891	113
	lbc	1,63	,698	57
	Total	1,89	,850	170
high	eK	2,37	1,044	62
	lbc	2,07	,979	28
	Total	2,28	1,028	90
Total	eK	2,15	,959	175
	lbc	1,78	,822	85
	Total	2,03	,932	260

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
1a – Average eK/lbc use frequency	Based on Mean	3,950	3	256	,009
	Based on Median	1,802	3	256	,147
	Based on Median and with adjusted df	1,802	3	238,934	,147
	Based on trimmed mean	3,756	3	256	,011

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: 1a – Average eK/lbc use frequency

b. Design: Intercept + Q32R2_split + Platform + Q32R2_split * Platform

Tests of Between–Subjects Effects

Dependent Variable: 1a – Average eK/lbc use frequency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	16,303[a]	3	5,434	6,672	<,001	,073
Intercept	838,717	1	838,717	1029,750	<,001	,801
Q32R2_split	7,862	1	7,862	9,652	,002	,036
Platform	6,165	1	6,165	7,569	,006	,029
Q32R2_split * Platform	,116	1	,116	,143	,706	,001
Error	208,508	256	,814			
Total	1293,000	260				
Corrected Total	224,812	259				

a. R Squared = ,073 (Adjusted R Squared = ,062)

Annex 10 – H5: Q2d Motivation: sustainability

x Q1c Use for buying

Crosstab

			1c – Use of eK/lbc for buying		
			No	Yes	Total
2d – To live sustainably	1	Count	8	26	34
		% within 2d – To live sustainably	23,5%	76,5%	100,0%
	2	Count	4	19	23
		% within 2d – To live sustainably	17,4%	82,6%	100,0%
	3	Count	7	51	58
		% within 2d – To live sustainably	12,1%	87,9%	100,0%
	4	Count	7	60	67
		% within 2d – To live sustainably	10,4%	89,6%	100,0%
	5	Count	8	69	77
		% within 2d – To live sustainably	10,4%	89,6%	100,0%
Total		Count	34	225	259
		% within 2d – To live sustainably	13,1%	86,9%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,578[a]	4	,333
Likelihood Ratio	4,090	4	,394
Linear-by-Linear Association	3,687	1	,055
N of Valid Cases	259		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,02.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,133	,333
	Cramer's V	,133	,333
N of Valid Cases		259	

x Q1d Use for selling

Crosstab

			1d – Use of eK/lbc for selling		
			No	Yes	Total
2d – To live sustainably	1	Count	13	21	34
		% within 2d – To live sustainably	38,2%	61,8%	100,0%
	2	Count	8	15	23
		% within 2d – To live sustainably	34,8%	65,2%	100,0%
	3	Count	16	42	58
		% within 2d – To live sustainably	27,6%	72,4%	100,0%
	4	Count	10	57	67
		% within 2d – To live sustainably	14,9%	85,1%	100,0%
	5	Count	14	63	77
		% within 2d – To live sustainably	18,2%	81,8%	100,0%
Total		Count	61	198	259
		% within 2d – To live sustainably	23,6%	76,4%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10,209[a]	4	,037
Likelihood Ratio	9,992	4	,041
Linear-by-Linear Association	8,362	1	,004
N of Valid Cases	259		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,42.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,199	,037
	Cramer's V	,199	,037
N of Valid Cases		259	

x Q1e Use for gifting

Crosstab

| | | | 1e – Use of eK/lbc to give things away | | |
			No	Yes	Total
2d – To live sustainably	1	Count	28	6	34
		% within 2d – To live sustainably	82,4%	17,6%	100,0%
	2	Count	18	5	23
		% within 2d – To live sustainably	78,3%	21,7%	100,0%
	3	Count	38	20	58
		% within 2d – To live sustainably	65,5%	34,5%	100,0%
	4	Count	38	29	67
		% within 2d – To live sustainably	56,7%	43,3%	100,0%
	5	Count	38	39	77
		% within 2d – To live sustainably	49,4%	50,6%	100,0%
Total		Count	160	99	259
		% within 2d – To live sustainably	61,8%	38,2%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14,848[a]	4	,005
Likelihood Ratio	15,648	4	,004
Linear-by-Linear Association	14,623	1	<,001
N of Valid Cases	259		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,79.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,239	,005
	Cramer's V	,239	,005
N of Valid Cases		259	

x Q1f Use for receiving

Crosstab

| | | | 1f – Use of eK/lbc to receive free things | | |
			No	Yes	Total
2d – To live sustainably	1	Count	33	1	34
		% within 2d – To live sustainably	97,1%	2,9%	100,0%
	2	Count	20	3	23
		% within 2d – To live sustainably	87,0%	13,0%	100,0%
	3	Count	51	7	58
		% within 2d – To live sustainably	87,9%	12,1%	100,0%
	4	Count	51	16	67
		% within 2d – To live sustainably	76,1%	23,9%	100,0%
	5	Count	57	20	77
		% within 2d – To live sustainably	74,0%	26,0%	100,0%
Total		Count	212	47	259
		% within 2d – To live sustainably	81,9%	18,1%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,797[a]	4	,019
Likelihood Ratio	13,905	4	,008
Linear-by-Linear Association	10,748	1	,001
N of Valid Cases	259		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,17.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,213	,019
	Cramer's V	,213	,019
N of Valid Cases		259	

Annex 11 – H5: Q2f Motivation: prolonging life cycle

x Q1c Use for buying

Crosstab

| | | | 1c – Use of eK/lbc for buying | | |
			No	Yes	Total
2f – To give away things that are still useful	1	Count	9	47	56
		% within 2f – To give away things that are still useful	16,1%	83,9%	100,0%
	2	Count	6	28	34
		% within 2f – To give away things that are still useful	17,6%	82,4%	100,0%
	3	Count	7	41	48
		% within 2f – To give away things that are still useful	14,6%	85,4%	100,0%
	4	Count	6	52	58
		% within 2f – To give away things that are still useful	10,3%	89,7%	100,0%
	5	Count	7	56	63
		% within 2f – To give away things that are still useful	11,1%	88,9%	100,0%
Total		Count	35	224	259
		% within 2f – To give away things that are still useful	13,5%	86,5%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,667[a]	4	,797
Likelihood Ratio	1,668	4	,796
Linear-by-Linear Association	1,265	1	,261
N of Valid Cases	259		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,59.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,080	,797
	Cramer's V	,080	,797
N of Valid Cases		259	

x Q1c Use for selling

Crosstab

| | | | 1d – Use of eK/lbc for selling | | |
			No	Yes	Total
2f – To give away things that are still useful	1	Count	19	37	56
		% within 2f – To give away things that are still useful	33,9%	66,1%	100,0%
	2	Count	9	25	34
		% within 2f – To give away things that are still useful	26,5%	73,5%	100,0%
	3	Count	16	32	48
		% within 2f – To give away things that are still useful	33,3%	66,7%	100,0%
	4	Count	10	48	58
		% within 2f – To give away things that are still useful	17,2%	82,8%	100,0%
	5	Count	8	55	63
		% within 2f – To give away things that are still useful	12,7%	87,3%	100,0%
Total		Count	62	197	259
		% within 2f – To give away things that are still useful	23,9%	76,1%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,316[a]	4	,023
Likelihood Ratio	11,662	4	,020
Linear-by-Linear Association	8,811	1	,003
N of Valid Cases	259		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,14.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,209	,023
	Cramer's V	,209	,023
N of Valid Cases		259	

x Q1e Use for gifting

Crosstab

			1e – Use of eK/lbc to give things away		Total
			No	Yes	
2f – To give away things that are still useful	1	Count	54	2	56
		% within 2f – To give away things that are still useful	96,4%	3,6%	100,0%
	2	Count	24	10	34
		% within 2f – To give away things that are still useful	70,6%	29,4%	100,0%
	3	Count	33	15	48
		% within 2f – To give away things that are still useful	68,8%	31,3%	100,0%
	4	Count	29	29	58
		% within 2f – To give away things that are still useful	50,0%	50,0%	100,0%
	5	Count	20	43	63
		% within 2f – To give away things that are still useful	31,7%	68,3%	100,0%
Total		Count	160	99	259
		% within 2f – To give away things that are still useful	61,8%	38,2%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	58,051[a]	4	<,001
Likelihood Ratio	67,325	4	<,001
Linear-by-Linear Association	56,089	1	<,001
N of Valid Cases	259		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 13,00.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,473	<,001
	Cramer's V	,473	<,001
N of Valid Cases		259	

x Q1f Use for receiving

Crosstab

			1f – Use of eK/lbc to receive free things		Total
			No	Yes	
2f – To give away things that are still useful	1	Count	52	4	56
		% within 2f – To give away things that are still useful	92,9%	7,1%	100,0%
	2	Count	25	9	34
		% within 2f – To give away things that are still useful	73,5%	26,5%	100,0%
	3	Count	40	8	48
		% within 2f – To give away things that are still useful	83,3%	16,7%	100,0%
	4	Count	46	12	58
		% within 2f – To give away things that are still useful	79,3%	20,7%	100,0%
	5	Count	49	14	63
		% within 2f – To give away things that are still useful	77,8%	22,2%	100,0%
Total		Count	212	47	259
		% within 2f – To give away things that are still useful	81,9%	18,1%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,179[a]	4	,127
Likelihood Ratio	8,077	4	,089
Linear-by-Linear Association	3,092	1	,079
N of Valid Cases	259		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,17.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,166	,127
	Cramer's V	,166	,127
N of Valid Cases		259	

Annex 12 – H5: Categories

x Q2d Motivation: sustainability

Group Statistics

	2d – To live sustainably (Klassiert)	N	Mean	Std. Deviation	Std. Error Mean
Vehicles	low	182	,48	,763	,057
	high	77	,65	,807	,092
Fashion & Beauty	low	182	,38	,755	,056
	high	77	,70	1,001	,114
Family, Home & Baby	low	182	,34	,767	,057
	high	77	,53	1,033	,118
Home & Garden	low	182	1,28	1,236	,092
	high	77	1,73	1,242	,142
Electronics	low	182	,71	,872	,065
	high	77	,88	,973	,111
Leisure & Hobby	low	182	,67	,861	,064
	high	77	1,10	1,071	,122
Pets	low	182	,08	,313	,023
	high	77	,23	,647	,074
Other	low	182	,20	,455	,034
	high	77	,31	,544	,062

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Vehicles	Equal variances assumed	2,039	,155	−1,623	257	,053	,106	−,171	,106	−,379	,037
	Equal variances not assumed			−1,586	136,156	,057	,115	−,171	,108	−,385	,042
Fashion & Beauty	Equal variances assumed	12,385	<,001	−2,790	257	,003	,006	−,317	,114	−,540	−,093
	Equal variances not assumed			−2,493	114,183	,007	,014	−,317	,127	−,568	−,065
Family, Home & Baby	Equal variances assumed	9,174	,003	−1,698	257	,045	,091	−,197	,116	−,426	,031
	Equal variances not assumed			−1,509	113,000	,067	,134	−,197	,131	−,456	,062
Home & Garden	Equal variances assumed	,004	,951	−2,656	257	,004	,008	−,447	,168	−,779	−,116
	Equal variances not assumed			−2,651	142,549	,004	,009	−,447	,169	−,780	−,114
Electronics	Equal variances assumed	1,115	,292	−1,420	257	,078	,157	−,174	,123	−,416	,067
	Equal variances not assumed			−1,358	130,095	,088	,177	−,174	,128	−,428	,080
Leisure & Hobby	Equal variances assumed	5,160	,024	−3,436	257	<,001	<,001	−,434	,126	−,682	−,185
	Equal variances not assumed			−3,148	119,509	,001	,002	−,434	,138	−,706	−,161
Pets	Equal variances assumed	25,908	<,001	−2,535	257	,006	,012	−,151	,060	−,269	−,034
	Equal variances not assumed			−1,958	91,458	,027	,053	−,151	,077	−,305	,002
Other	Equal variances assumed	8,628	,004	−1,650	257	,050	,100	−,108	,066	−,238	,021
	Equal variances not assumed			−1,535	123,065	,064	,127	−,108	,071	−,248	,031

x Q2f Motivation: prolonging life cycle

Group Statistics

	2f – To give away things that are still useful (Klassiert)	N	Mean	Std. Deviation	Std. Error Mean
Vehicles	low	138	,46	,746	,064
	high	121	,60	,811	,074
Fashion & Beauty	low	138	,33	,687	,058
	high	121	,63	,967	,088
Family, Home & Baby	low	138	,26	,654	,056
	high	121	,55	1,025	,093
Home & Garden	low	138	1,09	1,137	,097
	high	121	1,77	1,289	,117
Electronics	low	138	,63	,820	,070
	high	121	,91	,975	,089
Leisure & Hobby	low	138	,62	,830	,071
	high	121	,98	1,033	,094
Pets	low	138	,10	,388	,033
	high	121	,16	,500	,045
Other	low	138	,24	,506	,043
	high	121	,23	,461	,042

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Vehicles	Equal variances assumed	4,247	,040	-1,441	257	,075	,151	-,140	,097	-,330	,051
	Equal variances not assumed			-1,434	245,695	,076	,153	-,140	,097	-,331	,052
Fashion & Beauty	Equal variances assumed	17,017	<,001	-2,852	257	,002	,005	-,295	,103	-,498	-,091
	Equal variances not assumed			-2,791	213,124	,003	,006	-,295	,106	-,503	-,087
Family, Home & Baby	Equal variances assumed	22,785	<,001	-2,696	257	,004	,007	-,285	,106	-,492	-,077
	Equal variances not assumed			-2,622	198,826	,005	,009	-,285	,109	-,499	-,071
Home & Garden	Equal variances assumed	4,328	,038	-4,522	257	<,001	<,001	-,682	,151	-,978	-,385
	Equal variances not assumed			-4,485	241,150	<,001	<,001	-,682	,152	-,981	-,382
Electronics	Equal variances assumed	1,569	,211	-2,498	257	,007	,013	-,279	,112	-,498	-,059
	Equal variances not assumed			-2,470	235,683	,007	,014	-,279	,113	-,501	-,056
Leisure & Hobby	Equal variances assumed	1,917	,167	-3,110	257	,001	,002	-,360	,116	-,588	-,132
	Equal variances not assumed			-3,066	229,868	,001	,002	-,360	,118	-,592	-,129
Pets	Equal variances assumed	4,000	,047	-1,006	257	,158	,316	-,056	,055	-,164	,053
	Equal variances not assumed			-,989	225,002	,162	,324	-,056	,056	-,166	,055
Other	Equal variances assumed	,138	,711	,128	257	,449	,898	,008	,060	-,111	,127
	Equal variances not assumed			,128	256,615	,449	,898	,008	,060	-,111	,126

Annex 13 – H5: Q1a Use frequency

x Q2d sustainability

1a – Average eK/lbc use frequency * 2d – To live sustainably Crosstabulation

Count

		2d – To live sustainably					Total
		1	2	3	4	5	
1a – Average eK/lbc use frequency	About once a year or less often	17	9	23	18	18	85
	About once a month	12	10	25	33	24	104
	About once a week	3	4	8	10	22	47
	Every day	2	0	2	6	13	23
Total		34	23	58	67	77	259

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27,401[a]	12	,007
Likelihood Ratio	28,509	12	,005
Linear-by-Linear Association	17,766	1	<,001
N of Valid Cases	259		

a. 3 cells (15,0%) have expected count less than 5. The minimum expected count is 2,04.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,325	,007
	Cramer's V	,188	,007
N of Valid Cases		259	

Annex 14 – H6: Q1a Use frequency x BSGR

x Q1civ Willingness to buy broken things

Crosstab

eK/lbc				1civ – Buying broken things No	Yes	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	46	2	48
			% within 1a – Average eK/lbc use frequency	95,8%	4,2%	100,0%
		About once a month	Count	66	8	74
			% within 1a – Average eK/lbc use frequency	89,2%	10,8%	100,0%
		About once a week	Count	23	9	32
			% within 1a – Average eK/lbc use frequency	71,9%	28,1%	100,0%
		Every day	Count	14	7	21
			% within 1a – Average eK/lbc use frequency	66,7%	33,3%	100,0%
	Total		Count	149	26	175
			% within 1a – Average eK/lbc use frequency	85,1%	14,9%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	37	1	38
			% within 1a – Average eK/lbc use frequency	97,4%	2,6%	100,0%
		About once a month	Count	26	4	30
			% within 1a – Average eK/lbc use frequency	86,7%	13,3%	100,0%
		About once a week	Count	13	2	15
			% within 1a – Average eK/lbc use frequency	86,7%	13,3%	100,0%
		Every day	Count	1	1	2
			% within 1a – Average eK/lbc use frequency	50,0%	50,0%	100,0%
	Total		Count	77	8	85
			% within 1a – Average eK/lbc use frequency	90,6%	9,4%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	83	3	86
			% within 1a – Average eK/lbc use frequency	96,5%	3,5%	100,0%
		About once a month	Count	92	12	104
			% within 1a – Average eK/lbc use frequency	88,5%	11,5%	100,0%
		About once a week	Count	36	11	47
			% within 1a – Average eK/lbc use frequency	76,6%	23,4%	100,0%
		Every day	Count	15	8	23
			% within 1a – Average eK/lbc use frequency	65,2%	34,8%	100,0%
	Total		Count	226	34	260
			% within 1a – Average eK/lbc use frequency	86,9%	13,1%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	15,415[b]	3	,001
	Likelihood Ratio	14,996	3	,002
	Linear-by-Linear Association	14,415	1	<,001
	N of Valid Cases	175		
lbc	Pearson Chi-Square	6,725[c]	3	,081
	Likelihood Ratio	5,672	3	,129
	Linear-by-Linear Association	4,683	1	,030
	N of Valid Cases	85		
Total	Pearson Chi-Square	21,116[a]	3	<,001
	Likelihood Ratio	20,398	3	<,001
	Linear-by-Linear Association	20,774	1	<,001
	N of Valid Cases	260		

a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 3,01.

b. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 3,12.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,19.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,297	,001
		Cramer's V	,297	,001
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,281	,081
		Cramer's V	,281	,081
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,285	<,001
		Cramer's V	,285	<,001
	N of Valid Cases		260	

x Q1dv Willingness to sell broken things

Crosstab

eK/lbc				1dv – Selling broken things		
---	---	---	---	No	Yes	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	40	8	48
			% within 1a – Average eK/lbc use frequency	83,3%	16,7%	100,0%
		About once a month	Count	55	19	74
			% within 1a – Average eK/lbc use frequency	74,3%	25,7%	100,0%
		About once a week	Count	20	12	32
			% within 1a – Average eK/lbc use frequency	62,5%	37,5%	100,0%
		Every day	Count	10	11	21
			% within 1a – Average eK/lbc use frequency	47,6%	52,4%	100,0%
	Total		Count	125	50	175
			% within 1a – Average eK/lbc use frequency	71,4%	28,6%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	35	3	38
			% within 1a – Average eK/lbc use frequency	92,1%	7,9%	100,0%
		About once a month	Count	24	6	30
			% within 1a – Average eK/lbc use frequency	80,0%	20,0%	100,0%
		About once a week	Count	13	2	15
			% within 1a – Average eK/lbc use frequency	86,7%	13,3%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	74	11	85
			% within 1a – Average eK/lbc use frequency	87,1%	12,9%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	75	11	86
			% within 1a – Average eK/lbc use frequency	87,2%	12,8%	100,0%
		About once a month	Count	79	25	104
			% within 1a – Average eK/lbc use frequency	76,0%	24,0%	100,0%
		About once a week	Count	33	14	47
			% within 1a – Average eK/lbc use frequency	70,2%	29,8%	100,0%
		Every day	Count	12	11	23
			% within 1a – Average eK/lbc use frequency	52,2%	47,8%	100,0%
	Total		Count	199	61	260
			% within 1a – Average eK/lbc use frequency	76,5%	23,5%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	10,721[b]	3	,013
	Likelihood Ratio	10,430	3	,015
	Linear-by-Linear Association	10,493	1	,001
	N of Valid Cases	175		
lbc	Pearson Chi-Square	2,485[c]	3	,478
	Likelihood Ratio	2,700	3	,440
	Linear-by-Linear Association	,329	1	,566
	N of Valid Cases	85		
Total	Pearson Chi-Square	14,123[a]	3	,003
	Likelihood Ratio	13,713	3	,003
	Linear-by-Linear Association	13,463	1	<,001
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,40.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,00.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,26.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,248	,013
		Cramer's V	,248	,013
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,171	,478
		Cramer's V	,171	,478
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,233	,003
		Cramer's V	,233	,003
	N of Valid Cases		260	

x Q1eiv Willingness to gift broken things

Crosstab

eK/lbc				1eiv – Giving away broken things No	1eiv – Giving away broken things Yes	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	40	8	48
			% within 1a – Average eK/lbc use frequency	83,3%	16,7%	100,0%
		About once a month	Count	55	19	74
			% within 1a – Average eK/lbc use frequency	74,3%	25,7%	100,0%
		About once a week	Count	19	13	32
			% within 1a – Average eK/lbc use frequency	59,4%	40,6%	100,0%
		Every day	Count	11	10	21
			% within 1a – Average eK/lbc use frequency	52,4%	47,6%	100,0%
	Total		Count	125	50	175
			% within 1a – Average eK/lbc use frequency	71,4%	28,6%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	37	1	38
			% within 1a – Average eK/lbc use frequency	97,4%	2,6%	100,0%
		About once a month	Count	28	2	30
			% within 1a – Average eK/lbc use frequency	93,3%	6,7%	100,0%
		About once a week	Count	11	4	15
			% within 1a – Average eK/lbc use frequency	73,3%	26,7%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	78	7	85
			% within 1a – Average eK/lbc use frequency	91,8%	8,2%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	77	9	86
			% within 1a – Average eK/lbc use frequency	89,5%	10,5%	100,0%
		About once a month	Count	83	21	104
			% within 1a – Average eK/lbc use frequency	79,8%	20,2%	100,0%
		About once a week	Count	30	17	47
			% within 1a – Average eK/lbc use frequency	63,8%	36,2%	100,0%
		Every day	Count	13	10	23
			% within 1a – Average eK/lbc use frequency	56,5%	43,5%	100,0%
	Total		Count	203	57	260
			% within 1a – Average eK/lbc use frequency	78,1%	21,9%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	9,649[b]	3	,022
	Likelihood Ratio	9,540	3	,023
	Linear-by-Linear Association	9,394	1	,002
	N of Valid Cases	175		
lbc	Pearson Chi-Square	8,599[c]	3	,035
	Likelihood Ratio	7,020	3	,071
	Linear-by-Linear Association	4,801	1	,028
	N of Valid Cases	85		
Total	Pearson Chi-Square	18,595[a]	3	<,001
	Likelihood Ratio	18,192	3	<,001
	Linear-by-Linear Association	18,132	1	<,001
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,04.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,00.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,16.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,235	,022
		Cramer's V	,235	,022
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,318	,035
		Cramer's V	,318	,035
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,267	<,001
		Cramer's V	,267	<,001
	N of Valid Cases		260	

x Q1fiv Willingness to receive broken things

Crosstab

eK/lbc				1fiv – Receiving free things No	1fiv – Receiving free things Yes	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	48	0	48
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
		About once a month	Count	71	3	74
			% within 1a – Average eK/lbc use frequency	95,9%	4,1%	100,0%
		About once a week	Count	28	4	32
			% within 1a – Average eK/lbc use frequency	87,5%	12,5%	100,0%
		Every day	Count	14	7	21
			% within 1a – Average eK/lbc use frequency	66,7%	33,3%	100,0%
	Total		Count	161	14	175
			% within 1a – Average eK/lbc use frequency	92,0%	8,0%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	37	1	38
			% within 1a – Average eK/lbc use frequency	97,4%	2,6%	100,0%
		About once a month	Count	29	1	30
			% within 1a – Average eK/lbc use frequency	96,7%	3,3%	100,0%
		About once a week	Count	14	1	15
			% within 1a – Average eK/lbc use frequency	93,3%	6,7%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	82	3	85
			% within 1a – Average eK/lbc use frequency	96,5%	3,5%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	85	1	86
			% within 1a – Average eK/lbc use frequency	98,8%	1,2%	100,0%
		About once a month	Count	100	4	104
			% within 1a – Average eK/lbc use frequency	96,2%	3,8%	100,0%
		About once a week	Count	42	5	47
			% within 1a – Average eK/lbc use frequency	89,4%	10,6%	100,0%
		Every day	Count	16	7	23
			% within 1a – Average eK/lbc use frequency	69,6%	30,4%	100,0%
	Total		Count	243	17	260
			% within 1a – Average eK/lbc use frequency	93,5%	6,5%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	24,931[b]	3	<,001
	Likelihood Ratio	21,613	3	<,001
	Linear-by-Linear Association	21,381	1	<,001
	N of Valid Cases	175		
lbc	Pearson Chi-Square	,600[c]	3	,896
	Likelihood Ratio	,592	3	,898
	Linear-by-Linear Association	,230	1	,632
	N of Valid Cases	85		
Total	Pearson Chi-Square	28,085[a]	3	<,001
	Likelihood Ratio	20,669	3	<,001
	Linear-by-Linear Association	22,314	1	<,001
	N of Valid Cases	260		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 1,50.

b. 3 cells (37,5%) have expected count less than 5. The minimum expected count is 1,68.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,377	<,001
		Cramer's V	,377	<,001
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,084	,896
		Cramer's V	,084	,896
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,329	<,001
		Cramer's V	,329	<,001
	N of Valid Cases		260	

Annex 15 – H6: Q1a Use frequency

x Q1div Would throw away

Crosstab

eK/lbc					1div – Would throw away if not for eK/lbc		Total
					0	Throw away	
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count		33	15	48
			% within 1a – Average eK/lbc use frequency		68,8%	31,3%	100,0%
		About once a month	Count		43	31	74
			% within 1a – Average eK/lbc use frequency		58,1%	41,9%	100,0%
		About once a week	Count		18	14	32
			% within 1a – Average eK/lbc use frequency		56,3%	43,8%	100,0%
		Every day	Count		13	8	21
			% within 1a – Average eK/lbc use frequency		61,9%	38,1%	100,0%
	Total		Count		107	68	175
			% within 1a – Average eK/lbc use frequency		61,1%	38,9%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count		33	5	38
			% within 1a – Average eK/lbc use frequency		86,8%	13,2%	100,0%
		About once a month	Count		23	7	30
			% within 1a – Average eK/lbc use frequency		76,7%	23,3%	100,0%
		About once a week	Count		12	3	15
			% within 1a – Average eK/lbc use frequency		80,0%	20,0%	100,0%
		Every day	Count		1	1	2
			% within 1a – Average eK/lbc use frequency		50,0%	50,0%	100,0%
	Total		Count		69	16	85
			% within 1a – Average eK/lbc use frequency		81,2%	18,8%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count		66	20	86
			% within 1a – Average eK/lbc use frequency		76,7%	23,3%	100,0%
		About once a month	Count		66	38	104
			% within 1a – Average eK/lbc use frequency		63,5%	36,5%	100,0%
		About once a week	Count		30	17	47
			% within 1a – Average eK/lbc use frequency		63,8%	36,2%	100,0%
		Every day	Count		14	9	23
			% within 1a – Average eK/lbc use frequency		60,9%	39,1%	100,0%
	Total		Count		176	84	260
			% within 1a – Average eK/lbc use frequency		67,7%	32,3%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	1,784[b]	3	,619
	Likelihood Ratio	1,811	3	,613
	Linear-by-Linear Association	,627	1	,429
	N of Valid Cases	175		
lbc	Pearson Chi-Square	2,483[c]	3	,478
	Likelihood Ratio	2,247	3	,523
	Linear-by-Linear Association	1,458	1	,227
	N of Valid Cases	85		
Total	Pearson Chi-Square	4,883[a]	3	,181
	Likelihood Ratio	5,039	3	,169
	Linear-by-Linear Association	3,288	1	,070
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,43.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,16.

c. 3 cells (37,5%) have expected count less than 5. The minimum expected count is ,38.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,101	,619
		Cramer's V	,101	,619
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,171	,478
		Cramer's V	,171	,478
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,137	,181
		Cramer's V	,137	,181
	N of Valid Cases		260	

x Q1div Would give away

Crosstab

eK/lbc				1di v– Would give away if not for eK/lbc 0	Give away	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	30	18	48
			% within 1a – Average eK/lbc use frequency	62,5%	37,5%	100,0%
		About once a month	Count	34	40	74
			% within 1a – Average eK/lbc use frequency	45,9%	54,1%	100,0%
		About once a week	Count	16	16	32
			% within 1a – Average eK/lbc use frequency	50,0%	50,0%	100,0%
		Every day	Count	7	14	21
			% within 1a – Average eK/lbc use frequency	33,3%	66,7%	100,0%
	Total		Count	87	88	175
			% within 1a – Average eK/lbc use frequency	49,7%	50,3%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	36	2	38
			% within 1a – Average eK/lbc use frequency	94,7%	5,3%	100,0%
		About once a month	Count	23	7	30
			% within 1a – Average eK/lbc use frequency	76,7%	23,3%	100,0%
		About once a week	Count	10	5	15
			% within 1a – Average eK/lbc use frequency	66,7%	33,3%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	71	14	85
			% within 1a – Average eK/lbc use frequency	83,5%	16,5%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	66	20	86
			% within 1a – Average eK/lbc use frequency	76,7%	23,3%	100,0%
		About once a month	Count	57	47	104
			% within 1a – Average eK/lbc use frequency	54,8%	45,2%	100,0%
		About once a week	Count	26	21	47
			% within 1a – Average eK/lbc use frequency	55,3%	44,7%	100,0%
		Every day	Count	9	14	23
			% within 1a – Average eK/lbc use frequency	39,1%	60,9%	100,0%
	Total		Count	158	102	260
			% within 1a – Average eK/lbc use frequency	60,8%	39,2%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	5,814[b]	3	,121
	Likelihood Ratio	5,892	3	,117
	Linear-by-Linear Association	4,150	1	,042
	N of Valid Cases	175		
lbc	Pearson Chi-Square	7,991[c]	3	,046
	Likelihood Ratio	8,694	3	,034
	Linear-by-Linear Association	4,755	1	,029
	N of Valid Cases	85		
Total	Pearson Chi-Square	15,859[a]	3	,001
	Likelihood Ratio	16,372	3	<,001
	Linear-by-Linear Association	12,811	1	<,001
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,02.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,44.

c. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,33.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,182	,121
		Cramer's V	,182	,121
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,307	,046
		Cramer's V	,307	,046
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,247	,001
		Cramer's V	,247	,001
	N of Valid Cases		260	

x Q1div Would keep

Crosstab

eK/lbc				1div – Would keep if not for eK/lbc 0	Keep	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	42	6	48
			% within 1a – Average eK/lbc use frequency	87,5%	12,5%	100,0%
		About once a month	Count	49	25	74
			% within 1a – Average eK/lbc use frequency	66,2%	33,8%	100,0%
		About once a week	Count	22	10	32
			% within 1a – Average eK/lbc use frequency	68,8%	31,3%	100,0%
		Every day	Count	10	11	21
			% within 1a – Average eK/lbc use frequency	47,6%	52,4%	100,0%
	Total		Count	123	52	175
			% within 1a – Average eK/lbc use frequency	70,3%	29,7%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	31	7	38
			% within 1a – Average eK/lbc use frequency	81,6%	18,4%	100,0%
		About once a month	Count	23	7	30
			% within 1a – Average eK/lbc use frequency	76,7%	23,3%	100,0%
		About once a week	Count	6	9	15
			% within 1a – Average eK/lbc use frequency	40,0%	60,0%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	62	23	85
			% within 1a – Average eK/lbc use frequency	72,9%	27,1%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	73	13	86
			% within 1a – Average eK/lbc use frequency	84,9%	15,1%	100,0%
		About once a month	Count	72	32	104
			% within 1a – Average eK/lbc use frequency	69,2%	30,8%	100,0%
		About once a week	Count	28	19	47
			% within 1a – Average eK/lbc use frequency	59,6%	40,4%	100,0%
		Every day	Count	12	11	23
			% within 1a – Average eK/lbc use frequency	52,2%	47,8%	100,0%
	Total		Count	185	75	260
			% within 1a – Average eK/lbc use frequency	71,2%	28,8%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	12,600[b]	3	,006
	Likelihood Ratio	13,305	3	,004
	Linear-by-Linear Association	9,928	1	,002
	N of Valid Cases	175		
lbc	Pearson Chi-Square	10,636[c]	3	,014
	Likelihood Ratio	10,160	3	,017
	Linear-by-Linear Association	4,499	1	,034
	N of Valid Cases	85		
Total	Pearson Chi-Square	15,193[a]	3	,002
	Likelihood Ratio	15,698	3	,001
	Linear-by-Linear Association	14,572	1	<,001
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,63.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,24.

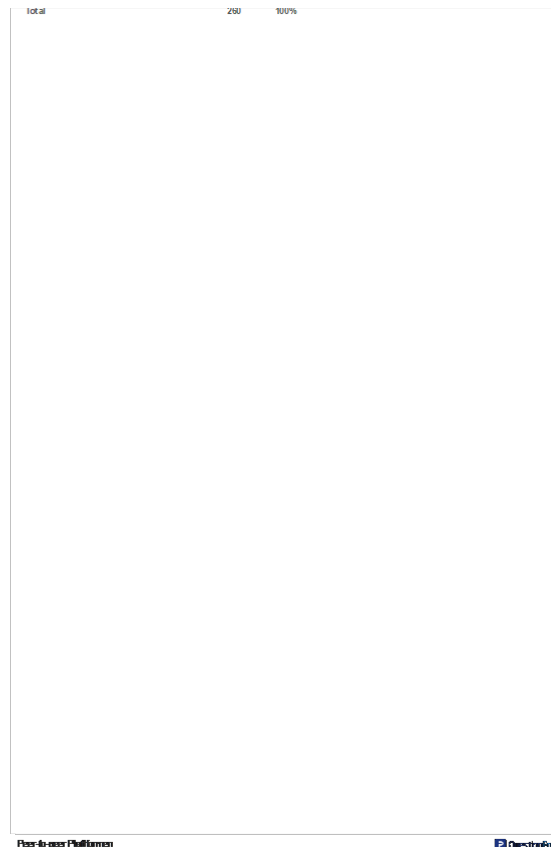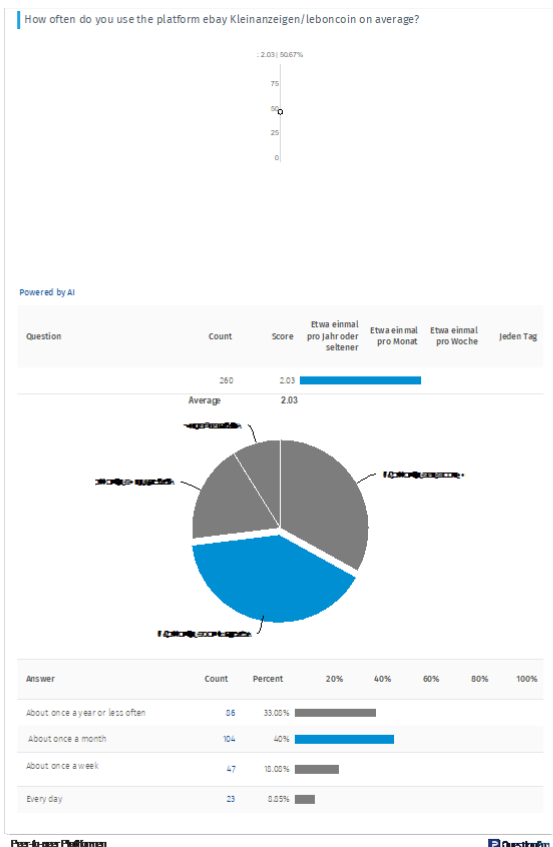c. 3 cells (37,5%) have expected count less than 5. The minimum expected count is ,54.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,268	,006
		Cramer's V	,268	,006
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,354	,014
		Cramer's V	,354	,014
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,242	,002
		Cramer's V	,242	,002
	N of Valid Cases		260	

x Q1div Would donate

Crosstab

eK/lbc					1div – Would donate if not for eK/lbc		Total
					0	Donate	
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count		33	15	48
			% within 1a – Average eK/lbc use frequency		68,8%	31,3%	100,0%
		About once a month	Count		40	34	74
			% within 1a – Average eK/lbc use frequency		54,1%	45,9%	100,0%
		About once a week	Count		21	11	32
			% within 1a – Average eK/lbc use frequency		65,6%	34,4%	100,0%
		Every day	Count		12	9	21
			% within 1a – Average eK/lbc use frequency		57,1%	42,9%	100,0%
	Total		Count		106	69	175
			% within 1a – Average eK/lbc use frequency		60,6%	39,4%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count		30	8	38
			% within 1a – Average eK/lbc use frequency		78,9%	21,1%	100,0%
		About once a month	Count		15	15	30
			% within 1a – Average eK/lbc use frequency		50,0%	50,0%	100,0%
		About once a week	Count		9	6	15
			% within 1a – Average eK/lbc use frequency		60,0%	40,0%	100,0%
		Every day	Count		0	2	2
			% within 1a – Average eK/lbc use frequency		0,0%	100,0%	100,0%
	Total		Count		54	31	85
			% within 1a – Average eK/lbc use frequency		63,5%	36,5%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count		63	23	86
			% within 1a – Average eK/lbc use frequency		73,3%	26,7%	100,0%
		About once a month	Count		55	49	104
			% within 1a – Average eK/lbc use frequency		52,9%	47,1%	100,0%
		About once a week	Count		30	17	47
			% within 1a – Average eK/lbc use frequency		63,8%	36,2%	100,0%
		Every day	Count		12	11	23
			% within 1a – Average eK/lbc use frequency		52,2%	47,8%	100,0%
	Total		Count		160	100	260
			% within 1a – Average eK/lbc use frequency		61,5%	38,5%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2-sided)
eK	Pearson Chi-Square	3,106[b]	3	,376
	Likelihood Ratio	3,131	3	,372
	Linear-by-Linear Association	,365	1	,546
	N of Valid Cases	175		
lbc	Pearson Chi-Square	9,833[c]	3	,020
	Likelihood Ratio	10,640	3	,014
	Linear-by-Linear Association	5,992	1	,014
	N of Valid Cases	85		
Total	Pearson Chi-Square	9,236[a]	3	,026
	Likelihood Ratio	9,402	3	,024
	Linear-by-Linear Association	3,315	1	,069
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,85.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,28.

c. 2 cells (25,0%) have expected count less than 5. The minimum expected count is ,73.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,133	,376
		Cramer's V	,133	,376
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,340	,020
		Cramer's V	,340	,020
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,188	,026
		Cramer's V	,188	,026
	N of Valid Cases		260	

x Q1eiii Would throw away

Crosstab

eK/lbc				1eiii – Would throw away if not for eK/lbc – 0	Throw away	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	37	11	48
			% within 1a – Average eK/lbc use frequency	77,1%	22,9%	100,0%
		About once a month	Count	44	30	74
			% within 1a – Average eK/lbc use frequency	59,5%	40,5%	100,0%
		About once a week	Count	15	17	32
			% within 1a – Average eK/lbc use frequency	46,9%	53,1%	100,0%
		Every day	Count	11	10	21
			% within 1a – Average eK/lbc use frequency	52,4%	47,6%	100,0%
	Total		Count	107	68	175
			% within 1a – Average eK/lbc use frequency	61,1%	38,9%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	37	1	38
			% within 1a – Average eK/lbc use frequency	97,4%	2,6%	100,0%
		About once a month	Count	29	1	30
			% within 1a – Average eK/lbc use frequency	96,7%	3,3%	100,0%
		About once a week	Count	15	0	15
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	83	2	85
			% within 1a – Average eK/lbc use frequency	97,6%	2,4%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	74	12	86
			% within 1a – Average eK/lbc use frequency	86,0%	14,0%	100,0%
		About once a month	Count	73	31	104
			% within 1a – Average eK/lbc use frequency	70,2%	29,8%	100,0%
		About once a week	Count	30	17	47
			% within 1a – Average eK/lbc use frequency	63,8%	36,2%	100,0%
		Every day	Count	13	10	23
			% within 1a – Average eK/lbc use frequency	56,5%	43,5%	100,0%
	Total		Count	190	70	260
			% within 1a – Average eK/lbc use frequency	73,1%	26,9%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2–sided)
eK	Pearson Chi-Square	8,642[b]	3	,034
	Likelihood Ratio	8,941	3	,030
	Linear-by-Linear Association	6,605	1	,010
	N of Valid Cases	175		
lbc	Pearson Chi-Square	,548[c]	3	,908
	Likelihood Ratio	,933	3	,817
	Linear-by-Linear Association	,232	1	,630
	N of Valid Cases	85		
Total	Pearson Chi-Square	13,039[a]	3	,005
	Likelihood Ratio	13,663	3	,003
	Linear-by-Linear Association	12,034	1	<,001
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,19.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,16.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,222	,034
		Cramer's V	,222	,034
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,080	,908
		Cramer's V	,080	,908
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,224	,005
		Cramer's V	,224	,005
	N of Valid Cases		260	

x Q1eiii Would donate

Crosstab

eK/lbc				1eiii – Would donate if not for eK/lbc		
				0	Donate	Total
eK	1a – Average eK/lbc use frequency	About once a year or less often	Count	38	10	48
			% within 1a – Average eK/lbc use frequency	79,2%	20,8%	100,0%
		About once a month	Count	50	24	74
			% within 1a – Average eK/lbc use frequency	67,6%	32,4%	100,0%
		About once a week	Count	22	10	32
			% within 1a – Average eK/lbc use frequency	68,8%	31,3%	100,0%
		Every day	Count	13	8	21
			% within 1a – Average eK/lbc use frequency	61,9%	38,1%	100,0%
	Total		Count	123	52	175
			% within 1a – Average eK/lbc use frequency	70,3%	29,7%	100,0%
lbc	1a – Average eK/lbc use frequency	About once a year or less often	Count	36	2	38
			% within 1a – Average eK/lbc use frequency	94,7%	5,3%	100,0%
		About once a month	Count	28	2	30
			% within 1a – Average eK/lbc use frequency	93,3%	6,7%	100,0%
		About once a week	Count	11	4	15
			% within 1a – Average eK/lbc use frequency	73,3%	26,7%	100,0%
		Every day	Count	2	0	2
			% within 1a – Average eK/lbc use frequency	100,0%	0,0%	100,0%
	Total		Count	77	8	85
			% within 1a – Average eK/lbc use frequency	90,6%	9,4%	100,0%
Total	1a – Average eK/lbc use frequency	About once a year or less often	Count	74	12	86
			% within 1a – Average eK/lbc use frequency	86,0%	14,0%	100,0%
		About once a month	Count	78	26	104
			% within 1a – Average eK/lbc use frequency	75,0%	25,0%	100,0%
		About once a week	Count	33	14	47
			% within 1a – Average eK/lbc use frequency	70,2%	29,8%	100,0%
		Every day	Count	15	8	23
			% within 1a – Average eK/lbc use frequency	65,2%	34,8%	100,0%
	Total		Count	200	60	260
			% within 1a – Average eK/lbc use frequency	76,9%	23,1%	100,0%

Chi-Square Tests

eK/lbc		Value	df	Asymptotic Significance (2–sided)
eK	Pearson Chi–Square	2,817[b]	3	,421
	Likelihood Ratio	2,909	3	,406
	Linear–by–Linear Association	2,035	1	,154
	N of Valid Cases	175		
lbc	Pearson Chi–Square	6,478[c]	3	,091
	Likelihood Ratio	5,270	3	,153
	Linear–by–Linear Association	2,931	1	,087
	N of Valid Cases	85		
Total	Pearson Chi–Square	7,217[a]	3	,065
	Likelihood Ratio	7,461	3	,059
	Linear–by–Linear Association	6,701	1	,010
	N of Valid Cases	260		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,31.

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,24.

c. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,19.

Symmetric Measures

eK/lbc			Value	Approximate Significance
eK	Nominal by Nominal	Phi	,127	,421
		Cramer's V	,127	,421
	N of Valid Cases		175	
lbc	Nominal by Nominal	Phi	,276	,091
		Cramer's V	,276	,091
	N of Valid Cases		85	
Total	Nominal by Nominal	Phi	,167	,065
		Cramer's V	,167	,065
	N of Valid Cases		260	

Annex 16 – Survey full datasets

Peer-to-peer Plattformen - Dashboard

388	275	275	100%	0	7 mins
Viewed	Total Responses	Completed	Completion Rate	Dropouts	Average Time

Countries	Responses
DE	65.45%
FR	30.18%
US	0.73%
BE	0.73%
ES	0.36%
GB	0.36%
OR	0.36%
LU	0.36%
MX	0.36%

Peer-to-peer Plattformen   QuestionPro
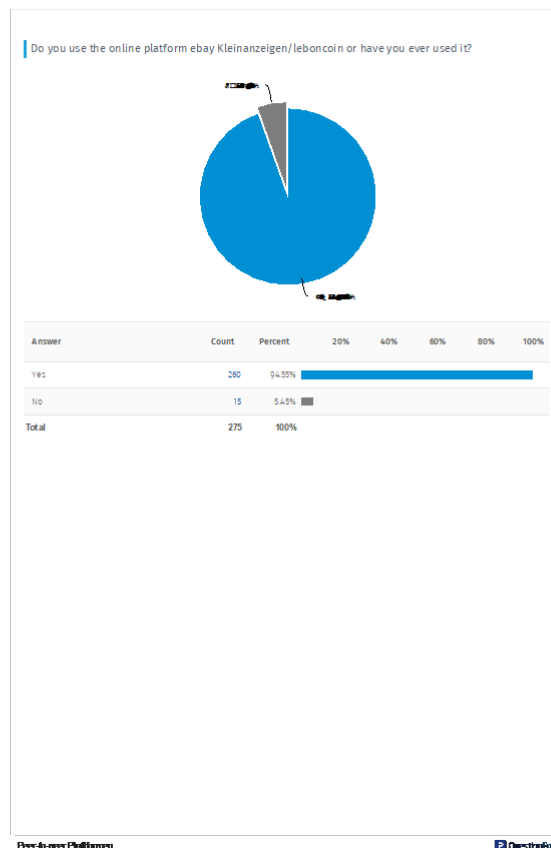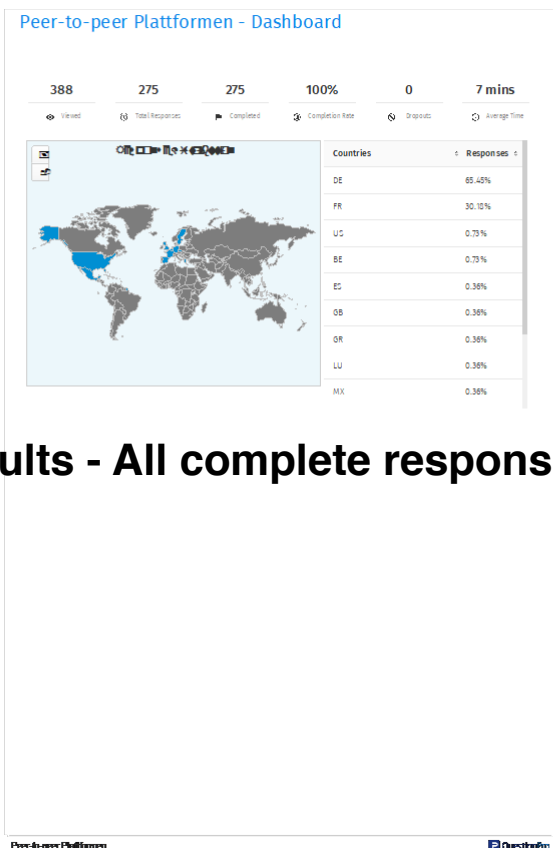
Results - All complete responses

Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	260	94.55%					
No	15	5.45%					
Total	275	100%					

Peer-to-peer Plattformen   QuestionPro

How often do you use the platform ebay Kleinanzeigen/leboncoin on average?

: 2.03 | 50.67%

Powered by AI

Question	Count	Score	Etwa einmal pro Jahr oder seltener	Etwa einmal pro Monat	Etwa einmal pro Woche	Jeden Tag
	260	2.03				
Average		2.03				

Answer	Count	Percent	20%	40%	60%	80%	100%
About once a year or less often	86	33.00%					
About once a month	104	40%					
About once a week	47	18.00%					
Every day	23	8.85%					

Peer-to-peer Plattformen   QuestionPro

Total	260	100%

Peer-to-peer Plattformen   QuestionPro

How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?

Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Almost nothing	1.73	129	49.62%	83	31.92%	38	14.62%	9	3.46%	1	0.38%	Almost everything
Average	1.73											
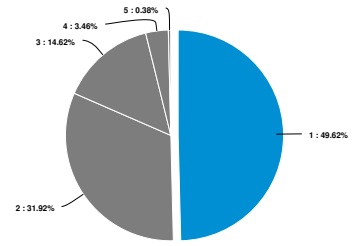
Answer	Count	Percent	20%	40%	60%	80%	100%
1	129	49.62%					
2	83	31.92%					
3	38	14.62%					
4	9	3.46%					
5	1	0.38%					
Total	260	100%					

Have you ever used ebay Kleinanzeigen/leboncoin for buying (as opposed to other aspects such as selling, giving away, receiving free things)?
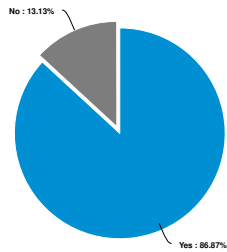
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	225	86.87%					
No	34	13.13%					
Total	259	100%					

How often do you use the platform to make purchases (as opposed to other aspects such as selling, giving away, receiving free things)?
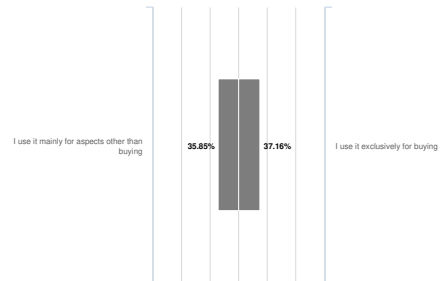
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than buying	2.99	36	15.93%	45	19.91%	61	26.99%	53	23.45%	31	13.72%	I use it exclusively for buying
Average	2.99											

I use it mainly for aspects other than buying [I use it exclusively for buying].
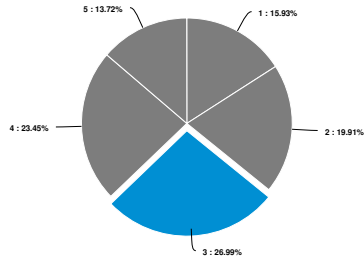
Answer	Count	Percent	20%	40%	60%	80%	100%
1	36	15.93%					
2	45	19.91%					
3	61	26.99%					
4	53	23.45%					
5	31	13.72%					
Total	**226**	**100%**					

Within which categories do you buy or have you ever bought via ebay Kleinanzeigen/leboncoin?
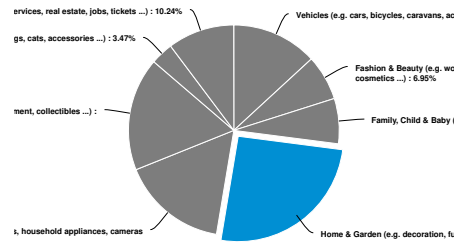
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	72	13.16%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	38	6.95%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	38	6.95%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	140	25.59%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	89	16.27%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	95	17.37%					
Pets (e.g. dogs, cats, accessories ...)	19	3.47%					
Other (e.g. services, real estate, jobs, tickets ...)	56	10.24%					
Total	**547**	**100%**					

Innerhalb welcher Kategorien kaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal gekauft? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/06/2021	590037	Wohnung
10/06/2021	589765	Tickets
10/06/2021	588488	Wohnungssuche
10/06/2021	588323	Parfüm
10/05/2021	581726	Tauschen/Verschenken

10/05/2021	581025	Wohnungen
10/05/2021	580157	Tickets
10/03/2021	569755	Umzugshelfer
10/02/2021	569598	Immobilie
10/02/2021	569492	Immobilier
10/01/2021	569184	Immobilien
10/01/2021	569143	Immobilier
10/01/2021	568639	Immobilier
10/01/2021	568372	Immobilier
09/30/2021	568074	Immobilier
09/30/2021	567916	Location et colocation
09/30/2021	567489	Recherche immobilière
09/30/2021	567306	Location immobilière
09/30/2021	566726	Immobilier
09/29/2021	562083	Location appartement
09/29/2021	561838	immobilier
09/29/2021	561751	Immobilier
09/29/2021	561701	Immobilier
09/29/2021	561594	Immobilier, pieces détachées moto
09/29/2021	561589	Annonces de loction, achat et revente de billets de spectacle
09/29/2021	561576	immobilier
09/29/2021	561421	Immobilier
09/29/2021	561349	Logement
09/29/2021	561260	Place pour parck Asterix
09/28/2021	561048	Immobilier
09/28/2021	560993	Achat d'une maison
09/28/2021	560983	Immobilier
09/28/2021	560936	Immobilier
09/28/2021	560637	Immobilier
09/28/2021	560596	Immobilier
09/28/2021	560462	Immobilier

09/28/2021	559828	Location
09/28/2021	559707	Immobilier
09/28/2021	559542	Location appartement maison
09/28/2021	559509	Immobilier
09/28/2021	559452	Immobilier
09/28/2021	559312	Location immobilière
09/28/2021	559277	.
09/28/2021	557740	Immobilier
09/28/2021	557698	Dienstleistungen
09/28/2021	557592	Jobs
09/28/2021	557531	Konzerttickets

What is the proportion of your purchases in your chosen categories relative to your overall consumption of these things?
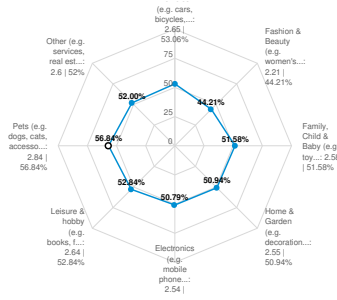
Powered by AI

Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	72	2.65					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	38	2.21					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	38	2.58					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	139	2.55					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	89	2.54					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	95	2.64					
Pets (e.g. dogs, cats, accessories ...)	19	2.84					
Other (e.g. services, real estate, jobs, tickets ...)	55	2.6					
Average		**2.57**					

Vehicles (e.g. cars, bicycles, caravans, accessories ...)
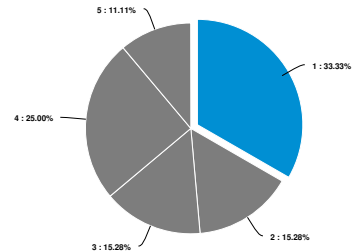
Answer	Count	Percent	20%	40%	60%	80%	100%
1	24	33.33%					
2	11	15.28%					
3	11	15.28%					
4	18	25%					
5	8	11.11%					
Total	**72**	**100%**					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)
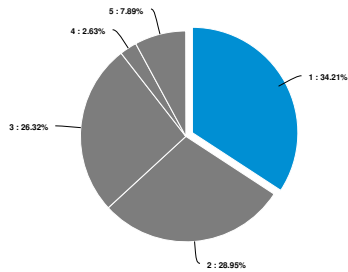
Answer	Count	Percent	20%	40%	60%	80%	100%
1	13	34.21%					
2	11	28.95%					
3	10	26.32%					
4	1	2.63%					
5	3	7.89%					
Total	**38**	**100%**					

Family, Child & Baby (e.g. toys, children's clothes or prams ...)
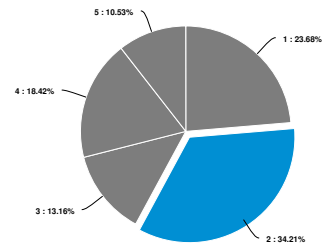
Answer	Count	Percent	20%	40%	60%	80%	100%
1	9	23.68%					
2	13	34.21%					
3	5	13.16%					
4	7	18.42%					
5	4	10.53%					
Total	**38**	**100%**					

Home & Garden (e.g. decoration, furniture, plants, lamps ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	37	26.62%					
2	39	28.06%					
3	26	18.71%					
4	24	17.27%					
5	13	9.35%					
Total	**139**	**100%**					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)
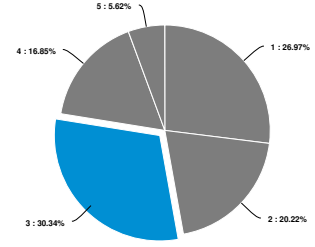
Answer	Count	Percent	20%	40%	60%	80%	100%
1	24	26.97%					
2	18	20.22%					
3	27	30.34%					
4	15	16.85%					
5	5	5.62%					
Total	**89**	**100%**					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	23	24.21%					
2	22	23.16%					
3	27	28.42%					
4	12	12.63%					
5	11	11.58%					
Total	**95**	**100%**					

Pets (e.g. dogs, cats, accessories ...)
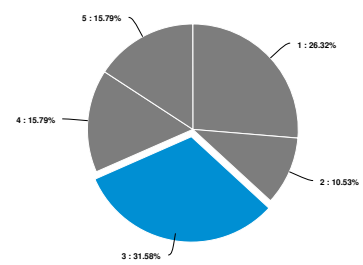
Answer	Count	Percent	20%	40%	60%	80%	100%
1	5	26.32%					
2	2	10.53%					
3	6	31.58%					
4	3	15.79%					
5	3	15.79%					
Total	**19**	**100%**					

Other (e.g. services, real estate, jobs, tickets ...)
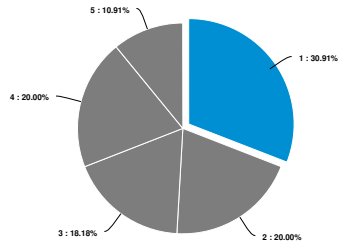
Answer	Count	Percent	20%	40%	60%	80%	100%
1	17	30.91%					
2	11	20%					
3	10	18.18%					
4	11	20%					
5	6	10.91%					
Total	**55**	**100%**					

For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?
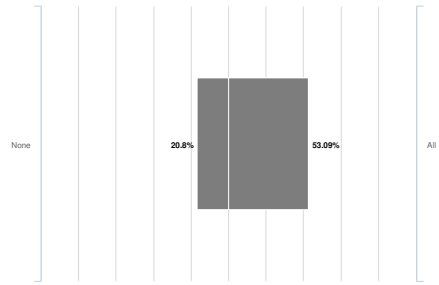
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
None	3.56	15	6.64%	32	14.16%	59	26.11%	51	22.57%	69	30.53% All
Average	**3.56**										

None[All]
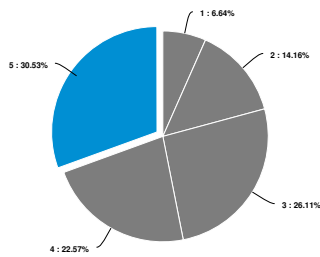
Answer	Count	Percent	20%	40%	60%	80%	100%
1	15	6.64%					
2	32	14.16%					
3	59	26.11%					
4	51	22.57%					
5	69	30.53%					
Total	**226**	**100%**					

Do you also buy things that are broken with the intention of fixing them?
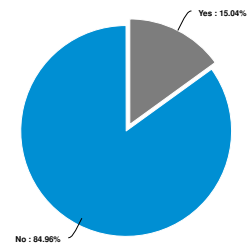
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	34	15.04%					
No	192	84.96%					
Total	**226**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for selling (as opposed to other aspects such as buying, giving away, receiving free things)?

No : 23.85%
Yes : 76.15%
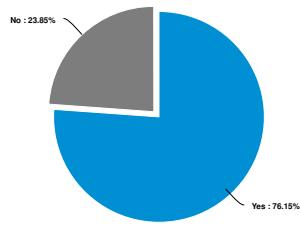
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	198	76.15%					
No	62	23.85%					
Total	**260**	**100%**					

How often do you use the platform to sell (as opposed to other aspects such as buying, giving away, receiving free things)?

I use it mainly for aspects other than selling   34.35%   36.86%   I use it exclusively for selling
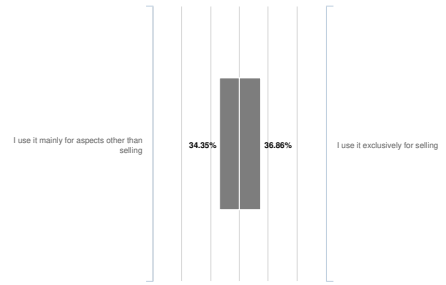
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than selling	2.97	28	14.14%	40	20.2%	57	28.79%	56	28.28%	17	8.59%	I use it exclusively for selling
Average	**2.97**											

I use it mainly for aspects other than selling [I use it exclusively for selling].

5 : 8.59%
1 : 14.14%
4 : 28.28%
2 : 20.20%
3 : 28.79%
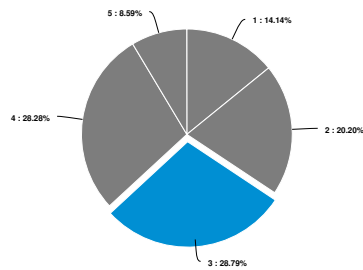
Answer	Count	Percent	20%	40%	60%	80%	100%
1	28	14.14%					
2	40	20.2%					
3	57	28.79%					
4	56	28.28%					
5	17	8.59%					
Total	**198**	**100%**					

Within which categories do you sell or have you ever sold on ebay Kleinanzeigen/leboncoin?

r (e.g. services, real estate, jobs, tickets ...) : 3.59%
e.g. dogs, cats, accessories ...) : 2.11%
s equipment, collectibles ...) :
Vehicles (e.g. cars, bicycles, caravans, ac
Fashion & Beauty (e.g. cosmetics ...) : 13.08%
Family, Child & Baby (e
old appliances, cameras
Home & Garden (e.g. decoration, furniture, plant
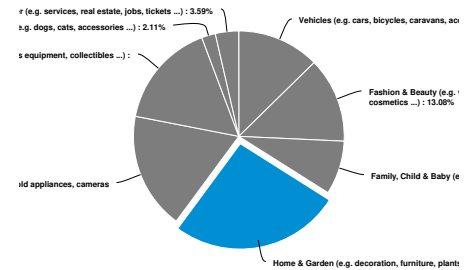
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	60	12.66%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	62	13.08%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	39	8.23%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	124	26.16%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	85	17.93%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	77	16.24%					
Pets (e.g. dogs, cats, accessories ...)	10	2.11%					
Other (e.g. services, real estate, jobs, tickets ...)	17	3.59%					
Total	**474**	**100%**					

Innerhalb welcher Kategorien verkaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal verkauft? - Text Data for **Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)**

10/06/2021	587271	Konzerttickets
10/05/2021	581726	Verschenken
10/05/2021	581123	Dienstleistung (Nachhilfe)
10/01/2021	569118	Machines professionnelles
10/01/2021	568372	Immobilier mobilier vieux matériel ou matériaux

09/28/2021	560936	Immobilier
09/28/2021	560410	Billets concert
09/28/2021	557619	Nachmieter*in gesucht
09/28/2021	557531	Nachmietersuche

Do you usually sell things for a profit or for less than what you originally bought them for?
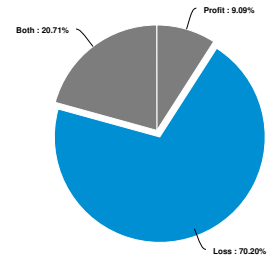
Both : 20.71%   Profit : 9.09%

Loss : 70.20%

Answer	Count	Percent	20%	40%	60%	80%	100%
Profit	18	9.09%					
Loss	139	70.2%					
Both	41	20.71%					
Total	**198**	**100%**					

What else would you do with things if you didn't sell them on ebay Kleinanzeigen/leboncoin?

Donate : 27.70%   Throw away : 23.27%

Keep : 20.78%   Give away : 28.25%

Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	84	23.27%					
Give away	102	28.25%					
Keep	75	20.78%					
Donate	100	27.7%					
Total	**361**	**100%**					

Do you also sell things that are broken and can be repaired?
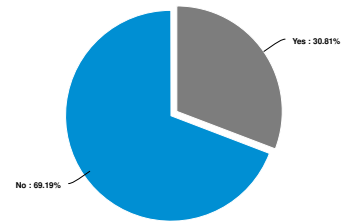
Yes : 30.81%

No : 69.19%

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	61	30.81%					
No	137	69.19%					
Total	**198**	**100%**					

Have you ever used eBay Kleinanzeigen/leboncoin to give things away (as opposed to other aspects like sell, buy, get free stuff)?
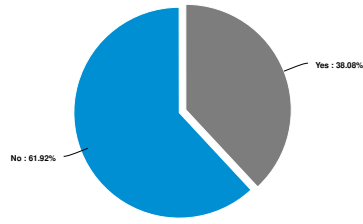
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	99	38.08%					
No	161	61.92%					
Total	**260**	**100%**					

How often do you use the platform to give things away (as opposed to other aspects such as selling, buying, receiving free things)?
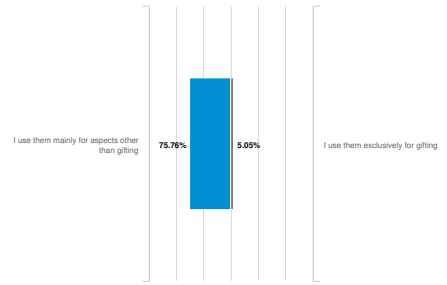
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I use them mainly for aspects other than gifting	1.89	40	40.4%	35	35.35%	19	19.19%	5	5.05%	0	0% I use them exclusively for gifting
Average	**1.89**										

I use them mainly for aspects other than gifting[I use them exclusively for gifting].
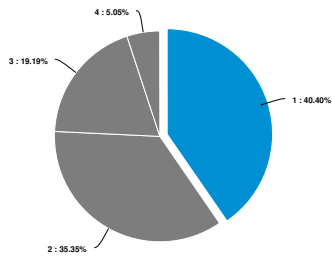
Answer	Count	Percent	20%	40%	60%	80%	100%
1	40	40.4%					
2	35	35.35%					
3	19	19.19%					
4	5	5.05%					
5	0	0%					
Total	**99**	**100%**					

Within which categories do you give away or have you ever given away things via ebay Kleinanzeigen/leboncoin?
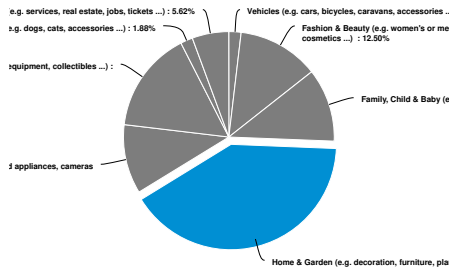
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	3	1.88%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	20	12.5%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	18	11.25%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	65	40.62%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	17	10.62%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	25	15.62%					
Pets (e.g. dogs, cats, accessories ...)	3	1.88%					
Other (e.g. services, real estate, jobs, tickets ...)	9	5.62%					
Total	**160**	**100%**					

Innerhalb welcher Kategorien verschenken Sie über eBay Kleinanzeigen oder haben Sie schon einmal verschenkt? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/05/2021 581611 Umzugskartons

10/01/2021 569143 Aide aux devoir

10/01/2021 568372 Vieux matériel de chantier

What else would you do with things if you didn't give them away via ebay Kleinanzeigen/leboncoin?
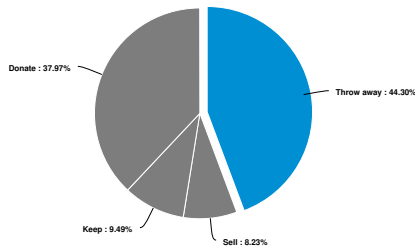
Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	70	44.3%					
Sell	13	8.23%					
Keep	15	9.49%					
Donate	60	37.97%					
Total	**158**	**100%**					

Do you also give away things that are broken and can be repaired?
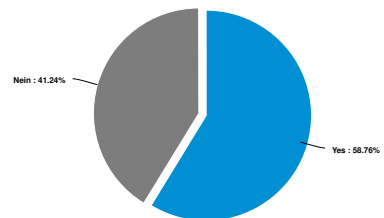
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	57	58.76%					
Nein	40	41.24%					
Total	**97**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for getting free things (as opposed to other aspects like selling, buying, giving away)?

Yes : 18.08%

No : 81.92%
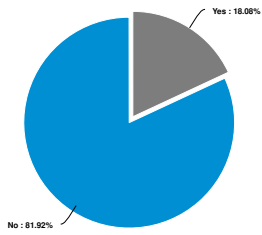
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	47	18.08%					
No	213	81.92%					
Total	**260**	**100%**					

How often do you use the platform for getting free stuff (as opposed to other aspects like selling, buying, giving away)?

I use it mainly for aspects other than getting free things 70.22% 12.76% I use it exclusively for getting free things
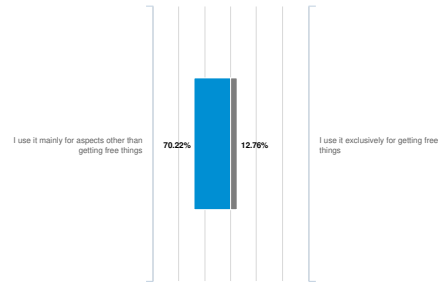
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than getting free things	1.96	22	46.81%	11	23.4%	8	17.02%	6	12.77%	0	0%	I use it exclusively for getting free things
Average	**1.96**											

I use it mainly for aspects other than getting free things[I use it exclusively for getting free things].

4 : 12.77%

3 : 17.02%

1 : 46.81%

2 : 23.40%
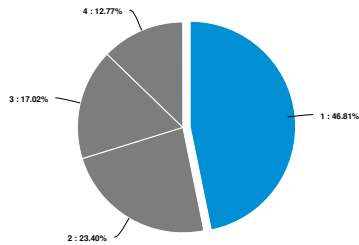
Answer	Count	Percent	20%	40%	60%	80%	100%
1	22	46.81%					
2	11	23.4%					
3	8	17.02%					
4	6	12.77%					
5	0	0%					
Total	**47**	**100%**					

Within which categories do you receive or have you ever received free things via ebay Kleinanzeigen/leboncoin?
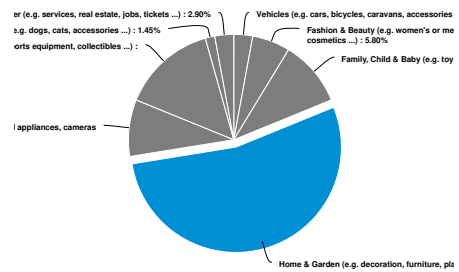
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	2	2.9%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	4	5.8%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	7	10.14%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	37	53.62%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	6	8.7%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	10	14.49%					
Pets (e.g. dogs, cats, accessories ...)	1	1.45%					
Other (e.g. services, real estate, jobs, tickets ...)	2	2.9%					
Total	**69**	**100%**					

Innerhalb welcher Kategorien erhalten Sie kostenlose Dinge über eBay Kleinanzeigen oder haben Sie schon einmal erhalten? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

No Data To Display

What is the proportion of free things in your selected categories in relation to your total consumption of these things within that category?
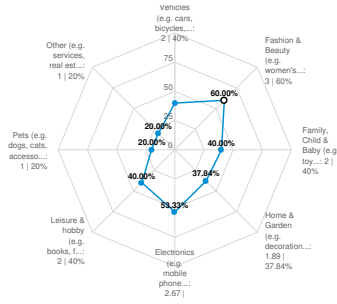
Powered by AI

Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories …)	2	2					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics …)	4	3					
Family, Child & Baby (e.g. toys, children's clothes or prams …)	7	2					
Home & Garden (e.g. decoration, furniture, plants, lamps …)	37	1.89					
Electronics (e.g. mobile phones, computers, household appliances, cameras …)	6	2.67					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles …)	10	2					
Pets (e.g. dogs, cats, accessories …)	1	1					
Other (e.g. services, real estate, jobs, tickets …)	2	1					
Average		**2.01**					

Vehicles (e.g. cars, bicycles, caravans, accessories …)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	50%					
2	0	0%					
3	1	50%					
4	0	0%					
5	0	0%					
Total	2	100%					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics …)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	1	25%					
3	2	50%					
4	1	25%					
5	0	0%					
Total	4	100%					

Family, Child & Baby (e.g. toys, children's clothes or prams …)
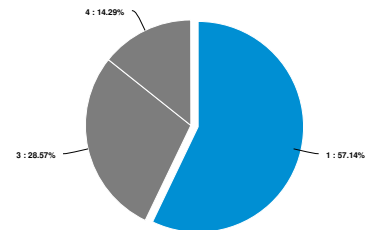
Answer	Count	Percent	20%	40%	60%	80%	100%
1	4	57.14%					
2	0	0%					
3	2	28.57%					
4	1	14.29%					
5	0	0%					
Total	7	100%					

Home & Garden (e.g. decoration, furniture, plants, lamps ...)
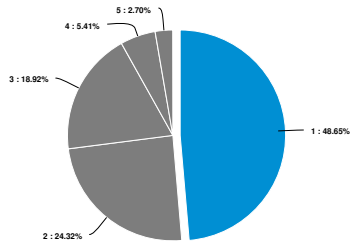
Answer	Count	Percent	20%	40%	60%	80%	100%
1	18	48.65%					
2	9	24.32%					
3	7	18.92%					
4	2	5.41%					
5	1	2.7%					
Total	**37**	**100%**					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	16.67%					
2	2	33.33%					
3	1	16.67%					
4	2	33.33%					
5	0	0%					
Total	**6**	**100%**					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	5	50%					
2	2	20%					
3	1	10%					
4	2	20%					
5	0	0%					
Total	**10**	**100%**					

Pets (e.g. dogs, cats, accessories ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**1**	**100%**					

Other (e.g. services, real estate, jobs, tickets ...)

1 : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	2	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**2**	**100%**					

If you get things for free via the platform: How many of them would you otherwise have bought if you hadn't found them (for free) on the platform?

None   53.2%   27.65%   All

Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
None	2.62	12	25.53%	13	27.66%	9	19.15%	7	14.89%	6	12.77%	All
Average	**2.62**											

None[All]

5 : 12.77%
1 : 25.53%
4 : 14.89%
3 : 19.15%
2 : 27.66%
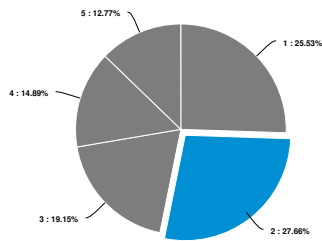
Answer	Count	Percent	20%	40%	60%	80%	100%
1	12	25.53%					
2	13	27.66%					
3	9	19.15%					
4	7	14.89%					
5	6	12.77%					
Total	**47**	**100%**					

Do you also take free things that are broken with the intention of fixing them?

Yes : 36.17%
No : 63.83%
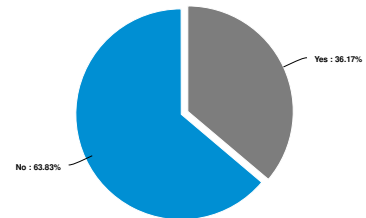
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	17	36.17%					
No	30	63.83%					
Total	**47**	**100%**					

Please indicate what motivates you to use ebay Kleinanzeigen/leboncoin.
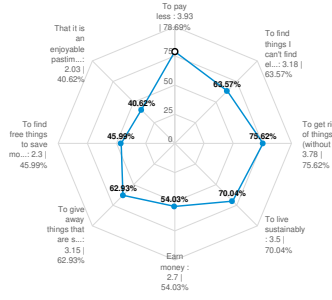
Powered by AI

Question	Count	Score	1	2	3	4	5
To pay less	259	3.93					
To find things I can't find elsewhere	258	3.18					
To get rid of things (without having to dispose of them)	260	3.78					
To live sustainably	259	3.5					
Earn money	258	2.7					
To give away things that are still useful	259	3.15					
To find free things to save money	257	2.3					
That it is an enjoyable pastime	257	2.03					
Average		**3.07**					

To pay less
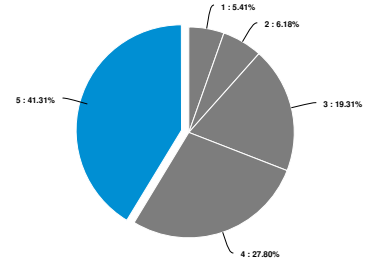
Answer	Count	Percent	20%	40%	60%	80%	100%
1	14	5.41%					
2	16	6.18%					
3	50	19.31%					
4	72	27.8%					
5	107	41.31%					
Total	**259**	**100%**					

To find things I can't find elsewhere
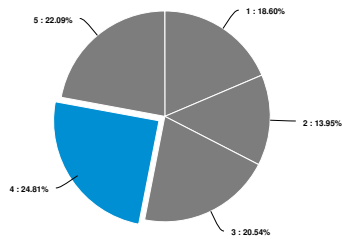
Answer	Count	Percent	20%	40%	60%	80%	100%
1	48	18.6%					
2	36	13.95%					
3	53	20.54%					
4	64	24.81%					
5	57	22.09%					
Total	**258**	**100%**					

To get rid of things (without having to dispose of them)
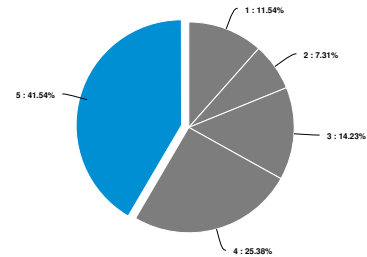
Answer	Count	Percent	20%	40%	60%	80%	100%
1	30	11.54%					
2	19	7.31%					
3	37	14.23%					
4	66	25.38%					
5	108	41.54%					
Total	**260**	**100%**					

To live sustainably
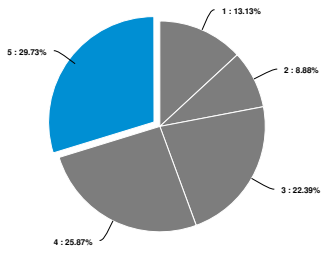
Answer	Count	Percent	20%	40%	60%	80%	100%
1	34	13.13%					
2	23	8.88%					
3	58	22.39%					
4	67	25.87%					
5	77	29.73%					
Total	259	100%					

Earn money
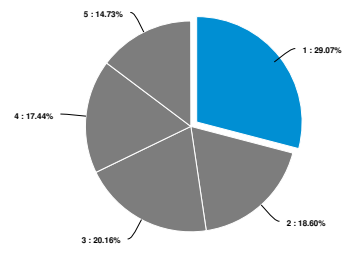
Answer	Count	Percent	20%	40%	60%	80%	100%
1	75	29.07%					
2	48	18.6%					
3	52	20.16%					
4	45	17.44%					
5	38	14.73%					
Total	258	100%					

To give away things that are still useful
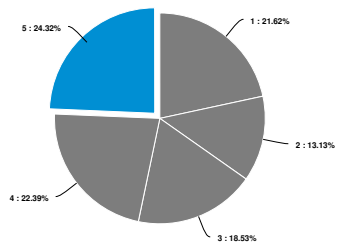
Answer	Count	Percent	20%	40%	60%	80%	100%
1	56	21.62%					
2	34	13.13%					
3	48	18.53%					
4	58	22.39%					
5	63	24.32%					
Total	259	100%					

To find free things to save money
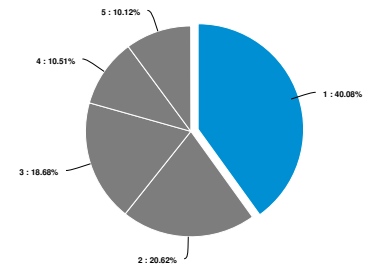
Answer	Count	Percent	20%	40%	60%	80%	100%
1	103	40.08%					
2	53	20.62%					
3	48	18.68%					
4	27	10.51%					
5	26	10.12%					
Total	257	100%					

That it is an enjoyable pastime
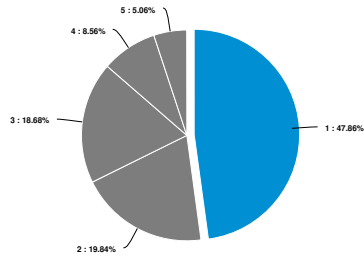
Answer	Count	Percent	20%	40%	60%	80%	100%
1	123	47.86%					
2	51	19.84%					
3	48	18.68%					
4	22	8.56%					
5	13	5.06%					
Total	**257**	**100%**					

Are there any categories you would absolutely rule out using on ebay Kleinanzeigen/leboncoin?
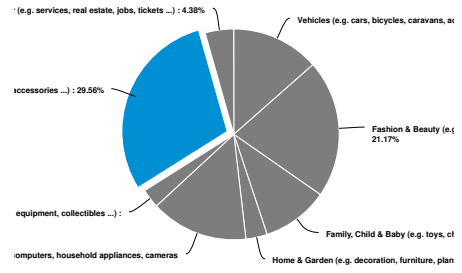
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	37	13.5%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...)	58	21.17%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	28	10.22%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	9	3.28%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	41	14.96%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	8	2.92%					
Pets (e.g. dogs, cats, accessories ...)	81	29.56%					
Other (e.g. services, real estate, jobs, tickets ...)	12	4.38%					
Total	**274**	**100%**					

Gibt es Kategorien, die Sie absolut ausschließen würden auf eBay Kleinanzeigen zu nutzen? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/04/2021	576837	Dienstleistungen
10/03/2021	574766	jobs
10/02/2021	569472	Jobs, Tickets
10/01/2021	569054	Jobs
09/28/2021	560291	Immobiliers & emplois

Do you know ebay Kleinanzeigen/leboncoin even if you don't use the platform?
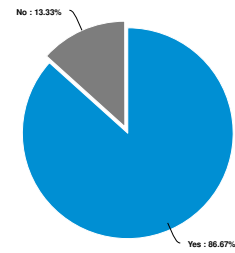
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	13	86.67%					
No	2	13.33%					
Total	**15**	**100%**					

Could you imagine using the platform in the future instead of other alternatives like shops or online retailers, or instead of throwing things away or storing them?
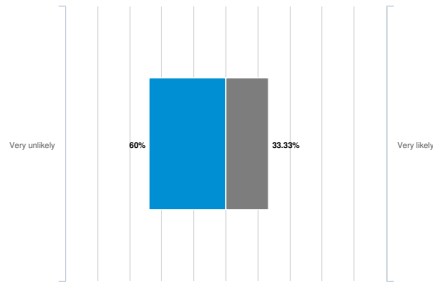
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Very unlikely	2.53	5	33.33%	4	26.67%	1	6.67%	3	20%	2	13.33%	Very likely
Average	**2.53**											
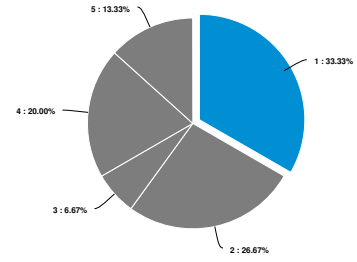
Answer	Count	Percent	20%	40%	60%	80%	100%
1	5	33.33%					
2	4	26.67%					
3	1	6.67%					
4	3	20%					
5	2	13.33%					
Total	**15**	**100%**					

Please select to what extent the following questions apply to you.
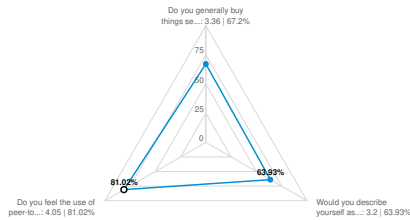
Powered by AI

Question	Count	Score	1	2	3	4	5
Do you generally buy things second hand?	275	3.36					
Would you describe yourself as someone who leads a sustainable lifestyle?	275	3.2					
Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen/leboncoin is relevant to a sustainable lifestyle?	275	4.05					
	Average	**3.54**					

Do you generally buy things second hand?
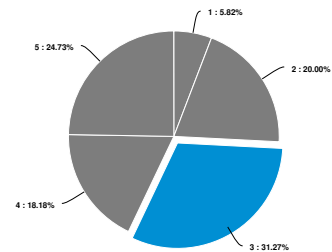
Answer	Count	Percent	20%	40%	60%	80%	100%
1	16	5.82%					
2	55	20%					
3	86	31.27%					
4	50	18.18%					
5	68	24.73%					
Total	**275**	**100%**					

Would you describe yourself as someone who leads a sustainable lifestyle?
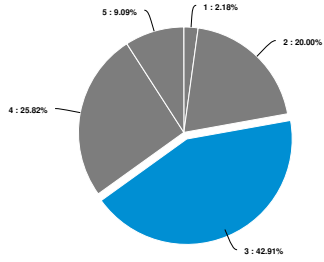
Answer	Count	Percent	20%	40%	60%	80%	100%
1	6	2.18%					
2	55	20%					
3	118	42.91%					
4	71	25.82%					
5	25	9.09%					
Total	**275**	**100%**					

Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen / leboncoin is relevant to a sustainable lifestyle?
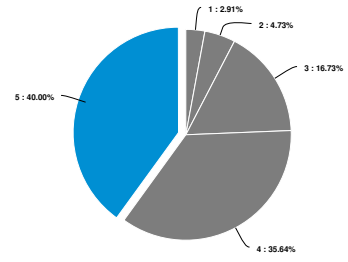
Answer	Count	Percent	20%	40%	60%	80%	100%
1	8	2.91%					
2	13	4.73%					
3	46	16.73%					
4	98	35.64%					
5	110	40%					
Total	**275**	**100%**					

What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?
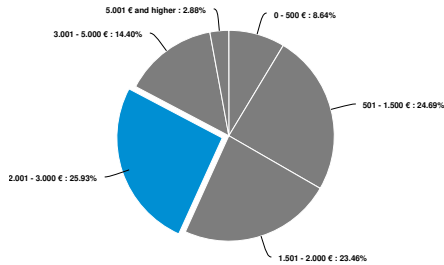
Answer	Count	Percent	20%	40%	60%	80%	100%
0 - 500 €	21	8.64%					
501 - 1.500 €	60	24.69%					
1.501 - 2.000 €	57	23.46%					
2.001 - 3.000 €	63	25.93%					
3.001 - 5.000 €	35	14.4%					
5.001 € and higher	7	2.88%					
Total	**243**	**100%**					

How many inhabitants does the city you currently live in have?
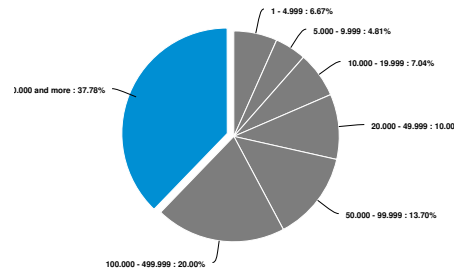
Answer	Count	Percent	20%	40%	60%	80%	100%
1 - 4.999	18	6.67%					
5.000 - 9.999	13	4.81%					
10.000 - 19.999	19	7.04%					
20.000 - 49.999	27	10%					
50.000 - 99.999	37	13.7%					
100.000 - 499.999	54	20%					
500.000 and more	102	37.78%					
Total	**270**	**100%**					

Please select the country in which you currently live.

Other : 1.82%
France : 30.29%
Germany : 67.88%
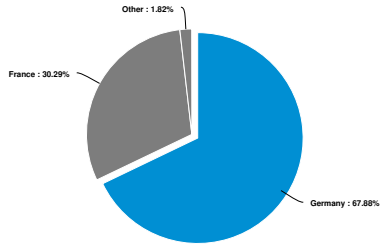
Answer	Count	Percent	20%	40%	60%	80%	100%
Germany	186	67.88%					
France	83	30.29%					
Other	5	1.82%					
Total	**274**	**100%**					

Please state your gender identity.

Divers : 0.37%
Male : 41.42%
Female : 58.21%
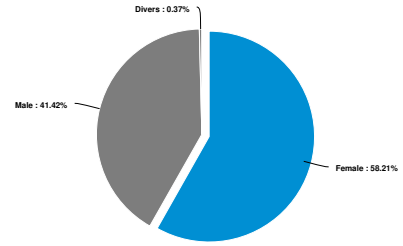
Answer	Count	Percent	20%	40%	60%	80%	100%
Female	156	58.21%					
Male	111	41.42%					
Divers	1	0.37%					
Other	0	0%					
Total	**268**	**100%**					

Please select your highest degree achieved to date.

Other : 3.44%
PhD : 2.67%
Still in education : 3.44%
Highschool diploma : 22.52%
r equivalent) : 39.31%
Bachelor's degree (or equivalent) :
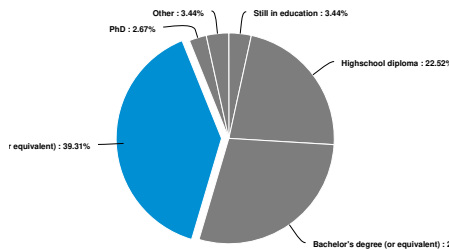
Answer	Count	Percent	20%	40%	60%	80%	100%
Still in education	9	3.44%					
Highschool diploma	59	22.52%					
Bachelor's degree (or equivalent)	75	28.63%					
Master's degree (or equivalent)	103	39.31%					
PhD	7	2.67%					
Other	9	3.44%					
Total	**262**	**100%**					

Bitte wählen Sie Ihren höchsten bisher erreichten Abschluss. - Text Data for Sonstiges

10/04/2021	577944	Kaufmännische Ausbildung
10/03/2021	569761	Diplom
10/03/2021	569747	Abgeschlossene Berufsausbildung…
10/02/2021	569460	Bachelor CCI
10/02/2021	569373	Cap
10/01/2021	569162	BTS
09/30/2021	567557	Berufsausbildung
09/29/2021	565985	Fachhochschulreife
09/29/2021	561349	BTS (Bac +2)

Please select your age group.

70 or older : 1.09%
60-69 : 6.20%
50-59 : 7.66%
40-49 : 8.03%
30-39 : 25.18%
17 or younger : 1.09%
18-20 : 5.84%
21-29 : 44.89%
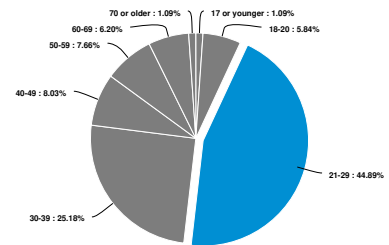
Answer	Count	Percent	20%	40%	60%	80%	100%
17 or younger	3	1.09%					
18-20	16	5.84%					
21-29	123	44.89%					
30-39	69	25.18%					
40-49	22	8.03%					
50-59	21	7.66%					
60-69	17	6.2%					
70 or older	3	1.09%					
Total	**274**	**100%**					

388	188	188	100%	0	7 mins
👁 Viewed	⏱ Total Responses	🏳 Completed	⏲ Completion Rate	🚫 Dropouts	🕐 Average Time

Response Distribution

Countries	Responses
DE	95.21%
US	0.53%
ES	0.53%
GB	0.53%
GR	0.53%
LU	0.53%
MX	0.53%
NL	0.53%
CZ	0.53%
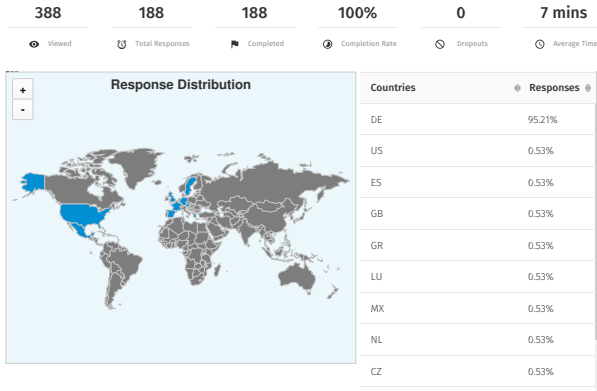
Results - eBay Kleinanzeigen

Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?

No : 6.91%

Yes : 93.09%
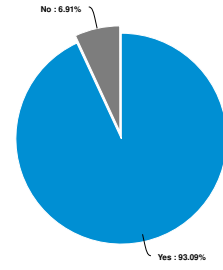
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	175	93.09%					
No	13	6.91%					
Total	**188**	**100%**					

How often do you use the platform ebay Kleinanzeigen/leboncoin on average?

: 2.15 | 53.71%

75

50

25

0

Total	175	100%

Powered by AI

Question	Count	Score	Etwa einmal pro Jahr oder seltener	Etwa einmal pro Monat	Etwa einmal pro Woche	Jeden Tag
	175	2.15				
	Average	**2.15**				

Every day : 12.00%

About once a year or less ofte

once a week : 18.29%

About once a month : 42.29%
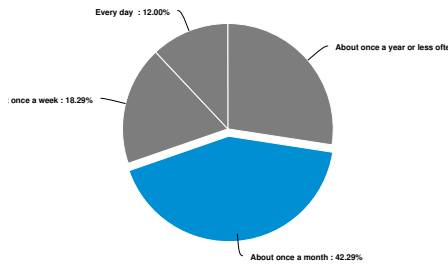
Answer	Count	Percent	20%	40%	60%	80%	100%
About once a year or less often	48	27.43%					
About once a month	74	42.29%					
About once a week	32	18.29%					
Every day	21	12%					

How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?

Almost nothing 81.72%   4.57% Almost everything
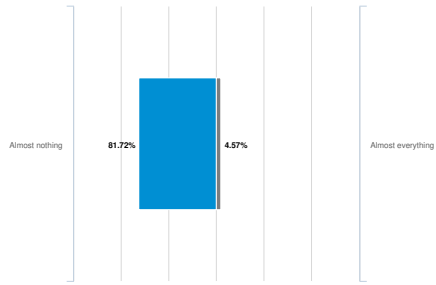
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Almost nothing	1.78	80	45.71%	63	36%	24	13.71%	7	4%	1	0.57%	Almost everything
Average	**1.78**											

Almost nothing|Almost everything|

5 : 0.57%
4 : 4.00%
3 : 13.71%
1 : 45.71%
2 : 36.00%
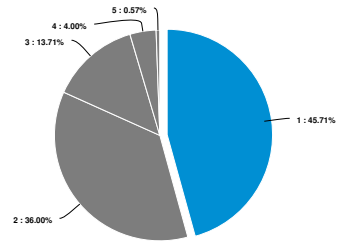
Answer	Count	Percent	20%	40%	60%	80%	100%
1	80	45.71%					
2	63	36%					
3	24	13.71%					
4	7	4%					
5	1	0.57%					
Total	**175**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for buying (as opposed to other aspects such as selling, giving away, receiving free things)?

No : 10.34%
Yes : 89.66%
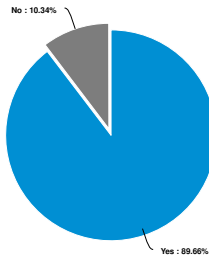
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	156	89.66%					
No	18	10.34%					
Total	**174**	**100%**					

## How often do you use the platform to make purchases (as opposed to other aspects such as selling, giving away, receiving free things)?

I use it mainly for aspects other than buying   31.85%   40.12%   I use it exclusively for buying
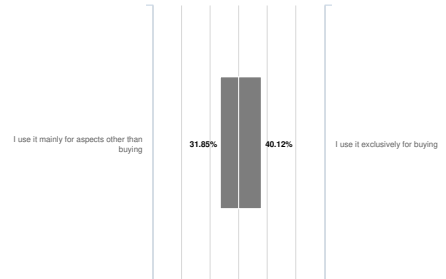
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than buying	3.09	20	12.74%	30	19.11%	44	28.03%	42	26.75%	21	13.38%	I use it exclusively for buying
Average	**3.09**											

I use it mainly for aspects other than buying [I use it exclusively for buying].
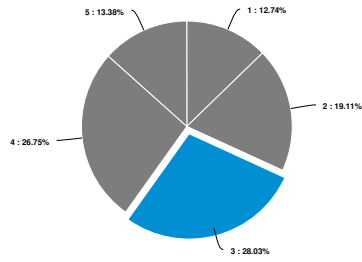
Answer	Count	Percent	20%	40%	60%	80%	100%
1	20	12.74%					
2	30	19.11%					
3	44	28.03%					
4	42	26.75%					
5	21	13.38%					
Total	**157**	**100%**					

Within which categories do you buy or have you ever bought via ebay Kleinanzeigen/leboncoin?
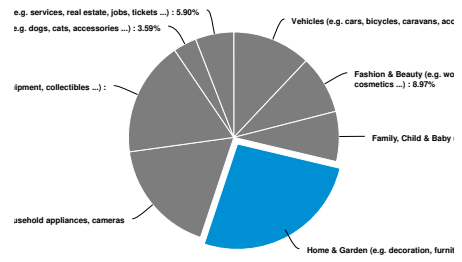
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories …)	47	12.05%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics …)	35	8.97%					
Family, Child & Baby (e.g. toys, children's clothes or prams …)	30	7.69%					
Home & Garden (e.g. decoration, furniture, plants, lamps …)	103	26.41%					
Electronics (e.g. mobile phones, computers, household appliances, cameras …)	69	17.69%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles …)	69	17.69%					
Pets (e.g. dogs, cats, accessories …)	14	3.59%					
Other (e.g. services, real estate, jobs, tickets …)	23	5.9%					
Total	**390**	**100%**					

Innerhalb welcher Kategorien kaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal gekauft? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets …)
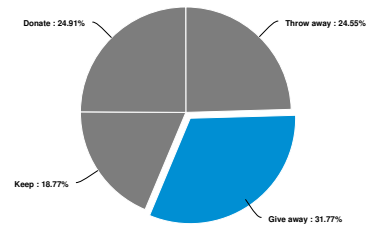
10/06/2021	590037	Wohnung
10/06/2021	589765	Tickets
10/06/2021	588488	Wohnungssuche
10/06/2021	588323	Parfüm
10/05/2021	581726	Tauschen/Verschenken

10/05/2021	581025	Wohnungen
10/05/2021	580157	Tickets
10/03/2021	569755	Umzugshelfer
10/02/2021	569598	Immobilie
10/01/2021	569184	Immobilien
09/28/2021	559277	.
09/28/2021	557698	Dienstleistungen
09/28/2021	557592	Jobs
09/28/2021	557531	Konzerttickets

What is the proportion of your purchases in your chosen categories relative to your overall consumption of these things?
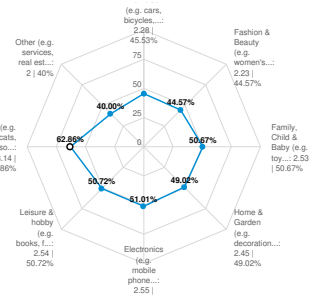
Powered by AI

Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories …)	47	2.28					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics …)	35	2.23					
Family, Child & Baby (e.g. toys, children's clothes or prams …)	30	2.53					
Home & Garden (e.g. decoration, furniture, plants, lamps …)	102	2.45					
Electronics (e.g. mobile phones, computers, household appliances, cameras …)	69	2.55					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles …)	69	2.54					
Pets (e.g. dogs, cats, accessories …)	14	3.14					
Other (e.g. services, real estate, jobs, tickets …)	22	2					
Average		**2.45**					

Vehicles (e.g. cars, bicycles, caravans, accessories ...)
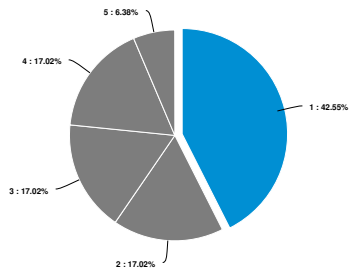
Answer	Count	Percent	20%	40%	60%	80%	100%
1	20	42.55%					
2	8	17.02%					
3	8	17.02%					
4	8	17.02%					
5	3	6.38%					
Total	47	100%					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)
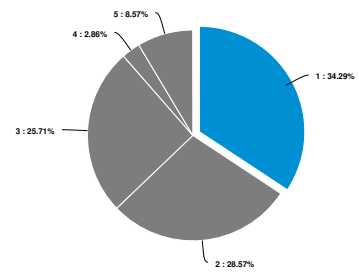
Answer	Count	Percent	20%	40%	60%	80%	100%
1	12	34.29%					
2	10	28.57%					
3	9	25.71%					
4	1	2.86%					
5	3	8.57%					
Total	35	100%					

Family, Child & Baby (e.g. toys, children's clothes or prams ...)
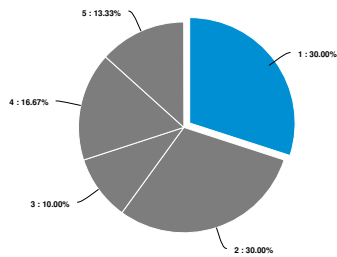
Answer	Count	Percent	20%	40%	60%	80%	100%
1	9	30%					
2	9	30%					
3	3	10%					
4	5	16.67%					
5	4	13.33%					
Total	30	100%					

Home & Garden (e.g. decoration, furniture, plants, lamps ...)
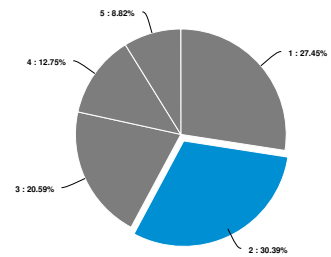
Answer	Count	Percent	20%	40%	60%	80%	100%
1	28	27.45%					
2	31	30.39%					
3	21	20.59%					
4	13	12.75%					
5	9	8.82%					
Total	102	100%					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)
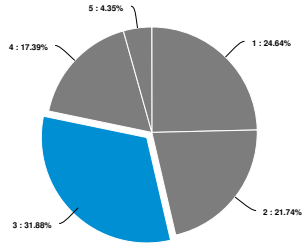
Answer	Count	Percent	20%	40%	60%	80%	100%
1	17	24.64%					
2	15	21.74%					
3	22	31.88%					
4	12	17.39%					
5	3	4.35%					
Total	69	100%					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)
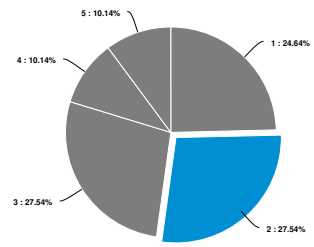
Answer	Count	Percent	20%	40%	60%	80%	100%
1	17	24.64%					
2	19	27.54%					
3	19	27.54%					
4	7	10.14%					
5	7	10.14%					
Total	69	100%					

Pets (e.g. dogs, cats, accessories ...)
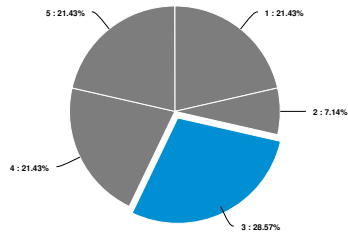
Answer	Count	Percent	20%	40%	60%	80%	100%
1	3	21.43%					
2	1	7.14%					
3	4	28.57%					
4	3	21.43%					
5	3	21.43%					
Total	14	100%					

Other (e.g. services, real estate, jobs, tickets ...)
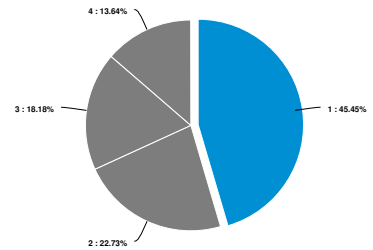
Answer	Count	Percent	20%	40%	60%	80%	100%
1	10	45.45%					
2	5	22.73%					
3	4	18.18%					
4	3	13.64%					
5	0	0%					
Total	22	100%					

For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?

None   18.48%   49.68%   All
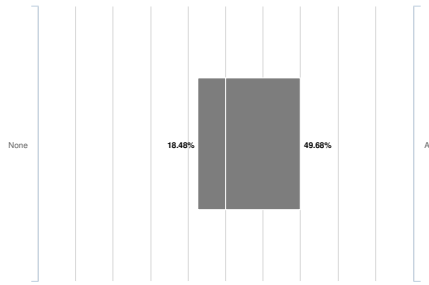
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
None	3.52	6	3.82%	23	14.65%	50	31.85%	39	24.84%	39	24.84%	All
Average	**3.52**											

None[All]

5 : 24.84%   1 : 3.82%   2 : 14.65%
4 : 24.84%   3 : 31.85%
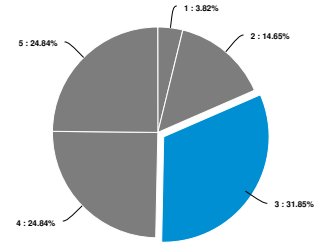
Answer	Count	Percent	20%	40%	60%	80%	100%
1	6	3.82%					
2	23	14.65%					
3	50	31.85%					
4	39	24.84%					
5	39	24.84%					
Total	**157**	**100%**					

Do you also buy things that are broken with the intention of fixing them?

Yes : 16.56%
No : 83.44%
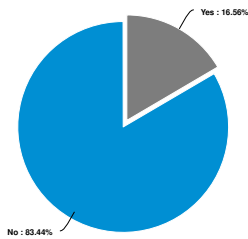
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	26	16.56%					
No	131	83.44%					
Total	**157**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for selling (as opposed to other aspects such as buying, giving away, receiving free things)?

No : 18.86%
Yes : 81.14%
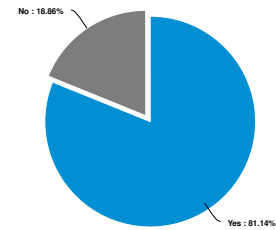
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	142	81.14%					
No	33	18.86%					
Total	**175**	**100%**					

How often do you use the platform to sell (as opposed to other aspects such as buying, giving away, receiving free things)?

I use it mainly for aspects other than selling — 28.88% — 41.54% — I use it exclusively for selling
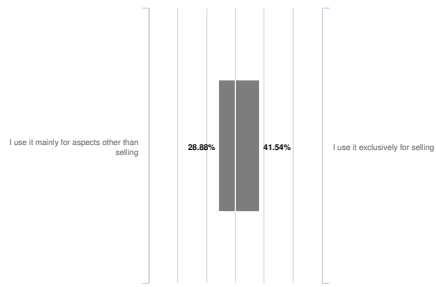
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than selling	3.08	16	11.27%	25	17.61%	42	29.58%	50	35.21%	9	6.34%	I use it exclusively for selling
Average	3.08											

I use it mainly for aspects other than selling [I use it exclusively for selling].

5 : 6.34%
1 : 11.27%
2 : 17.61%
4 : 35.21%
3 : 29.58%
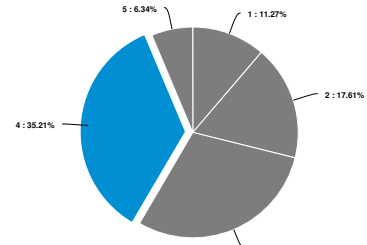
Answer	Count	Percent	20%	40%	60%	80%	100%
1	16	11.27%					
2	25	17.61%					
3	42	29.58%					
4	50	35.21%					
5	9	6.34%					
Total	142	100%					

Within which categories do you sell or have you ever sold on ebay Kleinanzeigen/leboncoin?

...er (e.g. services, real estate, jobs, tickets ...) : 3.01%
...e.g. dogs, cats, accessories ...) : 2.19%
...s equipment, collectibles ...) :
...ld appliances, cameras
Vehicles (e.g. cars, bicycles, caravans, acce...
Fashion & Beauty (e.g. w... cosmetics ...) : 14.79%
Family, Child & Baby (e...
Home & Garden (e.g. decoration, furniture, plants...
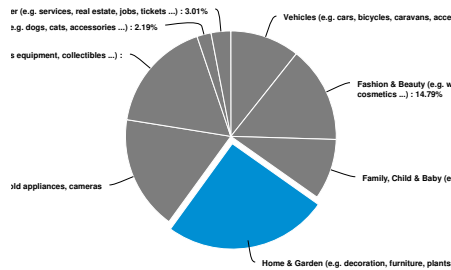
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	39	10.68%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	54	14.79%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	34	9.32%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	92	25.21%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	64	17.53%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	63	17.26%					
Pets (e.g. dogs, cats, accessories ...)	8	2.19%					
Other (e.g. services, real estate, jobs, tickets ...)	11	3.01%					
Total	365	100%					

Innerhalb welcher Kategorien verkaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal verkauft? – Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

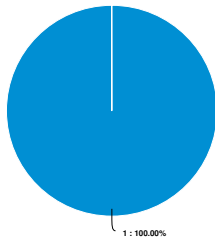| 10/06/2021	587271	Konzerttickets
10/05/2021	581726	Verschenken
10/05/2021	581123	Dienstleistung (Nachhilfe)
09/28/2021	557619	Nachmieter*in gesucht
09/28/2021	557531	Nachmietersuche
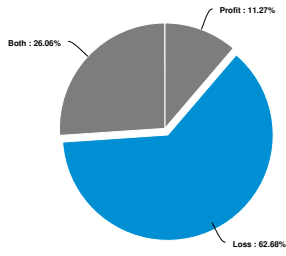
Answer	Count	Percent	20%	40%	60%	80%	100%
Profit	16	11.27%					
Loss	89	62.68%					
Both	37	26.06%					
Total	**142**	**100%**					

Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	68	24.55%					
Give away	88	31.77%					
Keep	52	18.77%					
Donate	69	24.91%					
Total	**277**	**100%**					
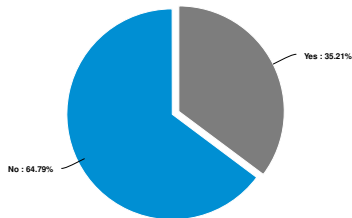
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	50	35.21%					
No	92	64.79%					
Total	**142**	**100%**					
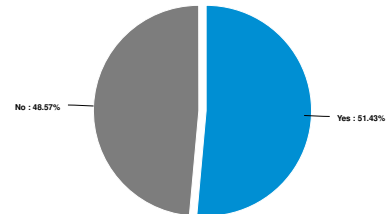
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	90	51.43%					
No	85	48.57%					
Total	**175**	**100%**					

How often do you use the platform to give things away (as opposed to other aspects such as selling, buying, receiving free things)?
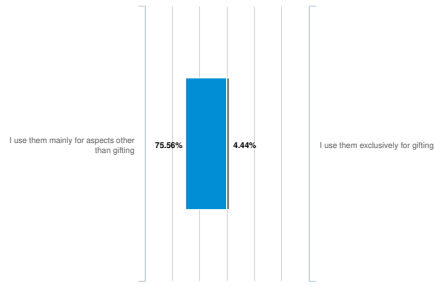
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use them mainly for aspects other than gifting	1.9	35	38.89%	33	36.67%	18	20%	4	4.44%	0	0%	I use them exclusively for gifting
Average	1.9											

I use them mainly for aspects other than gifting[I use them exclusively for gifting].
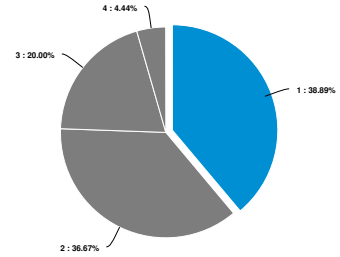
Answer	Count	Percent	20%	40%	60%	80%	100%
1	35	38.89%					
2	33	36.67%					
3	18	20%					
4	4	4.44%					
5	0	0%					
Total	90	100%					

Within which categories do you give away or have you ever given away things via ebay Kleinanzeigen/leboncoin?
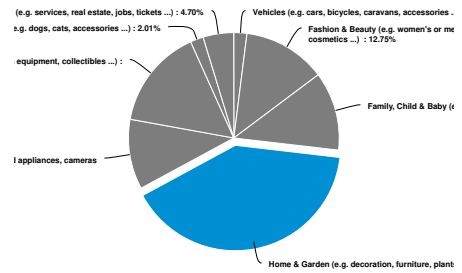
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	3	2.01%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	19	12.75%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	18	12.08%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	60	40.27%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	16	10.74%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	23	15.44%					
Pets (e.g. dogs, cats, accessories ...)	3	2.01%					
Other (e.g. services, real estate, jobs, tickets ...)	7	4.7%					
Total	149	100%					

Innerhalb welcher Kategorien verschenken Sie über eBay Kleinanzeigen oder haben Sie schon einmal verschenkt? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/05/2021 581611 Umzugskartons

09/28/2021 559185 Hygieneartikel

09/28/2021 558606 Pflanzen

What else would you do with things if you didn't give them away via ebay Kleinanzeigen/leboncoin?
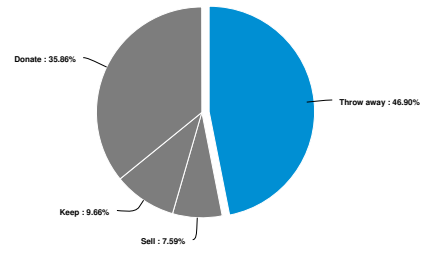
Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	68	46.9%					
Sell	11	7.59%					
Keep	14	9.66%					
Donate	52	35.86%					
Total	**145**	**100%**					

Do you also give away things that are broken and can be repaired?
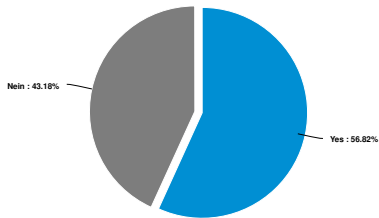
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	50	56.82%					
Nein	38	43.18%					
Total	**88**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for getting free things (as opposed to other aspects like selling, buying, giving away)?
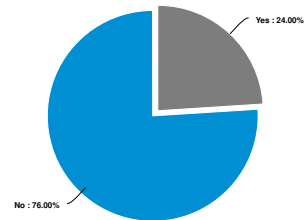
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	42	24%					
No	133	76%					
Total	**175**	**100%**					

How often do you use the platform for getting free stuff (as opposed to other aspects like selling, buying, giving away)?

I use it mainly for aspects other than getting free things — 71.43% — 11.9% — I use it exclusively for getting free things
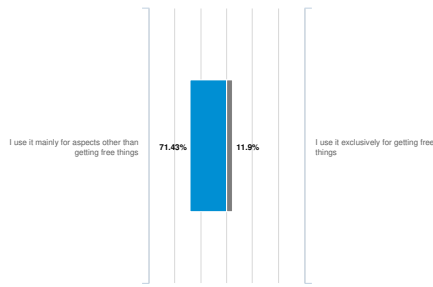
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than getting free things	1.95	19	45.24%	11	26.19%	7	16.67%	5	11.9%	0	0%	I use it exclusively for getting free things
Average	1.95											

I use it mainly for aspects other than getting free things[I use it exclusively for getting free things].

4 : 11.90%
3 : 16.67%
1 : 45.24%
2 : 26.19%
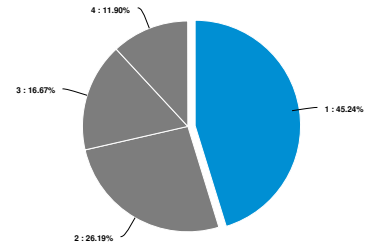
Answer	Count	Percent	20%	40%	60%	80%	100%
1	19	45.24%					
2	11	26.19%					
3	7	16.67%					
4	5	11.9%					
5	0	0%					
Total	42	100%					

Within which categories do you receive or have you ever received free things via ebay Kleinanzeigen/leboncoin?

Other (e.g. services, real estate, jobs, tickets ...) : 3.23% — Vehicles (e.g. cars, bicycles, caravans, accessories ...
...e.g. dogs, cats, accessories ...) : 1.61% — Fashion & Beauty (e.g. women's or me... cosmetics ...) : 4.84%
...rts equipment, collectibles ...) : — Family, Child & Baby (e.g. toys, c
...appliances, cameras
Home & Garden (e.g. decoration, furnitu
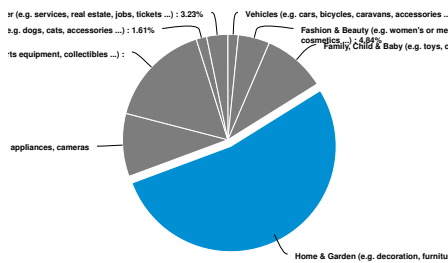
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	1	1.61%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	3	4.84%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	6	9.68%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	33	53.23%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	6	9.68%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	10	16.13%					
Pets (e.g. dogs, cats, accessories ...)	1	1.61%					
Other (e.g. services, real estate, jobs, tickets ...)	2	3.23%					
Total	62	100%					

Innerhalb welcher Kategorien erhalten Sie kostenlose Dinge über eBay Kleinanzeigen oder haben Sie schon einmal erhalten? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

No Data To Display

What is the proportion of free things in your selected categories in relation to your total consumption of these things within that category?

Vehicles (e.g. cars, bicycles,...: 1 | 20%
Fashion & Beauty (e.g. women's...: 3 | 60%
Family, Child & Baby (e.g. toy...: 2.17 | 43.33%
Home & Garden (e.g. decoration...: 1.82 | 36.36%
Electronics (e.g. mobile phone...: 2.67 |
Leisure & hobby (e.g. books, f...: 2 | 40%
Pets (e.g. dogs, cats, accesso...: 1 | 20%
Other (e.g. services, real est...: 1 | 20%
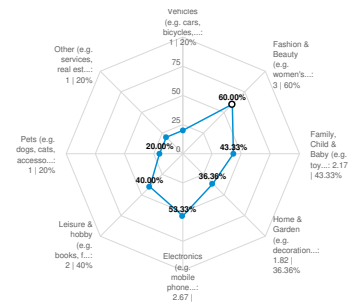
Powered by AI

Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	1	1					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	3	3					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	6	2.17					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	33	1.82					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	6	2.67					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	10	2					
Pets (e.g. dogs, cats, accessories ...)	1	1					
Other (e.g. services, real estate, jobs, tickets ...)	2	1					
Average		1.97					

Vehicles (e.g. cars, bicycles, caravans, accessories ...)

1 : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**1**	**100%**					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)

4 : 33.33%   2 : 33.33%   3 : 33.33%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	1	33.33%					
3	1	33.33%					
4	1	33.33%					
5	0	0%					
Total	**3**	**100%**					

Family, Child & Baby (e.g. toys, children's clothes or prams ...)

4 : 16.67%   1 : 50.00%   3 : 33.33%
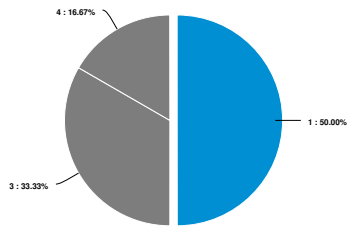
Answer	Count	Percent	20%	40%	60%	80%	100%
1	3	50%					
2	0	0%					
3	2	33.33%					
4	1	16.67%					
5	0	0%					
Total	**6**	**100%**					

Home & Garden (e.g. decoration, furniture, plants, lamps ...)

4 : 6.06%   3 : 18.18%   1 : 48.48%   2 : 27.27%
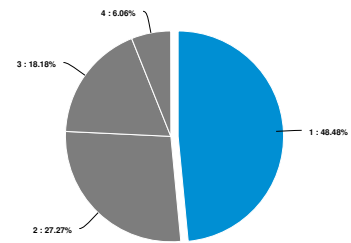
Answer	Count	Percent	20%	40%	60%	80%	100%
1	16	48.48%					
2	9	27.27%					
3	6	18.18%					
4	2	6.06%					
5	0	0%					
Total	**33**	**100%**					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	16.67%					
2	2	33.33%					
3	1	16.67%					
4	2	33.33%					
5	0	0%					
Total	6	100%					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	5	50%					
2	2	20%					
3	1	10%					
4	2	20%					
5	0	0%					
Total	10	100%					

Pets (e.g. dogs, cats, accessories ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	1	100%					

Other (e.g. services, real estate, jobs, tickets ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	2	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	2	100%					

If you get things for free via the platform: How many of them would you otherwise have bought if you hadn't found them (for free) on the platform?

Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
None	2.71	9	21.43%	12	28.57%	9	21.43%	6	14.29%	6	14.29%	All
Average	**2.71**											

None[All]
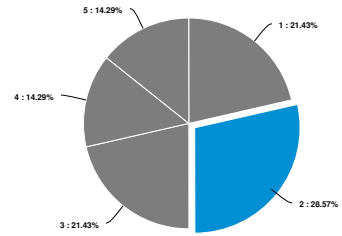
Answer	Count	Percent	20%	40%	60%	80%	100%
1	9	21.43%					
2	12	28.57%					
3	9	21.43%					
4	6	14.29%					
5	6	14.29%					
Total	**42**	**100%**					

Do you also take free things that are broken with the intention of fixing them?
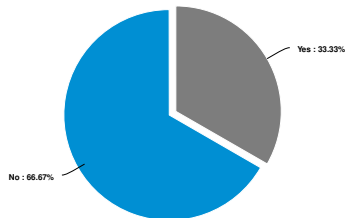
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	14	33.33%					
No	28	66.67%					
Total	**42**	**100%**					

Please indicate what motivates you to use ebay Kleinanzeigen/leboncoin.
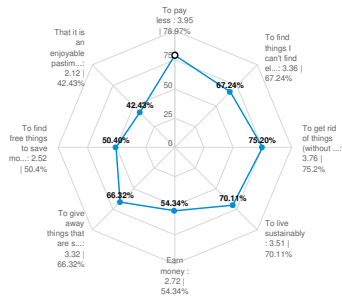
Powered by AI

Question	Count	Score	1	2	3	4	5
To pay less	174	3.95					
To find things I can't find elsewhere	174	3.36					
To get rid of things (without having to dispose of them)	175	3.76					
To live sustainably	174	3.51					
Earn money	173	2.72					
To give away things that are still useful	174	3.32					
To find free things to save money	173	2.52					
That it is an enjoyable pastime	173	2.12					
	Average	**3.16**					

To pay less
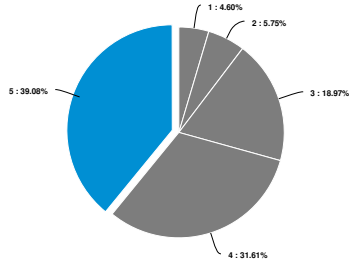
Answer	Count	Percent	20%	40%	60%	80%	100%
1	8	4.6%					
2	10	5.75%					
3	33	18.97%					
4	55	31.61%					
5	68	39.08%					
Total	**174**	**100%**					

To find things I can't find elsewhere
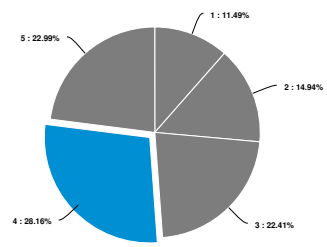
Answer	Count	Percent	20%	40%	60%	80%	100%
1	20	11.49%					
2	26	14.94%					
3	39	22.41%					
4	49	28.16%					
5	40	22.99%					
Total	**174**	**100%**					

To get rid of things (without having to dispose of them)
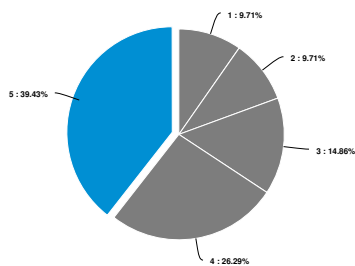
Answer	Count	Percent	20%	40%	60%	80%	100%
1	17	9.71%					
2	17	9.71%					
3	26	14.86%					
4	46	26.29%					
5	69	39.43%					
Total	**175**	**100%**					

To live sustainably
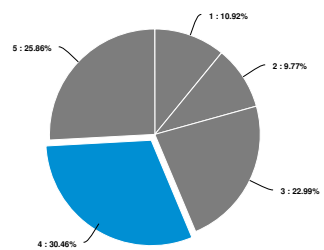
Answer	Count	Percent	20%	40%	60%	80%	100%
1	19	10.92%					
2	17	9.77%					
3	40	22.99%					
4	53	30.46%					
5	45	25.86%					
Total	**174**	**100%**					
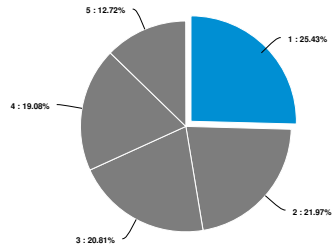
Answer	Count	Percent	20%	40%	60%	80%	100%
1	44	25.43%					
2	38	21.97%					
3	36	20.81%					
4	33	19.08%					
5	22	12.72%					
Total	**173**	**100%**					
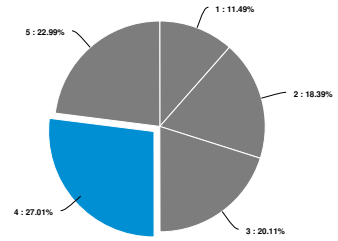
Answer	Count	Percent	20%	40%	60%	80%	100%
1	20	11.49%					
2	32	18.39%					
3	35	20.11%					
4	47	27.01%					
5	40	22.99%					
Total	**174**	**100%**					

To find free things to save money
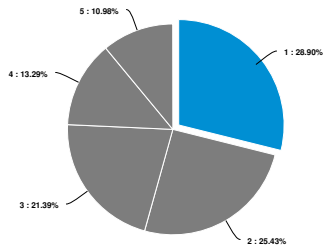
Answer	Count	Percent	20%	40%	60%	80%	100%
1	50	28.9%					
2	44	25.43%					
3	37	21.39%					
4	23	13.29%					
5	19	10.98%					
Total	**173**	**100%**					

That it is an enjoyable pastime
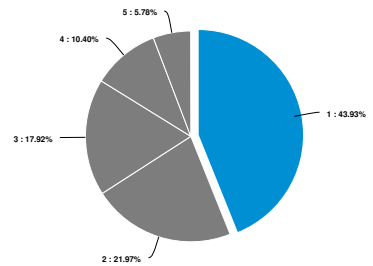
Answer	Count	Percent	20%	40%	60%	80%	100%
1	76	43.93%					
2	38	21.97%					
3	31	17.92%					
4	18	10.4%					
5	10	5.78%					
Total	**173**	**100%**					

Are there any categories you would absolutely rule out using on ebay Kleinanzeigen/leboncoin?
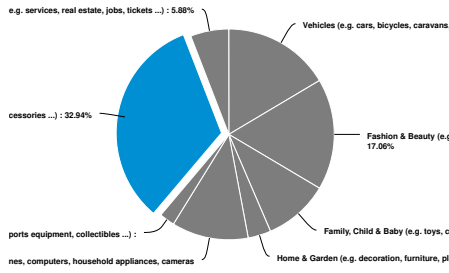
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	28	16.47%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...)	29	17.06%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	17	10%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	6	3.53%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	20	11.76%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	4	2.35%					
Pets (e.g. dogs, cats, accessories ...)	56	32.94%					
Other (e.g. services, real estate, jobs, tickets ...)	10	5.88%					
Total	**170**	**100%**					

Gibt es Kategorien, die Sie absolut ausschließen würden auf eBay Kleinanzeigen zu nutzen? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/04/2021	576837	Dienstleistungen
10/03/2021	574766	jobs
10/02/2021	569472	Jobs, Tickets
10/01/2021	569054	Jobs

Do you know ebay Kleinanzeigen/leboncoin even if you don't use the platform?
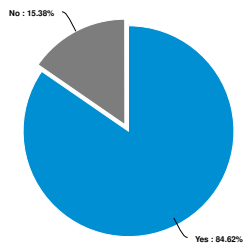
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	11	84.62%					
No	2	15.38%					
Total	**13**	**100%**					

Could you imagine using the platform in the future instead of other alternatives like shops or online retailers, or instead of throwing things away or storing them?
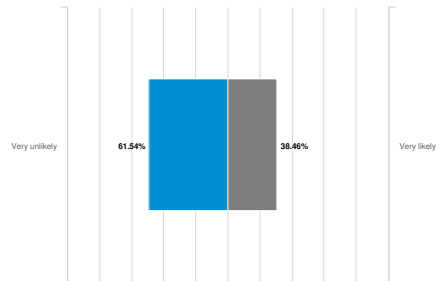
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Very unlikely	2.62	4	30.77%	4	30.77%	0	0%	3	23.08%	2	15.38%	Very likely
Average	**2.62**											
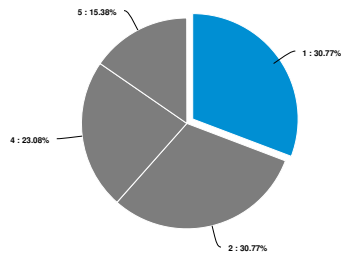
Answer	Count	Percent	20%	40%	60%	80%	100%
1	4	30.77%					
2	4	30.77%					
3	0	0%					
4	3	23.08%					
5	2	15.38%					
Total	**13**	**100%**					

Please select to what extent the following questions apply to you.
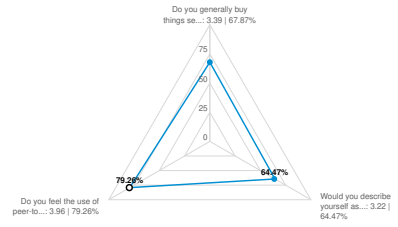
Question	Count	Score	1	2	3	4	5
Do you generally buy things second hand?	188	3.39					
Would you describe yourself as someone who leads a sustainable lifestyle?	188	3.22					
Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen/leboncoin is relevant to a sustainable lifestyle?	188	3.96					
Average		**3.52**					

Do you generally buy things second hand?
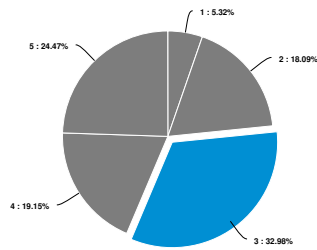
Answer	Count	Percent	20%	40%	60%	80%	100%
1	10	5.32%					
2	34	18.09%					
3	62	32.98%					
4	36	19.15%					
5	46	24.47%					
Total	**188**	**100%**					

Would you describe yourself as someone who leads a sustainable lifestyle?
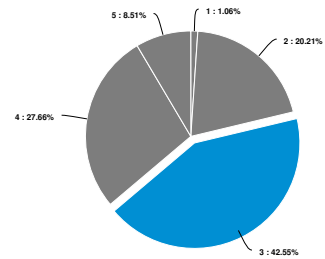
Answer	Count	Percent	20%	40%	60%	80%	100%
1	2	1.06%					
2	38	20.21%					
3	80	42.55%					
4	52	27.66%					
5	16	8.51%					
Total	**188**	**100%**					

Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen/leboncoin is relevant to a sustainable lifestyle?
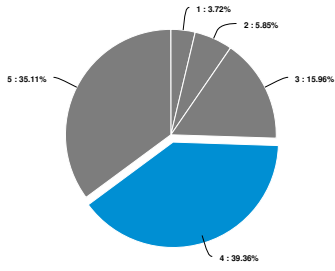
Answer	Count	Percent	20%	40%	60%	80%	100%
1	7	3.72%					
2	11	5.85%					
3	30	15.96%					
4	74	39.36%					
5	66	35.11%					
Total	**188**	**100%**					

What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?
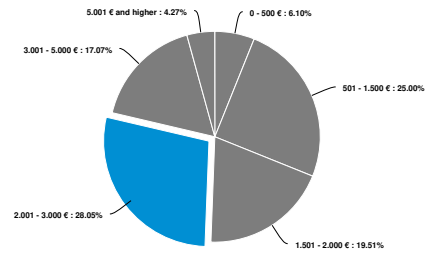
Answer	Count	Percent	20%	40%	60%	80%	100%
0 - 500 €	10	6.1%					
501 - 1.500 €	41	25%					
1.501 - 2.000 €	32	19.51%					
2.001 - 3.000 €	46	28.05%					
3.001 - 5.000 €	28	17.07%					
5.001 € and higher	7	4.27%					
Total	**164**	**100%**					

How many inhabitants does the city you currently live in have?
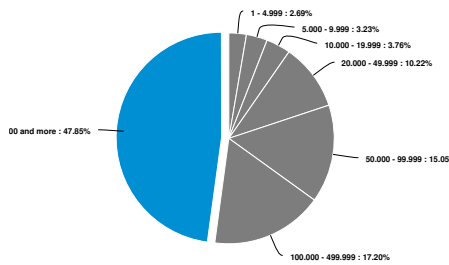
Answer	Count	Percent	20%	40%	60%	80%	100%
1 - 4.999	5	2.69%					
5.000 - 9.999	6	3.23%					
10.000 - 19.999	7	3.76%					
20.000 - 49.999	19	10.22%					
50.000 - 99.999	28	15.05%					
100.000 - 499.999	32	17.2%					
500.000 and more	89	47.85%					
Total	**186**	**100%**					

Please select the country in which you currently live.
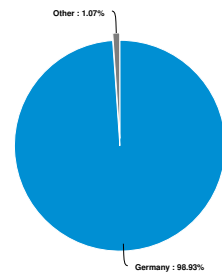
Answer	Count	Percent	20%	40%	60%	80%	100%
Germany	185	98.93%					
France	0	0%					
Other	2	1.07%					
Total	**187**	**100%**					

Please state your gender identity.
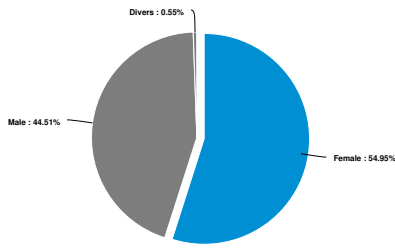
Answer	Count	Percent	20%	40%	60%	80%	100%
Female	100	54.95%					
Male	81	44.51%					
Divers	1	0.55%					
Other	0	0%					
Total	**182**	**100%**					

Please select your highest degree achieved to date.
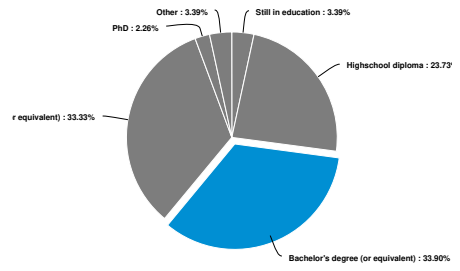
Answer	Count	Percent	20%	40%	60%	80%	100%
Still in education	6	3.39%					
Highschool diploma	42	23.73%					
Bachelor's degree (or equivalent)	60	33.9%					
Master's degree (or equivalent)	59	33.33%					
PhD	4	2.26%					
Other	6	3.39%					
Total	**177**	**100%**					

Bitte wählen Sie Ihren höchsten bisher erreichten Abschluss. - Text Data for Sonstiges

10/04/2021	577944	Kaufmännische Ausbildung
10/03/2021	569761	Diplom
10/03/2021	569747	Abgeschlossene Berufsausbildung…
10/02/2021	569460	Bachelor CCI
09/30/2021	567557	Berufsausbildung
09/29/2021	565985	Fachhochschulreife

Please select your age group.
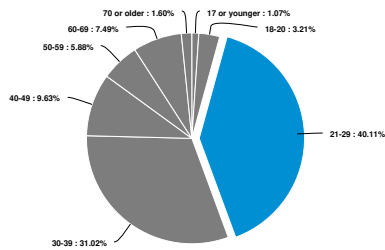
Answer	Count	Percent	20%	40%	60%	80%	100%
17 or younger	2	1.07%					
18-20	6	3.21%					
21-29	75	40.11%					
30-39	58	31.02%					
40-49	18	9.63%					
50-59	11	5.88%					
60-69	14	7.49%					
70 or older	3	1.6%					
Total	**187**	**100%**					

Peer-to-peer Plattformen - Dashboard
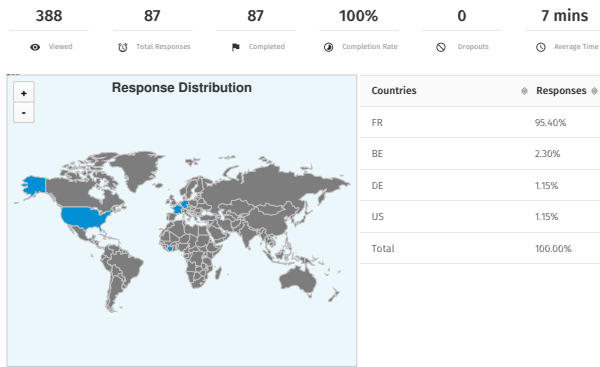
388	87	87	100%	0	7 mins
👁 Viewed	⏱ Total Responses	🏳 Completed	⊕ Completion Rate	⊘ Dropouts	⏱ Average Time

Response Distribution

Countries	Responses
FR	95.40%
BE	2.30%
DE	1.15%
US	1.15%
Total	100.00%

Do you use the online platform ebay Kleinanzeigen/leboncoin or have you ever used it?

No : 2.30%
Yes : 97.70%
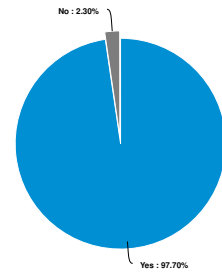
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	85	97.7%					
No	2	2.3%					
Total	87	100%					

Total	85	100%

How often do you use the platform ebay Kleinanzeigen/leboncoin on average?

: 1.78 | 44.41%
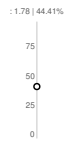
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Question	Count	Score	Etwa einmal pro Jahr oder seltener	Etwa einmal pro Monat	Etwa einmal pro Woche	Jeden Tag
	85	1.78				
Average		1.78				

Every day : 2.35%
About once a week : 17.65%
About once a month : 35.29%
About once a year or l
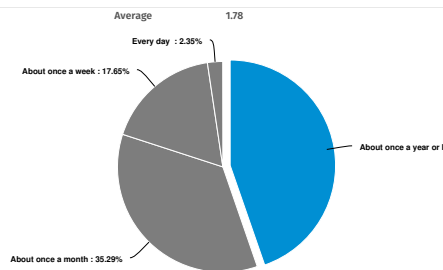
Answer	Count	Percent	20%	40%	60%	80%	100%
About once a year or less often	38	44.71%					
About once a month	30	35.29%					
About once a week	15	17.65%					
Every day	2	2.35%					

How much of your total consumption (= everything you buy, sell, give away, or receive as a gift) do you estimate happens via the platform ebay Kleinanzeigen/leboncoin?
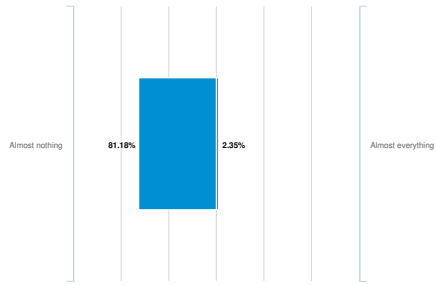
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Almost nothing	1.64	49	57.65%	20	23.53%	14	16.47%	2	2.35%	0	0%	Almost everything
Average	1.64											
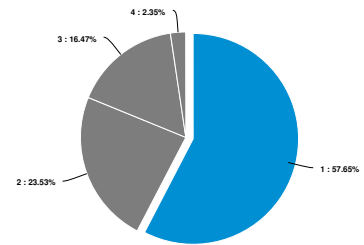
Answer	Count	Percent	20%	40%	60%	80%	100%
1	49	57.65%					
2	20	23.53%					
3	14	16.47%					
4	2	2.35%					
5	0	0%					
Total	85	100%					

Have you ever used ebay Kleinanzeigen/leboncoin for buying (as opposed to other aspects such as selling, giving away, receiving free things)?

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	69	81.18%					
No	16	18.82%					
Total	85	100%					

How often do you use the platform to make purchases (as opposed to other aspects such as selling, giving away, receiving free things)?
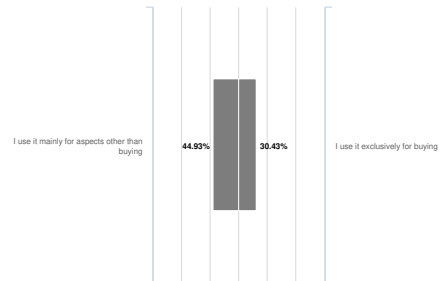
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than buying	2.77	16	23.19%	15	21.74%	17	24.64%	11	15.94%	10	14.49%	I use it exclusively for buying
Average	2.77											
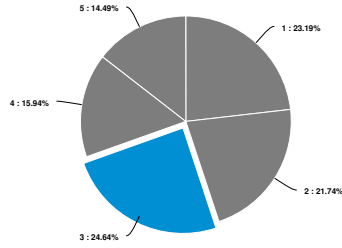
Answer	Count	Percent	20%	40%	60%	80%	100%
1	16	23.19%					
2	15	21.74%					
3	17	24.64%					
4	11	15.94%					
5	10	14.49%					
Total	69	100%					

Within which categories do you buy or have you ever bought via ebay Kleinanzeigen/leboncoin?
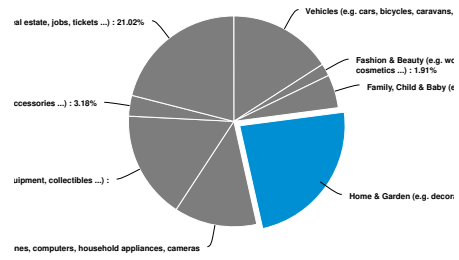
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	25	15.92%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	3	1.91%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	8	5.1%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	37	23.57%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	20	12.74%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	26	16.56%					
Pets (e.g. dogs, cats, accessories ...)	5	3.18%					
Other (e.g. services, real estate, jobs, tickets ...)	33	21.02%					
Total	157	100%					

Innerhalb welcher Kategorien kaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal gekauft? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/02/2021	569492	Immobilier
10/01/2021	569143	Immobilier
10/01/2021	568639	Immobilier
10/01/2021	568372	Immobilier
09/30/2021	568074	Immobilier

09/30/2021	567916	Location et colocation
09/30/2021	567489	Recherche immobilière
09/30/2021	567306	Location immobilière
09/30/2021	566726	Immobilier
09/29/2021	562083	Location appartement
09/29/2021	561838	immobilier
09/29/2021	561751	Immobilier
09/29/2021	561701	Immobilier
09/29/2021	561594	Immobilier, pieces détachêes moto
09/29/2021	561589	Annonces de loction, achat et revente de billets de spectacle
09/29/2021	561576	immobilier
09/29/2021	561421	Immobilier
09/29/2021	561349	Logement
09/29/2021	561260	Place pour parck Asterix
09/28/2021	561048	Immobilier
09/28/2021	560993	Achat d'une maison
09/28/2021	560983	Immobilier
09/28/2021	560936	Immobilier
09/28/2021	560637	Immobilier
09/28/2021	560596	Immobilier
09/28/2021	560462	Immobilier
09/28/2021	559828	Location
09/28/2021	559707	Immobilier
09/28/2021	559542	Location appartement maison
09/28/2021	559509	Immobilier
09/28/2021	559452	Immobilier
09/28/2021	559312	Location immobilière
09/28/2021	557740	Immobilier

What is the proportion of your purchases in your chosen categories relative to your overall consumption of these things?

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Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	25	3.36					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	3	2					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	8	2.75					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	37	2.81					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	20	2.5					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	26	2.92					
Pets (e.g. dogs, cats, accessories ...)	5	2					
Other (e.g. services, real estate, jobs, tickets ...)	33	3					
Average		2.87					

Vehicles (e.g. cars, bicycles, caravans, accessories …)
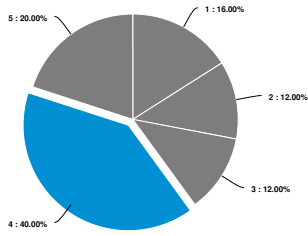
Answer	Count	Percent	20%	40%	60%	80%	100%
1	4	16%					
2	3	12%					
3	3	12%					
4	10	40%					
5	5	20%					
Total	25	100%					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics …)
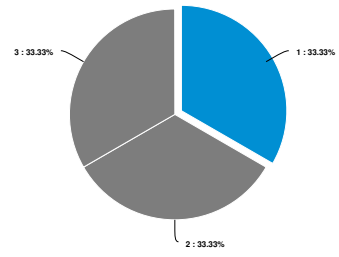
Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	33.33%					
2	1	33.33%					
3	1	33.33%					
4	0	0%					
5	0	0%					
Total	3	100%					

Family, Child & Baby (e.g. toys, children's clothes or prams …)
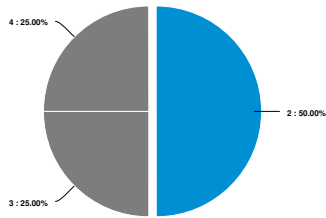
Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	4	50%					
3	2	25%					
4	2	25%					
5	0	0%					
Total	8	100%					

Home & Garden (e.g. decoration, furniture, plants, lamps …)
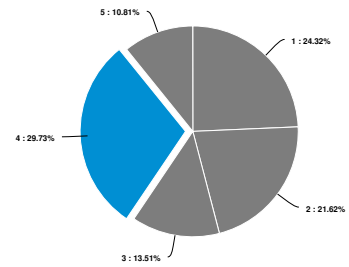
Answer	Count	Percent	20%	40%	60%	80%	100%
1	9	24.32%					
2	8	21.62%					
3	5	13.51%					
4	11	29.73%					
5	4	10.81%					
Total	37	100%					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)

5 : 10.00%
4 : 15.00%
3 : 25.00%
2 : 15.00%
1 : 35.00%
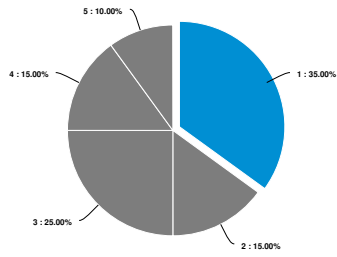
Answer	Count	Percent	20%	40%	60%	80%	100%
1	7	35%					
2	3	15%					
3	5	25%					
4	3	15%					
5	2	10%					
Total	20	100%					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)

5 : 15.38%
4 : 19.23%
1 : 23.08%
2 : 11.54%
3 : 30.77%
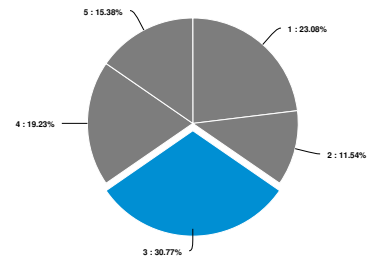
Answer	Count	Percent	20%	40%	60%	80%	100%
1	6	23.08%					
2	3	11.54%					
3	8	30.77%					
4	5	19.23%					
5	4	15.38%					
Total	26	100%					

Pets (e.g. dogs, cats, accessories ...)

3 : 40.00%
1 : 40.00%
2 : 20.00%
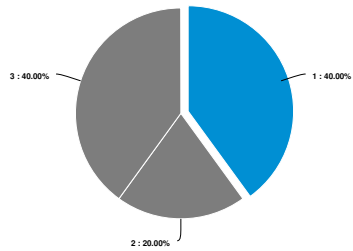
Answer	Count	Percent	20%	40%	60%	80%	100%
1	2	40%					
2	1	20%					
3	2	40%					
4	0	0%					
5	0	0%					
Total	5	100%					

Other (e.g. services, real estate, jobs, tickets ...)

5 : 18.18%
4 : 24.24%
1 : 21.21%
2 : 18.18%
3 : 18.18%
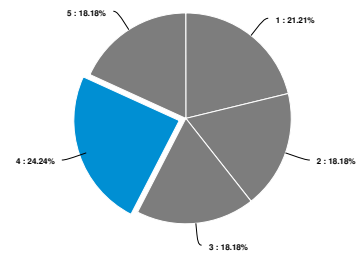
Answer	Count	Percent	20%	40%	60%	80%	100%
1	7	21.21%					
2	6	18.18%					
3	6	18.18%					
4	8	24.24%					
5	6	18.18%					
Total	33	100%					

For the things you buy on the platform: How many of them would you have bought elsewhere if you hadn't found them on the platform?

None   26.09%   60.86%   All
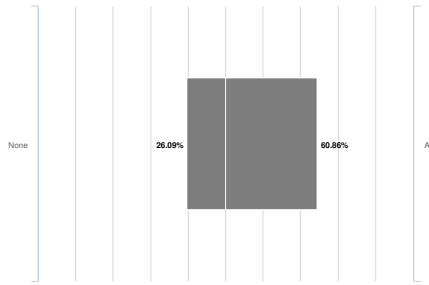
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
None	3.65	9	13.04%	9	13.04%	9	13.04%	12	17.39%	30	43.48%	All
Average	**3.65**											

None[All]
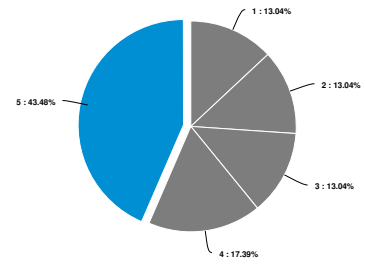
Answer	Count	Percent	20%	40%	60%	80%	100%
1	9	13.04%					
2	9	13.04%					
3	9	13.04%					
4	12	17.39%					
5	30	43.48%					
Total	**69**	**100%**					

Do you also buy things that are broken with the intention of fixing them?

Yes : 11.59%

No : 88.41%
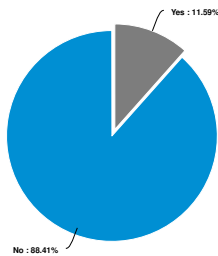
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	8	11.59%					
No	61	88.41%					
Total	**69**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for selling (as opposed to other aspects such as buying, giving away, receiving free things)?

No : 34.12%

Yes : 65.88%
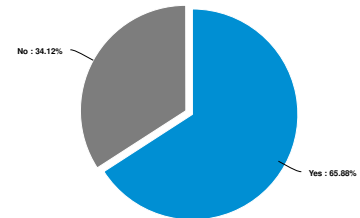
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	56	65.88%					
No	29	34.12%					
Total	**85**	**100%**					

How often do you use the platform to sell (as opposed to other aspects such as buying, giving away, receiving free things)?
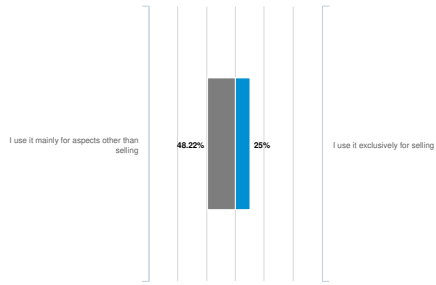
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than selling	2.7	12	21.43%	15	26.79%	15	26.79%	6	10.71%	8	14.29%	I use it exclusively for selling
Average	2.7											

I use it mainly for aspects other than selling [I use it exclusively for selling].
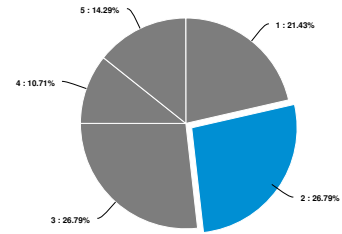
Answer	Count	Percent	20%	40%	60%	80%	100%
1	12	21.43%					
2	15	26.79%					
3	15	26.79%					
4	6	10.71%					
5	8	14.29%					
Total	56	100%					

Within which categories do you sell or have you ever sold on ebay Kleinanzeigen/leboncoin?
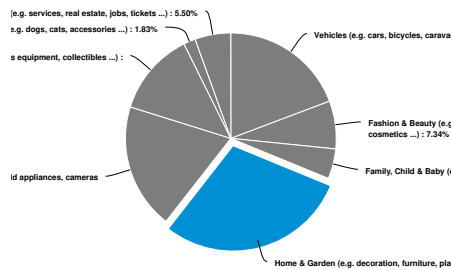
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	21	19.27%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	8	7.34%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	5	4.59%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	32	29.36%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	21	19.27%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	14	12.84%					
Pets (e.g. dogs, cats, accessories ...)	2	1.83%					
Other (e.g. services, real estate, jobs, tickets ...)	6	5.5%					
Total	109	100%					

Innerhalb welcher Kategorien verkaufen Sie über eBay Kleinanzeigen oder haben Sie schon einmal verkauft? – Text Data for **Sonstiges (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)**

10/01/2021	569118	Machines professionnelles
10/01/2021	568372	Immobilier mobilier vieux matériel ou matériaux
09/28/2021	560936	Immobilier
09/28/2021	560410	Billets concert

Do you usually sell things for a profit or for less than what you originally bought them for?
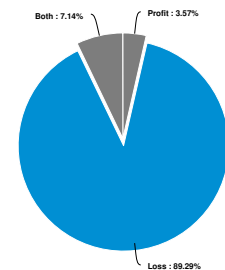
Answer	Count	Percent	20%	40%	60%	80%	100%
Profit	2	3.57%					
Loss	50	89.29%					
Both	4	7.14%					
Total	56	100%					

What else would you do with things if you didn't sell them on ebay Kleinanzeigen/leboncoin?

Donate : 36.90%
Throw away : 19.05%
Give away : 16.67%
Keep : 27.38%
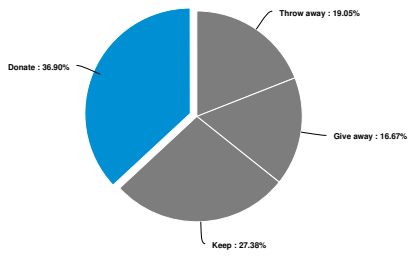
Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	16	19.05%					
Give away	14	16.67%					
Keep	23	27.38%					
Donate	31	36.9%					
Total	**84**	**100%**					

Do you also sell things that are broken and can be repaired?

Yes : 19.64%
No : 80.36%
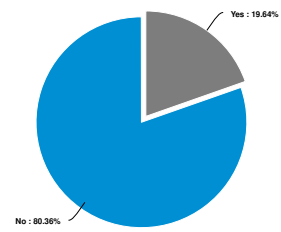
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	11	19.64%					
No	45	80.36%					
Total	**56**	**100%**					

Have you ever used eBay Kleinanzeigen/leboncoin to give things away (as opposed to other aspects like sell, buy, get free stuff)?

Yes : 10.59%
No : 89.41%
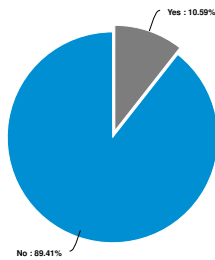
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	9	10.59%					
No	76	89.41%					
Total	**85**	**100%**					

How often do you use the platform to give things away (as opposed to other aspects such as selling, buying, receiving free things)?

I use them mainly for aspects other than gifting   77.78%   11.11%   I use them exclusively for gifting
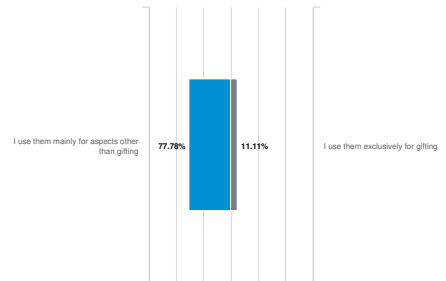
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use them mainly for aspects other than gifting	1.78	5	55.56%	2	22.22%	1	11.11%	1	11.11%	0	0%	I use them exclusively for gifting
Average	**1.78**											

I use them mainly for aspects other than gifting[I use them exclusively for gifting].
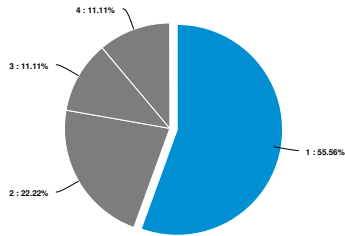
Answer	Count	Percent	20%	40%	60%	80%	100%
1	5	55.56%					
2	2	22.22%					
3	1	11.11%					
4	1	11.11%					
5	0	0%					
Total	**9**	**100%**					

Within which categories do you give away or have you ever given away things via ebay Kleinanzeigen/leboncoin?
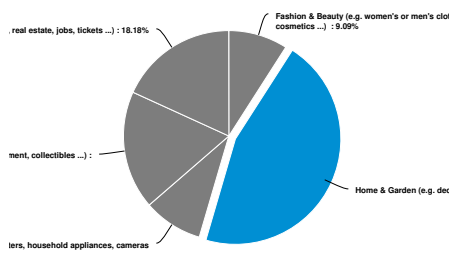
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	0	0%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	1	9.09%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	0	0%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	5	45.45%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	1	9.09%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	2	18.18%					
Pets (e.g. dogs, cats, accessories ...)	0	0%					
Other (e.g. services, real estate, jobs, tickets ...)	2	18.18%					
Total	**11**	**100%**					

Innerhalb welcher Kategorien verschenken Sie über eBay Kleinanzeigen oder haben Sie schon einmal verschenkt? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

10/01/2021 569143 Aide aux devoir

10/01/2021 568372 Vieux matériel de chantier

What else would you do with things if you didn't give them away via ebay Kleinanzeigen/leboncoin?
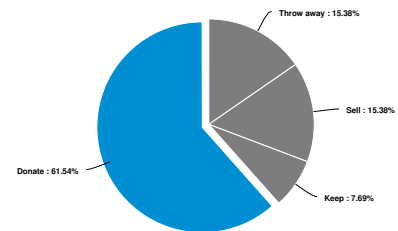
Answer	Count	Percent	20%	40%	60%	80%	100%
Throw away	2	15.38%					
Sell	2	15.38%					
Keep	1	7.69%					
Donate	8	61.54%					
Total	**13**	**100%**					

Do you also give away things that are broken and can be repaired?
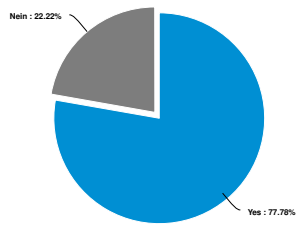
Nein : 22.22%

Yes : 77.78%

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	7	77.78%					
Nein	2	22.22%					
Total	**9**	**100%**					

Have you ever used ebay Kleinanzeigen/leboncoin for getting free things (as opposed to other aspects like selling, buying, giving away)?
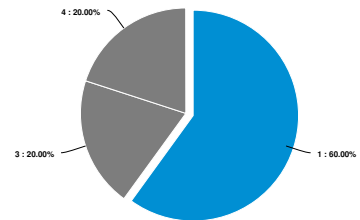

Yes : 5.88%

No : 94.12%
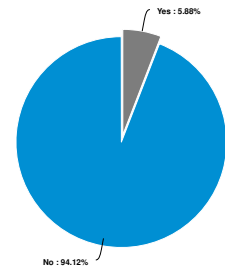
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	5	5.88%					
No	80	94.12%					
Total	**85**	**100%**					

How often do you use the platform for getting free stuff (as opposed to other aspects like selling, buying, giving away)?

I use it mainly for aspects other than getting free things   60%   20%   I use it exclusively for getting free things
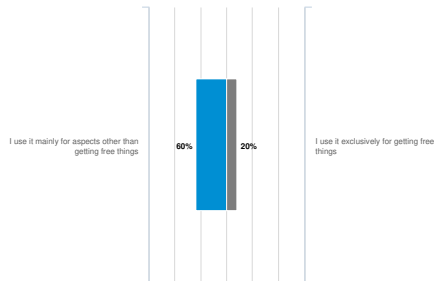
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
I use it mainly for aspects other than getting free things	2	3	60%	0	0%	1	20%	1	20%	0	0%	I use it exclusively for getting free things
Average	**2**											

I use it mainly for aspects other than getting free things[I use it exclusively for getting free things].

4 : 20.00%

3 : 20.00%

1 : 60.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	3	60%					
2	0	0%					
3	1	20%					
4	1	20%					
5	0	0%					
Total	**5**	**100%**					

Within which categories do you receive or have you ever received free things via ebay Kleinanzeigen/leboncoin?

Vehicles (e.g. cars, bicycles, caravans, a

Fashion & Beauty (e.g cosmetics ...) : 14.29%

Family, Child & Baby (e.g. toy

ts, lamps ...) : 57.14%
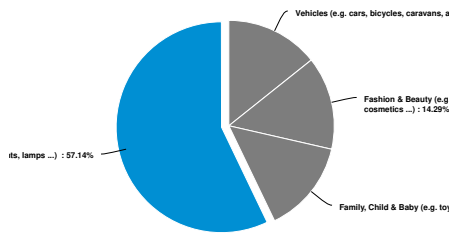
Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	1	14.29%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	1	14.29%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	1	14.29%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	4	57.14%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	0	0%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	0	0%					
Pets (e.g. dogs, cats, accessories ...)	0	0%					
Other (e.g. services, real estate, jobs, tickets ...)	0	0%					
Total	7	100%					

Innerhalb welcher Kategorien erhalten Sie kostenlose Dinge über eBay Kleinanzeigen oder haben Sie schon einmal erhalten? – Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

No Data To Display

What is the proportion of free things in your selected categories in relation to your total consumption of these things within that category?

Vehicles (e.g. cars, bicycles...: 3 | 60%

Home & Garden (e.g. decoration...: 2.5 | 50%

Fashion & Beauty (e.g. women's...: 3 | 60%

50.00%

60.00%

20.00%

Family, Child & Baby (e.g. toy...: 1 | 20%

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Question	Count	Score	1	2	3	4	5
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	1	3					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)	1	3					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	1	1					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	4	2.5					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	0	0					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	0	0					
Pets (e.g. dogs, cats, accessories ...)	0	0					
Other (e.g. services, real estate, jobs, tickets ...)	0	0					
Average		2.43					

Vehicles (e.g. cars, bicycles, caravans, accessories ...)

3 : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	1	100%					
4	0	0%					
5	0	0%					
Total	1	100%					

Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories, cosmetics ...)

3 : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	1	100%					
4	0	0%					
5	0	0%					
Total	1	100%					

Family, Child & Baby (e.g. toys, children's clothes or prams ...)

1 : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	100%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**1**	**100%**					

Home & Garden (e.g. decoration, furniture, plants, lamps ...)

5 : 25.00%
1 : 50.00%
3 : 25.00%
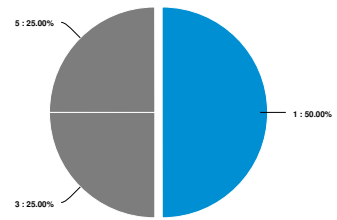
Answer	Count	Percent	20%	40%	60%	80%	100%
1	2	50%					
2	0	0%					
3	1	25%					
4	0	0%					
5	1	25%					
Total	**4**	**100%**					

Electronics (e.g. mobile phones, computers, household appliances, cameras ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**0**	**0%**					

Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**0**	**0%**					

Pets (e.g. dogs, cats, accessories ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**0**	**0%**					

Other (e.g. services, real estate, jobs, tickets ...)

Answer	Count	Percent	20%	40%	60%	80%	100%
1	0	0%					
2	0	0%					
3	0	0%					
4	0	0%					
5	0	0%					
Total	**0**	**0%**					

If you get things for free via the platform: How many of them would you otherwise have bought if you hadn't found them (for free) on the platform?
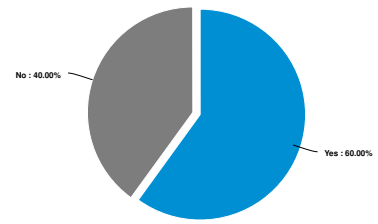

None   80%   20%   All
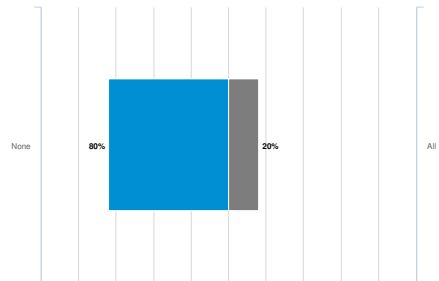
Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
None	1.8	3	60%	1	20%	0	0%	1	20%	0	0%	All
Average	**1.8**											

None[All]

4 : 20.00%
2 : 20.00%
1 : 60.00%
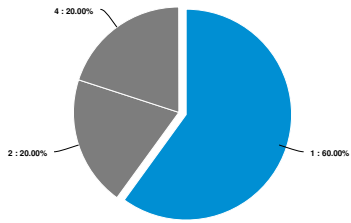
Answer	Count	Percent	20%	40%	60%	80%	100%
1	3	60%					
2	1	20%					
3	0	0%					
4	1	20%					
5	0	0%					
Total	5	100%					

Do you also take free things that are broken with the intention of fixing them?

No : 40.00%
Yes : 60.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	3	60%					
No	2	40%					
Total	5	100%					

Please indicate what motivates you to use ebay Kleinanzeigen/leboncoin.

To pay less : 3.91 | 78.12%
To find things I can't find el...: 2.8 | 55.95%
To get rid of things (without ...: 3.82 | 76.47%
To live sustainably : 3.49 | 69.88%
Earn money : 2.67 | 53.41%
To give away things that are s...: 2.8 | 56%
To find free things to save mo...: 1.85 | 36.9%
That it is an enjoyable pastim...: 1.85 | 36.9%
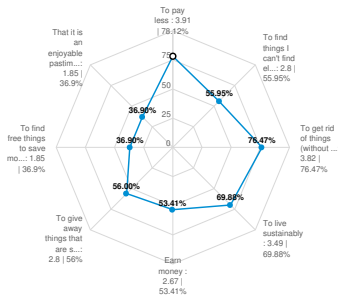
Powered by AI

Question	Count	Score	1	2	3	4	5
To pay less	85	3.91					
To find things I can't find elsewhere	84	2.8					
To get rid of things (without having to dispose of them)	85	3.82					
To live sustainably	85	3.49					
Earn money	85	2.67					
To give away things that are still useful	85	2.8					
To find free things to save money	84	1.85					
That it is an enjoyable pastime	84	1.85					
Average		2.9					

To pay less

1 : 7.06%
2 : 7.06%
3 : 20.00%
4 : 20.00%
5 : 45.88%
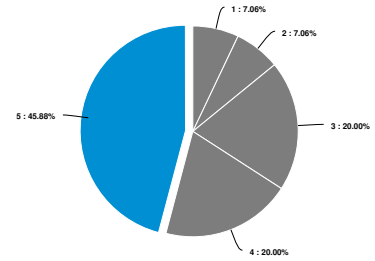
Answer	Count	Percent	20%	40%	60%	80%	100%
1	6	7.06%					
2	6	7.06%					
3	17	20%					
4	17	20%					
5	39	45.88%					
Total	85	100%					

To find things I can't find elsewhere
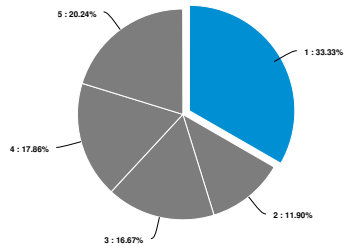
Answer	Count	Percent	20%	40%	60%	80%	100%
1	28	33.33%					
2	10	11.9%					
3	14	16.67%					
4	15	17.86%					
5	17	20.24%					
Total	84	100%					

To get rid of things (without having to dispose of them)
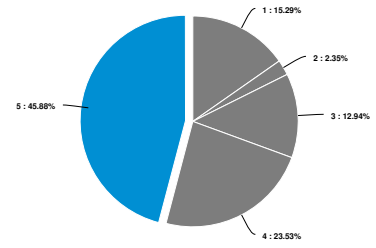
Answer	Count	Percent	20%	40%	60%	80%	100%
1	13	15.29%					
2	2	2.35%					
3	11	12.94%					
4	20	23.53%					
5	39	45.88%					
Total	85	100%					

To live sustainably
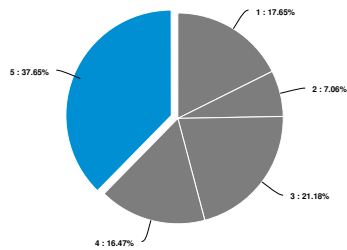
Answer	Count	Percent	20%	40%	60%	80%	100%
1	15	17.65%					
2	6	7.06%					
3	18	21.18%					
4	14	16.47%					
5	32	37.65%					
Total	85	100%					

Earn money
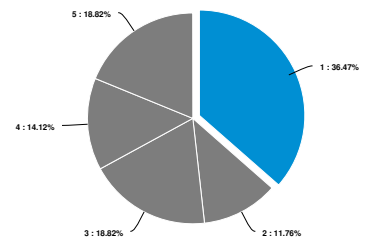
Answer	Count	Percent	20%	40%	60%	80%	100%
1	31	36.47%					
2	10	11.76%					
3	16	18.82%					
4	12	14.12%					
5	16	18.82%					
Total	85	100%					

To give away things that are still useful
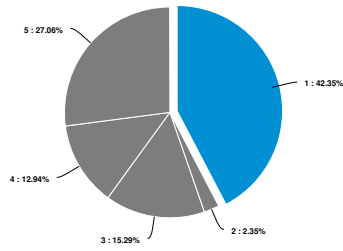
Answer	Count	Percent	20%	40%	60%	80%	100%
1	36	42.35%					
2	2	2.35%					
3	13	15.29%					
4	11	12.94%					
5	23	27.06%					
Total	**85**	**100%**					

To find free things to save money

Answer	Count	Percent	20%	40%	60%	80%	100%
1	53	63.1%					
2	9	10.71%					
3	11	13.1%					
4	4	4.76%					
5	7	8.33%					
Total	**84**	**100%**					

That it is an enjoyable pastime
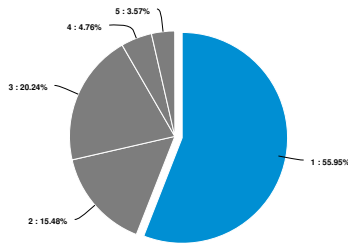
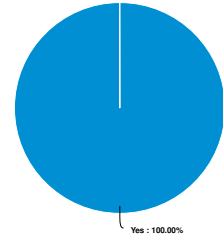| Answer	Count	Percent	20%	40%	60%	80%	100%
1	47	55.95%					
2	13	15.48%					
3	17	20.24%					
4	4	4.76%					
5	3	3.57%					
Total	**84**	**100%**					

Are there any categories you would absolutely rule out using on ebay Kleinanzeigen/leboncoin?
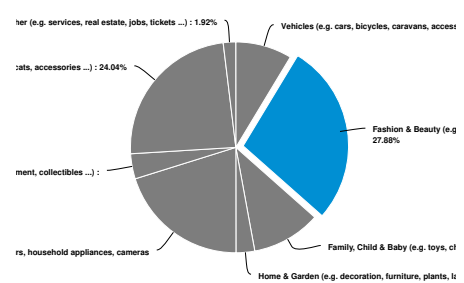
| Answer	Count	Percent	20%	40%	60%	80%	100%
Vehicles (e.g. cars, bicycles, caravans, accessories ...)	9	8.65%					
Fashion & Beauty (e.g. women's or men's clothing, shoes, accessories ...)	29	27.88%					
Family, Child & Baby (e.g. toys, children's clothes or prams ...)	11	10.58%					
Home & Garden (e.g. decoration, furniture, plants, lamps ...)	3	2.88%					
Electronics (e.g. mobile phones, computers, household appliances, cameras ...)	21	20.19%					
Leisure & hobby (e.g. books, films, art, sports equipment, collectibles ...)	4	3.85%					
Pets (e.g. dogs, cats, accessories ...)	25	24.04%					
Other (e.g. services, real estate, jobs, tickets ...)	2	1.92%					
Total	**104**	**100%**					

Gibt es Kategorien, die Sie absolut ausschließen würden auf eBay Kleinanzeigen zu nutzen? - Text Data for **Sonstiges** (z.B. Dienstleistungen, Immobilien, Jobs, Tickets ...)

09/28/2021 560291 Immobiliers & emplois

Do you know ebay Kleinanzeigen/leboncoin even if you don't use the platform?

Yes : 100.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	2	100%					
No	0	0%					
Total	**2**	**100%**					

Could you imagine using the platform in the future instead of other alternatives like shops or online retailers, or instead of throwing things away or storing them?
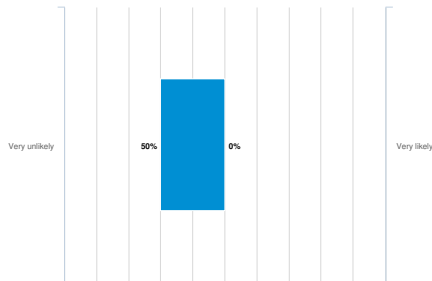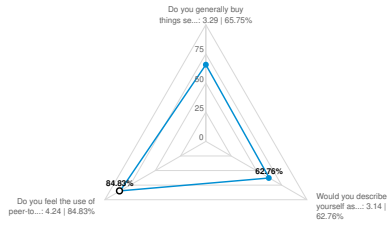

Data Table	Score	1 (-2)		2 (-1)		3 (0)		4 (1)		5 (2)		
		Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Very unlikely	2	1	50%	0	0%	1	50%	0	0%	0	0%	Very likely
Average	**2**											

Very unlikely [Very likely]

3 : 50.00%   1 : 50.00%

Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	50%					
2	0	0%					
3	1	50%					
4	0	0%					
5	0	0%					
Total	**2**	**100%**					

Please select to what extent the following questions apply to you.

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Question	Count	Score	1	2	3	4	5
Do you generally buy things second hand?	87	3.29					
Would you describe yourself as someone who leads a sustainable lifestyle?	87	3.14					
Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen/leboncoin is relevant to a sustainable lifestyle?	87	4.24					
	Average	**3.56**					

Do you generally buy things second hand?
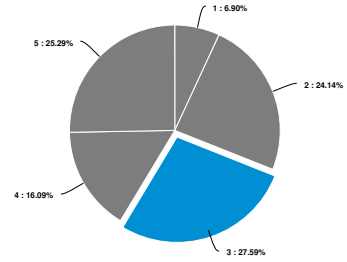
Answer	Count	Percent	20%	40%	60%	80%	100%
1	6	6.9%					
2	21	24.14%					
3	24	27.59%					
4	14	16.09%					
5	22	25.29%					
Total	**87**	**100%**					

Would you describe yourself as someone who leads a sustainable lifestyle?
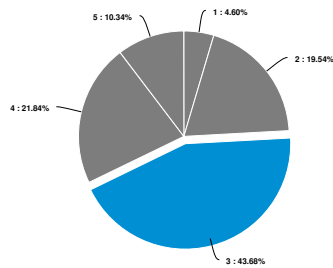
Answer	Count	Percent	20%	40%	60%	80%	100%
1	4	4.6%					
2	17	19.54%					
3	38	43.68%					
4	19	21.84%					
5	9	10.34%					
Total	**87**	**100%**					

Do you feel the use of peer-to-peer platforms such as ebay Kleinanzeigen/leboncoin is relevant to a sustainable lifestyle?
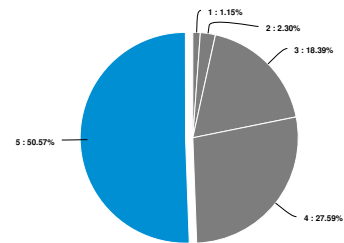
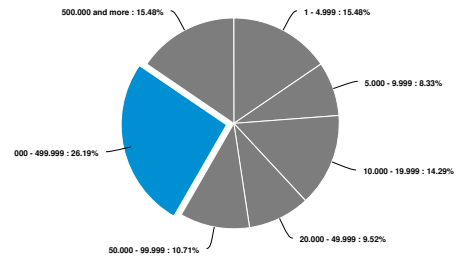| Answer	Count	Percent	20%	40%	60%	80%	100%
1	1	1.15%					
2	2	2.3%					
3	16	18.39%					
4	24	27.59%					
5	44	50.57%					
Total	**87**	**100%**					

What is your monthly net income (i.e. what is left after all deductions such as taxes or health insurance)?
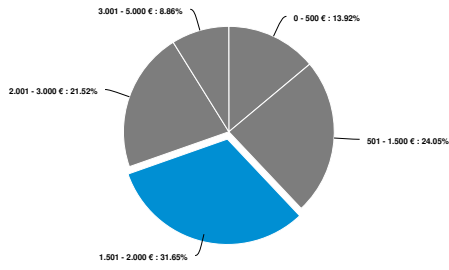
Answer	Count	Percent	20%	40%	60%	80%	100%
0 - 500 €	11	13.92%					
501 - 1.500 €	19	24.05%					
1.501 - 2.000 €	25	31.65%					
2.001 - 3.000 €	17	21.52%					
3.001 - 5.000 €	7	8.86%					
5.001 € and higher	0	0%					
Total	**79**	**100%**					

How many inhabitants does the city you currently live in have?

Answer	Count	Percent	20%	40%	60%	80%	100%
1 - 4.999	13	15.48%					
5.000 - 9.999	7	8.33%					
10.000 - 19.999	12	14.29%					
20.000 - 49.999	8	9.52%					
50.000 - 99.999	9	10.71%					
100.000 - 499.999	22	26.19%					
500.000 and more	13	15.48%					
Total	**84**	**100%**					

Please select the country in which you currently live.
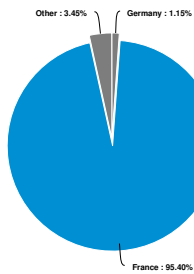
Answer	Count	Percent	20%	40%	60%	80%	100%
Germany	1	1.15%					
France	83	95.4%					
Other	3	3.45%					
Total	**87**	**100%**					

Please state your gender identity.
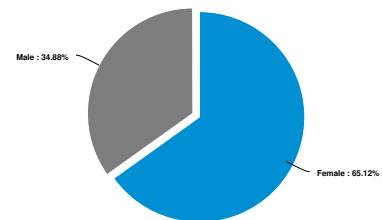
Answer	Count	Percent	20%	40%	60%	80%	100%
Female	56	65.12%					
Male	30	34.88%					
Divers	0	0%					
Other	0	0%					
Total	**86**	**100%**					

Please select your highest degree achieved to date.
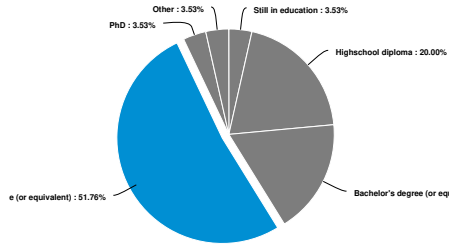
Answer	Count	Percent	20%	40%	60%	80%	100%
Still in education	3	3.53%					
Highschool diploma	17	20%					
Bachelor's degree (or equivalent)	15	17.65%					
Master's degree (or equivalent)	44	51.76%					
PhD	3	3.53%					
Other	3	3.53%					
Total	**85**	**100%**					

Bitte wählen Sie Ihren höchsten bisher erreichten Abschluss. - Text Data for Sonstiges

10/02/2021	569373	Cap
10/01/2021	569162	BTS
09/29/2021	561349	BTS (Bac +2)

Please select your age group.
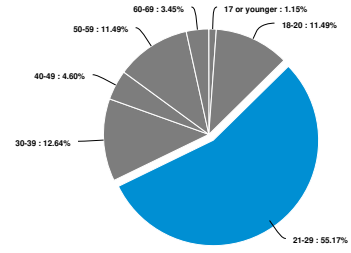
Answer	Count	Percent	20%	40%	60%	80%	100%
17 or younger	1	1.15%					
18-20	10	11.49%					
21-29	48	55.17%					
30-39	11	12.64%					
40-49	4	4.6%					
50-59	10	11.49%					
60-69	3	3.45%					
70 or older	0	0%					
Total	**87**	**100%**					