# The Empirical Study on Diffusion of Skill Sharing

# : Comparison Japanese and Chinese Consumers

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# ABSTRACT

In recent years, sharing economy has great influence in society. This study focus on Skill Sharing in sharing economy field. Compared to China where Skill Sharing have been diffused enough, it doesn't diffuse in Japan. In order to diffuse Skill Sharing in Japan, we clarify what specific factors promote Skill Sharing diffusion. In previous studies, we find some of popular theories or frameworks to explain diffusion of innovation and technology. Also, in order to improve the model of theory to our specific study, we reviewed previous studies of sharing economy and interviewed 10 Skill Sharing platform service providers. We develop hypotheses. To test hypotheses, we collected 744 respondents from Japan and China who have experience using Skill Sharing service and potential customers. As a result, we find factors that promote Skill Sharing diffusion in Japan by comparing analysis results in China. The findings make possible to contribute for implementation that platform service providers diffuse their services in Japanese market.

**Keywords**: Sharing economy, Skill Sharing, UTAUT2, Trust, Information Asymmetry, Diffusion

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# 1. INTRODUCTION

In recent years, with the development of information and communication technology, sharing economy as new economic activities that share space, materials, skills, among individuals are gained much attention in business (Okada,2017). Sharing economy has great influence on society (PWC, 2015). Especially among sharing economy, Skill Sharing is one of the new business that has diffused recently in the world. Skill Sharing is one of the fields of sharing economy that has been diffused in the world business recently. Skill Sharing of our study refers to share specific knowledge, skills, experience, on C to C (Consumer to Consumer) transaction through web-based platform service provider. There are various industries such as ride sharing, crowdsourcing, housekeeping, nursing and so on. Figure 1 shows that examples of Skill Sharing platform service provider.

**Figure 1 Examples of major Skill Sharing platform service providers in Japan, China and U.S.**

| | Japan | China | U.S. |
|---|---|---|---|
| Free market of the skills | Crowd Works<br>Lancers<br>Coconala<br>ANYTIMES<br>TIME TICKET<br>Sutoaka | Witmart<br>Epwk | Zipments<br>Tabbedout |
| House keeping | Tasukaji<br>Kajinabi | Ayibang<br>Edaixi | taskrabbit |
| Parenting | Asmama<br>KidsLine | N/A | Urbansitter |
| Ride sharing | Uber<br>Notteco | Didi Chuxing | Uber<br>Lyft |
| Delivery | Uber eats<br>Pick Go | Dada<br>Meituan | Postmates<br>Doorman<br>Shyp<br>Doordash<br>Munchery |
| Nursing | Crowd Care | alihealth | Uber Health |
| Tour Guide | TABICA | N/A | Vayable |
| Cooking | Sharedine | Haochusi | Dash |
| Reparing iPhone | iRepairs | N/A | N/A |

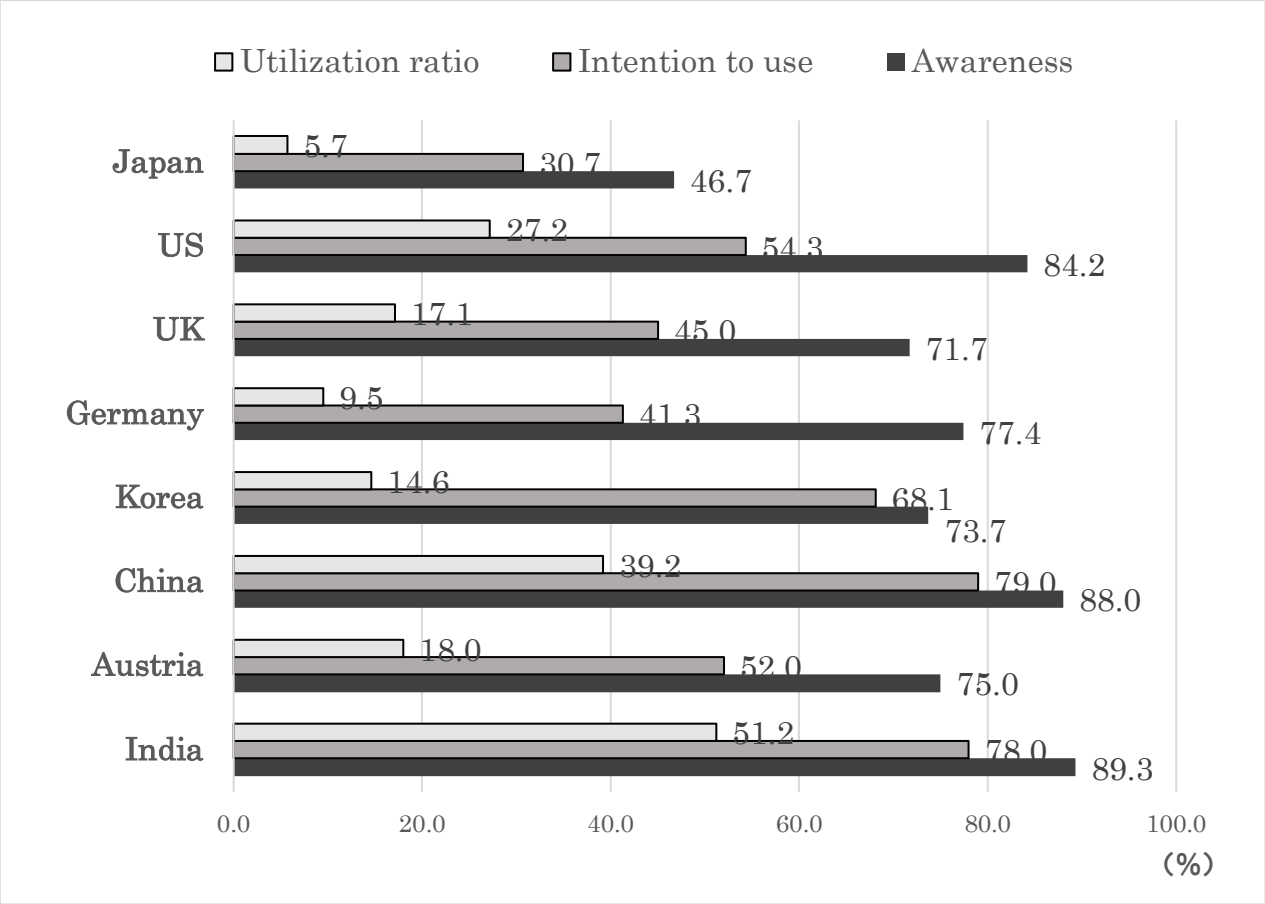
**Source: Sharing Economy Association Japan**

As other sharing economy, Skill Sharing also makes transaction among individuals known as C to C. In this way through the platform provider, assets of individual can be exchanged among individual. One of the benefits of Skill Sharing is providing to people the new options of free way of working instead of belonging to one organization. Another

benefit of Skill Sharing is that it can receive service more easily and inexpensive than ordering from business service provider because the services are provided by individual service provider. People could order to individual service provider smaller work such as short-term babysitting, cleaning room and so on. Due to such benefits, Skill Sharing has diffused in other countries such as U.S. and China and many innovative Skill Sharing services have been established such as Uber, Taskrabbit, DiDi chuxing and so on. In Japan around 2010, Skill Sharing was introduced. However, Skill Sharing services have not diffused enough in Japanese market. Therefore, we need to find reasons why Skill Sharing have not diffused in Japan so far.

In our study, focusing on the field of skills in sharing economy, we need specify factors that accelerate diffusion of Skill Sharing. In our study, first, we review previous theoretical frameworks and theories that explain diffusion of innovation or new technology, product to the market. In order to diffuse Skill Sharing to the market, we find two theories that may have large impacts on diffusion of Skill Sharing, UTAUT2 and trust theory.

**Figure 2 International comparison of Skill Sharing**




**Source: WHITE PAPER Information and Communications in Japan from Ministry of internal Affairs and Communications**

In our study, we compare Skill Sharing in Japan with Skill Sharing in China. We analyze it and clarify what factors of Skill Sharing in Japan are problems.

Firstly, we compare the current situation of Skill Sharing in Japan and other countries' Skill Sharing. Figure1 shows the utilization ratio of Skill Sharing in Japan and other countries. Japan's Skill Sharing utilization ration is 5.7%, and it can be seen the utilization ratio of Japan is low compared with the utilization ratio of 27.2% in the US

and the utilization ratio of 39.2% in China. Therefore, we identified a problem in this study is that Skill Sharing in Japan doesn't diffuse as compared with other countries. The "diffusion of Skill Sharing" in this study refers to increasing both providers and users who register on the Skill Sharing platform. Also, "use of Skill Sharing" is defined as registering on the platform and actually make transactions. The objective of this study is to find factors that creates customers basis utilize Skill Sharing and diffuse in the society. Therefore, we develop our research question.

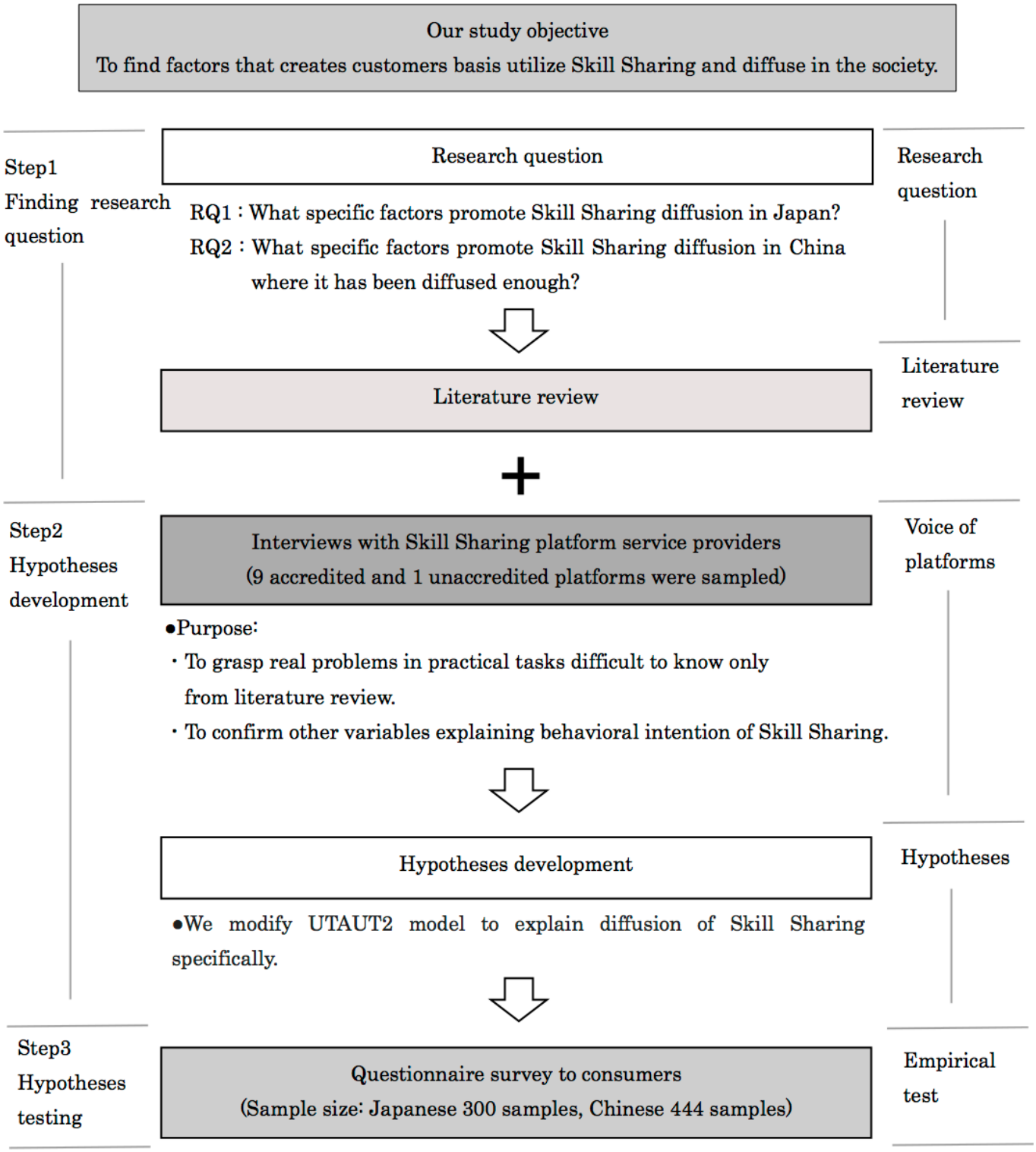
**RQ1: What specific factors promote Skill Sharing diffusion in Japan?**

In order to clarify factors promote Skill Sharing diffusion in Japan, we also compare country where it has been diffused enough because we clarify factors promote Skill Sharing diffusion in Japan by analyzing hypothesis test results. We target China because Skill Sharing already has been diffused enough in China. Therefore, we develop study question.

**RQ2: What specific factors promote Skill Sharing diffusion in China where it has been diffused enough and is there difference between Japan and China?**

Based on our research question, we also focus on clarifying factors that has negative impacts on diffusion of Skill Sharing in Japan. Figure3 shows our study flow.

Figure 3 Our study flow




Source: authors

## 2. LITERATURE REVIEW

In previous studies, we find some of popular theories or frameworks to explain diffusion of innovation and technology. What theoretical frameworks or theories has been discussed to explain diffusion of innovation or new product and technology? How we can modify previous theories to explain diffusion of Skill Sharing specifically? We historically review previous studies.

### 2-1. Diffusion

In this section, firstly, we review Diffusion of Innovation theory from Rogers (1962). Also, we study what kinds of study has been done after Rogers. In order to confirm other researches, we search articles about diffusion by using search engine such as ProQuest, Emerald, JSTOR, and so on. We find Technology Acceptance Model (TAM) from Davis et al. (1989) from articles related to diffusion theory. Secondly, we review the UTAUT 2 model to be adopted as a hypothesis model in our research.

### 2-1-1. Diffusion of Innovation Theory

Sharing economy is a relatively new innovation that began to draw attention since around 2010. Rogers (1962) discussed about diffusion of such a new innovation. Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system (Rogers, 1962: 5). Furthermore, an innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption (Rogers,1962). If the idea seems new to the individual, it is an innovation (Rogers, 1962).

Rogers identified five general attributes of innovations that a variety of diffusion studies had shown to consistently influence adoption (Moore & Benbasat, 1991). Rogers defined them as follows (Rogers, 1962: 15-16): Relative advantage is the degree to which an innovation is perceived as better than the idea it supersedes. Compatibility is the degree to which an innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters. Complexity is the degree to which an innovation is perceived as difficult to understand and use. Trialability is the degree to which an innovation may be experimented with on a limited basis. Observability is the degree to which the results of an innovation are visible to others.

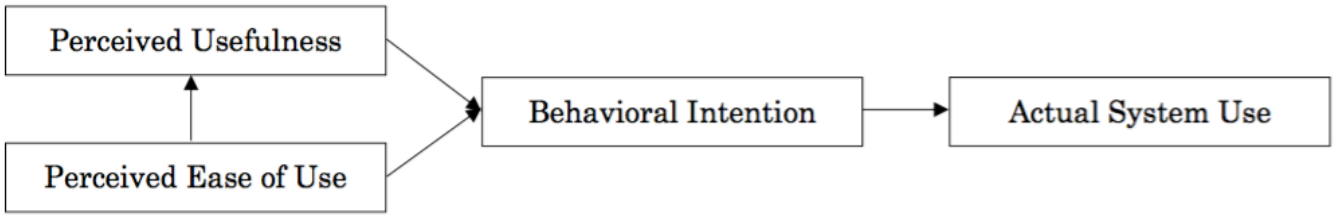
In general, innovation that are perceived by receivers as having greater relative

advantage, compatibility, trialability, observability, and less complexity will be adopted more rapidly than other innovation (Rogers, 1962). However, the theory of Rogers was written in 1962 and it is thought that it is not a sufficient theory to explain the diffusion of Skill Sharing. Therefore, we review previous researches from the perspective of accepting new technologies and new products.

### 2-1-2. Technology Acceptance Model (TAM)

Based on our review research, we found some important study after Rogers (1962). As a model to explain consumers' behavioral intention such new technologies and new products or technology, there is a Technology Acceptance Model proposed by Davis et al. (1989). The technology acceptance model advocated by Davis et al. (1989) is to model the process of user's acceptance of information system originally, by improving Theory of Reasoned Action (TRA) (Koyama, 2010). Perceived usefulness is defined as the prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational context (Davis et al., 1989: 985). Perceived ease of use refers to the degree to which the prospective user expects the target system to be free of effort (Davis et al., 1989: 985). Also, perceived usefulness and perceived ease of use are conceptually related to relative advantage and complexity from diffusion of innovation from Rogers (Wang & Jeong, 2018).

Figure 4　Technology Acceptance Model




Source: Davis et al. (1989)

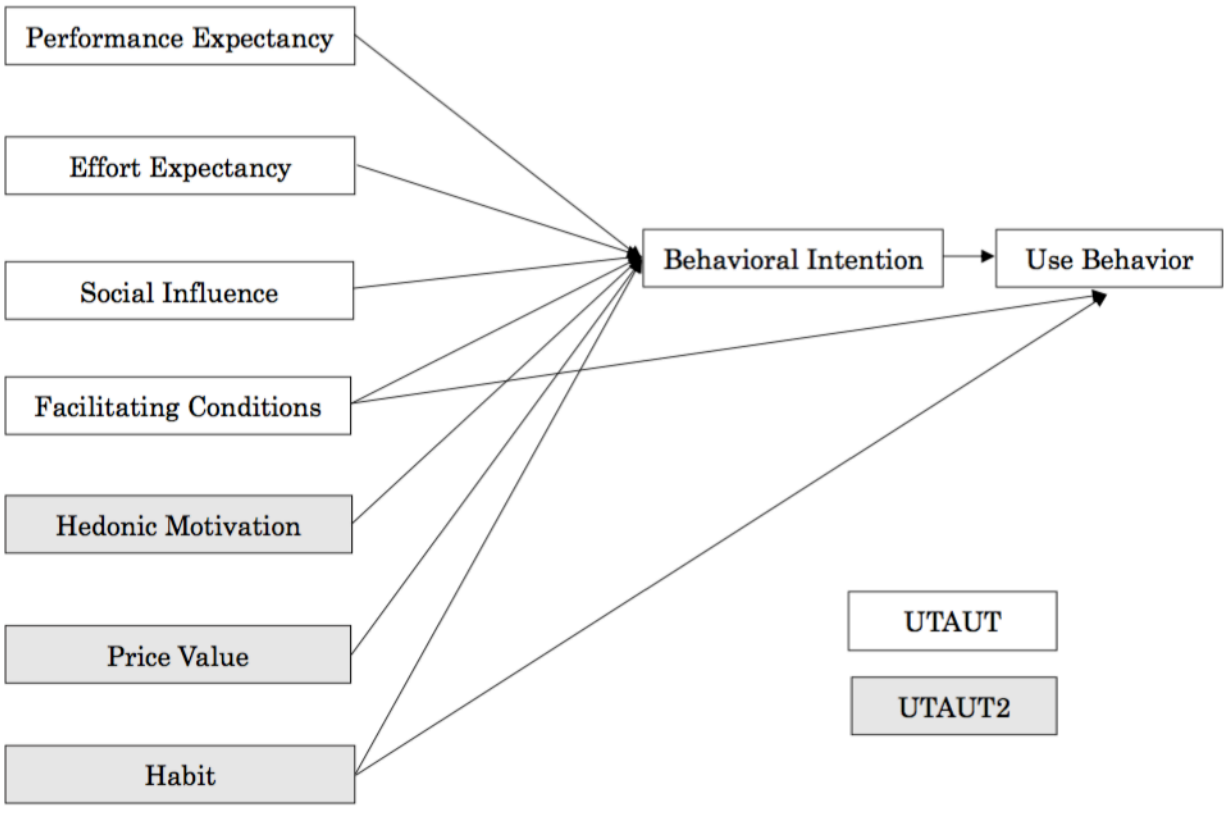
## 2-1-3. Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al, 2003) was developed through a review and consolidation of the constructs of eight prominent theories that earlier research had employed to explain information systems use behavior including TRA, TAM, Innovation Diffusion Theory and so on (Baptista & Oliveira, 2015). The constructs in the UTAUT are Performance expectation (PE), Effort Expectation (EE), Social Influence (SI), Facilitating Condition (FC). These constructs are related to previous researches. For example, performance expectancy is similar to the perceived usefulness of TAM and relative advantage of Diffusion of Innovation theory (Carolina, 2014). Effort expectancy is equivalent to the perceived ease of use of TAM and complexity of Diffusion of innovation theory (Martins et al., 2014).

The explanatory power of Technology Acceptance Model on behavioral intention and use behavior was about 40%, but the explanatory power of UTAUT model was raised to

about 70% (Bao et al., 2014: Venkatesh et al., 2012). UTAUT is very good to explain the acceptance and only organizational techniques used, however, it was also been confirmed limitation that can't be explained by this model along with the rapid development in information system field, there is an increasing need for UTAUT to enlarge its theoretical capacities and functionalities to address the new technology accordingly (Chen & Salmanian, 2017). Hence, based on the prior model, Venkatesh et al. (2012) proposed an extension of UTAUT model, labelled UTAUT2, to the theory in the context of consumers.

**Figure 5 UTAUT & UTAUT2 Model**




**Source: Venkatesh et al. (2012)**

There are seven concepts in this UTAUT 2 (Venkatesh et al., 2012). This model is

different from UTAUT are Hedonic Motivation (HM), Price Value (PV), Habit (HB). Venkatesh et al. (2012: 6-9) defined as follows: Performance Expectancy (PE) is defined as the degree to which using a technology will provide benefits to consumers in performing activities. Effort Expectancy (EE) is the degree of ease associated with consumers' use of technology. Social Influence (SI) is the extent to which consumers perceive that important others (e.g., family and friends) believe they should use a particular technology; and Facilitating Condition (FC) refer to consumers' perceptions of the resources and support available to perform a behavior. Hedonic Motivation (HM) is defined as the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use. Venkatesh at al. (2012) define Price Value (PV) as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost using them. The higher the price value, the more consumers adopt new technology enthusiastically (Alalwan et al.,2017). Habit (HB) has been defined as the extent to which people tend to perform behaviors automatically because of learning (Venkatesh et a al., 2012: 9). These seven structural concepts are variables explaining behavioral intention. The behavioral intention refers to individuals particular new technology (new equipment, new services, new system) the degree of belief and attitude that try to use (Jeon et al.,2010). Compared with UTAUT,

UTAUT 2 certainly has a stronger explanatory power for behavioral intention and actual technology use (Chen & Salmanian, 2017). Therefore, we adopt UTAUT 2 in our research because UTAUT2 is a model incorporating new variables, and it is more comprehensive (Venkatesh et al., 2012). There are a paper adopting the UTAUT 2 model (Chen & Salmanian, 2017) that empirically investigates ride sharing in China. However, research on the behavioral intention of Skill Sharing adopting the UTAUT 2 model can't be found by the author's investigation all over the world. In our research, we clarify factors that affect Skill Sharing behavioral intention UTAUT 2 model.

## 2-2. Diffusion of Skill Sharing

In this section, in order to modify UTAUT2 in Skill Sharing context, we review sharing economy fields. As mentioned above, Skill Sharing is a division of sharing economy.

In our research, we define sharing economy as "the mechanism of the economy that can be shared C to C through the platform, which has introduced due to the spread of SNS and which is not effectively utilized mainly among the individual owned property." In previous researches of sharing economy, trust is pointed out as important factor. Botsman & Rogers (2010) pointed out trust to others as a principle of the sharing economy, and in order to use sharing economy services, users must need to trust to others.

Furthermore, Japanese are concerned about sharing economy services strongly comparison with other countries, and it is essential to resolve users' anxiety by ensuring safety and reliability in order to expand related markets (Cabinet Secretariat IT comprehensive strategy Sharing economy Review meeting, 2016).

On Skill Sharing context, there are two kinds of trust which is trust on website and trust on individual. First, we find previous researches that point out importance of trust on E-commerce context. Thus, we review trust on website. Considering the characteristics of platforms that interact online, trust has been viewed as an important factor affecting consumer behavior (Pavlou & Gefen, 2004). Consumers are concerned about on-line security when buying and selling through the internet (Gefen & Straub, 2003). Skill sharing is basically a system in which individuals match via online platform service providers. Trust is more critical in the online shopping context than in brick-and-mortar stores because of the unique characteristics of the virtual shopping environment (Ha & Stoel, 2009). The more consumers trust the website, the more they exhibit favorable attitude (Wang & Jeong, 2018). In view of the e-commerce and the use of websites, it is very important to analyze the impact of trust.

Therefore, it is confirmed from previous researches that trust is an important factor influencing consumer behavior. However, we find influence of trust is not analyzed in

terms of its e-commerce in the characteristic of Skill Sharing online C to C transaction.

Next, we review trust on individual. According to Yamagishi (1998), trust can be defined is “expectation of the opponent’s intention”. Trust is based on social uncertainty (Yamagishi, 1998). Social uncertainty is the situation that information on the partner’s intention is needed while the information is insufficient (Yamagishi, 1998). When consumers make online purchasing decisions, consumers feel more uncertainty and increase perceived risk (Ha & Stoel, 2009). Trust is one of the most effective tools to reduce uncertainty and perceived risk (Pavlou & Gefen,2004). In the Skill Sharing context, it is up to individual’s discretion whether the provider will open information about provided quality of skill or individual service provider because Skill Sharing is C to C transaction. Without detailed information about provided quality of skill or individual service provider oneself, the uncertainty increases for user and also risk increases on transaction.

From previous researches, we find that trust is critical on two aspects which is trust on website and trust on individual. Also, we confirmed that the importance of these trust on Skill Sharing context. However, the influence of trust has not been empirically analyzed on Skill Sharing context. Therefore, we uniquely modify UTAUT2 model to Skill Sharing context.

# 3. HYPOTHESIS DEVELOPMENT

In this chapter, we develop hypothesis from previous studies and interview with 10 Skill Sharing platform service providers. Also, we clarify our conceptual model.

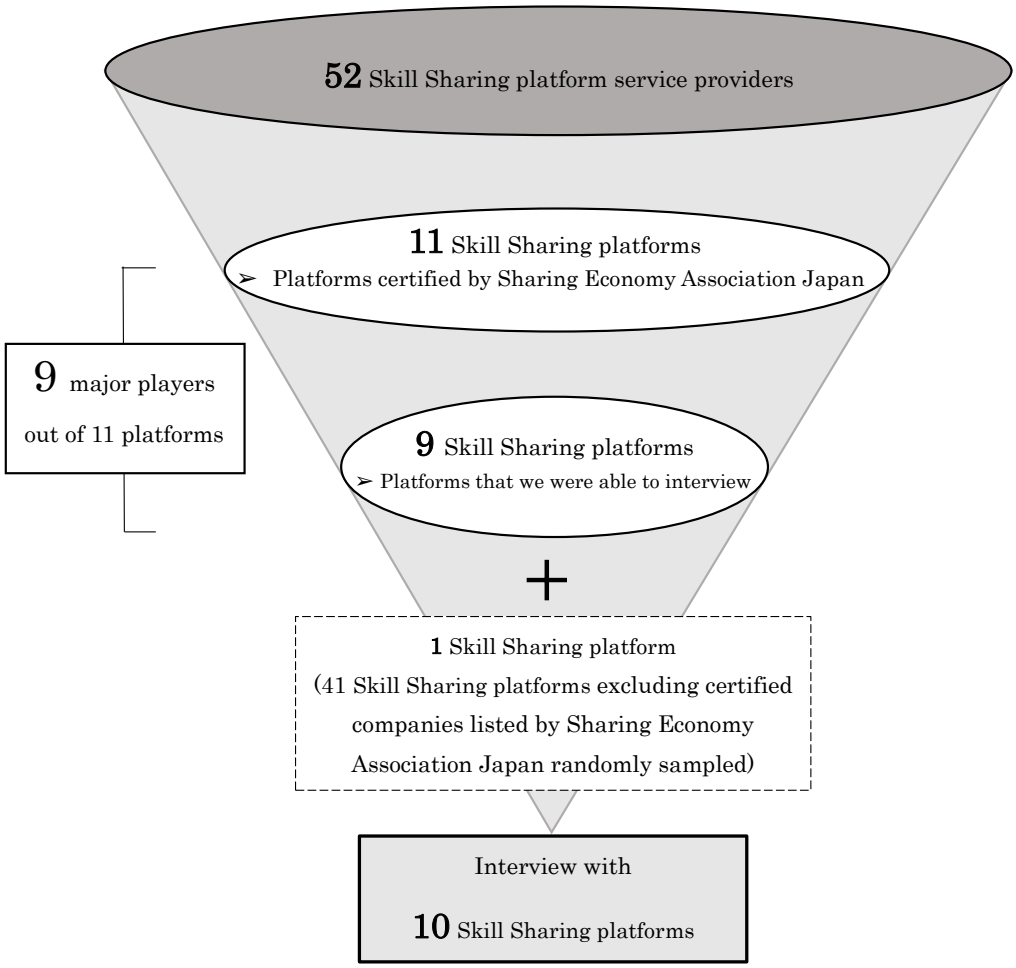
## 3-1. Interview with Skill Sharing platform service providers

In the previous section, we comprehensively reviewed the previous researches, thereby overlooking diffusion theory. In this section, we conducted platform service providers interview with the aim of grasping real problems in practical tasks difficult to know only from literature review and confirming other variables explaining the behavioral intention of Skill Sharing and use behavior. There are various methods for interview, our interview method chose semi-structured interview. A semi-structured interview is an interview method that gives enough flexibility according to the interviewer's reaction and the interest of the interviewer (Yamada, 2014).

The population for our interview is chosen as follows. There are 52 Skill Sharing platform service providers listed by Sharing Economy Association Japan. 11 out of 53 platforms are certified by Sharing Economy Association Japan. We judged that these 11 platforms are valid as our study's interview targets because those 11 platforms are major service providers in Japan. In appointment to these platforms, we were able to interview

9 of the 11 certified platforms. In addition, 41 platforms excluding certified companies listed on Sharing Economy Association Japan randomly sampled and 1 platform was extracted to accomplish the target number. Figure 6 shows that interview samples.

**Figure 6 Interview samples**




**Source: authors**

The interview we conducted 10 platforms totaled 9 hours. After recording the interview, all the interview contents were transcribed and qualitatively coded. Figure 7 shows what we analyzed interview results.

Based on platform interview, we confirmed two facts. First, according to 9 interviewees out of 10 platforms, the "trust" that was pointed out in the literature review is a problem, Second, all of 10 platforms suggested that the problem is "information asymmetry". From that, we could extract information asymmetry, which is a new problem on Skill Sharing context. Information asymmetry refers to unfairness is caused by one side having a lot of information at the time of transaction between a supplier (business person) and a consumer (user), and the uneven distribution of information that is not desired to be dealt with (Shibata, 2012). Transactions are conducted between Skill Sharing users and providers, not only detailed information on skills but also information on users and providers themselves are often insufficient. From platform interviews, it was possible to confirm that. In addition, it was also confirmed that both of provider and the user with a small amount of information are difficult to trade successfully.

| No. | Operating platform (Company name) | Industry | Date and Time/ Method | Interviewee | About Trust | About Information Asymmetry |
|---|---|---|---|---|---|---|
| 1 | Coconara (Inc. Coconara) | Free market of the skills | Aug.20,2018 4:00pm~5:00pm Tell | Public Relations | The level of Japanese trust is low. There is resistance to connecting with strangers. | There is introduction of evaluation system and review system against information asymmetry. |
| 2 | ANYTIMES (Inc. ANYTIMES) | | Jul.25,2018 1:00pm~2:00pm Face to face | CEO | There is a strong sense of resistance to calling strangers into the house through the Internet. | The signing rate is higher if information about users' and provider's surface profile are enough. |
| 3 | Cyta (Inc. Crowd works) | | Aug.30,2018 3:00pm~3:30pm Tell | Public Relations | N/A | If there are no information, it is difficult to match requests of providers and users. |
| 4 | Kajinavi (Inc. SAINT-WORKS) | House keeping | Jul.19,2018 5:00pm~6:00pm Face to face | Project leader | There is a sense of resistance to sharing. Manners and morals are required. There is distrust between user's and provider's. | There are needs to understand each other by mutual evaluation. Therefore, efforts will be needed to create an environment in which providers and users can trust each other.<br>The technology provided is ambiguous by people. |
| 5 | Tasukaji (Inc. Tasukaji) | | Aug.10,2018 11:30am~12:30pm Face to face | Public Relations | Anxiety about individual transaction. There is resistance to asking others to do housework. Communication and manners are important. | Information Asymmetry is a problem.<br>There is introduction of evaluation system against information asymmetry. |

Figure 7 Interview results

| No. | Operating platform (Company name) | Industry | Date and Time/ Method | Interviewee | About Trust | About Information Asymmetry |
|---|---|---|---|---|---|---|
| 6 | Asmama (Inc. Asmama) | Parenting | Jul.25,2018 1:00pm~2:00pm Face to face | Regional resource development | It is necessary to face confidence by confronting with others and securing trust. | Holding a providers' meeting against information asymmetry. |
| 7 | kidsline (Inc. kidsline) | | Aug.29,2018 11:00am~11:30am Tell | N/A | It is difficult to guarantee the skill of the sitter. It is necessary to ensure the relationship between user and provider. There is a sense of resistance to using Skill Sharing. | User's information literacy needs to be high. There is not recognition that their own skill is useful. |
| 8 | TABICA (Inc. Gaiax) | Tour Guide | Aug.8,2018 11:00am~12:00pm Face to face | Division Director | Consumers are unlikely to recognize the security of relief and secure because the culture of skill sharing has not established yet. There is introduction of a system for presenting telephone numbers. | We are trying to visualize skills by introducing individual evaluation systems. |
| 9 | Crowed Care (Inc. Crowd Care) | Nursing | Aug.13,2018 10:00am~10:30am Tell | CEO | There is users' anxiety about freelance people providing skills in idle time. | It is important to release both of users' and providers' profile on the web. |
| 10 | iRepairs (Inc. iRepairs Lab) | Repairing iPhone | Aug.10,2018 3:00pm~4:00pm Face to face | CEO | It is difficult to establish a trust relationship from distrust of CtoC transactions. | User's do not know about what provided skill is. |

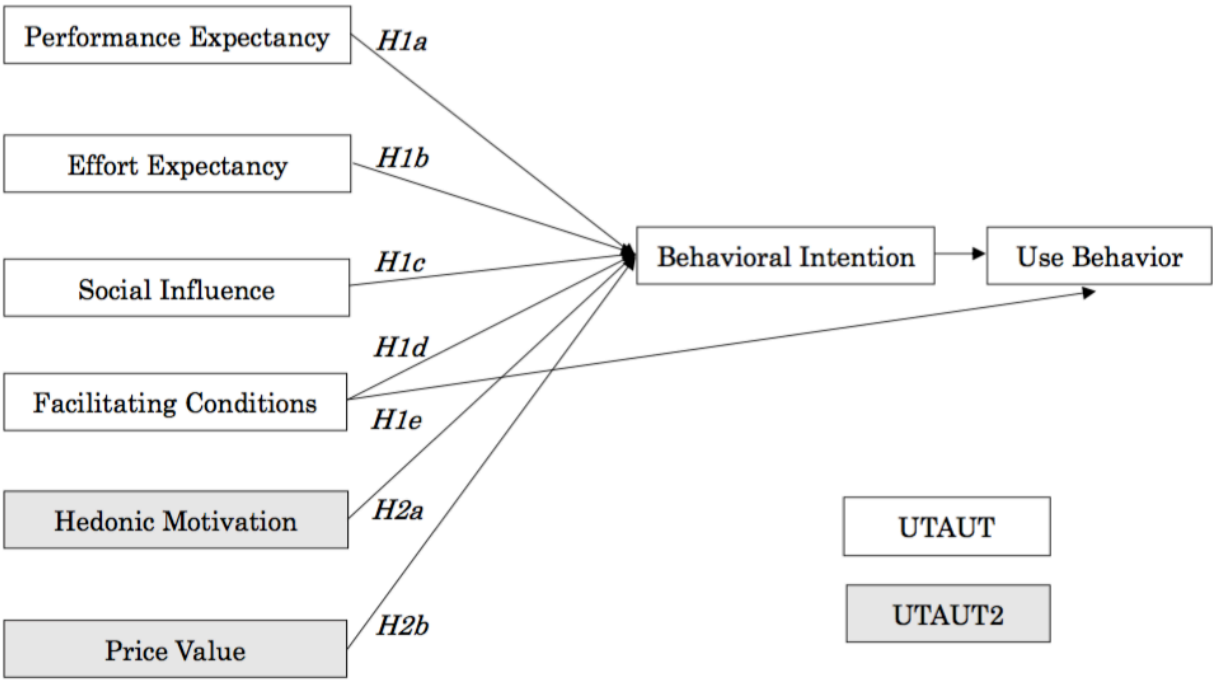
Source: authors

## 3-2. Hypothesis

We develop a hypothesis based on previous researches and platform interviews.

The variables at the bottom of the hypothesis conceptual model in Figure8 are variables that our study independently incorporated into the UTAUT2 model.

**Figure 8　Hypothesis 1 & 2**




**Source: Venkatesh et al. (2012)**

Customers seem to be more motivated to use and accept new technology if they perceive that this technology is more advantageous and useful in my life (Davis et al.,1989). As advantage of users, Skill Sharing has advantage of being able to order individuals casually for housekeeping substitution or nursing care and so on. Therefore, we develop the hypothesis.

**H1a: Performance Expectancy positively influence consumers' behavioral intention of Skill Sharing.**

In line with Davis et al. (1989), the individual's intention to accept a new system is not only predicted by how much the system is positively valued but also by how much using this system is not difficult and requires free efforts (Alalwan et al.,2017: 102). In other words, consumers think that it is not necessary to make effort when using Skill Sharing, it is considered to have a positively influence on behavioral intention of Skill Sharing. In Skill Sharing, although it depends on platform such as usage, it can't be said that complexity is high.

Even though considering that a number of Skill Sharing platforms is one of the factors that increasing the complexity, consumers can start trading as soon as register platform. Considering this characteristic, complexity is considered to be low. Therefore, we develop

the hypothesis.

**H1b: Effort Expectancy positively influence consumers' behavioral intention of Skill Sharing.**

Social influence is important role consumer behavior (Slade et al.,2015). It is considering that the Skill Sharing in Japan is also influenced by the social around. Rogers (1962) point out if the results of an innovation are visible to others, people adopt that innovation. Therefore, we develop the hypothesis.

**H1c: Social Influence positively influence consumers' behavioral intention of Skill Sharing.**

In the UTAUT model, the Facilitation Conditions only explain use behavior, but in the UTAUT2 model, it is a variable that can explain behavioral intention. Whether or not consumers perceive that the necessary surrounding support can be received to use Skill Sharing is considered to affect behavioral intention. Therefore, we develop the hypothesis.

**H1d: Facilitating Condition positively influence consumers' behavioral intention of Skill Sharing.**

**H1e: Facilitating Condition positively influence consumers' use behavior of Skill Sharing.**

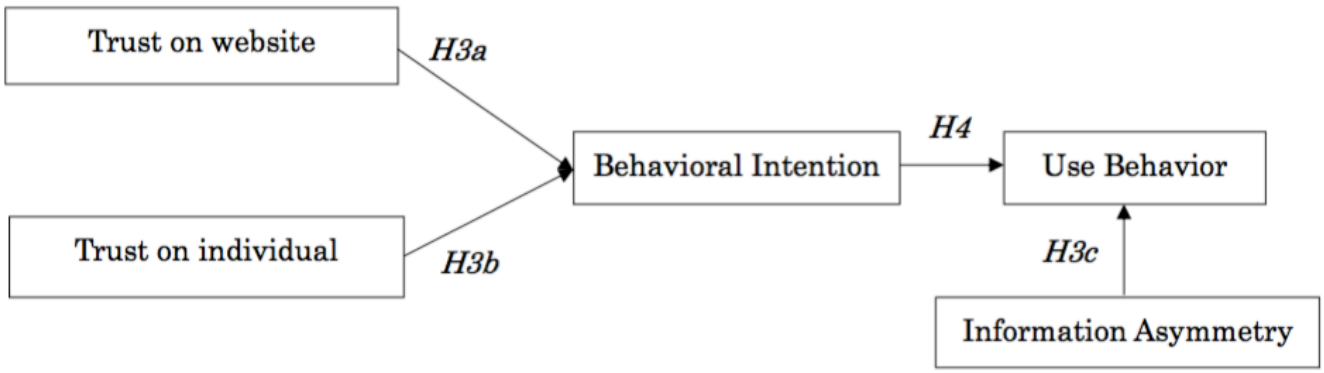
Venkatesh et al. (2012) presented a direct connection between the hedonic motivation that conceptualizes perception of use customer's new technology (Alalwan et al.,2017). Perceived enjoyment centers on intrinsic motivation are as well important determinants of behavioral intention (Chen & Salmanian, 2017). Perception of enjoyment is also an important factor in Skill Sharing. Therefore, we develop the hypothesis.

**H2a: Hedonic Motivation positively influence consumers' behavioral intention of Skill Sharing.**

Price Value has a positive influence on the intention of use when it is perceived that the gain by the use of the new technology is higher than the monetary cost (Venkatesh et al, 2012). The higher the Price Value, the more consumers adopt new technology enthusiastically (Alalwan et al.,2017). It is considered that when the consumer thinks that the gain to receive is higher than the cost to pay also in the skill share, it will have a positive influence on the behavioral intention of the skill share of consumers. Therefore, we develop the hypothesis.

**H2b: Price Value positively influence consumers' behavioral intention of Skill Sharing.**

Figure 9 Hypothesis 3 & 4




Trust was confirmed to be an important factor from previous researches and interviews with practitioners. We consider that there are two types of trust. Firstly, trust on platform service providers' websites, Secondly, consumers' trust on individuals in Skill Sharing.

The more the consumer trusts the website, the better the consumer expresses the better usage attitude (Wang & Jeong,2018). In platform service provider interviews, we confirmed the importance of trust on individual. On the other hand, previous researches have pointed out that trust has a positive influence on the participation intention of the sharing economy (Yang et al.,2016: Hamari et al.,2015). Hence, in this study, we incorporated trust to explain behavioral intention of Skill Sharing in the UTAUT2 model. There are also some previous researches incorporating in UTAUT and UTAUT2 (Alalwan et al.,2017: Slade et al.,2015). Therefore, we develop the hypothesis.

**H3a: Consumers' trust of the Skill Sharing website positively affects their behavioral intention of Skill Sharing.**

**H3b: Consumers' trust of individual service provider positively affects their behavioral intention of Skill Sharing.**

In the platform service provider interview, we were able to confirm the problem "Information asymmetry". As skill sharing trades intangible services such as skills and techniques, it is inferred that more information is needed than sharing services of goods such as Mercari.

We consider that information asymmetry caused a causal relationship in use behavior. Because we considered that information asymmetry was actually perceived when actually trying to start a transaction. Therefore, we considered that it has a negative influence on use behavior, not behavioral intention.

Some previous researches incorporate information asymmetry into the UTAUT model (Guo & Barnes,2007). Therefore, we develop the above hypothesis.

**H3c : Information Asymmetry negatively influence consumers' use behavior of Skill Sharing.**

Behavioral intention of Skill Sharing is defined as the degree of belief and attitude that consumers register in the Skill Sharing platform and try to provide or use skills. Use behavior of Skill Sharing is defined as having to actually conduct transactions by skill sharing after registering in the skill sharing platform or to be strongly anticipated to actually do business. Therefore, we develop the hypothesis.

**H4：Behavioral intention of Skill Sharing positively influence consumers' use behavior of Skill Sharing.**

In this conceptual model, we exclude the variable "Habit" from UTAUT2 model and incorporate the two variables "Trust" and "Information Asymmetry" which influences behavioral intention of Skill Sharing. As mentioned in introduction, the utilization rate of Skill Sharing was 1%. Considering most people don't use Skill Sharing, there is no "Habit" in consumer experience. Furthermore, our study objective is diffusion of Skill Sharing for general consumers who have never used skill sharing. There is no Habit of using Skill Sharing for those who do not have experience using the technology, for people who do not even recognize in the first place, it is considered that sufficient time is required for consumers to take customer behavior. Therefore, it is difficult to investigate the role of habit in the current research. In previous researches (Alalwan et al., 2017),

there are also studies excluding habit in the UTAUT2 model for the same reason as this research. For the reason above, we exclude the variable “Habit”.

In this study, eight variables in total explain the behavioral intention Skill Sharing, and behavioral intention and facilitating condition are models to explain use behavior.

## 4. HYPOTHESIS TESTING

We conducted a large-scale consumer questionnaire survey to verify hypotheses. The reason to select the method is that to clarify what factors promote Skill Sharing diffusion in Japanese market. Also, we gain 744 respondents from Japanese and Chinese consumers. As a result, we gain findings from hypothesis testing.

### 4-1. Research Design

The target is Japanese and Chinese. The reason for conducting questionnaire survey in these two countries is that factors which influence behavioral intention of Skill Sharing is considered different between China already diffused and Japan which doesn't diffuse. Therefore, it is possible to clarify what factors promote Skill Sharing diffuse in japan by comparing Skill sharing in Japan and China.

We targeted only Chinese who live in Japan because it was difficult to collect responses of local Chinese. We conducted questionnaire by online survey web site for Japanese and Chinese. In addition, we also carried out by papers for Chinese. Native Chinese who is living in Japan translated questionnaire from Japanese into Chinese.

Figure 10 Data of samples

| | Japanese | Chinese |
|---|---|---|
| Period | 2018/10/5~10/31 | 2018/10/10~11/1 |
| Sample size | 351<br>(Valid response: 300,<br>Response rate: 85.4%) | 475<br>(Valid response: 444,<br>Response rate: 93.5%) |
| Detail of samples | ●Gender<br>・Male: 148(49.3%)<br>・Female: 147(49.0%)<br>・Other: 5(1.7%)<br>●Age<br>・Under 18years: 2(0.7%)<br>・18-25years: 231(77.0%)<br>・26-30years: 14(4.7%)<br>・31-45years: 15(5.0%)<br>・46years and over: 38(12.7%) | ●Gender<br>・Male: 239(53.8%)<br>・Female: 195(43.9%)<br>・Other: 10(2.3%)<br>●Age<br>・Under 18years: 14(3.2%)<br>・18-25years: 371(83.6%)<br>・26-30years: 46(10.4%)<br>・31-45years: 7(1.6%)<br>・46years and over: 6(1.4%) |

In order to ensure the validity of the questionnaire items and scale, we create questionnaire to match the context of Skill Sharing based on questionnaire items that were validated in previous researches. In our study, each questionnaire items were measured by Likert 6 point scale (1: totally disagree ~ 6: totally agree). In order to ensure respondents to make a clear standpoint toward the questions, we decide to apply a six points Likert scale on questionnaire to prevent respondents from irresponsible answering with a middle ambiguous option(Chen & Salmanian, 2017 : 35). Questionnaire items of our study shows that Appendix1.

## 4-2. Data analysis and results

In our study, we examine using SEM (Structural Equation Modeling). SEM is a statistical method widely used in fields such as behavioral science for the purpose of investigating causality (Hox & Bechger, 2007).

Firstly, we conduct a reliability analysis. Because we measure abstract concepts, also there are original variable by authors in questionnaire. In order to analyze reliability, we use Cronbach's alpha coefficient. It is generally said that 0.7 to 0.8 or more is appropriate, in our study, it exceeds that value, it can be said that reliability was secured. As a result of reliability analysis in Japan, all latent variables are secured reliability excluding FC1, factor loading is 0.6 or less.

Also, we conduct a reliability analysis excluding EE1, FC1, FC2, FC3, PV1, factor loadings are 0.6 or less. As a result of reliability analysis, Facilitating Condition don't secure reliability. Therefore, we test hypothesis excluding Facilitating Condition.

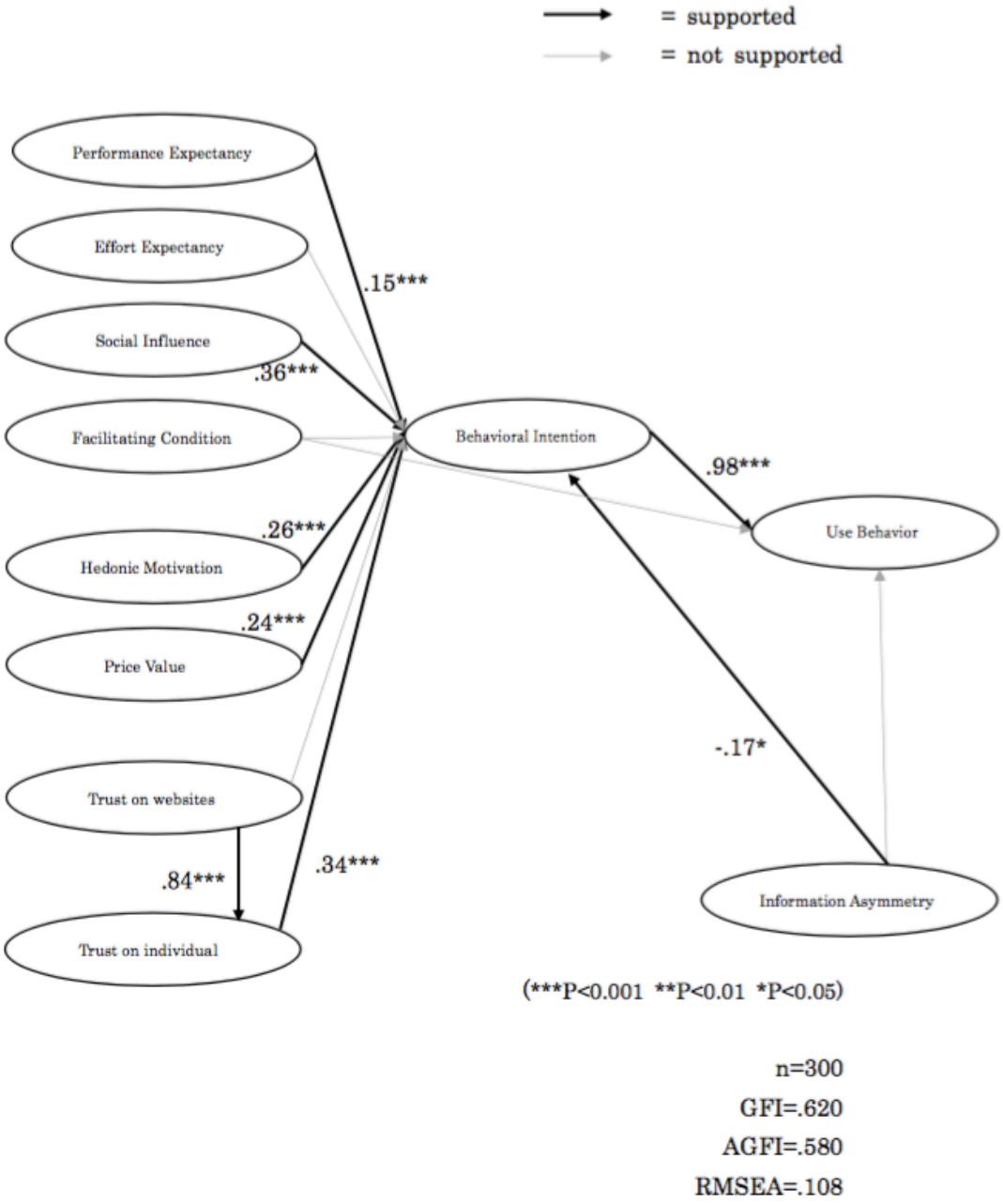
Secondly, we analyzed causal relationships of the independent variables to verify our hypotheses. R-Squares which nine explanatory variables give to a dependent variable is 0.574 in Japan and 0.541 in China. Next, we explain the results of the pass coefficient representing causality and correlation for this analysis. The pass coefficient between performance expectancy and behavioral intention recorded 0.18 in Japan and 0.41 in

China. And the pass coefficient between social influence and behavior intention recorded 0.39 in Japan and 0.25 in China. Also, the pass coefficient between hedonic motivation and behavior intention recorded 0.28 in Japan and 0.29 in China. And the pass coefficient between price value and behavioral intention 0.27 in Japan. In addition, the pass coefficient between trust on individual and behavioral intention recorded 0.34 in Japan and 0.14 in China. Information asymmetry has negative influence on behavioral intention recorded -0.17 in Japan not use behavior. The pass coefficient between behavioral intention and use behavior recorded 0.98 in Japan and 1.13 in China. We find pass coefficient between trust on website and trust on individual recorded 0.84 in Japan and 0.78 in China.

About P-value indicating the significance probability in Japan, information asymmetry recorded 0.02, all variables excluding information asymmetry recorded ***. (***P<0.001 **P,0.01 *P<0.05) In China, all variables recorded ***. (***P<0.001 **P,0.01 *P<0.05) Next, the fitting model in Japan, GFI was .620, AGFI was .580, RMSEA was .108. In China, GFI was .738, AGFI was .707, RMSEA was .093.

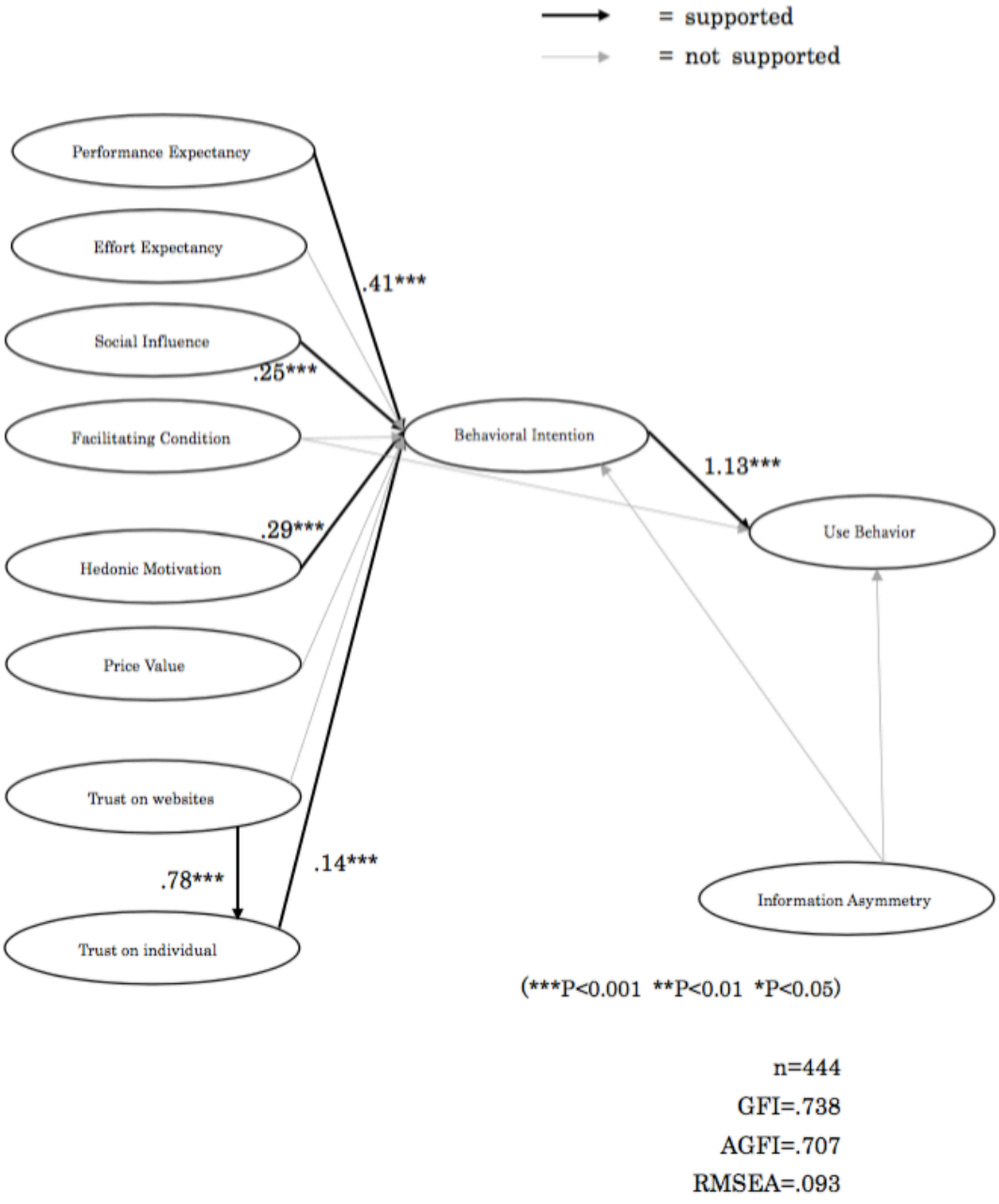
As a result of hypothesis testing, in Japan, H1a, H1c, H2a, H2b, H3b, H4 are supported. In China, H1a, H1c, H2a, H3b, H4 are supported. Figure 11,12 shows hypothesis testing results in Japan and China.

Figure 11 Hypothesis testing results in JAPAN




Source: authors

Figure 12 Hypothesis testing results in CHINA




Source: authors

# 5. DISCUSSION

In this chapter, we discuss based on hypothesis test results in Japan. Furthermore, we compare analysis results in Japan and China to clarify factors promote Skill Sharing diffusion in Japan.

The significant finding of our study is that we could find factors that promote diffusion of Skill Sharing. The findings make possible to show how platform service providers could diffuse their services in Japanese market faster.

We find three important variables that social influence, trust and information asymmetry to explain diffusion of Skill Sharing. Firstly, social influence is supported. This result suggests that Japanese consumer are greatly influenced from reference group (i.e. families, friends, colleagues) to use Skill Sharing. Therefore, in Japan, when someone who are close to oneself utilize Skill Sharing service, those consumers may try to use one. In platform service providers interview, many platforms said that social influence must be important. Our study also confirm social influence is important factor. Secondly, trust and information asymmetry are very important factors in Skill Sharing context. Trust on website wasn't supported, however, we find strong coefficient between trust on website and trust on individuals who offer skills. This result suggests that the more consumer trust on platform service providers, the more consumer trust on

individual service offerings. This result suggests that if trust on individual are secured through platform service provider, consumer try to use Skill Sharing. In platform service providers interview, 9 out of 10 platforms said that trust is important on Skill Sharing context, however trust what they assumed was not clear at that moment. Therefore, we reveal there are two kinds of trust; trust on website and trust on individual on Skill Sharing context. In addition, information asymmetry was supported. In Japan, consumers tend to feel anxiety if information about individual service provider or provided quality of skill are not enough. Next, behavioral intention significantly and strongly correlate with use behavior. This result suggests that if consumer has behavioral intention of Skill Sharing, they are supposed to utilize Skill Sharing service more often.

On the other hand, effort expectancy was not supported in our survey. Consumers think that it is not necessary to make effort when using Skill Sharing, it is considered to have a positively influence on behavioral intention of Skill Sharing. Also, facilitating condition was not supported. It hardly has influence on behavioral intention of Skill Sharing because there are many Japanese consumers who don't have experience with using Skill Sharing, thus they don't know platforms' support or other's support.

In the next step, we compare analysis results between in Japan and China. In China,

especially, performance expectancy has strong influence on behavioral intention. It is considered that because 60.3% Chinese consumers have experience using Skill Sharing before. This result suggests that if once Japanese consumers use Skill Sharing service, they may find out improvement of their daily life such as cleaning up rooms, taking care of children at home which positively influence on behavioral intention of Skill Sharing. In China, information asymmetry and price value were not supported. This result suggests that Chinese consumers understand benefits of Skill Sharing better, thus consumers in China use Skill Sharing even if there are not so much information about skill offers and its price.

Finally, fitting indices, GFI, AGFI, RMSEA were not high enough. We consider these results due to three reasons. First, we extend the original model from eleven variables due to test hypotheses. Second, our survey is also conducted with consumers who don't have experience with using Skill Sharing to explain diffusion of all consumers. In order to be high fitting indices, there are need to test consumers who have experience with using one. Third, it may exist other variables that explains behavioral intention of Skill Sharing. Therefore, we consider these reasons why our model couldn't archive high fitting indices.

# 6. CONCLUSION

In this chapter, firstly, we describe theoretical and practical contributions by proposing diffusion method based on our study. Secondly, we describe imitation, future direction and evaluation from one practitioner as second interview. We summarize the evaluation below.

Our study contributes in two ways; theoretical and practical contribution. In academic field, our findings contribute to sharing economy field and theory of diffusion, adaptation theory and trust. There is no previous study about Skill Sharing, hence we reviewed sharing economy studies and diffusion theory historically. From literature review, we find UTAUT2 model to explain behavioral intention of new technology. From literature review and interview with major platform service providers combined together, we confirmed that trust and information asymmetry are important factors that explain behavioral intention of Skill Sharing in Japan. Therefore, we modified the original diffusion model specific to Skill Sharing context by incorporating trust and information asymmetry factors. Especially, we find information asymmetry as new factor on UTAUT2 model. In previous researches, Jeon (2011) points out necessity that incorporating negative factors in UTAUT2 model to explain consumer behavior of users who do not want to accept the new technology. Therefore, we also contribute to add negative factor

in UTAUT2 model. In order to grasp factors that promote Skill Sharing diffusion in Japan, we conducted survey in Japan and China and we could get 744 respondents. As a result, we clarify factors that explain behavioral intention of Skill Sharing in Japan and China. This study is one of the forefront studies adopting UTAUT2 and empirically testing in Japan and China on Skill Sharing context.

From practical perspective, firstly, we find social influence is the most crucial variable to try to use Skill Sharing. Especially in Japan, we testify that consumers are influenced by reference group who may evaluate positive image to them by using Skill Sharing service. We find it is important thing that practitioner should take into consideration influence by reference group of people. Secondly, we find trust on website have positively influence on trust on individuals who offer their skills. Practitioner should establish trustworthy website for consumers to promote to utilize Skill Sharing service. Also, we clarify Japanese consumers feel anxiety when information about individual service provider or provided skills. Therefore, practitioner should make users open their information in detail about skill's information and users' information such as profile, head shot.

Based on our study, we have proposed the diffusion method of Skill Sharing in first time ever. Firstly, platform service providers should develop marketing strategy that

utilizing WOM (Words Of Mouth), reputation by reference group. Next, in order to establish trust on individual, investment in website that consumer can trust is necessary. It leads to enhance Japanese consumers' behavioral intention of Skill Sharing. Furthermore, if once consumers use Skill Sharing, they may perceive benefits of Skill Sharing service better. As a result, Skill Sharing may diffuse in Japanese market faster.

Finally, we conducted a second round interview to ANYTIMES Inc. who is one of the major platform service providers in Japan. We find limitation and expansion of our study from second interview. The aim of second interview is to directly hear opinions and evaluation from practitioners about our study results. They said our survey results are useful to accelerate their business strategy more further because our result is the first evidence in this industry. Also, they gave some advices about consumer survey and study results. They recommend us that in future study, we should take account on culture, political system and geographical factors into consideration when it conducts a survey for Chinese consumer. Also, they said other practitioners already know trust on website is important. As the limitation of our study, firstly, we can't specifically how to establish trust on website. From our second interview, practitioner want to grasp how to develop and maintain trust on website. What should practitioner specifically do to establish trust on website? Future studies should clarify what factors to establish trust on website

especially Skill Sharing context. Secondly, our survey respondents were obtained by mainly college students in Japan. Future studies should include all generation equally. Thirdly, fitting indices of our study were not high enough. Therefore, future studies should search other variables including control variables to enhance one.

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https://sharing-economy.jp/ja/trust/　(2018 年 9 月 10 日アクセス)

日本シェアリングエコノミー協会　シェアリングエコノミー領域 map

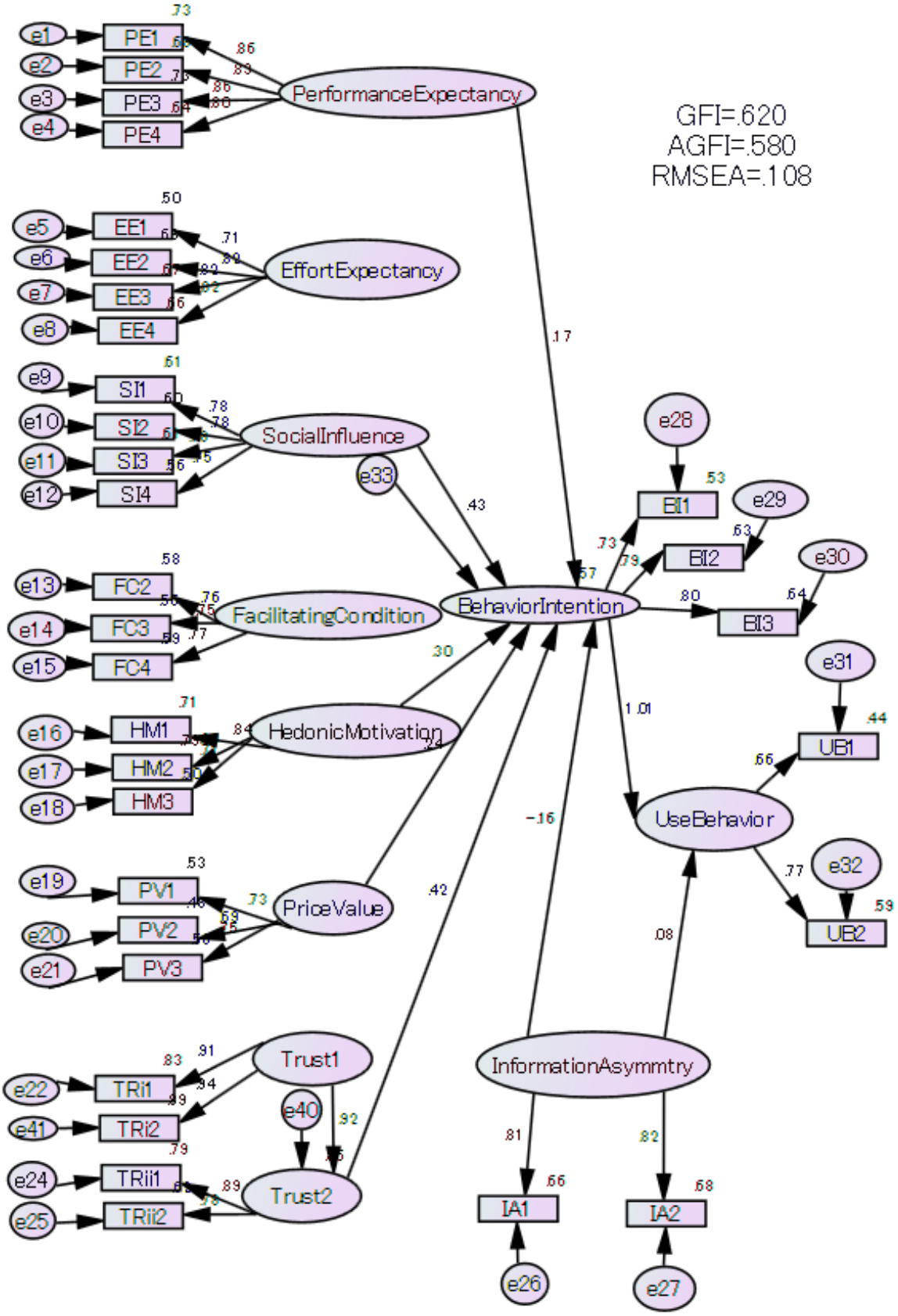
https://sharing-economy.jp/ja/news/map/ (2018 年 9 月 10 日アクセス)

## Appendix1　Construct & Items

| Construct | | Items | Source |
|---|---|---|---|
| Performance Expectancy (PE) | PE1 | I find Skill Sharing helpful in my life. | Venkatesh et al. (2012) |
| | PE2 | I think that Skill Sharing facilitate tasks to do in my daily life. | Venkatesh et al. (2012) |
| | PE3 | I find easy to earn money by using Skill Sharing. | Venkatesh et al. (2012) |
| | PE4 | I think that Skill Sharing is useful for me. | Venkatesh et al. (2012) |
| Effort Expectancy (EE) | EE1 | I would find Skill Sharing not difficult to use. | Venkatesh et al. (2012) |
| | EE2 | It is easy for me to become skillful at using Skill Sharing. | Venkatesh et al. (2012) |
| | EE3 | Figuring out how to use Skill Sharing apps is easy. | Venkatesh et al. (2012) |
| | EE4 | Learning how to use Skill Sharing is easy for me. | Venkatesh et al. (2012) |
| Social Influence (SI) | SI1 | People who are important for me think that I should use Skill Sharing. | Venkatesh et al. (2012) |
| | SI2 | I perceive that by using Skill Sharing raises my prestige or image. | Venkatesh et al. (2012) |
| | SI3 | I would use Skill Sharing if my colleagues used them. | Venkatesh et al. (2012) |
| | SI4 | People who are important me could influence my intention to use Skill Sharing. | Venkatesh et al. (2012) |
| Facilitating Condition (FC) | FC1 | I have the resources necessary to use Skill Sharing. | Venkatesh et al. (2012) |
| | FC2 | I'm aware that the customer support of Skill Sharing is available for me. | Venkatesh et al. (2012) |
| | FC3 | Skill sharing are compatible with my lifestyle. | Venkatesh et al. (2012) |
| | FC4 | I can get help from others when I have difficulties using Skill Sharing. | Venkatesh et al. (2012) |
| Hedonic Motivation (HM) | HM1 | Using Skill Sharing is fun. | Venkatesh et al. (2012) |
| | HM2 | Using Skill Sharing is enjoyable. | Venkatesh et al. (2012) |
| Information Asymmetry (IA) | IA1 | I feel anxious when information about transactional person is not enough on Skill Sharing website. | Interview with platforms |
| | IA2 | I feel anxious when information about provided skill is not enough on Skill Sharing website. | Interview with platforms |
| Behavioral Intention (BI) | BI1 | I predict I would use Skill Sharing in future. | Venkatesh et al. (2012) |
| | BI2 | I predict I would provide some skills on Skill Sharing website in future. | Venkatesh et al. (2012) |
| | BI3 | I encourage my colleagues to use Skill Sharing. | Venkatesh et al. (2012) |
| Use Behavior (UB) | UB1 | I think that I would frequently use Skill Sharing. | Venkatesh et al. (2012) |
| | UB2 | I really want to use Skill Sharing. | Venkatesh et al. (2012) |

| | | | |
|---|---|---|---|
| Information Asymmetry (IA) | IA1 | I feel anxious when information about transactional person is not enough on Skill Sharing website. | Interview with platforms |
| | IA2 | I feel anxious when information about provided skill is not enough on Skill Sharing website. | Interview with platforms |
| Behavioral Intention (BI) | BI1 | I predict I would use Skill Sharing in future. | Venkatesh et al. (2012) |
| | BI2 | I predict I would provide some skills on Skill Sharing website in future. | Venkatesh et al. (2012) |
| | BI3 | I encourage my colleagues to use Skill Sharing. | Venkatesh et al. (2012) |
| Use Behavior (UB) | UB1 | I think that I would frequently use Skill Sharing. | Venkatesh et al. (2012) |
| | UB2 | I really want to use Skill Sharing. | Venkatesh et al. (2012) |

Appendix2 Analysis in JAPAN from SPSS Amos



Appendix3

**推定値 (ｸﾞﾙｰﾌﾟ番号 1 - ﾓﾃﾞﾙ番号 1)**

**ｽｶﾗｰ推定値 (ｸﾞﾙｰﾌﾟ番号 1 - ﾓﾃﾞﾙ番号 1)**

**最尤(ML)推定値**

**係数: (ｸﾞﾙｰﾌﾟ番号 1 - ﾓﾃﾞﾙ番号 1)**

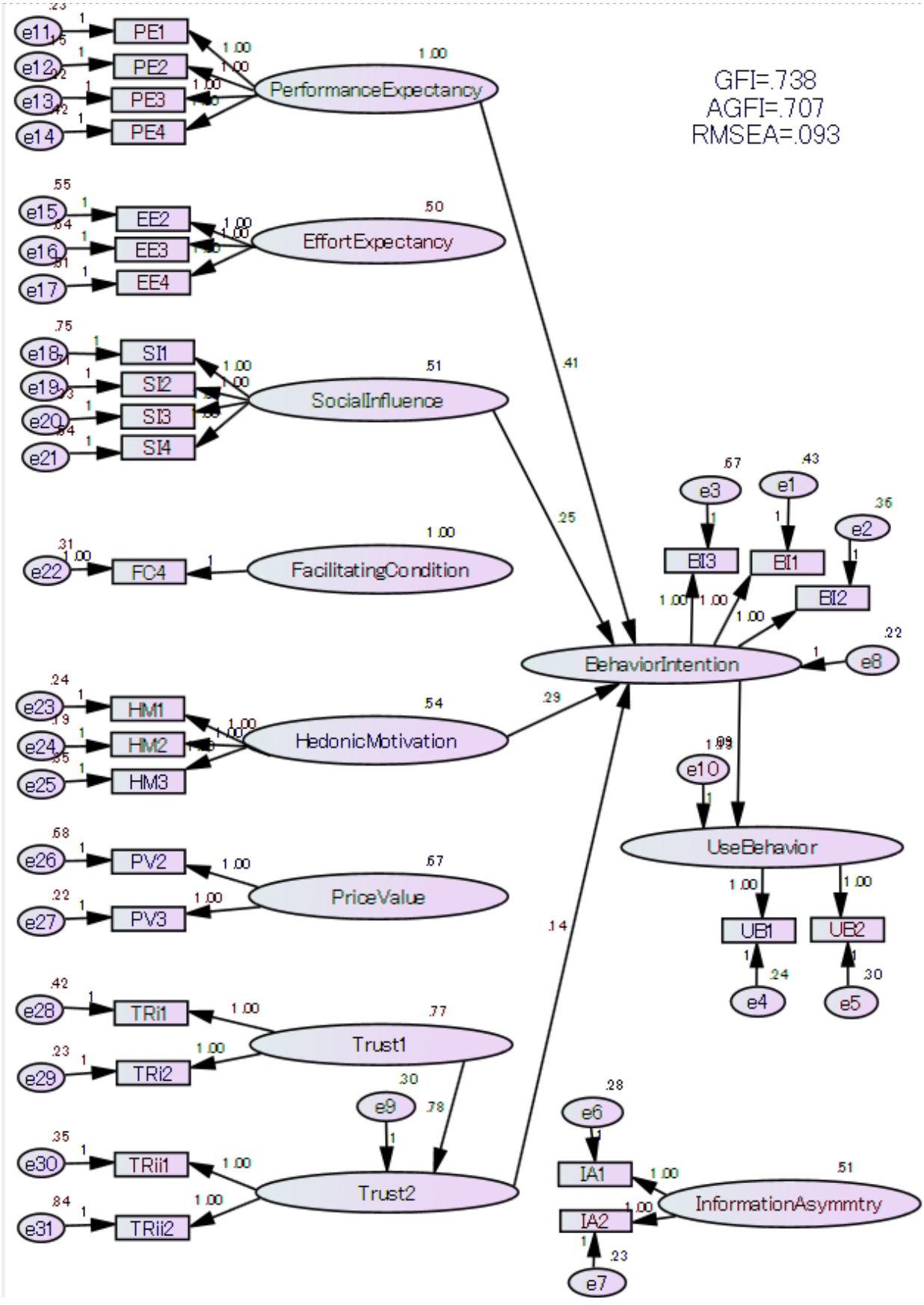
| | | | 推定値 | 標準誤差 | 検定統計量 | 確率 | ﾗﾍﾞﾙ |
|---|---|---|---|---|---|---|---|
| TrustOnIndividual | <--- | TrutOnWebsite | .842 | .035 | 23.751 | *** | |
| BehaviorIntention | <--- | PerformanceExpectancy | .149 | .042 | 3.559 | *** | |
| BehaviorIntention | <--- | SocialInfluence | .362 | .043 | 8.436 | *** | |
| BehaviorIntention | <--- | HedonicMotivation | .257 | .043 | 6.016 | *** | |
| BehaviorIntention | <--- | PriceValue | .238 | .053 | 4.531 | *** | |
| BehaviorIntention | <--- | TrustOnIndividual | .345 | .041 | 8.381 | *** | |
| BehaviorIntention | <--- | InformationAsymmetry | -.132 | .043 | -3.076 | .002 | |
| UseBehaviior | <--- | BehaviorIntention | .982 | .051 | 19.386 | *** | |
| PE1 | <--- | PerformanceExpectancy | 1.000 | | | | |
| PE2 | <--- | PerformanceExpectancy | 1.000 | | | | |
| PE3 | <--- | PerformanceExpectancy | 1.000 | | | | |
| PE4 | <--- | PerformanceExpectancy | 1.000 | | | | |
| EE1 | <--- | EffortExpectancy | 1.000 | | | | |
| EE2 | <--- | EffortExpectancy | 1.000 | | | | |
| EE3 | <--- | EffortExpectancy | 1.000 | | | | |
| EE4 | <--- | EffortExpectancy | 1.000 | | | | |
| SI1 | <--- | SocialInfluence | 1.000 | | | | |
| SI2 | <--- | SocialInfluence | 1.000 | | | | |
| SI4 | <--- | SocialInfluence | 1.000 | | | | |
| SI3 | <--- | SocialInfluence | 1.000 | | | | |
| FC2 | <--- | FacilitatingCondition | 1.000 | | | | |
| HM1 | <--- | HedonicMotivation | 1.000 | | | | |
| PV1 | <--- | PriceValue | 1.000 | | | | |
| PV3 | <--- | PriceValue | 1.000 | | | | |
| PV2 | <--- | PriceValue | 1.000 | | | | |
| HM2 | <--- | HedonicMotivation | 1.000 | | | | |
| HM3 | <--- | HedonicMotivation | 1.000 | | | | |
| FC3 | <--- | FacilitatingCondition | 1.000 | | | | |
| FC4 | <--- | FacilitatingCondition | 1.000 | | | | |
| TRi1 | <--- | TrutOnWebsite | 1.000 | | | | |
| TRi2 | <--- | TrutOnWebsite | 1.000 | | | | |

Appendix4

**重相関係数の平方：(ｸﾞﾙｰﾌﾟ番号 3 - ﾓﾃﾞﾙ番号 1)**

| | 推定値 |
|---|---|
| Trust2 | .609 |
| BehaviorIntention | .541 |
| UseBehavior | .865 |
| FC4 | .239 |
| BI3 | .416 |
| UB2 | .701 |
| PV2 | .496 |
| SI1 | .404 |
| PE1 | .810 |
| PE2 | .871 |
| PE3 | .821 |
| BI1 | .526 |
| UB1 | .743 |
| BI2 | .570 |
| IA2 | .684 |
| IA1 | .641 |
| TRii2 | .479 |
| TRii1 | .688 |
| TRi2 | .771 |
| TRi1 | .646 |
| PV3 | .754 |
| HM3 | .603 |
| HM2 | .741 |
| HM1 | .689 |
| SI4 | .484 |
| SI3 | .606 |
| SI2 | .418 |
| EE4 | .498 |
| EE3 | .440 |
| EE2 | .477 |
| PE4 | .705 |

Appendix5 Analysis in CHINA from SPSS Amos



Appendix6

推定値 (グループ番号 3 - モデル番号 1)

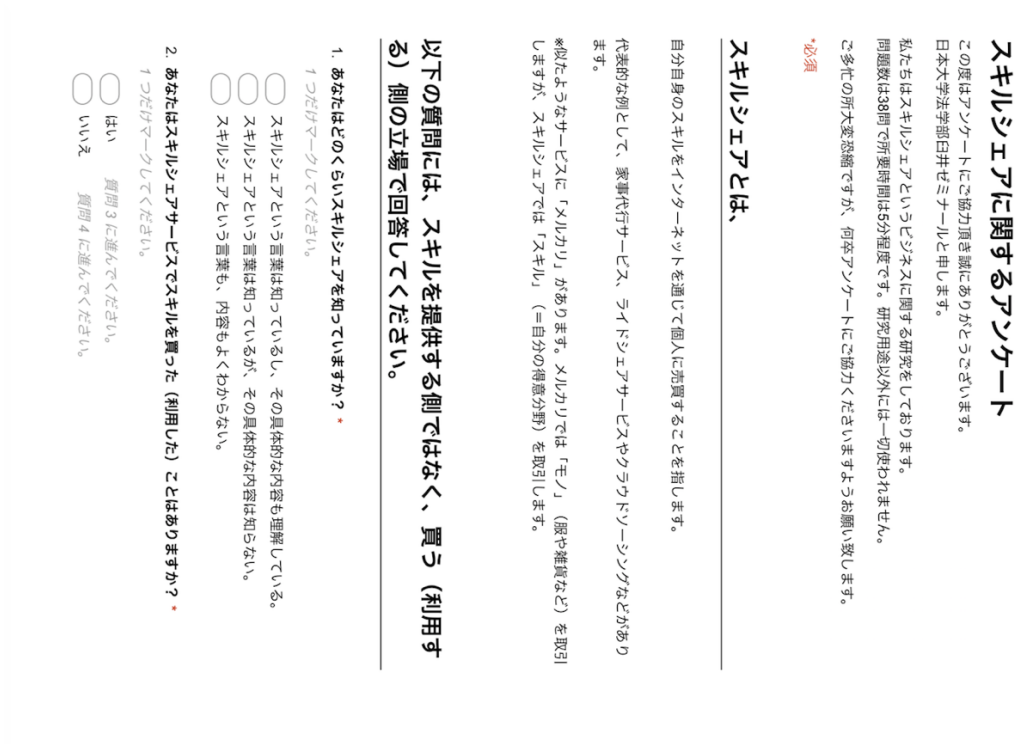
| | | | 推定値 | 標準誤差 | 検定統計量 | 確率 | ラベル |
|---|---|---|---|---|---|---|---|
| Trust2 | <--- | Trust1 | .784 | .050 | 15.747 | *** | |
| BehaviorIntention | <--- | SocialInfluence | .245 | .043 | 5.665 | *** | |
| BehaviorIntention | <--- | HedonicMotivation | .287 | .040 | 7.118 | *** | |
| BehaviorIntention | <--- | PerformanceExpectancy | .411 | .029 | 14.074 | *** | |
| BehaviorIntention | <--- | Trust2 | .138 | .035 | 3.971 | *** | |
| UseBehavior | <--- | BehaviorIntention | 1.127 | .053 | 21.419 | *** | |
| PE4 | <--- | PerformanceExpectancy | 1.000 | | | | |
| EE2 | <--- | EffortExpectancy | 1.000 | | | | |
| EE3 | <--- | EffortExpectancy | 1.000 | | | | |
| EE4 | <--- | EffortExpectancy | 1.000 | | | | |
| SI2 | <--- | SocialInfluence | 1.000 | | | | |
| SI3 | <--- | SocialInfluence | 1.000 | | | | |
| SI4 | <--- | SocialInfluence | 1.000 | | | | |
| HM1 | <--- | HedonicMotivation | 1.000 | | | | |
| HM2 | <--- | HedonicMotivation | 1.000 | | | | |
| HM3 | <--- | HedonicMotivation | 1.000 | | | | |
| PV3 | <--- | PriceValue | 1.000 | | | | |
| TRi1 | <--- | Trust1 | 1.000 | | | | |
| TRi2 | <--- | Trust1 | 1.000 | | | | |
| TRii1 | <--- | Trust2 | 1.000 | | | | |
| TRii2 | <--- | Trust2 | 1.000 | | | | |
| IA1 | <--- | InformationAsymmtry | 1.000 | | | | |
| IA2 | <--- | InformationAsymmtry | 1.000 | | | | |
| BI2 | <--- | BehaviorIntention | 1.000 | | | | |
| UB1 | <--- | UseBehavior | 1.000 | | | | |
| PE3 | <--- | PerformanceExpectancy | 1.000 | | | | |
| PE2 | <--- | PerformanceExpectancy | 1.000 | | | | |
| PE1 | <--- | PerformanceExpectancy | 1.000 | | | | |
| SI1 | <--- | SocialInfluence | 1.000 | | | | |
| PV2 | <--- | PriceValue | 1.000 | | | | |
| UB2 | <--- | UseBehavior | 1.000 | | | | |
| BI1 | <--- | BehaviorIntention | 1.000 | | | | |
| BI3 | <--- | BehaviorIntention | 1.000 | | | | |
| FC4 | <--- | e43 | 1.000 | | | | |

Appendix7

重相関係数の平方: (1 - ﾓﾃﾞﾙ番号 1)

| | 推定値 |
|---|---|
| Trust2 | .853 |
| BehaviorIntention | .570 |
| BI3 | .640 |
| SI2 | .603 |
| SI1 | .607 |
| PE1 | .733 |
| PE2 | .684 |
| PE3 | .732 |
| IA1 | .657 |
| IA2 | .682 |
| UB2 | .585 |
| UB1 | .444 |
| BI1 | .532 |
| BI2 | .628 |
| TRii2 | .616 |
| TRii1 | .791 |
| TRi2 | .888 |
| TRi1 | .826 |
| PV3 | .564 |
| PV2 | .481 |
| PV1 | .535 |
| HM3 | .501 |
| HM2 | .793 |
| HM1 | .710 |
| FC4 | .591 |
| FC3 | .560 |
| FC2 | .579 |
| SI4 | .558 |
| SI3 | .607 |
| EE4 | .664 |
| EE3 | .673 |

# Appendix8



## スキルシェアに関するアンケート

この度はアンケートにご協力頂き誠にありがとうございます。
日本大学法学部臼井ゼミナールと申します。

私たちはスキルシェアというビジネスに関する研究をしております。
問題数は38問で所要時間は5分程度です。研究用途以外には一切使われません。
ご多忙の所大変恐縮ですが、何卒アンケートにご協力くださいますようお願い致します。

*必須

## スキルシェアとは、

自分自身のスキルをインターネットを通じて個人に売買することを指します。

代表的な例として、家事代行サービス、ライドシェアサービスやクラウドソーシングなどがあります。

※似たようなサービスに「メルカリ」があります。メルカリでは「モノ」（服や雑貨など）を取引しますが、スキルシェアでは「スキル」（＝自分の得意分野）を取引します。

## 以下の質問には、スキルを提供する側ではなく、買う（利用する）側の立場で回答してください。

1. **あなたはどのくらいスキルシェアを知っていますか？** *
   *1 つだけマークしてください。*
   - ◯ スキルシェアという言葉は知っているし、その具体的な内容も理解している。
   - ◯ スキルシェアという言葉は知っているが、その具体的な内容は知らない。
   - ◯ スキルシェアという言葉も、内容もよくわからない。

2. **あなたはスキルシェアサービスでスキルを買った（利用した）ことはありますか？** *
   *1 つだけマークしてください。*
   - ◯ はい　*質問 3 に進んでください。*
   - ◯ いいえ　*質問 4 に進んでください。*

3. **あなたはスキルシェアで何回スキルを購買（利用した）ことがありますか？** *
   *1 つだけマークしてください。*
   - ◯ 1回
   - ◯ 2回〜4回
   - ◯ 5回〜10回
   - ◯ 10回以上

最も当てはまるものを 1 つずつ選んでください。
わからない場合はイメージでお答えください。

4. **スキルシェアサービス を買う（利用する）ことは日常生活をより豊かにすると思う。** *
   *1 つだけマークしてください。*
   - ◯ とても思う
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

5. **スキルシェアサービスを買う（利用する）ことは日常ですべきことが容易になると思う。** *
   *1 つだけマークしてください。*
   - ◯ とてもそうだ
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

6. **スキルシェアサービスを買う（利用する）ことで、日常生活の効率が上がると思う。** *
   *1 つだけマークしてください。*
   - ◯ とてもそうだ
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

7. **スキルシェアサービスを買う（利用する）ことは私にとって役立つと思う。** *
   *1 つだけマークしてください。*
   - ◯ とてもそうだ
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

8. **スキルシェアサービスを買う（利用する）ことは難しくないと思う。** *
   *1 つだけマークしてください。*
   - ◯ とてもそうだ
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

9. **スキルシェアサービスの利用方法を簡単に理解していけると思う。** *
   *1 つだけマークしてください。*
   - ◯ とてもそうだ
   - ◯ そうだ
   - ◯ どちらかといえばそうだ
   - ◯ どちらかといえばそうではない
   - ◯ そうではない
   - ◯ まったくそうではない

10. **スキルシェアアプリでスキルを買う（利用する）ことは、簡単であると思う。** *
    *1 つだけマークしてください。*
    - ◯ とてもそうだ
    - ◯ そうだ
    - ◯ どちらかといえばそうだ
    - ◯ どちらかといえばそうではない
    - ◯ そうではない
    - ◯ まったくそうではない

11. **スキルシェアの利用方法は簡単に習えると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

最も当てはまるものを 1 つずつ選んでください。
わからない場合はイメージでお答えください。

12. **周りの人（家族、友達等）が、私のスキルの購買（利用すること）を期待すると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

13. **スキルシェア でスキルを買う（利用する）と、周りの人（家族、友達等）が私を高く評価すると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

14. **私の周りの人（家族、友達等）が、スキルシェアでスキルを買っていたら（利用していたら）、私もスキルを買うと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

15. **私にとって大切な人が私のスキルシェアの購買（利用すること）に影響を与えると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

16. **スキルシェアでスキルを買う（利用する）時に必要なPCやスマートフォンが身近にある。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

17. **スキルシェアサービスを買う（利用する）時、問題が生じてもプラットフォームアプリ（企業）からのサポートを受けることができると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

18. **スキルシェアサービスを買う（利用する）ことは私のライフスタイルと両立すると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

19. **スキルシェアサービスを買う（利用する）時、困難が生じても他の人から助けを得ることができると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

最も当てはまるものを 1 つずつ選んでください。
わからない場合はイメージでお答えください。

20. **スキルシェアサービスでスキルを買う（利用する）ことは面白い（面白そうだ）と思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

21. **スキルシェアでスキルを買う（利用する）ことは楽しい（楽しそう）と思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

22. **スキルシェアでスキルを買う（利用する）ことはやりがいを感じると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

23. **スキルシェアサービスの価格は妥当な価格だと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

24. **スキルシェアサービスを買う（利用する）ことはお金の節約になると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

25. **スキルシェアサービスを買う（利用する）ことはコストパフォーマンスが高いと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

26. **スキルシェアのウェブサイト、アプリは全体的に信頼できると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

27. **スキルシェアのウェブサイト、アプリで売買を行うことは信頼できると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

28. **スキルシェアを使用する際に取引相手の個人（他人）を信頼することができると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

29. **スキルシェアを使って売買する時、取引相手は自分を騙そうとする意図を持っていないと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

30. **スキルシェア を使って売買する時、取引相手について情報が足りないと不安になると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

31. **スキルシェアを使って取引をする時、提供されるスキルがどの程度のものなのか具体的に知らないと不安になると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

最も当てはまるものを 1 つずつ選んでください。
わからない場合はイメージでお答えください。

32. **将来、スキルシェアを使ってスキルのサービス（配車サービス・家事代行など）を利用してみたいと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

33. **将来、スキルシェアを使ってスキルを利用するつもりである。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

34. **スキルシェアを使うように家族や友達、周りの人に進めると思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

35. **スキルシェアを頻繁に使う（使っている）と思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

36. **スキルシェアを本当に使ってみたいと思う。** *

*1 つだけマークしてください。*

- ◯ とてもそうだ
- ◯ そうだ
- ◯ どちらかといえばそうだ
- ◯ どちらかといえばそうではない
- ◯ そうではない
- ◯ まったくそうではない

37. **あなたの性別を教えてください。** *

*1 つだけマークしてください。*

- ◯ 男性
- ◯ 女性
- ◯ その他

38. **あなたの年齢を教えてください。** *

*1 つだけマークしてください。*

- ◯ 18歳未満
- ◯ 18歳～25歳
- ◯ 26歳～30歳
- ◯ 31歳～45歳
- ◯ 46歳以上

39. **あなたの国籍を教えてください**

*1 つだけマークしてください。*

- ◯ 日本
- ◯ 中国
- ◯ 台湾
- ◯ アメリカ合衆国
- ◯ その他