

“Beyond adoption: Personal values and sociodemographic profiles associated with committed participation intention in collaborative consumption in Peru”

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BEYOND ADOPTION: PERSONAL VALUES AND SOCIODEMOGRAPHIC PROFILES ASSOCIATED WITH COMMITTED PARTICIPATION INTENTION IN COLLABORATIVE CONSUMPTION IN PERU

Abstract

Collaborative consumption (CC) has become an important alternative to ownership-based consumption models, particularly in emerging economies where digital platforms may expand access to goods and services. Although prior research has examined initial adoption, less is known about factors associated with users' intention to remain engaged beyond first use. This study analyzes committed participation intention in CC among urban adult consumers in Peru. In line with the empirical design, committed participation intention is operationalized through two indicators, intention to continue participating and intention to recommend CC initiatives. Data were collected in 2019, during an early consolidation stage of CC in Peru, through a face-to-face structured survey of 2,050 adults aged 18 to 64 residing in 28 cities across the country's five macro-regions. Two-stage cluster analysis first identified three committed participation intention segments, high, moderate, and low. Bivariate analyses were then used to profile these segments, while multinomial logistic regression was estimated as the main multivariate analysis to examine the associations between personal values, sociodemographic characteristics, and segment membership. The findings show that membership in higher committed participation intention segments was mainly associated with greater relative Openness to change over Conservation. The Self-transcendence–Self-enhancement value dimension showed a more complex and less consistent pattern. Among sociodemographic characteristics, generation and educational level remained relevant in the multivariate model, whereas other variables showed mainly bivariate or non-robust associations. The study contributes to CC literature by distinguishing committed participation intention from initial adoption and providing empirical evidence from Peru as a Latin American emerging economy.

Keywords

collaborative consumption, sharing, commitment,
values, segmentation, demographics, Peru

JEL Classification

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INTRODUCTION

Collaborative consumption (CC) has gained increasing relevance in recent years as an alternative to traditional ownership-based consumption models. Enabled by digital platforms, CC allows individuals to access, share, rent, lend, or exchange goods and services, promoting a model based on use rather than possession (Marín-Carrillo et al., 2025; Clemens et al., 2025). Beyond transportation and accommodation, this phenomenon has expanded into sectors such as education, health, logistics, financial services, urban mobility, and digital commerce (Sun, 2024). Its relevance for marketing and consumer behavior research lies in the way it challenges traditional assumptions about ownership, access, value creation, and the role of users in platform-based markets.

The importance of CC is particularly evident in emerging economies, where structural conditions may shape platform participation differently from developed markets. In Latin America, collaborative initiatives have grown in sectors such as mobility, accommodation, logistics, and digital services (Li & Tsai, 2022; Zhu & Liu, 2021). Peru represents a relevant setting because collaborative platforms have progressively expanded in urban environments, while the country continues to face structural conditions such as high labor informality and limited access to formal services (ILO, 2018; INEI, 2022). At the regional level, Latin America also continues to show persistent digital transformation gaps related to infrastructure, digital skills, financing, productive digitalization, and fragmented regulatory frameworks (ECLAC, 2025). In such contexts, CC may operate not only as a consumption alternative but also as a mechanism for income generation, access to services, and resource optimization (Güçlü et al., 2023).

This context also makes the 2019 data analytically relevant. At that time, collaborative platforms had already begun to expand in urban Peru, but the market had not yet been reshaped by the post-pandemic acceleration of digitalization, platform use, and digital payments. Therefore, the data provide a useful pre-pandemic baseline for examining consumers' value orientations and sociodemographic profiles during an early consolidation stage of CC. While the current platform ecosystem has evolved, the findings remain analytically useful because the study focuses on relatively enduring value orientations (Schwartz et al., 2012; Sagiv & Schwartz, 2022), and structural profile differences, rather than on short-term platform usage levels. Thus, their application to the current market should be made with caution, the study does not seek to estimate the current size or penetration of the CC market, but to identify how urban adult consumers in Peru differed in their intention to continue participating in and recommend CC initiatives at a key stage in the development of these models.

Despite the growing importance of CC, academic research has focused predominantly on users' initial adoption or intention to use collaborative platforms (Lamberton & Rose, 2012; Hamari et al., 2016; Ertz & Sarigöllü, 2022). However, initial adoption, actual committed participation, and intention toward committed participation are not equivalent phenomena. While adoption reflects willingness to try or use a platform, actual committed participation would require observing recurrent behavior over time. In contrast, this study focuses on committed participation intention, understood empirically as users' intention to continue participating in and recommend CC initiatives.

This distinction raises a scientific problem for CC research, existing knowledge remains limited regarding which individual characteristics are associated with users' intention to move beyond sporadic or initial participation. This issue is especially relevant in emerging markets, where digital trust, socioeconomic conditions, and value orientations may shape participation patterns in distinctive ways. Therefore, further research is needed to clarify how personal values and sociodemographic characteristics are associated with committed participation intention. Accordingly, this study examines these associations among urban adult consumers in Peru, providing evidence from an urban Latin American emerging economy context.

1. LITERATURE REVIEW AND HYPOTHESES

CC has been examined from different theoretical perspectives, including consumer behavior, digital platforms, sustainability, value co-creation, and the sharing economy (Eckhardt et al., 2019; Hamari et al., 2016; Tham et al., 2023). Prior research has advanced the understanding of why individuals adopt collaborative platforms, what ben-

efits they expect from them, and how these models reshape traditional market relationships (Hamari et al., 2016; Minami et al., 2021). However, the literature also suggests that participation in CC is not homogeneous. Consumers may differ not only in whether they adopt these initiatives but also in the degree to which they continue participating, recommend them, and contribute to their diffusion within a community (Hellwig et al., 2015; Malecka et al., 2022b). Therefore, reviewing the literature

on committed participation in CC requires integrating three complementary streams, consumer engagement and continuance, personal values and motivations, and sociodemographic characteristics associated with participation patterns.

From a marketing perspective, commitment is understood as the manifestation of discretionary consumer behaviors that go beyond purchasing and reflect ongoing interaction with the company, platform, or community (Brodie et al., 2011; Dong & Sivakumar, 2017; Van Doorn et al., 2010). These behaviors are motivated by both rational and emotional factors that contribute to strengthening loyalty and continuity in the relationship with the organization (Brodie et al., 2011). In platform-based markets, this notion is particularly relevant because value does not depend exclusively on the firm's offer, but also on the active participation of users, their willingness to interact with others, and their contribution to the sustainability of the network (Eckhardt et al., 2019; Nadeem et al., 2020).

In online communities, committed participation is considered a key factor for sustainability because engaged users not only continue consuming or providing services, but also collaborate with other users, share positive experiences, recommend the platform, and comply with community rules (Dessart et al., 2015; Kumar et al., 2010; Palmatier et al., 2006). In this sense, engagement involves voluntary actions that strengthen trust, continuity, and the social functioning of digital communities. Within the sharing economy, value co-creation studies also highlight that consumers can become active contributors to platform value, rather than passive recipients of services (Nadeem et al., 2020). This active role is especially important in CC initiatives, where the participation of users reinforces network effects and supports the diffusion of collaborative practices.

Although customer engagement has been extended to the collaborative economy, emphasizing cognitive, affective, and behavioral dimensions that favor sustained participation (Hollebeek & Macky, 2019; Van Doorn et al., 2010), this study draws on the behavioral manifestations of engagement as a conceptual basis for understanding committed participation intention. Following Kumar et al. (2010), engagement can be understood through

actions associated with active and recurrent participation. This perspective is appropriate for CC because committed participation is generally associated not only with repeated use of collaborative initiatives, but also with support for their continuity through recommendation, cooperation, and positive community behavior.

Recent studies have expanded the discussion beyond initial adoption by examining continuance intention, participation mechanisms, and engagement in the sharing economy. However, these studies commonly focus on platform use, specific user roles, or isolated antecedents, leaving less explored the broader notion of committed participation intention as a predisposition toward sustained engagement involving continuity, recommendation, and active support for collaborative initiatives (Blut & Wang, 2024; Jiang et al., 2021; Merino-Saum et al., 2023; Tham et al., 2023).

The distinction between adoption and committed participation intention is relevant because initial use does not necessarily imply continuity, recommendation, or active support for collaborative initiatives. However, because actual committed participation refers to a sustained behavioral pattern that is difficult to observe directly in a cross-sectional study, this research examines committed participation through behavioral intention. Following the Theory of Planned Behavior, intention reflects an individual's predisposition to perform a given behavior and has been widely validated as a strong predictor of actual behavior (Ajzen, 1991). In the context of CC, this approach allows committed participation intention to be operationalized through users' intention to continue participating in and to recommend collaborative initiatives

A second relevant stream of literature concerns personal values. Values are abstract and enduring motivations that guide human behavior across different situations, shaping and justifying attitudes, norms, and actions, including those related to consumption (Ahmad et al., 2020; Maio, 2016; Sagiv & Schwartz, 2022; Schwartz et al., 2012). Unlike more situational psychographic variables, such as attitudes, interests, or lifestyles, values transcend specific actions and contexts, which makes them relevant for understanding complex consump-

tion behaviors such as CC (Schwartz & Boehnke, 2004; Schwartz et al., 2012). In this sense, values may help explain why some consumers are more willing to engage with alternative models of access, sharing, and platform-based exchange.

According to Schwartz's model (1992), values are organized into ten basic types and can be expressed through two bipolar dimensions composed of four higher-order values. The first dimension, Self-transcendence–Self-enhancement, contrasts concern for collective well-being, represented by values such as universalism and benevolence, with the pursuit of personal interest, represented by values such as achievement and power. The second dimension, Openness to Change–Conservation, contrasts autonomy, novelty, stimulation, and exploration with the preservation of stability, tradition, conformity, and security. Hedonism shares elements of both dimensions (Schwartz, 1992; Schwartz et al., 2012). These dimensions provide a useful framework for understanding CC because this form of consumption may simultaneously appeal to consumers seeking novelty, flexibility, economic benefits, environmental responsibility, and social connection.

Schwartz's values have been widely used to explain pro-environmental behavior, responsible consumption, and social innovation (Maio, 2016; Sagiv & Schwartz, 2022). In the context of CC, values such as Openness to Change and Self-transcendence have been associated with the search for novelty, autonomy, social concern, and environmental responsibility (Martin & Upham, 2015; Piscicelli et al., 2014). More recent research also suggests that adoption of CC can be explained by factors such as sociability, novelty seeking, and prosocial motivations, which are conceptually related to higher-order values (Malecka et al., 2022a). In this vein, personal values may help account for why consumers perceive CC not only as an economic or practical alternative, but also as a form of consumption aligned with broader social and sustainability-oriented motivations.

At the same time, CC is not driven exclusively by altruistic or environmental motivations. Prior studies indicate that CC can respond both to collectivist motivations, such as the desire to share, contribute, or reduce environmental impact, and to individual-

istic motivations related to economic savings, convenience, access, enjoyment, or hedonic benefits (Belk, 2014; Böcker & Meelen, 2016; Hamari et al., 2016; Minami et al., 2021). This suggests that different value orientations may be associated with different degrees of engagement. The Openness to Change–Conservation dimension may capture consumers' willingness to experiment with new forms of consumption, while the Self-transcendence–Self-enhancement dimension may reflect the tension between collective well-being and self-interest.

Consumer heterogeneity is also central to understanding the role of values in CC. Studies on segmentation show that collaborative consumers are not a uniform group, and that different profiles may be distinguished according to motivations, identity, attitudes, and perceived benefits (Hellwig et al., 2015; Malecka et al., 2022b). This is important because committed participation intention may not emerge from a single motivational pattern. Some consumers may be more inclined toward CC because it aligns with openness, novelty, and autonomy, while others may be driven by economic, social, or self-oriented benefits. Therefore, examining personal values across different levels of committed participation intention can provide a more nuanced understanding of the motivational foundations of CC.

A third stream of research has examined the sociodemographic characteristics associated with participation in CC. Compared with motivations and values, sociodemographic factors have received less attention, yet they remain important because they may influence access to digital platforms, familiarity with technology, economic capacity, and attitudes toward cooperation, exchange, and trust among peers (Hamari et al., 2016; Hawlitschek et al., 2018; Jiang & Lau, 2021; Möhlmann, 2015). Recent research continues to show that engagement with the collaborative economy may vary according to individual and household characteristics, suggesting the need to analyze how these factors are associated with different forms of participation (Encarnación et al., 2024; Pérez-Pérez et al., 2025).

Previous studies on collaborative consumers have identified that young, single men without children, with higher levels of education and paid employ-

ment, are more likely to use sharing economy services, especially in mobility and accommodation (Böcker & Meelen, 2016; Prieto et al., 2017). These patterns are often explained by economic motivations, familiarity with technology, and openness to flexible consumption models. However, much of this evidence focuses on adoption or general use, rather than committed participation intention. Since intention toward committed participation involves willingness to continue participating, recommend, and actively support collaborative initiatives, it is necessary to examine whether the same sociodemographic patterns also characterize consumers with higher levels of committed participation intention.

Age and generation are particularly relevant because they are associated with differences in digital familiarity, perceived risk, and openness to technology-mediated experiences. Younger users tend to display greater willingness to participate in platform-based services due to higher digital familiarity and a preference for flexible consumption, whereas older users may show lower levels of participation due to higher risk perception or lower digital confidence (Jiang & Lau, 2021; Tussyadiah & Pesonen, 2016). These age-related differences can be interpreted as approximations to generational differences, insofar as generations reflect distinct patterns of socialization and experience with digital technologies. However, most available evidence comes from more digitally mature markets, which limits understanding of how generational differences operate in emerging economies.

Gender has also been identified as a relevant factor in CC. Some studies suggest that participation may differ by gender depending on the type of platform, perceptions of security, social norms, and trust in digital interactions (Hawlitschek et al., 2018; Tussyadiah & Pesonen, 2016). Women may be more involved in platforms linked to collaboration, care, education, health, or circular economy practices, while men may be more represented in mobility or technology-intensive platforms. Nevertheless, these differences have often been examined in developed markets and in relation to overall participation, without clearly distinguishing between initial adoption and sustained engagement. In emerging contexts, where inequalities in access, security perceptions, and

digital confidence may be more pronounced, gender differences may have distinctive implications for committed participation intention.

Educational level is also linked to the adoption and maintenance of CC. Users with higher educational attainment tend to display more favorable attitudes toward sharing platforms, often associated with innovation orientation, sustainability concerns, and greater digital literacy (Gerwe & Silva, 2020; Hawlitschek et al., 2018). However, in emerging economies, this relationship may be affected by unequal access to technological and economic resources. Studies in emerging markets suggest that economic and political uncertainty can shape CC motivations differently from more stable contexts, making it necessary to examine how education and socioeconomic conditions relate to CC participation beyond adoption (Llanos et al., 2023).

Family life cycle and economic-employment status also shape patterns of participation. Consumers without children or with fewer family responsibilities may be more willing to experiment with alternative consumption models, whereas those with children or financial dependents may prioritize stability, predictability, and risk reduction (Böcker & Meelen, 2016; Ertz et al., 2016; Möhlmann, 2015). At the same time, economic instability and the search for supplementary income may encourage participation among groups traditionally considered less active in CC, particularly in contexts characterized by informality or limited formal opportunities (Gerwe & Silva, 2020; Llanos et al., 2023).

Recent evidence on household sharing patterns also indicates that product consumption and sharing practices vary according to household composition, resources, and demographic characteristics (Encarnación et al., 2024).

Overall, the reviewed literature suggests that committed participation intention in CC may be associated with a combination of behavioral engagement, personal values, and sociodemographic characteristics. However, most prior studies have focused on adoption, intention to use, or participation in specific platforms, while less is known about committed participation intention as a pre-

disposition toward a more sustained and active form of engagement. Moreover, limited evidence exists on how personal values and sociodemographic characteristics are associated with this form of intention in Latin American emerging economies such as Peru.

This study aims to identify the personal values and sociodemographic characteristics associated with committed participation intention in CC among urban adult consumers in Peru.

Based on the literature review, the following hypotheses are proposed:

- H1: *There is a significant association between the Openness to Change–Conservation value dimension and committed participation intention in CC among urban adult consumers in Peru.*
- H2: *There is a significant association between the Self-Transcendence–Self-Enhancement value dimension and committed participation intention in CC among urban adult consumers in Peru.*
- H3: *There is a significant association between gender and committed participation intention in CC among urban adult consumers in Peru.*
- H4: *There is a significant association between generation and committed participation intention in CC among urban adult consumers in Peru.*
- H5: *There is a significant association between educational level and committed participation intention in CC among urban adult consumers in Peru.*
- H6: *There is a significant association between cohabitation with a partner and committed participation intention in CC among urban adult consumers in Peru.*
- H7: *There is a significant association between having children and committed participation intention in CC among urban adult consumers in Peru.*

H8: *There is a significant association between employment status and committed participation intention in CC among urban adult consumers in Peru.*

H9: *There is a significant association between savings capacity and committed participation intention in CC among urban adult consumers in Peru.*

H10: *There is a significant association between financial dependence on others and committed participation intention in CC among urban adult consumers in Peru.*

2. METHOD

This study adopted a quantitative and exploratory design to identify consumer segments according to their committed participation intention in CC initiatives and to examine their association with personal values and sociodemographic characteristics. Primary data were collected between July and September 2019 through a structured face-to-face survey administered across urban areas in Peru. The analytical sample comprised 2,050 adults aged 18–64 who met the eligibility criteria for familiarity with CC initiatives and perceived ability to access a product or service through a CC platform. This period corresponded to an early consolidation stage of CC in the country, when platform-based initiatives were progressively expanding in urban markets and consumer participation was still developing. This context is suitable for examining how relatively stable individual characteristics, such as personal values and sociodemographic factors, were associated with committed participation intention in CC initiatives.

The sample included respondents from 28 cities across Peru's five macro-regions, distributed proportionally according to population estimates from the National Institute of Statistics and Informatics (INEI). This territorial coverage was selected to capture a broad urban consumer profile and avoid concentrating the analysis only on the capital city or a single region. Participants were selected through a multistage probabilistic sampling procedure, using households as the point of contact. In the first stage, cluster sampling was

used to select districts; in the second stage, stratified sampling was applied to select areas; and in the third stage, households were selected through simple random sampling. Within each household, the respondent was selected using the Kish method. The analytical sample was retained based on two screening questions assessing respondents' familiarity with CC initiatives and their perceived ability to access a product or service through a CC platform. The sample was designed to approximate national urban demographic patterns in terms of gender, age, and educational level. Additional selected sociodemographic variables related to family life cycle and economic-employment status were also collected and used in the hypothesis testing (see Table 1).

Table 1. Sociodemographic characteristics of the sample

Variable	Category	%
Gender	Female	49.5
	Male	50.5
Age group / generation	18-24	21.2
	25-34	27.3
	35-44	23.0
	45-54	17.0
	55-64	11.5
Educational level	Up to incomplete secondary education	24.9
	Up to high school completed	33.7
	Up to higher education	41.4
Having children	Yes	72.9
	No	27.1
Employment status	Employed	35.1
	Self-employed	39.0
	Student	8.0
	Unemployed / inactive	17.9
Savings capacity	Yes	23.6
	No	76.4

The fieldwork was conducted by a market research company under the supervision of the research team. Trained interviewers administered the survey in person. Before answering the questionnaire, participants received a standardized definition of CC and examples of platforms active in the Peruvian market to ensure a common understanding of the phenomenon.

Participation in the study was voluntary and anonymous. Before completing the questionnaire, respondents were informed about the academic purpose of the study, the approximate duration

of the survey, the confidential treatment of their responses, and their right to decline participation or withdraw at any point. No personal identifiers were collected, and the data were processed and analyzed only in aggregate form. Since the study involved adult participants, did not collect sensitive personal information, and posed minimal risk, no formal ethics committee approval was required under the procedures applicable at the time of data collection.

The questionnaire was structured into three sections. The first section measured committed participation intention in CC initiatives through two intention-based components, intention to continue participating and intention to recommend. Intention to continue participating was measured using three items adapted from the Intention to Continue Consumption scale developed by Bhattacharjee (2001). Responses were collected using a seven-point Likert scale. The construct obtained a Cronbach's Alpha of 0.929, with a mean of 3.76 and a standard deviation (SD) of 1.53. Intention to recommend was measured using four items adapted from the Positive Recommendation scale of Vázquez-Casielles et al. (2009) and the Intention to Recommend scale of Maxham and Netemeyer (2002). Responses were evaluated using the same seven-point Likert format. The construct obtained a Cronbach's Alpha of 0.928, with a mean of 3.73 and a SD of 1.52. These two components were used to operationalize committed participation intention, understood in this study as a predisposition toward sustained and active involvement that goes beyond initial adoption or sporadic use.

The second section included items from Schwartz's (2006) Portrait Value Questionnaire (PVQ). This 21-item version represents an abbreviated form of the original 57-item scale (Schwartz, 2001, 2003). The PVQ was selected because it reduces respondents' cognitive load and is suitable for general populations with varying levels of education, while maintaining cross-cultural validity (Schwartz, 2006). The items were evaluated using a six-point Likert scale. Following Schwartz's recommended procedure, value scores were computed by aggregating the corresponding items for each higher-order value and then centering respondents' scores to control for individual dif-

ferences in scale use. Therefore, negative means indicate that a value was relatively less prioritized within respondents' overall value profiles, rather than a low absolute endorsement of that value. Based on this procedure, the four higher-order values proposed by Schwartz were calculated; Openness to Change ($\alpha = 0.879$; mean = -0.04; SD = 0.43), Conservation ($\alpha = 0.885$; mean = 0.11; SD = 0.41), Self-Transcendence ($\alpha = 0.801$; mean = 0.14; SD = 0.43), and Self-Enhancement ($\alpha = 0.893$; mean = -0.28; SD = 0.67). These four higher-order values were used for the bivariate profiling of the segments. For the multinomial logistic regression, two bipolar value dimensions were constructed; Openness to Change–Conservation and Self-transcendence–Self-enhancement.

The third section collected the sociodemographic variables used in the study, including gender, generation, educational level, family life cycle, and economic-employment status. The generational classification followed the criteria proposed by Ramsey et al. (2007), considering three cohorts, Baby Boomers, born between 1943 and 1960; Generation X, born between 1961 and 1981; and Millennials, born after 1982. These cohorts have been widely used in international studies to analyze generational differences in perceptions, attitudes, and consumption behaviors (Cennamo & Gardner, 2008; Gardiner et al., 2014; Newbold & Scott, 2017; Pekerti & Arli, 2015). Family life cycle was measured through cohabitation with a partner and having children, while economic-employment status was measured through employment status, savings capacity, and financial dependence on others.

Measurement items originally available in English were translated into Spanish and adapted to the Peruvian CC context. A back-translation procedure was conducted to verify semantic equivalence, and the adapted questionnaire was reviewed by subject-matter experts to assess clarity, wording, and contextual adequacy before fieldwork. All items were formulated as closed-ended questions to ensure consistency across respondents and facilitate quantitative analysis. The complete items, operationalization criteria, response formats, and measurement sources are presented in Appendix A.

The survey used for this study forms part of a broader research project on CC in Peru. While

data from this broader project have been used in a previous publication, the present study addresses a different research question and analytical focus. Specifically, this article examines committed participation intention, operationalized through intention to continue participating and intention to recommend, and analyzes its association with personal values and sociodemographic characteristics through consumer segmentation. The hypotheses, variables, and analyses presented here were not reported in the previous publication.

The data analysis followed a sequential procedure. First, descriptive statistics were calculated to characterize the sample and the main study variables. Then, consumer profiles were identified according to committed participation intention in CC initiatives, using intention to continue participating and intention to recommend as segmentation variables. The two segmentation variables were standardized before clustering to ensure comparable scaling and avoid differences in dispersion affecting the formation of segments. A two-stage cluster analysis was applied, following procedures widely used in consumer segmentation studies (Hellwig et al., 2015; Wiedmann et al., 2009). In the first stage, hierarchical cluster analysis was conducted using Ward's method and squared Euclidean distances to explore the level of heterogeneity in the sample and compare alternative segment solutions. Ward's method was selected because it minimizes within-cluster variance and supports the identification of internally homogeneous and externally differentiated groups (Rodríguez-Garzón et al., 2016). Alternative two-, three-, and four-cluster solutions were inspected before retaining the final solution. The three-cluster solution was selected because it provided the most parsimonious and interpretable classification, with adequate group sizes and a clear ordering of the segments in the two intention indicators. In the second stage, a non-hierarchical K-means procedure was applied using the three-cluster solution to optimize the final assignment of cases to each group. As a supplementary consistency check, the agreement between the hierarchical and non-hierarchical classifications was assessed using the Chi-square test of association and the contingency coefficient. After the segments were identified, tests of mean differences were conducted to verify whether the groups differed significantly in the

two segmentation variables. Analysis of Variance (ANOVA) with Bonferroni post hoc comparisons was applied when the assumption of homogeneity of variances was met, while the Brown–Forsythe test and Tamhane’s T2 post hoc comparisons were used when this assumption was violated (Hair et al., 2010). These tests were used to assess the internal differentiation of the segments and to support their descriptive profiling.

Bivariate profiling analyses were then conducted to examine how the identified segments differed in personal values and sociodemographic characteristics. For personal values, mean difference tests were performed across the identified segments using Schwartz’s four higher-order values. For sociodemographic variables, Chi-square tests of independence and multiple comparisons of proportions at the 95% confidence level were applied to examine differences across segments, including gender, generation, educational level, family life cycle, and economic-employment status. These analyses were used to describe the segment profiles and identify initial bivariate associations.

Finally, a multinomial logistic regression was estimated as the main multivariate analysis for hypothesis assessment, examining the associations between personal value dimensions, sociodemographic characteristics, and committed participation intention segment membership. For this model, the two bipolar value dimensions were computed from the higher-order values, Openness to Change–Conservation and Self-Transcendence–Self-Enhancement. These dimensions were standardized before being entered as covariates, while sociodemographic variables were entered as categorical predictors. Segment membership was specified as the dependent variable, using the low committed participation intention segment as the reference category. Collinearity diagnostics were examined before estimation using Variance Inflation Factors (VIF).

3. RESULTS

The two-stage cluster analysis identified three consumer segments according to their committed participation intention in CC initiatives. The final solution classified respondents into three groups,

Segment A, representing 25.2% of the sample; Segment B, representing 38.8%; and Segment C, representing 36.0%. As a supplementary consistency check, the agreement between the hierarchical and non-hierarchical classifications was evaluated using a Chi-square test of association, which yielded a significant result ($\chi^2 = 2952.57$; $df = 4$; $p < .001$). The contingency coefficient was 0.772, suggesting strong concordance between the classifications obtained by both methods.

Mean difference tests were then applied to verify whether the three segments differed significantly in the two segmentation variables, intention to participate continuously and intention to recommend. The construct of intention to recommend met the assumption of homoscedasticity (Levene’s test, $p > .05$), so a one-factor ANOVA with Bonferroni post hoc comparisons was applied. In contrast, intention to participate continuously did not meet this assumption, so the Brown–Forsythe test and Tamhane’s T2 post hoc comparisons were used. Both analyses showed significant differences between the segments ($p < .001$), supporting the internal differentiation of the cluster solution.

As shown in Table 2, Segment A obtained the highest scores in both intention to participate continuously and intention to recommend, followed by Segment B with moderate scores and Segment C with the lowest scores. Based on these results, the segments were labeled as follows, High committed participation intention for Segment A, Moderate committed participation intention for Segment B, and Low committed participation intention for Segment C.

Regarding personal values, bivariate mean comparisons were conducted to describe how the three committed participation intention segments differed across the four higher-order values proposed by Schwartz: Openness to Change, Conservation, Self-transcendence, and Self-enhancement. Self-Transcendence met the assumption of homoscedasticity, so ANOVA with Bonferroni post hoc comparisons was applied. Openness to Change, Conservation, and Self-enhancement did not meet this assumption and were therefore analyzed using the Brown–Forsythe test and Tamhane’s T2 post hoc comparisons (Hair et al., 2010).

Table 2. Mean differences in committed participation intention indicators across consumer segments

Indicator	Multiple comparisons of means between segments			Homoscedasticity test		ANOVA/ Brown-Forsythe	
	High (N=517) Column A	Moderate (N=795) Column B	Low (N=738) Column C	Levene's statistic	p	Test F	p
Intention to participate continuously	5.58 ^(BC)	3.83 ^(C)	2.04	7.229	< .001	3301.32	< .001
Intention to recommend	5.56 ^(BC)	3.81 ^(C)	2.04	1.143	.319	3108.32	< .001

Note: Letters in parentheses indicate statistically significant pairwise differences between segments at $p < .05$. Each letter refers to the segment column with which the mean differs significantly. Pairwise comparisons were based on Bonferroni or Tamhane's T2 post hoc tests, depending on the homogeneity of variance assumption.

The results showed statistically significant differences between segments for all four higher-order values ($p < .05$), as reported in Table 3. The strongest bivariate differences were observed for Conservation ($F = 43.690$) and Openness to Change ($F = 40.342$), while Self-enhancement ($F = 14.188$) and Self-transcendence ($F = 5.214$) showed weaker, although statistically significant, differences.

The post hoc comparisons showed that the High committed participation intention segment had the highest average score for Openness to Change ($M = 0.074$), followed by the Moderate segment ($M = -0.005$) and the Low segment ($M = -0.181$). In contrast, the Low committed participation intention segment obtained the highest average score for Conservation ($M = 0.218$), while the Moderate and High segments showed lower scores ($M = 0.044$ and $M = 0.050$, respectively). These bivariate results suggest that the Openness to Change–Conservation value profile differs across segments, with higher intention segments showing greater openness to change and lower conservation.

For Self-transcendence and Self-enhancement, the pattern was less linear. The Moderate committed participation intention segment had the lowest level of Self-transcendence ($M = 0.103$), while no statistically significant differences were observed between the High and Low segments. For Self-enhancement, the Moderate segment obtained the highest score ($M = -0.189$), while no significant differences were found between the High and Low segments. Therefore, these bivariate results suggest differences in the Self-transcendence–Self-enhancement profile across segments, but the pattern should be interpreted cautiously because it is not progressive across the three groups. The joint multivariate assessment of the value dimensions and sociodemographic variables is presented after the bivariate segment profiling.

Regarding sociodemographic characteristics, Chi-square tests were conducted as part of the bivariate profiling of the committed participation intention segments. The results showed statistically significant bivariate associations between segment membership and gender ($\chi^2 = 12.631$; $df = 2$; $p =$

Table 3. Bivariate mean differences in higher-order personal values across committed participation intention segments

Higher-order personal values	Multiple comparisons of means between segments			Homoscedasticity test		ANOVA/ Brown-Forsythe	
	High (N=517) Column A	Moderate (N=795) Column B	Low (N=738) Column C	Levene's statistic	P	F	p
Openness to Change	0.074 ^(BC)	−0.005 ^(C)	−0.181	15.576	< .001	40.342	< .001
Conservation	0.050	0.044	0.218 ^(AB)	6.996	< .001	43.690	< .001
Self-Transcendence	0.144	0.103 ^(C)	0.167	1.581	.206	5.214	< .001
Self-Enhancement	−0.329	−0.189 ^(AB)	−0.354	7.809	< .001	14.188	< .001

Note: Letters in parentheses indicate statistically significant pairwise differences between segments at $p < .05$. Each letter refers to the segment column with which the mean differs significantly. Pairwise comparisons were based on Bonferroni or Tamhane's T2 post hoc tests, depending on the homogeneity of variance assumption.

Table 4. Bivariate Chi-square tests of association between sociodemographic variables and committed participation intention segments

Sociodemographic variables	χ^2	df	p
Gender	12.631	2	.002
Generation	26.257	4	< .001
Educational level	29.793	4	< .001
Cohabitation with a partner	3.046	2	.218
Having children	15.797	2	< .001
Employment status	24.893	4	< .001
Savings capacity	6.649	2	.036
Financial dependence on others	4.234	2	.120

.002), generation ($\chi^2 = 26.257$; $df = 4$; $p < .001$), educational level ($\chi^2 = 29.793$; $df = 4$; $p < .001$), having children ($\chi^2 = 15.797$; $df = 2$; $p < .001$), employment status ($\chi^2 = 24.893$; $df = 4$; $p < .001$), and savings capacity ($\chi^2 = 6.649$; $df = 2$; $p = .036$). No statistically significant bivariate associations were found for cohabitation with a partner ($\chi^2 = 3.046$; $df = 2$; $p = .218$) or financial dependence on others ($\chi^2 = 4.234$; $df = 2$; $p = .120$), as shown in Table 4.

Table 5 presents the pairwise comparisons of sociodemographic proportions across the three identified segments. The High committed participation intention segment showed a higher proportion of men (53.4%), Millennials (54.0%), respondents with higher education (49.2%), respondents without children (31.1%), respondents with paid

employment (77.7%), and respondents with savings capacity (27.4%). In contrast, the Low committed participation intention segment showed a higher proportion of women (55.5%), Baby Boomers (13.3%), respondents with incomplete secondary education or less (30.3%), respondents with children (78.3%), and respondents without paid work (24.1%). These results describe the sociodemographic composition of the segments and provide an initial bivariate profile. The multivariate assessment of these associations is reported below through the multinomial logistic regression.

To assess whether the bivariate associations remained significant when personal values and sociodemographic characteristics were considered simultaneously, a multinomial logistic regression

Table 5. Pairwise comparisons of sociodemographic proportions across committed participation intention segments

Sociodemographic variables	Categories	Identified segments		
		High (N=517) Column A	Moderate (N=795) Column B	Low (N=738) Column C
Gender	Male	53.4% ^(C)	52.8% ^(C)	44.5%
	Female	46.6%	47.2%	55.5% ^(AB)
Generation	Baby Boomers	6.6%	7.0%	13.3% ^(AB)
	Generation X	39.4%	40.6%	41.6%
	Millennials	54.0% ^(C)	52.5% ^(C)	45.1%
Educational level	Incomplete secondary education or less	17.9%	25.3% ^(A)	30.3% ^(A)
	Complete secondary education	33.0%	35.2%	31.7%
	Higher	49.2% ^(BC)	39.5%	38.0%
Having children	Yes	68.9%	70.5%	78.3% ^(AB)
	No	31.1% ^(C)	29.5% ^(C)	21.7%
Employment status	With paid work	77.7% ^(C)	74.9%	69.9%
	Only studying	8.8%	9.0%	5.9%
	No paid work	13.6%	16.0%	24.1% ^(AB)
Savings capacity	Yes	27.4% ^(B)	21.5%	23.1%
	No	72.6%	78.5% ^(A)	76.9%

Note: Percentages accompanied by letters A, B, or C indicate statistically significant pairwise differences between segment columns at $p < .05$. Each letter refers to the segment column with which the percentage differs significantly.

was estimated. The low committed participation intention segment was used as the reference category. Before estimating the model, collinearity diagnostics indicated no multicollinearity concerns among the predictors, with VIF values ranging from 1.03 to 1.36.

As shown in Table 6, the overall model was statistically significant, $\chi^2(28) = 167$, $p < .001$, with a McFadden R^2 of .043. This indicates that the model provided a statistically significant, although modest, improvement in fit.

Table 7 presents the omnibus likelihood-ratio tests for the predictors included in the multinomial logistic regression. The results show that the Openness to Change–Conservation value dimension was significantly associated with segment membership, $\chi^2(2) = 68.924$, $p < .001$. The Self-transcendence–Self-enhancement value dimension was also significant, $\chi^2(2) = 13.213$, $p = .001$. Among the sociodemographic variables, generation, $\chi^2(4) = 10.393$, $p = .034$, and educational level, $\chi^2(4) = 11.057$, $p = .026$, remained significant in the multivariate model. In contrast, gender, cohabitation with a partner, having children, employment status, savings capacity, and financial dependence on others were not significant in the global multivariate tests.

Compared with the low committed participation intention segment, higher scores in the Openness

to Change–Conservation dimension increased the odds of belonging to both the high segment (odds ratio [OR] = 1.694, $p < .001$) and the moderate segment (OR = 1.509, $p < .001$). The Self-transcendence–Self-enhancement dimension was not significant for the high versus low comparison (OR = 1.050, $p = .456$), but it was significant and negative for the moderate versus low comparison (OR = 0.854, $p = .010$), suggesting a more complex and non-linear pattern.

Regarding sociodemographic variables, generation differentiated segment membership in the multivariate model, particularly in the moderate versus low comparison, while educational level mainly differentiated the high segment from the low segment. These results indicate that some sociodemographic differences observed in the bivariate profiling, such as having children, employment status, and savings capacity, were not retained when all predictors were considered simultaneously.

Table 8 summarizes the hypothesis assessment. The results were interpreted primarily based on the multinomial logistic regression, while the bivariate analyses were retained to describe the profiles of the committed participation intention segments. *H1* was supported, as the Openness to Change–Conservation value dimension remained significantly associated with segment membership in the multivariate model. *H2* was partially supported because the Self-transcendence–Self-

Table 6. Model fit for the multinomial logistic regression

Deviance	AIC	McFadden R^2	χ^2	df	p
3710	3770	0.043	167	28	< .001

Note: AIC = Akaike Information Criterion. The dependent variable was committed participation intention segment membership. The low committed participation intention segment was used as the reference category.

Table 7. Omnibus likelihood-ratio tests for predictors of committed participation intention segment membership

Predictor	χ^2	df	p
Openness to Change–Conservation	68.924	2	< .001
Self-transcendence–Self-enhancement	13.213	2	.001
Gender	3.594	2	.166
Generation	10.393	4	.034
Educational level	11.057	4	.026
Cohabitation with a partner	0.905	2	.636
Having children	2.278	2	.320
Employment status	8.36	6	.213
Savings capacity	1.912	2	.384
Financial dependence on others	3.033	2	.220

Table 8. Summary of hypotheses assessment

Hypothesis	Result	Basis for assessment
<i>H1.</i> Openness to Change–Conservation	Supported	Significant in the multinomial logistic regression.
<i>H2.</i> Self-Transcendence–Self-Enhancement	Partially supported	Significant globally, but with a non-linear pattern across segments.
<i>H3.</i> Gender	Not supported	Not significant in the multivariate model.
<i>H4.</i> Generation	Supported	Significant in the multivariate model.
<i>H5.</i> Educational level	Supported	Significant in the multivariate model.
<i>H6.</i> Cohabitation with a partner	Not supported	Not significant in the multivariate model.
<i>H7.</i> Having children	Not supported	Significant only in the bivariate profiling, not in the multivariate model.
<i>H8.</i> Employment status	Not supported	Significant only in the bivariate profiling; not significant globally in the multivariate model.
<i>H9.</i> Savings capacity	Not supported	Significant only in the bivariate profiling, not in the multivariate model.
<i>H10.</i> Financial dependence on others	Not supported	Not significant in the multivariate model.

Note: Hypothesis assessment was based primarily on the multinomial logistic regression. Bivariate analyses were retained for descriptive segment profiling.

enhancement value dimension was significant in the global multivariate test, although its pattern was not linear across segments. Among the sociodemographic hypotheses, *H4* and *H5* were supported, as generation and educational level remained significant in the multivariate model. In contrast, *H3*, *H6*, *H7*, *H8*, *H9*, and *H10* were not supported in the multivariate model.

4. DISCUSSION

The findings of this study show that committed participation intention in CC is a heterogeneous phenomenon. The identification of high, moderate, and low committed participation intention segments suggests that consumers should not be understood only according to whether they adopt or intend to use collaborative initiatives, but also according to the extent to which they are willing to continue participating in and recommend them. This extends prior CC research, which has mainly focused on adoption, general intention to use, or participation in specific platforms (Hamari et al., 2016; Lamberton & Rose, 2012; Minami et al., 2021). By focusing on committed participation intention, this study shows that sustained engagement with CC initiatives can be better understood through differentiated consumer profiles rather than through a single category of adopters.

The results for personal values provide a central contribution to this discussion. The Openness to Change–Conservation dimension was the clear-

est value-based differentiator of committed participation intention, which is consistent with the proposed association between this value dimension and committed participation intention. Consumers with a stronger relative orientation toward Openness to Change were more likely to belong to the high and moderate committed participation intention segments than to the low segment. This is consistent with studies linking CC to novelty seeking, autonomy, flexibility, and willingness to experiment with alternative forms of consumption (Malecka et al., 2022a; Martin & Upham, 2015; Piscicelli et al., 2014). However, the contribution of this study is to show that these values are not only relevant for adoption or initial participation, but also for distinguishing different levels of intention to continue participating in and recommending CC initiatives. In this sense, openness to change appears to be associated with a stronger predisposition toward sustained involvement, whereas conservation may reflect a preference for stability, security, and more familiar consumption arrangements.

The findings for the Self-transcendence–Self-enhancement dimension were more nuanced. Although this value dimension was significant in the global multivariate test, it did not clearly distinguish the high committed participation intention segment from the low segment. This result nuances the idea that CC is mainly driven by pro-social or sustainability-oriented values. Previous studies have associated CC with social, environmental, and collective motivations (Belk, 2014;

Hamari et al., 2016; Piscicelli et al., 2014), but the present findings suggest that committed participation intention may also involve economic, hedonic, and self-oriented considerations. This is consistent with research showing that consumers participate in CC not only to contribute to collective well-being, but also to obtain access, convenience, savings, enjoyment, and personal utility (Böcker & Meelen, 2016; Minami et al., 2021). Therefore, this study refines the role of values by showing that Openness to Change–Conservation is a clearer and more consistent differentiator of committed participation intention than the Self-Transcendence–Self-Enhancement dimension.

The sociodemographic findings also reinforce the usefulness of segmentation, although they should be interpreted differently depending on the level of analysis. In the bivariate profiling, the high committed participation intention segment showed higher proportions of men, Millennials, respondents with higher education, respondents without children, those with paid employment, and those with savings capacity. These results help describe the composition of the segments. However, when personal values and sociodemographic characteristics were considered simultaneously in the multinomial logistic regression, only generation and educational level remained significant among the sociodemographic variables. These results indicate that generation and educational level were the sociodemographic variables most consistently associated with segment membership, whereas the remaining sociodemographic variables were useful mainly for descriptive segment profiling. The relevance of generation may reflect differences in digital familiarity, openness to platform-based exchanges, and experience with access-based consumption, as prior research has associated sharing-economy participation with younger and more digitally familiar consumers (Böcker & Meelen, 2016; Prieto et al., 2017; Tussyadiah & Pesonen, 2016). Educational level, in turn, may be associated with greater access to information, platform literacy, and confidence in using alternative consumption models, which is consistent with previous evidence linking education to collaborative and platform-based consumption practices (Böcker & Meelen, 2016; Prieto et al., 2017). The added value of this study is that these characteristics are shown to differentiate not merely adoption, but the intention to sustain and recommend participation in CC initiatives.

The non-supported sociodemographic hypotheses also provide relevant insights. One possible explanation is that some variables that appear meaningful at the bivariate level may not operate as independent differentiators once broader structural and motivational factors are considered jointly. For example, gender differences in CC may depend strongly on the type of platform, perceived security, and the nature of the service, which may explain why gender did not remain significant in a general CC model. Similarly, cohabitation with a partner and having children may not capture family responsibilities in a sufficiently precise way, since household arrangements can involve different levels of time pressure, risk tolerance, and consumption needs. In the same vein, employment status, savings capacity, and financial dependence on others may describe economic conditions, but their association with committed participation intention may overlap with educational level, digital familiarity, or the perceived usefulness of specific CC services. Therefore, these findings suggest that sociodemographic variables related to gender, household structure, and economic-employment conditions may be useful for describing consumer profiles, but they may not be strong independent differentiators of committed participation intention when value orientations, generation, and educational level are analyzed simultaneously.

Taken together, these results contribute to CC literature in three ways. First, they move the discussion beyond initial adoption by examining committed participation intention as a predisposition toward continued participation and recommendation, rather than as actual long-term behavior. This distinction is important because the study does not observe repeated platform use over time, but rather identifies consumers' intention to remain involved with and recommend CC initiatives. Second, the findings show that personal values, especially the Openness to Change–Conservation dimension, help distinguish different levels of this intention, while generation and educational level remain relevant sociodemographic differentiators in the multivariate model. This supports the usefulness of segmentation approaches in CC research (Hellwig et al., 2015; Malecka et al., 2022b). Third, the study provides evidence from urban consumers in Peru, a Latin American emerging economy where CC participation intention may be shaped by value orientations, generational dif-

ferences, educational level, and the specific conditions under which platform-based consumption was developing before the pandemic. Although the 2019 data should not be interpreted as describing the current size or maturity of Peru's CC market, they provide a useful pre-pandemic reference point because the strongest differentiators identified in the study are related to relatively enduring value orientations (Schwartz et al., 2012; Sagiv & Schwartz, 2022) and structural characteristics, rather than only to short-term platform usage patterns. This is particularly relevant in an emerging urban market such as Peru, where CC initiatives were already present before the pandemic but the platform ecosystem was still consolidating. In the current context, where digital platforms, digital payments, and online service ecosystems have accelerated in Latin America amid persistent digital transformation gaps (ECLAC, 2025), these findings remain analytically useful because CC platforms increasingly need to understand which consumer profiles may be more inclined toward continued participation and recommendation, not only which users are willing to try these services for the first time.

From a managerial perspective, the findings suggest that CC platforms should avoid treating consumers as a homogeneous group. High-intention consumers may respond to loyalty, referral, and community-building strategies that reinforce continuity and recommendation. Moderate-intention consumers may require clearer value propositions and trust-building mechanisms that combine practical, social, and experiential benefits. Low-intention consumers may need communication strategies focused on reducing perceived risk, increasing familiarity, simplifying access, and emphasizing safety and reliability. Besides, the relevance of openness to change, generation, and educational level suggests that platforms should adapt their communication and onboarding strategies to consumers' readiness to experiment with alternative consumption models and their degree of familiarity with digital or platform-based services. Therefore, segmenting consumers according to committed participation intention, value orientations, and the sociodemographic characteristics that remain relevant in the multivariate model can help platforms design strategies aimed at strengthening users' intention toward continuity and recommendation.

CONCLUSION

This study examined how personal values and sociodemographic characteristics are associated with different levels of committed participation intention in CC in Peru. Unlike studies focused mainly on adoption or general intention to use, this research approached committed participation intention as a more sustained form of engagement, reflected in consumers' intention to continue participating and to recommend CC initiatives.

The findings show that this intention is heterogeneous. The segmentation analysis identified high, moderate, and low committed participation intention segments. In the multivariate analysis, among the value dimensions, Openness to Change–Conservation emerged as the clearest and most consistent differentiator, while Self-transcendence–Self-enhancement showed a more nuanced pattern. generation and educational level remained significant among the sociodemographic variables, whereas other sociodemographic differences observed in the bivariate profiling did not remain significant. These results suggest that committed participation intention is more consistently associated with value orientations and selected structural characteristics than with all sociodemographic differences considered individually.

Overall, the study contributes to CC research by distinguishing committed participation intention from both initial adoption and actual sustained participation. It also shows that a segmentation approach can help identify different levels of intention toward continuity and recommendation. In addition, the study provides evidence from Peru, Latin American emerging economy where CC was at an early consolidation stage when the data were collected. Although the 2019 data should not be interpreted as describing the current size or maturity of the CC market, they provide a useful pre-pandemic baseline for understanding relatively stable consumer predispositions that remain relevant for platforms seeking to move beyond first-time adoption.

Future research could extend these findings in several directions. First, comparative studies across Latin American countries could help determine whether the segments identified in Peru are also observed in other emerging economies with different levels of digital platform development. Second, future studies could compare pre- and post-pandemic data to examine whether the associations between personal values, sociodemographic characteristics, and committed participation intention remain stable in a more mature and digitalized CC market. Third, future research could analyze specific CC sectors, such as mobility, accommodation, logistics, financial services, or education, to examine whether committed participation intention varies according to the type of platform and the perceived risks or benefits involved. Fourth, future research could explore other forms of participation in CC, distinguishing, for example, between users who participate mainly as demanders, those who act as providers, and those who contribute as value co-creators through recommendations, ratings, peer support, or community-building behaviors. Finally, longitudinal studies could examine whether committed participation intention translates into actual continued participation, recommendation, and other engagement behaviors over time.

AUTHOR CONTRIBUTIONS

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APPENDIX A

Table A1. Questionnaire items, operationalization, response formats, and measurement sources

Construct / variable	Operationalization	Dimension	Item / question	Response format	Source
Committed participation intention	Construct composed of two dimensions: intention to continue participating and intention to recommend.	Intention to continue participating	I want to continue participating in collaborative consumption rather than stop using it.	Seven-point Likert scale	Adapted from Bhattacharjee (2001)
			My intention is to continue participating in collaborative consumption rather than use traditional alternatives.		
			If I could, I would like to stop participating in collaborative consumption. (<i>reverse item</i>)		
		Intention to recommend	I would recommend participating in collaborative consumption to my friends.	Seven-point Likert scale	Adapted from Vázquez-Casielles et al. (2009); Maxham and Netemeyer (2002)
			I would recommend participating in collaborative consumption to anyone who asked me.		
			Whenever I get the opportunity, I tell my friends and relatives how satisfied I am with collaborative consumption experiences.		
			I say positive things about participating in collaborative consumption.		
Self-transcendence	Construct composed of two dimensions: Benevolence and Universalism.	Benevolence	It's very important to him to help the people around him. He wants to care for other people.	Six-point Likert scale	Schwartz (2003)
			It is important to him to be loyal to his friends. He wants to devote himself to people close to him.		
		Universalism	He thinks it is important that every person in the world be treated equally. He wants justice for everybody, even for people he doesn't know.		
			It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.		
			He strongly believes that people should care for nature. Looking after the environment is important to him.		
Openness to change	Construct composed of three dimensions: Self-Direction, Stimulation and Hedonism.	Self-direction	Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.	Six-point Likert scale	Schwartz (2003)
			It is important to him to make his own decisions about what he does. He likes to be free to plan and to choose his activities for himself.		
		Stimulation	He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life.		
			He looks for adventures and likes to take risks. He wants to have an exciting life.		
		Hedonism	Having a good time is important to him. He likes to "spoil" himself.		
			He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.		

Table A1 (cont.). Questionnaire items, operationalization, response formats, and measurement sources

Construct / variable	Operationalization	Dimension	Item / question	Response format	Source
Self-enhancement	Construct composed of two dimensions: Achievement and Power.	Achievement	It is very important to him to show his abilities. He wants people to admire what he does.	Six-point Likert scale	Schwartz (2003)
			Being very successful is important to him. He likes to impress other people.		
		Power	It is important to him to be rich. He wants to have a lot of money and expensive things.		
			It is important to him to be in charge and tell others what to do. He wants people to do what he says.		
Conservatism	Construct composed of two dimensions: Security, Conformity and Tradition.	Security	It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.	Six-point Likert scale	Schwartz (2003)
			It is very important to him that his country be safe from threats from within and without. He is concerned that social order be protected.		
		Conformity	He believes that people should do what they're told. He thinks people should follow rules at all times, even when no-one is watching.		
			It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.		
		Tradition	He thinks it's important not to ask for more than what you have. He believes that people should be satisfied with what they have.		
			Religious belief is important to him. He tries hard to do what his religion requires.		