A meta-analysis of antecedents and consequences of trust in the sharing economy

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Abstract

Purpose – Trust plays a crucial role in overcoming uncertainty and reducing risks. Uncovering the trust mechanism in the sharing economy may enable sharing platforms to design more effective marketing strategies. However, existing studies have inconsistent conclusions on the trust mechanism in the sharing economy. Therefore, this study aims to investigate the antecedents and consequences of different dimensions of trust (trust in platform and trust in peers) in the sharing economy.

Design/methodology/approach – First, we conducted a meta-analysis of 57 related articles. We tested 13 antecedents of trust in platform (e.g. economic benefits, enjoyment, and information quality) and eight antecedents of trust in peers (e.g. offline service quality and providers' reputation), as well as their consequences. Then, we conducted subgroup analyses to test the moderating effects of economic development level (Developed vs Developing), gender (Female-dominant vs Male-dominant), platform type (Accommodation vs Transportation), role type (Obtainers vs Providers), and uncertainty avoidance (Strong vs Weak).

Findings – The results confirm that all antecedents and consequences significantly affect trust in platform or peers to varying degrees. Moreover, trust in platform greatly enhances trust in peers. Besides, the results of the moderating effect analyses demonstrate the variability of antecedents and consequences of trust under different subgroups.

Originality/value – This paper provides a clear and holistic view of the trust mechanism in the sharing economy from an object-based trust perspective. The findings may offer insights into trust-building in the sharing economy.

Keywords Sharing economy, Trust in platform, Trust in peers, Meta-analysis, Moderator analysis

Paper type Research paper

1. Introduction

The sharing economy is an emerging socio-economic system based on swapping, trading, or renting products or services (Belk, 2014; Botsman, 2010). It enables individuals to acquire and distribute access to commodities and services flexibly through mediators (platforms like Uber and Airbnb) (Kim and Yoon, 2021). Facilitated by the proliferation of information communication technologies (ICTs) and individuals' growing concerns about gaining accessibility rather than outright ownership, the sharing economy has gained excellent momentum in development over the past decade (Navia *et al.*, 2021; Shah *et al.*, 2021; Zhang and Srite, 2021). In other words, unlike traditional consumption based on new product

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purchasing, the sharing economy involving shared use helps relieve the risks or burden of ownership (Lee and Huang, 2021). Therefore, participating in the sharing economy brings economic, social, and environmental benefits (Hamari *et al.*, 2016; Oliveira *et al.*, 2022).

However, the sharing economy has also raised some risks and concerns, such as security or privacy risks, which could lead to reluctance to engage in the sharing economy (Alzaidi and Agag, 2022; Baek and Oh, 2021; Sofi *et al.*, 2021). Specifically, the sharing economy differs from traditional e-commerce because interactions between providers (the supply side users) and obtainers (the demand side users) do not exclusively exist online. In most cases, offline collaborations are also crucial in completing a deal (Mittendorf, 2018). However, offline interactions make providers and obtainers face risks such as theft, physical privacy violations, or even threats to personal safety. Moreover, most individual providers have not experienced professional training. Obtainers may encounter more performance risks (Shao *et al.*, 2020a). Under temporary access instead of ownership, obtainers may be less responsible for protecting the properties, and providers would face more risks of property damage.

Previous literature suggests that trust is an effective social mechanism for mitigating concerns about uncertainty, vulnerability, and social complexity (Lu *et al.*, 2021). It has been identified as the most critical enabler of the sharing economy's success (Botsman, 2010; Zhang and Srite, 2021). Many scholars have constructed trust models in the sharing economy (e.g. Cha and Lee, 2022; Jiang and Lau, 2021). In the context of the sharing economy, an individual has different objects to trust, including platforms and peers. These are referred to as *trust in platform* and *trust in peers,* respectively. However, the existing studies have inconsistent conclusions on how these antecedents influence trust and to what extent trust further promotes intention. For example, concerning antecedents of trust, many scholars have found that trust disposition significantly and positively influences an individual's trust in platform (e.g. Park and Tussyadiah, 2020; Shao *et al.*, 2020a). However, Lu *et al.* (2021) noted that *disposition to trust* did not lead to their trust in platform. Similar inconsistent conclusions also exist in relationships of other antecedents with trust, such as trust disposition with trust in peers (Mittendorf, 2018; Möhlmann, 2021) and trust in technology with trust in platform (Cha and Lee, 2022; Liu *et al.*, 2020). As for the consequences of trust, there are inconsistent findings in existing research, such as behavioral intention. While most studies have verified the significantly positive effect of trust in platform and trust in peers on behavioral intention (e.g. Cha and Lee, 2022; Lu *et al.*, 2021), some studies failed to support such relationships (e.g. Hallem *et al.*, 2021; Nugroho and Hati, 2020). Inconsistent results in context-based studies are typical in social and behavioral sciences (Sarkar *et al.*, 2020). Still, they may lead to confusion about how to construct trust between participants in the sharing economy and misunderstandings about the significance of trust. Therefore, it is paramount to synthesize these inconsistent results and further confirm the antecedents and consequences of trust in the sharing economy.

Meta-analysis, which employs systematic data collection and statistical analysis, can enhance the objectivity and robustness of research findings (Jones, 1995). It can also help identify reasons for inconsistency in empirical results through moderating effect analysis (Hunter and Schmidt, 2004). Previous studies have used meta-analysis to investigate the antecedents and consequences of trust in different Internet business models. For example, Kim and Peterson (2017) conducted a meta-analysis to analyze online trust in B2C (Business to customer) e-commerce. Sarkar *et al.* (2020) focused on m-commerce, performing a meta-analysis on antecedents and consequences of trust. However, these meta-analysis studies have not explicitly focused on the sharing economy context. Furthermore, several meta-analyses of sharing behavior have been conducted (Akande *et al.*, 2020; Ashaduzzaman *et al.*, 2022; Barari *et al.*, 2022; Ertz and Sarigollu, 2022; Kozlenkova *et al.*, 2021; Shin *et al.*, 2021; Zhu *et al.*, 2022). Most of these meta-analysis studies regard trust as a single-dimensional variable and verify its influence on behavioral intention. Among them, only one study from Barari *et al.* (2022) divided trust into trust in platform and providers. However, it only verified the

effects of values and satisfaction on different dimensions of trust. Therefore, using meta-analysis to comprehensively demonstrate the antecedents and consequences of different dimensions of trust in the sharing economy is necessary to clarify the role of trust in this context.

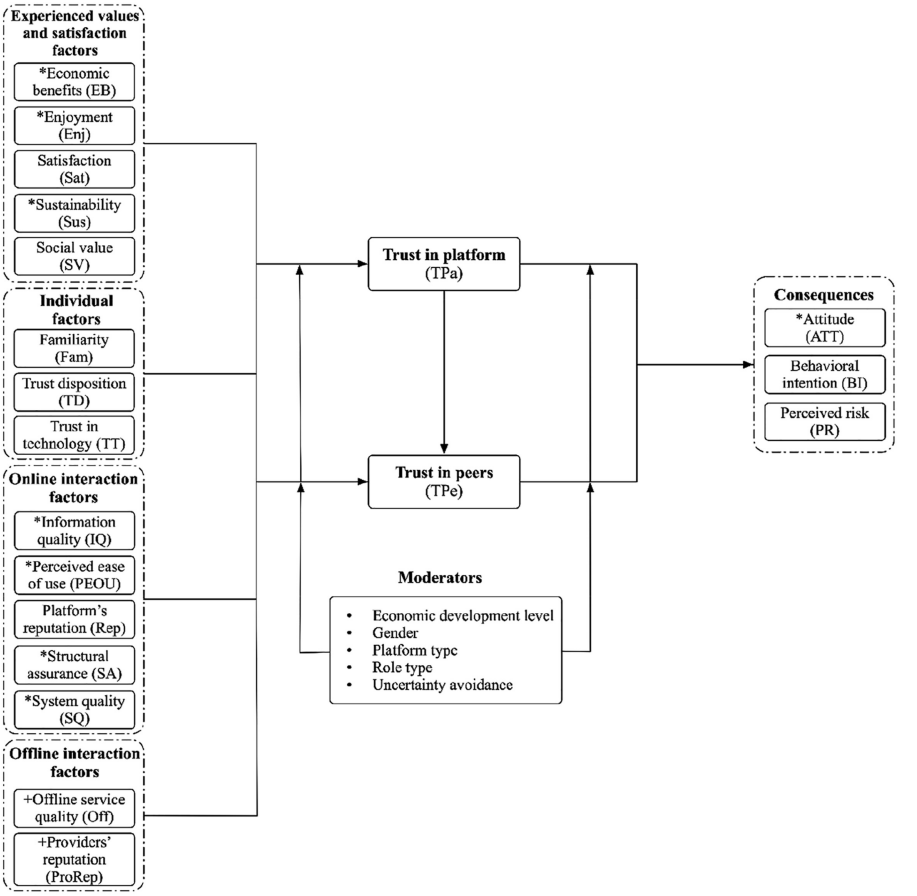
Against this backdrop, this study aims to conduct a meta-analysis review of related studies published from 2013 to 2023 (the period of relevant empirical research) and to clarify the reasons for inconsistencies in previous related studies through moderating effect analyses. This study contributes to the existing literature by uncovering the key influencing factors and consequences of trust in the sharing economy based on synthesizing the findings of 57 empirical studies. Providing a clear and holistic view of the trust mechanism in the sharing economy helps overcome the deficiency that previous studies only focused on a limited number of variables from a particular perspective. Understanding the moderating effects is paramount to enhancing the development of the sharing economy because of the necessity of internationalization, attracting bilateral users, and multi-field penetration. The meta-analysis has specific data requirements. For example, the related correlation coefficients between two variables should have been provided at least three times (Hong *et al.*, 2017; Sarkar *et al.*, 2020). Due to situations where some cases only provided correlation coefficients without model validation or where the causal relationships in the models were inconsistent, we retained variable pairs with correlation coefficients collected more than three times and empirically validated at least once. The direction of the paths between variables is determined by mainstream views of studies empirically validating the causal relationships. Table A1 in Appendix presents the existing studies that empirically support the direction of the paths and provide correlation coefficients. Based on careful consideration of the relationships empirically validated in previous studies and the data requirements of the meta-analysis, we use 53 articles to propose our overall research model, as depicted in Figure 1.

The rest of this paper is organized as follows. Section 2 reviews trust mechanism research in the sharing economy, along with the reasoning for our selected moderator variables. Section 3 describes the methodology in detail. Section 4 presents the results of the meta-analysis and the examination of moderating effects. Sections 5 and 6 discuss the findings, implications, limitations, and future directions for research.

2. Overview of trust mechanism research in the sharing economy

The sharing economy is an umbrella concept referring to phenomena such as "collaborative consumption" (Ni, 2021) and "peer-to-peer marketplaces" (Ampountolas, 2019). Although there is no unified definition of the sharing economy, the definition from Belk (2014) has been widely accepted and cited: "people coordinating the acquisition and distribution of a resource for a fee or other compensation" (p. 1597). Through this definition, we conclude that the sharing economy is a technology-enabled economic model developed between strangers based on obtaining or providing access to valuable resources. Due to the limited management of the sharing platform for participants on both sides and the sharing performed among unacquainted peers, the obtainers and providers most likely face information asymmetry, safety hazards, privacy violations, or other risks (Lu *et al.*, 2021; Park and Tussyadiah, 2020). Research has noted that trust, as an effective social mechanism, helps mitigate concerns about uncertainty and perceived risk and is mentioned as a prerequisite for the operation and development of the sharing economy (Guo *et al.*, 2021; Jiang and Lau, 2021; Lu *et al.*, 2021). Trust exists when one party has a positive attitude about the capability and goodwill of other parties to fulfill their promises (Gefen *et al.*, 2003; Jones, 1999).

Recent research on trust increasingly conceptualizes and divides it into a multi-dimensional structure. Lu *et al.* (2021) noted that interactions in the sharing economy occur among three parties: obtainers, providers, and platforms. Many scholars suggested that trust



Note(s): Factors only related to trust in platform are starred (*); Factors only related to trust in peers are marked (+); None-marked factors are related to both trust in platform and trust in peers

Source(s): Author's own creation/work

Figure 1.
Research model

in the sharing economy context is a multidimensional phenomenon that builds from the platform and peers (Jiang and Lau, 2021). For example, Möhlmann (2021) indicated that in the sharing economy, the peer obtainer, as the trustor (trust giver), is exposed to multiple trustees (trust receivers): peer providers and the intermediary platform. Mittendorf (2017a) posited that providers' trust in the sharing economy should involve two dimensions: trust in platform (Uber) and trust in peers (passengers).

2.1 Antecedents and consequences of trust in the sharing economy

Studies that examine the antecedents and consequences of trust in the sharing economy have also mainly focused on different dimensions of trust. Since the sharing economy is a new type of e-commerce where obtainers and providers may interact both online and offline (Cha and Lee, 2022), apart from the perceived values and individual factors associated with sharing,

the online and offline interaction quality are also considered as important determinants of trust in previous studies. The often-investigated constructs of these four types of antecedents in the previous related research are depicted in Figure 1. Beyond the divergent findings described in the "Introduction," many others abound. For example, Wu and Neill (2020) found a significantly positive link between the platform's reputation and trust in peers, while Hallem *et al.* (2021) and Gao *et al.* (2017) failed to support this relationship. Hallem *et al.* (2021) and Ye *et al.* (2019) found a negative and insignificant relationship between enjoyment and trust in platform, while Kim and Kim (2020) found that a positively strong relationship exists.

Furthermore, in the context of the sharing economy, each transaction starts with the platform's digital matching, followed by the interaction with the matched peers. Thus, trust transfer, which denotes that individuals' trust in familiar targets could transfer to other relatively unfamiliar interaction objects (Stewart, 2003), would exist from trust in platform to trust in peers (Cha and Lee, 2022; Nugroho and Hati, 2020; Shao and Yin, 2019). Similarly, there is controversy about the effect of trust in platform on trust in peers. Specifically, some publications (e.g. Cha and Lee, 2022; Shao and Yin, 2019) found a strong positive link between trust in platform and trust in peers, while others (e.g. Liang *et al.*, 2018a; Mao *et al.*, 2020) found a minimal relationship.

Additionally, many scholars have highlighted that trust in platform and peers are essential facilitators of individuals' intentions to participate in the sharing economy (Cha and Lee, 2022; Jiang and Lau, 2021; Oliveira *et al.*, 2022). In addition to inducing a higher level of intention, trust in platform and trust in peers also help form more positive attitudes (Cai *et al.*, 2017) and attenuate the perceived risk (Mittendorf, 2017a; Möhlmann, 2021). However, as depicted in the "Introduction," inconsistencies commonly exist regarding the relationship between trust and behavioral intention.

Moreover, we know little about the relative importance of various trust predictors and the main consequences of trust, as the results differ across the studies and research contexts. Hence, it would make sense to synthesize the results of previous studies using meta-analysis to provide more stable conclusions and insightful notions about the trust mechanism in the sharing economy. By exploring the moderating effects, we hope to offer some reasonable explanations for the inconsistencies in the results of previous studies. Before elaborating on the specifics of our meta-analysis, we first discuss our moderator variables.

2.2 Moderators for trust mechanism in the sharing economy

Beyond the typical methodological issues that explain varied findings within any body of literature, such as the sample characteristics and sample sources, there are factors specific to the sharing economy that plausibly explain some of the controversy within this literature, such as platform type and participants' roles. We focus on five factors as moderators for our meta-analysis. The detailed explanations are discussed as follows.

First, our study considers the differences associated with *economic development level*. A country/region's economic development level is vital in determining national information technology literacy (Kim and Peterson, 2017). In countries/regions with different levels of economic development, the factors affecting the adoption of new information technology would differ (Dewan and Kraemer, 2000). The meta-analysis of Barari *et al.* (2022) has explored the associations between perceived value, risks, and trust in the sharing economy across countries/regions of different GDP levels. Ashaduzzaman *et al.* (2022) also empirically verified the significant moderating effect of economic development level on the relationship between trust and perceived usefulness. Following Ashaduzzaman *et al.* (2022) and Barth *et al.* (2013), the present study segregates the regions where primary studies were carried out into the developed and developing levels to examine the moderating effect of economic development levels.

Second, we consider differences stemming from *gender*. Significant behavioral differences exist between female and male groups in various decision-making scenarios (Bandura, 1986). Existing research has shown that different genders have different priorities of factors when using online services. San Martin and Jimenez (2011) found that females place a greater emphasis on personalizing online services than males. In a meta-analysis of online purchases, Maseeh *et al.* (2021) also demonstrated that the association between risk perception, benefit perception, familiarity, and other focused antecedents on privacy concerns exhibits gender differences. This implies that the gender tends to vary across studies in the meta-analysis. Shao *et al.* (2019) found that females exhibit a stronger positive belief in the security and reliability of institutional structures compared to males in the context of the sharing economy. Additionally, the impact of reputation on trust is higher for male groups than female groups. As such, the trust mechanism varies with genders in the sharing economy. Our moderator analysis seeks to uncover the methodological gender differences.

The third moderator is concerned with differences associated with the *platform type*. As the sharing economy continues to penetrate different industries, many platforms have emerged, offering different types of products (Gupta *et al.*, 2019). Examples include Airbnb for accommodation-sharing, Uber for car-sharing, DiDi for car and bike-sharing, and GoGoVan for Motorcycle-sharing. Research has verified that the product category is an essential determinant of individuals' motivations and propensities to participate in the sharing economy (Gupta *et al.*, 2019; Lindblom and Lindblom, 2017). As for the trust mechanism, a relationship is expected to exist between the platform type (defined according to the shared product or service categories) and the trust mechanism. For example, studies from Mittendorf (2017b) and Shao (2018) focusing on car-sharing suggest that trust disposition exerts a significantly positive effect on trust in platform, while Möhlmann (2021) noted that this relationship is insignificant in the context of accommodation-sharing. Previous meta-analyses related to the sharing economy context have also considered the sharing sector or type of collaborative consumption as the moderators and found significant differences between different sectors (Ashaduzzaman *et al.*, 2022; Rossmannek and Chen, 2023). Therefore, examining the trust mechanism in the sharing economy under different platform types would facilitate verifying its moderating effect.

The fourth moderator in our study focuses on the differences associated with *role type*. As depicted earlier, individuals could play two roles in the sharing economy: obtainers and providers. More and more studies have recognized the importance of differentiating the demand and supply sides in the sharing economy (Gupta *et al.*, 2019; Ruan, 2020; Torrent-Sellens *et al.*, 2022). Previous studies have shown that the motivations for acquisition (i.e. obtainment) and disposition (i.e. provision) of shared tangible goods are dissimilar in the sharing economy (Ertz *et al.*, 2017; Sung *et al.*, 2018). Additionally, many studies have separately focused on the demand-side obtainers (e.g. Hallem *et al.*, 2021) and the supply-side providers (e.g. Wang *et al.*, 2020). However, few have explored the differences between both roles in trust mechanisms. Untangling the moderating effect of role type may help shed some light on making different trust-building strategies for obtainers and providers.

The fifth moderator captures the differences related to *uncertainty avoidance*. Uncertainty avoidance is one of the dimensions of culture (Hofstede, 1980a), which is often-concerned in the sharing economy-related research (Gupta *et al.*, 2019) since sharing with strangers is fraught with uncertainty. It reflects the extent to which social members feel uncomfortable with uncertainty and ambiguity (Hofstede, 2001), playing a crucial role in the decision-making process of information technology adoption. It is widely considered a significant moderator in meta-analysis studies (Zerbini *et al.*, 2022). For instance, Jadil *et al.* (2023) found that the relationship between perceived ease of use and usage intention is statistically stronger in countries/regions with strong uncertainty avoidance than those with weak uncertainty avoidance. In the studies focusing on the trust mechanism in the sharing

economy, Zhang and Srite (2021) have verified the significant moderating effect of uncertainty avoidance on the relationship between trust and behavioral intention. However, whether uncertainty avoidance leads to differences in direction and strength among effect sizes in the relationships from antecedents to trust and trust to the other related consequences has not been clarified, which will be explored in this study.

3. Research methodology

3.1 Data collection

To mitigate publication bias (Liberati *et al.*, 2009), we conducted a comprehensive search of relevant literature (including published journals, conference proceedings, and dissertations) to identify empirical studies of the relationships of trust with its antecedents and consequences in the sharing economy. The search terms were combinations of "trust" with "sharing economy," "peer-to-peer economy," "gig economy," or "collaborative consumption." An initial search using the above terms was through 10 databases commonly used in the sharing economy literature reviews (e.g. Barari *et al.*, 2022; Rossmannek and Chen, 2023): Web of Science, ABI/INFORM Global, ACM digital library, Business Source Complete (EBSCO), ScienceDirect, Emerald Insight, JSTOR, Taylor & Francis Online, Scopus, and ProQuest-Science (ProQuest). The search results include relevant studies from 2013 to early 2023. A total of 2,258 articles were found. Among them, 987 duplications were removed, leaving 1,271 articles.

According to Liberati *et al.* (2009), we manually filtered the initial search results by reading the title and abstract and following the criteria. First, the language used in these studies should be English, resulting in the exclusion of 169 papers. Second, the focus of the research must be on trust in the sharing economy, leading to the exclusion of 932 papers. Finally, the type of research must be empirical studies at the micro level. Exclusion criteria included literature review papers (e.g. Barari *et al.*, 2022), qualitative studies (e.g. Calabro *et al.*, 2023; D'Hauwers *et al.*, 2020), and macro-level empirical studies (e.g. Bergh and Funcke, 2020; Chutima *et al.*, 2021). The process identified 49 papers to exclude, leaving only 121 articles.

Further, these articles were screened by reading the full text according to the following rules. First, the study must clarify whether the study focused on trust in platform or peers. Some articles were excluded because they did not make a clear distinction in the survey regarding the specific object of trust (e.g. Sedighi *et al.*, 2021; Zhang *et al.*, 2019), which led to the exclusion of 45 papers. Second, the article must provide sufficient data to calculate at least one relationship between other variables and trust in platform or peers, providing the values of correlation coefficients and sample size, which led to the exclusion of 11 papers. Third, to ensure that the examined correlations in each paper were unique and to reduce the bias of aggregation effects (Wood, 2008), we also checked for studies that used the same datasets and excluded three papers. The process removed 59 papers, retaining 62 papers for further analysis. The paper selection process is shown in Figure 2.

3.2 Coding procedure

Two researchers collected and coded the shortlisted articles' basic descriptions and variable information. Basic descriptive information included authors, title, journal name, publication year, country/region, sample size, survey object type, and platform type. Variable relevant information were variable names, measurement scales, variable reliability, and correlation coefficients. Three researchers did the variable coding work independently. Coding involves three processes. First, two researchers coded 20 articles and negotiated coding standards. Then, these researchers started the first coding round, and the initial interrater agreement was 84.2%. Subsequently, the two researchers checked and corrected the inconsistent codes,

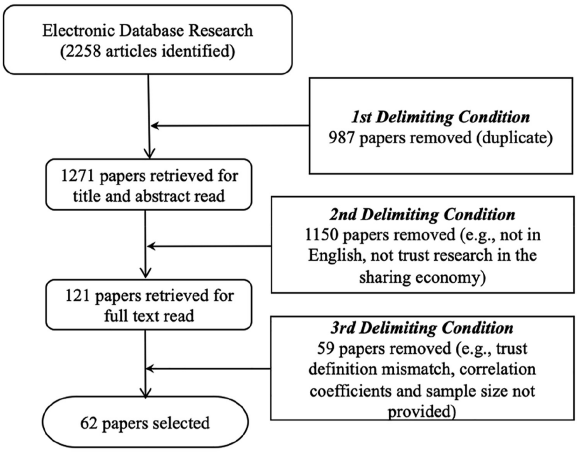


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Figure 2.
The process of paper selection

and the consistency ratio of the second round of codes increased to 97.4%. Finally, for the remaining inconsistent codes, all three researchers discussed them together to resolve the final coding discrepancies.

Following Cram *et al.* (2019), we classified variables that used the same measurement tool directly during the coding process. We also combined some variables that used different terminologies but measured the same underlying construct. For example, we combined the propensity to trust, disposition to trust, and personal trust factors with trust disposition. Similarly, we combined trust in drivers, hosts, and renters with trust in peers. In cases of uncertainty, we reviewed the wording of the measurement tools used in the studies to discuss and determine the grouping of the variables. For instance, according to Bierhoff and Vornefeld (2004), we did not classify trust in a specific provider into trust among peers as it is a different social-psychological construct. Besides, it is worth noting that inconsistencies exist in the influencing direction of the relationship between perceived values and trust in previous studies. Most of the studies clarified that perceived values affect trust (Guo *et al.*, 2021; Li and Tsai, 2022; Wang *et al.*, 2020; Ye *et al.*, 2019), while there exist some notions that trust affects perceived values (Lee *et al.*, 2018; Mattia *et al.*, 2022). We compared the background of these two types of views during variable coding. We found that studies that provided evidence for the effect of perceived values on trust have focused on the subjects who had experiences in sharing. These studies suggest that the experienced benefits will promote the cognition that the platform and its users are reliable and more likely to trust (Hallem *et al.*, 2021; Li and Tsai, 2022; Wang *et al.*, 2020). The studies explained the perceived values as expected values for non-users and emphasized perceived values as the consequences of trust (Mattia *et al.*, 2022). Therefore, we differentiate between the perceived value and the expected value. The former is from experienced users, and the latter is from potential or non-users. Since studies hold that perceived values affect trust accounts for the majority and satisfy the data requirements of meta-analysis, this study abandoned the data of studies clarifying the effect of trust on expected values.

We coded 67 variables with different constructs and meanings, retaining 110 relationships from 62 articles. According to the guidelines of Sarkar *et al.* (2020) and Hong *et al.* (2017), we only kept the relationships with correlation coefficients that were provided more than three times, excluding 81 relationships and five articles, retaining 57 articles. The final 57 articles

include 53 articles that have empirically validated at least one path in Figure 1 and four articles that have not empirically examined any path in Figure 1 but have provided correlation coefficients. Finally, we obtained 29 relationships composed of 258 pieces of data. The dataset contains 60 studies from 57 articles. Table 1 shows the definitions and aliases of all the variables we kept. Typical examples of variables' measurement scales are presented in Table A2 in Appendix.

Furthermore, we operationalized five moderator variables. First, drawing from the report of the World Bank (2015), each article's region was classified into developing and developed to perform the moderator analysis of the economic development level. Studies conducted in Bangladesh, China, El Salvador, Ghana, India, Indonesia, and Morocco were classified as developing countries/regions. In contrast, Australia, Austria, Belgium, Bulgaria, Canada, Denmark, France, Germany, Hong Kong (China), Italy, Japan, the Netherlands, Norway, Romania, South Korea, Spain, Sweden, Switzerland, Taiwan (China), Turkey, the United Kingdom, and the United States were classified as developed countries/regions. Second, following Maseeh *et al.* (2021), we set the classification threshold of gender as whether the proportion of female survey respondents exceeds 50%. Studies with female survey respondents exceeding 50% are classified as female-dominant groups; otherwise, male-dominant groups. Third, according to their surveyed industry, each article was classified into accommodation and transportation (car-sharing and bike-sharing). Fourth, referring to Rossmannek and Chen (2023), we operationalized the sharing economy participant in the study survey as either an obtainer or a provider. Finally, following Hofstede (1980b), the countries/regions where the studies were conducted were categorized into strong and weak uncertainty avoidance. Specifically, countries/regions with an uncertainty avoidance score higher than 56 were classified as having strong uncertainty avoidance. Studies conducted in Austria, Bangladesh, Belgium, Bulgaria, El Salvador, France, Germany, Ghana, Italy, Japan, Morocco, Romania, South Korea, Spain, Switzerland, Taiwan (China), and Turkey were classified as strong uncertainty avoidance countries/regions. In contrast, Australia, Canada, China, Denmark, Hong Kong (China), India, Indonesia, the Netherlands, Norway, Sweden, the United Kingdom, and the United States were classified as weak uncertainty avoidance countries/regions. It is worth noting that studies that did not provide sufficient classification information were only used in the primary analysis and were not used in the analysis of moderating variables. Table 2 shows the definitions and coding of the moderators. Table A3 in Appendix shows the profile of the 57 articles used in the meta-analysis.

3.3 Statistical analysis

To synthesize effect size estimates of the shortlisted studies, this study used the random-effects meta-analysis method considering measurement error correction (Hunter and Schmidt, 2004). For the studies that have not reported the correlation coefficients but provided the *t*-statistics, we used the formula proposed by Hunter and Schmidt (2004) to calculate the effect size: $r = t/\sqrt{t^2 + N - 2}$, where t is the t-value of the path and N is the sample size. Besides, the measurement error of the correlation coefficient was corrected. Following the study of Hunter and Schmidt (2004), this study corrected the measurement error by the following formula: $\rho = r/\sqrt{\alpha_x \alpha_y}$, where ρ is the true correlation coefficient corrected for measurement error, r is the correlation coefficient of the original sample in the literature, α_x and α_y are the Cronbach's alpha reliability coefficients of the independent variable and dependent variable, representing their measurement errors. Some literature did not provide Cronbach's alpha values, and composite reliability was used to calculate the corrected correlation coefficient (Lim, 2021; Peterson and Kim, 2013). When neither reliability value was mentioned in the literature, the sample size-weighted mean reliability of the construct was used as an approximate reliability estimate (Lim, 2021; Schmidt and Hunter, 2004). Based on the corrected correlations, 95%

Variables	Definitions	Common aliases
Economic benefits	The extent to which participation in the sharing economy is perceived to be financially beneficial	Economic value; Economic benefit; Extrinsic reward
Enjoyment	The extent to which participation in the sharing economy is perceived to be enjoyable	Perceived enjoyment; Entertainment value
Satisfaction	The sense of contentment arising from the perception that the actual participation in the sharing economy has met or exceeded their expectations	Experience-based satisfaction
Sustainability	The extent to which participation in the sharing economy is perceived to be environmentally beneficial	Environmental benefits; Environmental concern
Social value	The extent to which participation in the sharing economy is perceived to help build new relationships	Social interaction; Social benefits; Community Engagement; Sociability
Familiarity	individuals' direct and indirect knowledge about the sharing economy, formed based on previous experiences of acting as obtainers or providers	User experience; Online accommodation booking experience
Trust disposition	the individuals' general tendency to rely on and believe in other individuals' goodness	Social trust; Personality-based trust; Disposition to trust; Propensity to trust
Trust in technology	individuals' beliefs about the attributes of technology in general and the extent to which individuals believe that the available technology can bring positive outcomes	Situational normality
Information quality	The extent to which individuals perceive that the information produced from the sharing platform is of value	Argument quality; Perceived information quality
Perceived ease of use	The extent to which one's belief that using the sharing platform is effort-free	Ease of use; Perceived website usability; Effort expectancy; Convenience value
Platform's reputation	the degree to which individuals' emotions with the sharing platform by reading the ratings, reviews, and other information about the public's comprehensive evaluation of the platform	Third-party recognition; Platform reputation
Structural assurance	Protective legal and technological structures like guarantees, identity authentication, and other procedures or mechanisms established by a sharing platform safeguard the transactions and ensure the interests of participants	Perceived security; Perceived privacy security; Payment security; Security and privacy; Driver protection; Perceived personal safety system; Security assurance; Consumer safety
System quality	The extent to which individuals perceive that the sharing platform has some desired capabilities, such as reliability, usability, and availability	Perceived website quality; Website quality
Offline service quality	the extent to which an obtainer perceives that the shared service meets their needs or expectations in the offline interactions with previously interacted service providers	Service quality; Interaction
Providers' reputation	the degree to which obtainers' emotions with the peer-providers by reading their personal information or other obtainers' ratings, reviews, or other evaluations	Host reputation; Seller reputation

Table 1.
Variables definitions and aliases

(*continued*)

Variables	Definitions	Common aliases
Trust in platform	The extent to which the individuals believe that the sharing platform is competent and reliable and behaves with integrity	Trust in intermediary; Trustworthiness; Institution-based trust
Trust in peers	The extent to which the individuals believe that other peer obtainers or providers are competent, reliable, and behave with integrity	Trust in peer providers; Integrity of CC apparel participants; Trust in consumers; Driver-based trust
Attitude	The extent to which individuals' favorableness toward participating in the sharing economy	Attitude toward sharing economy; Attitude toward the use of the Internet to CC apparel; Attitude toward collaborative consumption
Behavioral intention	The strength of individuals' willingness to use or continue using the sharing platform	Intention; Intention to use; Behavioral intentions; Continuance intention; Consumption intention; Prosumption; (Re) Purchase intentions; Inquire about drivers; Accept a private customer; Renting intention; Consumer purchase probability
Perceived risk	The extent to which participating in the sharing transactions may encounter insecurities and suffer potential losses	Social risk; Performance risk; Financial risk; Physical risk; Security risk; Perceived risks; Psychological risk; Privacy risk

Source(s): Author's own creation/work

Table 1.

Moderators	Definitions	Coding
Economic development level	The economic situations of the countries/regions where the studies have been conducted	1 = developed; 0 = developing
Gender	The gender dominance of respondents used in the study	1 = female-dominant; 0 = male-dominant
Platform type	The sharing sector focused in the study	1 = accommodation; 0 = transportation
Role type	The side of respondents used in the study	1 = obtainers; 0 = providers
Uncertainty avoidance	The degree of acceptance of uncertain or unknown situations of the countries/regions where the studies have been conducted	1 = strong; 0 = weak

Source(s): Author's own creation/work

Table 2.
Definitions and coding of the moderators

confidence intervals were calculated for the significance test of true-score correlations (Schmidt and Hunter, 2004). Additionally, the following combined effect size calculation formula was used to combine different measurements of a variable in the same study (Borenstein and Higgins, 2013; Joshi and Roh, 2009).

$$r_{xy} = \frac{\sum_{j=1}^{n} r_{xy_j}}{\sqrt{n + n(n-1)\overline{r_{yy}}}}$$

where r_{xy_j} is the correlation coefficient between x and the j^{th} y, $\overline{r_{yy}}$ is the mean of n measurement relationships of the dependent variables.

When integrating effect sizes, differences in study scenarios lead to differences in effect sizes. This study computed the statistic Q, I^2, T^2 to evaluate each relationship's variation in effect sizes (Cortina, 2003). The Q statistic is the weighted sum of the effect sizes' squared

deviations. A statistically significant Q statistic means the residual variance is not homogeneous, suggesting moderators' existence (Hunter and Schmidt, 2004). I^2 is the ratio of true to total variance in the observed effects and T^2 is the absolute value of the variance of the true effect sizes derived from the observed effects (Borenstein *et al.*, 2017; Higgins and Thompson, 2002). Based on the Q statistic, I^2 and T^2 utilized freedom degrees to correct for the influence of the number of studies (Borenstein *et al.*, 2017). According to Higgins *et al.* (2003), I^2 values of 25%, 50%, and 75% have been interpreted as low, moderate, and high degrees of heterogeneity, respectively. The larger the T^2 value, the larger the I^2 and the more substantial the heterogeneity.

The potential bias in the empirical results and the possibility of an incomplete literature search may lead to publication bias in the meta-analysis results. The fail-safe N statistic was calculated for each path to assess this issue in this study (Lipsey and Wilson, 2001; Rosenthal, 1979). The fail-safe N denotes how many unpublished studies are required to change the findings from significant to insignificant when the meta-analysis results are significant. A large fail-safe N suggests that the meta-analysis results are less likely to be altered. In contrast, a small fail-safe N indicates that the problem of publication bias in the meta-analysis is serious.

Lastly, to investigate the moderating roles of gender, platform type, economic development level, uncertainty avoidance, and role type, this study examined the degree of overlap between confidence intervals of the sub-categories of each moderator. When analyzing moderating variables, this study used two studies as the cutoff number, following the study of Oh *et al.* (2014) and Lim (2021).

4. Results

4.1 Meta-analytic results

Table 3 presents the meta-analytic results for all relationships. All antecedents and consequences are significantly related to trust in the platform or trust in peers (p <0.05). All factors have a positive relationship with both types of trust, except for perceived risk. According to Sarkar *et al.* (2020) and Hamari and Keronen (2017), the effect sizes have three levels of strength based on their magnitude: strong (>0.5), moderate (>0.3), or weak (>0.1). Table 3 shows that all relationships are strong and moderate. Specifically, the study found that satisfaction and social value strongly influence trust in peers. However, social value has the lowest impact on trust in platform, while sustainability has the most significant effect. All online interaction factors strongly impact trust in platform, but the platform's reputation only moderately affects trust in peers. The platform's reputation is the most potent influencing factor for trust in platform, while information quality is the weakest. The providers' reputation and offline service quality substantially impact trust in peers with a combined effect size greater than 0.7. Only familiarity strongly impacts trust in platform, while other individual factors have moderate impacts on trust in platform or peers. There exists a strong link between trust in platform and trust in peers. Finally, only trust in platform strongly impacts behavioral intention, while trust in peers has a moderate effect. Furthermore, both types of trust have the weakest impacts on perceived risk.

The fail-safe N was used to examine the publication bias problem. According to the criterion of "5 k +10" (where k is the number of independent samples) proposed by Rosenthal (1979), the effect size of all paths is more significant than this criterion, which means that the effect sizes of all paths are relatively stable.

Table 3 shows that the Q statistics of all relationships are significant. Moreover, I^2 values are greater than 75% for all relationships. That is, there is a certain degree of heterogeneity for all paths. This confirms the validity of choosing the random-effect model and underscores

Factor category		Paths	k	N	r	[CI lower	CI upper]	p	Q Statistic	I^2	T^2	Strength	Fail-safe N	5 k +10
Antecedents	Experienced values and Satisfaction	EB-TPa	7	2,645	0.645	0.268	0.851	**	958.966***	99.374	0.437	Strong	2,775	45
		Enj-TPa	6	1,651	0.431	0.212	0.609	***	120.687***	95.857	0.090	Moderate	445	40
		Sat-TPa	7	2,581	0.768	0.588	0.875	***	454.942***	98.681	0.207	Strong	4,837	45
		Sat-TPe	4	1,505	0.643	0.331	0.829	***	200.147***	98.501	0.181	Strong	980	30
		Sus-TPa	4	1,514	0.784	0.366	0.939	**	499.712***	99.400	0.468	Strong	1,888	30
		SV-TPa	5	1,767	0.373	0.202	0.522	***	57.598***	93.055	0.042	Moderate	239	35
		SV-TPe	5	1,140	0.546	0.386	0.674	***	44.641***	91.040	0.049	Strong	502	35
	Individual factors	Fam-TPa	11	2,999	0.504	0.333	0.643	***	327.301***	96.945	0.120	Strong	2,306	65
		Fam-TPe	8	2,027	0.382	0.153	0.572	**	220.019***	96.818	0.123	Moderate	578	50
		TD-TPa	14	4,692	0.412	0.289	0.522	***	298.769***	95.649	0.068	Moderate	2,856	80
		TD-TPe	15	3,924	0.485	0.359	0.594	***	326.808***	95.716	0.088	Moderate	4,053	85
		TT-TPa	4	1,369	0.478	0.180	0.695	**	119.303***	97.485	0.116	Moderate	373	30
		TT-TPe	4	1,369	0.424	0.102	0.666	*	128.526***	97.666	0.125	Moderate	273	30
	Online interaction	IQ-TPa	7	3,504	0.542	0.412	0.651	***	151.207***	96.032	0.050	Strong	2,036	45
		PEOU-TPa	7	2,319	0.652	0.298	0.848	**	775.708***	99.227	0.401	Strong	2,511	45
		Rep-TPa	5	1,750	0.736	0.306	0.917	**	680.167***	99.412	0.506	Strong	2,109	35
		Rep-TPe	3	767	0.467	0.128	0.708	**	55.570***	96.401	0.107	Moderate	152	25
		SA-TPa	11	3,718	0.716	0.553	0.825	***	708.291***	98.588	0.213	Strong	7,080	65
		SQ-TPa	4	1,686	0.617	0.431	0.752	***	79.852***	96.243	0.066	Strong	725	30
	Offline interaction	Off-TPe	3	1,228	0.737	0.642	0.810	***	18.521***	89.202	0.023	Strong	762	25
		ProRep-TPe	3	677	0.773	0.460	0.915	***	94.345***	97.880	0.214	Strong	519	25
Trust transfer		TPa-TPe	23	6,908	0.710	0.599	0.794	***	1473.995***	98.507	0.224	Strong	10,084	125
Consequences		TPa-ATT	4	1,278	0.498	0.164	0.730	**	136.754***	97.806	0.149	Moderate	317	30
		TPa-BI	36	13,413	0.678	0.589	0.750	***	2664.142***	98.686	0.205	Strong	9,171	190
		TPe-BI	29	9,138	0.492	0.407	0.569	***	744.728***	96.240	0.082	Moderate	9,607	155
		TPa-PR	12	4,248	−0.384	−0.495	−0.260	***	224.897***	95.109	0.057	Moderate	2,101	70
		TPe-PR	8	2,570	−0.338	−0.533	−0.109	**	255.653***	97.262	0.117	Moderate	631	50

Note(s): EB = Economic benefits; Enj = Enjoyment; Sat = Satisfaction; Sus = Sustainability; SV=Social value; Fam = Familiarity; TD = Trust disposition; TT = Trust in technology; IQ=Information quality; PEOU=Perceived ease of use; Rep = Platform's reputation; SA=Structural assurance; SQ=System quality; Off = Offline service quality; ProRep = Providers' reputation; TPa = Trust in platform; TPe = Trust in peers; ATT = Attitude; BI=Behavioral intention; PR=Perceived risk; k = the number of independent samples; N = total sample size; r = weighted mean correlation; CI = lower and upper limits of 95% confidence interval; *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$; Q = the weighted sum of the effect sizes' squared deviations; I^2 = the ratio of true to total variance in the observed effects; T^2 = the variation in true effects

Source(s): Author's own creation/work

Table 3. Meta-analysis of antecedents and consequences of trust

the need for additional analysis of moderating effects to account for the variability in the findings of this study.

4.2 Sub-group analysis

Table 4 shows the moderating effect of the economic development level. Significant heterogeneity exists in the impacts of antecedents such as economic benefits, satisfaction, trust disposition, platform's reputation, and structural assurance on trust in platform across different economic development levels. Among them, the differences in the effects of trust disposition and the platform's reputation on trust in platform are the largest across different economic development levels. Familiarity and trust disposition exhibit significant heterogeneity in their effects on trust in peers across different economic development levels, with both having a more substantial impact in developed countries/regions. Moreover, trust transfer is stronger in developed countries/regions. Finally, only the effect of trust in peers on behavioral intention shows no statistically significant differences across different economic development levels.

Table 5 shows the moderating effect analysis results of gender. All online interaction factors significantly differ in their impacts on trust in platform across different gender samples. Among them, the effects of structural assurance, information quality, and system quality are more substantial in female-dominant samples, while the impact of perceived ease of use is stronger in male-dominant samples. Among experienced values, satisfaction factors, and individual factors, significant differences exist between males and females in terms of the impact of satisfaction, social value, and familiarity on trust in platform. Specifically, the effect of satisfaction is higher among male-dominant samples, while female-dominant samples tend to attribute higher importance to social value and familiarity. Moreover, there is a considerable difference in the trust transfer from the platform to peers under different gender samples, in which trust in platform is more effectively transferred to trust in peers for male-dominant samples. Lastly, the link between trust and behavioral intention exhibits significant differences across different gender samples. Both trust in platform and trust in peers have a more potent influence on behavioral intention for female-dominant samples than for male-dominant samples. In contrast, only the impact of trust in platform on perceived risk does show significant differences across different gender samples, and it is more substantial for male-dominant samples.

Table 6 shows the moderating effect analysis of platform type. All the antecedents affect trust in peers differently across different platforms and are stronger in the accommodation-sharing context. Among the antecedents of trust in platform, economic benefits and structural assurance show the most significant variation across different platforms. Trust transfer also shows significant differences across different platforms, and trust in platform is more easily transferred to trust in peers in the context of accommodation-sharing. The impacts of trust in platform on behavioral intention and perceived risk exhibit significant differences across different platforms, and both are stronger on transportation platforms. However, platform type only affects the effect of trust in peers on perceived risk, and the effect is stronger in the context of accommodation-sharing.

Table 7 shows the moderating effect of the role type. Firstly, the impacts of familiarity and structural assurance on trust in platform are significantly stronger on the demand side. The impact of trust disposition on trust in peers is stronger on the supply side. Secondly, trust transfer also exhibits significant differences across different roles. Finally, the effect of trust in platform on perceived risk is significantly stronger on the supply side. The relationship between trust in peers and behavioral intention is stronger on the demand side.

Table 8 shows the moderating effect of uncertainty avoidance. All antecedents of trust in platform exhibit significant differences across different cultural backgrounds. Trust

Table 4. The moderating effect of economic development level

Factor category		Path	Sample	k	N	r	p	[CI lower	CI upper]	|Observed difference|	Q-statistic of two groups (Homogeneity test)
Antecedents	Experienced values and Satisfaction	EB-	Developed	4	1,238	0.585	0.000	0.552	0.616	0.200	78.006***
		TPa	Developing	2	760	0.785	0.000	0.757	0.811		
		Enj-	Developed	2	331	0.254	0.000	0.150	0.353	0.104	3.257
		TPa	Developing	3	1,073	0.358	0.000	0.304	0.409		
		Sat-	Developed	2	896	0.809	0.000	0.785	0.830	0.194	80.673***
		TPa	Developing	3	1,096	0.615	0.000	0.577	0.651		
		SV-	Developed	2	721	0.266	0.000	0.196	0.332	0.003	0.005
		TPa	Developing	2	849	0.262	0.000	0.198	0.324		
	Individual factors	Fam-	Developed	3	1,022	0.418	0.000	0.366	0.467	0.007	0.034
		TPa	Developing	3	891	0.425	0.000	0.369	0.477		
		Fam-	Developed	3	821	0.451	0.000	0.394	0.504	0.329	51.303***
		TPe	Developing	3	753	0.122	0.001	0.050	0.192		
		TD-	Developed	5	2,359	0.512	0.000	0.482	0.541	0.295	115.899***
		TPa	Developing	6	1,691	0.217	0.000	0.171	0.263		
		TD-	Developed	5	1,676	0.632	0.000	0.602	0.660	0.347	162.827***
		TPe	Developing	6	1,553	0.285	0.000	0.238	0.330		
	Online interaction	Rep-	Developed	2	748	0.389	0.000	0.326	0.448	0.545	620.378***
		TPa	Developing	2	791	0.934	0.000	0.924	0.942		
		SA-	Developed	4	1,506	0.506	0.000	0.467	0.542	0.231	133.226***
		TPa	Developing	7	2,212	0.737	0.000	0.717	0.756		
Trust transfer		TPa-	Developed	7	2,162	0.781	0.000	0.764	0.797	0.142	109.858***
		TPe	Developing	11	3,241	0.639	0.000	0.618	0.659		
Consequences		TPa-	Developed	16	6,365	0.659	0.000	0.645	0.672	0.020	4.133*
		BI	Developing	15	5,578	0.679	0.000	0.665	0.693		
		TPe-	Developed	10	3,075	0.515	0.000	0.489	0.541	0.026	2.023
		BI	Developing	12	3,934	0.489	0.000	0.465	0.513		
		TPa-	Developed	2	919	−0.312	0.000	−0.369	−0.252	0.089	7.136**
		PR	Developing	8	2,753	−0.401	0.000	−0.432	−0.369		

Note(s): *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$
Source(s): Author's own creation/work

Table 5.
The moderating effect of gender

Factor category		Path	Sample	k	N	r	p	[CI lower	CI upper]	|Observed difference|	Q-statistic of two groups (Homogeneity test)
Antecedents	Experienced values and Satisfaction	EB-TPa	Female	4	1,291	0.678	0.000	0.647	0.706	0.035	2.468
			Male	3	1,354	0.643	0.000	0.611	0.673		
		Sat-TPa	Female	2	896	0.652	0.000	0.613	0.688	0.176	93.934***
			Male	5	1,685	0.828	0.000	0.812	0.842		
		SV-TPa	Female	3	964	0.326	0.000	0.268	0.382	0.067	3.917*
			Male	2	803	0.239	0.000	0.172	0.303		
	Individual factors	Fam-TPa	Female	4	1,163	0.532	0.000	0.489	0.572	0.110	14.287***
			Male	7	1,836	0.422	0.000	0.384	0.46		
		Fam-TPe	Female	4	1,025	0.352	0.000	0.297	0.404	0.026	0.407
			Male	4	1,002	0.326	0.000	0.270	0.381		
		TD-TPa	Female	5	1,598	0.387	0.000	0.345	0.428	0.015	0.320
			Male	9	3,094	0.402	0.000	0.372	0.431		
		TD-TPe	Female	6	1,513	0.503	0.000	0.464	0.54	0.020	0.626
			Male	9	2,411	0.483	0.000	0.452	0.513		
	Online interaction	IQ-TPa	Female	5	2,274	0.557	0.000	0.528	0.585	0.169	38.232***
			Male	2	1,230	0.388	0.000	0.340	0.435		
		PEOU-TPa	Female	5	1,771	0.648	0.000	0.620	0.675	0.053	3.923*
			Male	2	548	0.701	0.000	0.656	0.741		
		SA-TPa	Female	6	1,547	0.717	0.000	0.692	0.741	0.109	34.493***
			Male	5	2,171	0.608	0.000	0.581	0.634		
		SQ-TPa	Female	2	456	0.712	0.000	0.663	0.754	0.230	43.937***
			Male	2	1,230	0.482	0.000	0.438	0.524		
Trust transfer		TPa-TPe	Female	10	3,282	0.627	0.000	0.606	0.648	0.140	130.108***
			Male	13	3,626	0.767	0.000	0.753	0.78		
Consequences		TPa-BI	Female	20	7,568	0.699	0.000	0.688	0.711	0.076	60.764***
			Male	16	5,845	0.623	0.000	0.607	0.638		
		TPe-BI	Female	14	4,057	0.524	0.000	0.501	0.546	0.032	4.064*
			Male	15	5,081	0.492	0.000	0.471	0.513		
		TPa-PR	Female	5	2,020	−0.343	0.000	−0.381	−0.304	0.090	11.866**
			Male	7	2,228	−0.433	0.000	−0.466	−0.399		
		TPe-PR	Female	2	399	−0.374	0.000	−0.456	−0.286	0.030	0.385
			Male	6	2,171	−0.344	0.000	−0.381	−0.307		

Note(s): *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$
Source(s): Author's own creation/work

Table 6. The moderating effect of platform type

Factor category		Path	Sample	k	N	r	p	[CI lower	CI upper]	|Observed difference|	Q-statistic of two groups (Homogeneity test)
Antecedents	Experienced values and Satisfaction	EB-TPa	Accommodation	2	1,022	0.218	0.000	0.159	0.276	0.671	544.401***
			Transportation	2	616	0.889	0.000	0.871	0.904		
		Sat-TPa	Accommodation	2	595	0.635	0.000	0.584	0.680	0.111	19.094***
			Transportation	3	1,397	0.746	0.000	0.722	0.768		
		Sat-TPe	Accommodation	2	595	0.722	0.000	0.681	0.758	0.064	5.326*
			Transportation	2	910	0.658	0.000	0.619	0.693		
	Individual factors	Fam-TPa	Accommodation	6	1,640	0.438	0.000	0.398	0.476	0.009	0.081
			Transportation	3	968	0.447	0.000	0.395	0.496		
		Fam-TPe	Accommodation	4	948	0.471	0.000	0.419	0.519	0.252	27.958***
			Transportation	2	530	0.219	0.000	0.136	0.298		
		TD-TPa	Accommodation	5	2,269	0.486	0.000	0.453	0.516	0.191	53.946***
			Transportation	7	1,990	0.295	0.000	0.254	0.334		
		TD-TPe	Accommodation	7	1,939	0.565	0.000	0.534	0.595	0.120	22.340***
			Transportation	6	1,552	0.445	0.000	0.404	0.484		
	Online interaction	SA-TPa	Accommodation	4	1,600	0.488	0.000	0.449	0.524	0.295	228.070***
			Transportation	6	1,829	0.783	0.000	0.764	0.800		
Trust transfer		TPa-TPe	Accommodation	9	2,733	0.778	0.000	0.763	0.792	0.125	102.190***
			Transportation	11	3,526	0.653	0.000	0.634	0.672		
Consequences		TPa-BI	Accommodation	13	5,951	0.612	0.000	0.596	0.628	0.115	133.885***
			Transportation	20	6,232	0.727	0.000	0.715	0.739		
		TPe-BI	Accommodation	12	3,488	0.523	0.000	0.499	0.547	0.014	0.784
			Transportation	14	4,740	0.538	0.000	0.517	0.558		
		TPa-PR	Accommodation	3	1,676	−0.333	0.000	−0.375	−0.290	0.109	16.363***
			Transportation	8	2,428	−0.442	0.000	−0.474	−0.410		
		TPe-PR	Accommodation	3	909	−0.432	0.000	−0.484	−0.378	0.105	8.587**
			Transportation	4	1,517	−0.327	0.000	−0.371	−0.281		

Note(s): *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$
Source(s): Author's own creation/work

Table 7.
The moderating effect of role type

Factor category		Path	Sample	k	N	r	p	[CI lower	CI upper]	|Observed difference|	Q-statistic of two groups (Homogeneity test)
Antecedents	Experienced values and Satisfaction	SV-TPa	Provider	2	803	0.239	0.000	0.172	0.303	0.023	0.254
			Obtainer	2	849	0.262	0.000	0.198	0.324		
	Individual factors	Fam-TPa	Provider	3	992	0.227	0.000	0.167	0.285	0.340	111.238***
			Obtainer	8	2,007	0.566	0.000	0.536	0.596		
		TD-TPe	Provider	2	242	0.718	0.000	0.651	0.775	0.246	33.806***
			Obtainer	13	3,682	0.473	0.000	0.447	0.497		
	Online interaction	SA-TPa	Provider	3	1,122	0.495	0.000	0.450	0.538	0.206	81.606***
			Obtainer	7	2,481	0.701	0.000	0.680	0.721		
Trust transfer		TPa-TPe	Provider	3	742	0.554	0.000	0.502	0.602	0.169	54.660***
			Obtainer	20	6,166	0.722	0.000	0.710	0.734		
Consequences		TPa-BI	Provider	5	1,643	0.681	0.000	0.654	0.707	0.021	2.033
			Obtainer	29	1,434	0.661	0.000	0.650	0.671		
		TPe-BI	Provider	3	586	0.340	0.000	0.266	0.410	0.179	26.271***
			Obtainer	25	8,330	0.519	0.000	0.503	0.534		
		TPa-PR	Provider	2	651	−0.484	0.000	−0.541	−0.423	0.111	10.170**
			Obtainer	10	3,597	−0.373	0.000	−0.401	−0.345		
		TPe-PR	Provider	2	397	−0.328	0.000	−0.414	−0.237	0.025	0.246
			Obtainer	6	2,173	−0.353	0.000	−0.389	−0.315		

Note(s): *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$
Source(s): Author's own creation/work

Factor category		Path	Sample	k	N	r	p	[CI lower	CI upper]	|Observed difference|	Q-statistic of two groups (Homogeneity test)
Antecedents	Individual factors	TD-TPa	Strong	2	340	0.483	0.000	0.396	0.561	0.136	8.261**
			Weak	8	3,455	0.347	0.000	0.317	0.376		
		TD-TPe	Strong	3	626	0.456	0.000	0.392	0.516	0.007	0.044
			Weak	7	2,348	0.449	0.000	0.416	0.481		
	Online interaction	IQ-TPa	Strong	2	948	0.595	0.000	0.552	0.635	0.077	6.827**
			Weak	3	1,739	0.522	0.000	0.487	0.556		
		Rep-TPa	Strong	2	748	0.389	0.000	0.326	0.448	0.545	620.378***
			Weak	2	791	0.934	0.000	0.924	0.942		
Trust transfer		TPa-TPe	Strong	3	556	0.657	0.000	0.606	0.702	0.004	0.026
			Weak	13	4,431	0.653	0.000	0.635	0.669		
Consequences		TPa-BI	Strong	6	2,129	0.651	0.000	0.626	0.675	0.028	4.192*
			Weak	21	8,546	0.679	0.000	0.667	0.690		
		TPe-BI	Strong	3	698	0.249	0.000	0.177	0.317	0.237	46.785***
			Weak	16	5,443	0.486	0.000	0.465	0.506		

Note(s): *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$
Source(s): Author's own creation/work

Table 8.
The moderating effect of uncertainty avoidance

disposition and information quality have a stronger impact in countries/regions with strong uncertainty avoidance. Conversely, the platform's reputation has a stronger impact on trust in platform in countries/regions with weak uncertainty avoidance. Among these factors, the impact of the platform's reputation exhibits the greatest variation. Finally, the impacts of trust in platform and trust in peers on behavioral intention are stronger in countries/regions with weak uncertainty avoidance.

5. Discussion

Previous studies on antecedents and consequences of different trust dimensions in the sharing economy have reported inconsistent findings (Kim and Kim, 2020; Lu *et al.*, 2021; Shao *et al.*, 2020a; Ye *et al.*, 2019). Accordingly, this paper systematically reviews the trust mechanism in the sharing economy with a meta-analysis, bringing some valuable and interesting insights. This study collected the quantitative results of 57 related papers, identifying 15 antecedents and three consequences of trust. To clarify the inconsistencies, we also considered the effects of five moderators: economic development level, gender, platform type, role type, and uncertainty avoidance. The results revealed that all explored antecedents and consequences are significantly associated with trust in platform and trust in peers in the sharing economy (see Table 3). Moreover, all paths combined effect sizes were found to vary from moderate to strong. For trust in platform, the experienced sustainability value and satisfaction have the most significant impacts, followed by online interaction factors, individual factors, and experienced hedonic values. The offline interaction factors exert the most substantial influences on trust in peers, followed by experienced values and satisfaction and individual factors. Finally, behavioral intention is the primary outcome of trust in platform and trust in peers.

5.1 Discussion of antecedents and trust transfer

As for experienced values and satisfaction, our findings reveal that economic benefits, enjoyment, satisfaction, sustainability, and social values are positively related to trust in platform. Social value and satisfaction also promote trust in peers. These results are consistent with the findings of previous studies (Hallem *et al.*, 2021; Jiang and Lau, 2021; Li and Tsai, 2022; Wang *et al.*, 2020). For example, Jiang and Lau (2021) found that satisfaction is essential to developing trust in platforms and service providers in the sharing economy. Wang *et al.* (2020) affirmed that social utility and economic gains positively influence hosts' trust in sharing platforms. Furthermore, our study has provided a holistic view of the importance of experienced values and satisfaction. Specifically, sustainability is the most powerful enabler of trust in platform. Apart from sustainability, satisfaction has a stronger influence than other types of values for promoting trust in platform and trust in peers. This implies that the environmental benefits embed in sharing activities are the primacy for individuals to identify with sharing platforms. Economic benefits, enjoyment, and social value have lower explanatory power in enhancing trusting beliefs than the experienced overall satisfaction.

Concerning the individual factors, our findings reveal that individuals' trust disposition, trust in technology, and familiarity are positively related to trust in the sharing economy, which is consistent with the results of previous studies (Cha and Lee, 2022; Jiang and Lau, 2021; Mittendorf, 2018; Shao *et al.*, 2020a). For example, Cha and Lee (2022) noted that both trust disposition and trust in technology significantly positively affect trust in platform, providers, and other users for Americans. Mittendorf (2018) found that familiarity with the intermediary positively influences trust in the intermediary. Trust in platform is mainly driven by familiarity, followed by trust in technology and trust disposition, while trust in

peers behaves oppositely. It also makes sense that trust in specific technology should be influenced by the degree of mastery, and trust in strangers should be mainly affected by personality traits of interpersonal trust.

The online interaction factors, including information quality, perceived ease of use, platform's reputation, structural assurance, and system quality, are positively associated with trust in the sharing economy. The results further confirm the findings of previous studies (Hallem *et al.*, 2021; Lu *et al.*, 2021; Shao *et al.*, 2020a; Yang *et al.*, 2019; Ye *et al.*, 2019). For example, Shao *et al.* (2020a) have posited that institutional-based structural assurance is positively associated with trust in platform. Ye *et al.* (2019) have verified that enhancing perceived ease of use is conducive to trust establishment. Yang *et al.* (2019) have claimed that the cognitive features of Airbnb, such as security and privacy guarantee and information technology quality, help form users' trust in Airbnb. Moreover, our study further finds that structural assurance and the platform's reputation have more potent effects on trust in platform than the platform's quality factors, including ease of use, system quality, and information quality. This may be because the rapid development of technology has guaranteed the technical stability of various types of sharing platforms. At the same time, regulation and brand construction are still under-devoted. Therefore, individuals pay more attention to reputation and institutional guarantees when forming trusting beliefs. Additionally, we further find that although the effect of the platform's reputation on trust in peers is less than that on trust in platform, trust in peers can be effectively driven by the platform's reputation. This is consistent with the notions of trust transfer, which will be elaborated on later.

The offline interaction factors, namely offline service quality and providers' reputation, are essential in predicting trust in peers in the sharing economy. These findings are consistent with previous studies (Hallem *et al.*, 2021; Hou *et al.*, 2020; Yang *et al.*, 2019). For example, Yang *et al.* (2019) found that obtainers' interaction quality with Airbnb hosts is an impactful antecedent to their trust in hosts, and the hosts' reputation has the most decisive impact. Likewise, compared with the online technological interaction quality and experienced values and satisfaction, the interpersonal interaction quality may exert a more substantial effect in driving trust in peers in the sharing economy.

This meta-analysis also confirms that trust in platform is positively related to trust in peers, consistent with previous studies (Cha and Lee, 2022; Mittendorf, 2018; Shao and Yin, 2019). Cha and Lee (2022) noted that trust in platform is closely linked to trust in providers and other users in the U.S. and India. This finding indicates that the trust transfer from the third-party platform to its users is also effective in the sharing economy.

5.2 Discussion of consequences

Concerning the consequences, this study reveals that trust in platform has a significantly positive relationship with attitude and behavioral intention. Trust in peers could also be effective in enhancing behavioral intention. The findings are consistent with previous studies (Cha and Lee, 2022; Jiang and Lau, 2021; Johnson *et al.*, 2016; Mao *et al.*, 2020; Shao and Yin, 2019). For example, Cha and Lee (2022) posited that trust in platform and trust in providers positively affect consumers' continuous intention in the sharing economy. Apart from the positive effects, this meta-analysis further verifies that trust in platform and trust in peers have significantly negative effects on perceived risk, which is consistent with the studies from Mittendorf (2017a), Shao *et al.* (2020a), and Tian *et al.* (2022). Moreover, we find that trust in platform has a stronger power in promoting behavioral intention and decreasing perceived risk than trust in peers, consistent with Jiang and Lau (2021). They have clarified that because a provider always registers on several platforms simultaneously, and each transaction starts with only one of these platforms, the trust built by the provider might not be highly effective in improving intention toward the specific sharing platform.

5.3 Discussion of moderators

The results reported in the moderator analysis showed that except for satisfaction and trust disposition, all the other antecedent factors have stronger effects on trust in platform in developing countries/regions than in developed countries/regions. In contrast, the trust in peers-related effects is significantly stronger in developed countries/regions than in developing countries/regions. This further confirms the notions of Ashaduzzaman *et al.* (2022), who posited that the economic development level of a country/region could determine national information technology literacy. A lower level of information technology literacy in developing countries/regions may lead to more attention being paid to the technological level of trust and the related guarantee factors, such as values and structural assurance. On the other hand, individuals with higher information technology literacy in developed countries/regions may have higher technological control and pay more attention to interpersonal interaction quality and experience-based satisfaction. Interestingly, once trust in platform forms for individuals in developing countries/regions, their perceived risk could be mitigated more effectively than those in developed countries/regions.

For the moderating effect of gender, this meta-analysis suggests that gender moderates most of the included relationships significantly. Results suggest that the relationships from satisfaction and perceived ease of use to trust in platform, and the link between trust in platform and trust in peers are stronger for studies with male-dominant samples. The impacts of social values, structural assurance, information quality, system quality, and familiarity on trust in platform are stronger for studies with female-dominant samples. This hints that when forming trust in the sharing platforms, males emphasize more on gaining expectation-exceeded experiences effectively. At the same time, females attach more importance to security and emotional values in the process. These results align with the findings of Shao *et al.* (2020b). It suggests that males pay more attention to utilitarian value, while females focus more on the risks associated with an unknown environment. The results related to the consequence variables further support this observation. Specifically, the results show that female-dominant groups are more likely to translate trust into behavioral intention to use the platform. In contrast, male-dominant groups are more inclined to convert trust in platform into reduced perceived risks.

As for the moderating effect of platform type, our study indicates that trust in platform-related antecedent and consequential relationships are stronger in the transportation-sharing context than in the accommodation-sharing context, while trust in peer-related links is stronger in the accommodation-sharing context than in the transportation-sharing context. This may be because in the transportation-sharing context, whether the car or the bicycle is clean or the driver's attitude is good is not that important for objective realization, and the interaction process is relatively short. However, in the accommodation-sharing context, whether the host is warm and helpful or the room is clean will determine directly whether the obtainer can gain more local experience or other useful information, significantly impacting the realization of travel goals. In addition, the accommodation-sharing context is oriented relatively more toward interpersonal interactions, while the transportation-sharing context is more platform-oriented. Therefore, the effects related to trust in peers are more potent in the accommodation-sharing context, and effects related to trust in platform are stronger in the transportation-sharing context.

The moderating effect of role type has produced many new insights. Due to the limited studies focusing on providers, we could only analyze finite trust-related relationships. We find that the effects of satisfaction and familiarity on trust in platform and the impacts of trust in platform on trust in peers and behavioral intention are stronger for obtainers than providers. While the effect of trust disposition on trust in peers and the link between trust in platform and perceived risks are significantly stronger for providers than for obtainers. We further confirm the result of Mittendorf *et al.* (2019), who discovered that the positive effects of

trust in platform and peers on behavioral intention are stronger for obtainers than providers. We innovatively find that obtainers are paying more attention to the technological guarantee factors, such as structural assurance and familiarity. At the same time, providers laid more emphasis on the platform's role in attenuating the perceived risks.

Uncertainty avoidance is closely related to the acceptance of innovation (Hofstede, 1980a, 2001). Results show that uncertainty avoidance has a moderating effect on the trust mechanism in the sharing economy. One of the most significant findings is that, among all the antecedents, the platform's reputation affects trust in platform very differently under cultural differences. The result indicates that the platform's reputation can more effectively enhance trust in platform in weak uncertainty avoidance countries/regions. This implies that external reputation clues are more powerful for those with weak uncertainty avoidance than those with strong uncertainty avoidance. In contrast, the information quality has more potent power in driving trust in platform in strong uncertainty avoidance countries/regions. This hints that users with strong uncertainty avoidance rely more on what they see on the sharing platforms. Doney *et al.* (1998) suggested that this may be because strong uncertainty avoidance makes consumers more likely to form trust by using more practical and definitive evidence to transfer trust to the target. Moreover, we have further found that establishing trust is more valid in promoting behavioral intention for individuals with weak uncertainty avoidance. Individuals with strong uncertainty avoidance may need other persuasions for participation in addition to trust.

6. Implications, limitations, and future directions

6.1 Theoretical implications

This meta-analysis research makes several valuable contributions to understanding trust in the sharing economy.

First, this study integrates the empirical results of 57 articles to propose an overarching model that verifies that experienced values and satisfaction factors, online and offline interaction factors, and individual factors are all significantly and positively associated with trust in the sharing economy. Previous research mainly examined one or two types of antecedent variables. Only limited studies are available to identify their relative relevance in predicting trust in the sharing economy. This study has examined how these four types of antecedent factors predict trust. It found that the offline interaction factors are more potent in promoting trust in peers than individual and online interaction factors. Sustainability and satisfaction are the most powerful drivers for trust in platform. The results of this study provide a more comprehensive understanding of the antecedent mechanism of trust in the sharing economy.

Second, this study examines the trust mechanism in the sharing economy from an object-based perspective, categorizing its consequences into attitude, behavioral intention, and perceived risk. Earlier object-based perspective studies primarily focused on the antecedents of trust and mainly examined the effect of trust on behavioral intention. This study proves the differences in the impacts of trust dimensions (trust in platform vs trust in peers) on different consequences, bringing insights into understanding how object-based trust is established and how these dimensions work differently for promoting intention and decreasing risk perception. The findings would provide an integrated framework for interpreting different dimensions of trust and a more comprehensive explanation of its consequences.

Third, this study has verified the moderating effect of economic development level, gender, platform type, role type, and uncertainty avoidance on the trust mechanism in the sharing economy. This study has elucidated the differences in trust mechanisms at the method, platform, and national levels, offering plausible explanations for the inconsistent

results in previous studies and providing implications for future research on trust in the sharing economy.

Finally, this study verifies the applicability and effectiveness of the meta-analysis methods in the sharing economy, bringing new directions for related research. This study has taken full advantage of the meta-analysis method to overcome the shortcomings of a single independent study that invariably focuses on a specific area or sharing economy context with limited samples, producing more robust and reliable findings. The results would help provide a theoretical foundation for future research on trust in the sharing economy and offer implications for applying the meta-analysis methods to sharing behavior research.

6.2 Practical implications

This meta-analysis study also provides critical guidelines and suggestions for trust establishment in the sharing economy. First, this study reveals that offline interaction factors are more potent in promoting trust in peers in the sharing economy than individual and online interaction quality factors. Sustainability and satisfaction are the most powerful drivers for trust in platform. Sharing platform managers are advised to improve the offline interaction quality by setting a stricter user entry threshold. More explicit and stringent certification mechanisms should be implemented, especially for service providers. Furthermore, platforms can use online videos to show service providers the standard service behaviors and establish clear incentive and punishment mechanisms to guide providers in interacting with obtainers, bringing a higher service quality. Besides, for platform managers, displaying information about the environmental benefits of sharing activities would be more critical than publicizing its economic and social benefits.

Second, among the online interaction factors, structural assurance and the platform's reputation strongly affect trust in platform. It implies that platform managers and policy-makers should focus more on establishing more effective institutional operation rules (i.e. privacy and data security, health and safety protection, and a precise dispute resolution mechanism). Besides, managers should build the platform's reputation by showing honest reviews, offering user review incentives, and actively interacting with users to accumulate and communicate positive word-of-mouth. Instead of overemphasizing the economic values of shared products or services, they could reduce the cost of trust establishment by substituting ownership, cultivating citizens' trust and sharing consciousness, ensuring service quality, and building a safer environment.

Third, compared with trust in peers, trust in platform is more potent in improving behavioral intention and decreasing risk perception. Users tend to trust other users on a trusted platform, and users' trust in the platform is always cascaded to other users. This indicates that establishing trust in platform would be more effective in promoting participation in the sharing economy than emphasizing interpersonal trust. Unlike traditional e-commerce transactions that emphasize trust in sellers, managers of sharing platforms should pay attention to sharing transactions and enhance users' trust in platform through quality improvement and security guarantees rather than emphasize users' trust in peers.

Finally, the significant moderating effects of economic development level, gender, platform type, role type, and uncertainty avoidance imply that trust-building strategies should be adjusted according to different sharing situations, countries/regions, and groups. For example, establishing a perfect institutional mechanism should be put on the agenda more urgently in the transportation-sharing context and for females. Furthermore, operations in developing countries/regions should focus more on quality and safety. Moreover, platforms operating within a strong uncertainty avoidance cultural context should emphasize the information quality and cultivate individuals' disposition to trust. In

contrast, platforms serving within a weak uncertainty avoidance cultural context should underline the platform's good reputation.

6.3 Limitations and directions for future research

Although this study presents some innovative findings and uses a rigorous methodology, it is not without limitations that could be remedied by future research. First, due to the limited number of studies, this meta-analysis only examined the antecedents and consequences of trust that have been verified more than three times in previous studies. As the number of related research increases, other potentially relevant antecedents or consequences, e.g. perceived usefulness, perceived justice, commitment, and social presence, and other possible relationships between the included variables in this study could be clarified in future research.

Second, the COVID-19 pandemic has resulted in a lack of trust among various stakeholders in the sharing economy (Hossain, 2021). However, due to the limited number of studies that have collected data after 2020, its moderating effect was inconclusive. Future research can collect data from more studies during the pandemic period to compare the trust dynamics between the pandemic and non-pandemic contexts.

Third, while examining trust among peers in the sharing economy, this study did not consider trust in a specific service provider. However, it is worth noting that there is a significant difference between the accommodation and transportation-sharing industries in that the latter relies more heavily on the system to match consumers with service providers. This makes it challenging for consumers in the transportation-sharing industry to have prior knowledge about a specific service provider (Alamoudi *et al.*, 2023). In the accommodation-sharing industry, consumers can choose a service provider based on reviews and information about the property. This may lead to differences in trust in a specific service provider among users. Future research could focus on studying trust mechanisms in this area.

Fourth, this study only classified trust in the sharing economy into trust in platform and trust in peers. Due to the limited number of studies, this study did not further classify trust dimensions. However, in previous research on trust in the platform economy, consumer trust dimensions could also be classified into competence, integrity, and benevolence (Oliveira *et al.*, 2017). These trust dimensions can be further explored in future research.

Fifth, this study has verified that trust in platform and trust in peers have significant and negative effects on perceived risks. However, the mechanism of how trust mitigates perceived risks has not been explained. We will do more empirical analysis of these relationships in the future.

Finally, this meta-analysis focuses on the sharing economy context. We have not identified how the trust mechanism in the sharing economy differs from that in traditional e-commerce, which should be explored in the future. Therefore, the conclusions in this study can only serve the development of the sharing economy but not for other types of e-commerce.

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Appendix

Factor category	Paths	No. of papers	References empirically validated the path and provided correlation coefficients	References only provided correlation coefficients
Experienced values and Satisfaction	EB-TPa	7	Li and Tsai (2022), Wang *et al.* (2020)	Barnes and Mattsson (2017), Cai *et al.* (2017), Khan and Rundle-Thiele (2019), Oliveira *et al.* (2022), Ruiz-Alba *et al.* (2022)
	Enj-TPa	6	Hallem *et al.* (2021), Kim and Kim (2020), Ye *et al.* (2019)	Barnes and Mattsson (2017), Cai *et al.* (2017), Oliveira *et al.* (2022)
	Sat-TPa	7	Jiang and Lau (2021), Liang *et al.* (2018a), Lu *et al.* (2021), Nugroho and Hati (2020)	Nadeem *et al.* (2020), Oliveira *et al.* (2022), Ruiz-Alba *et al.* (2022)
	Sat-TPe	4	Jiang and Lau (2021), Liang *et al.* (2018a), Nugroho and Hati (2020), Nyamekye *et al.* (2022)	
	Sus-TPa	4	Li and Tsai (2022)	Barnes and Mattsson (2017), Khan and Rundle-Thiele (2019), Ruiz-Alba *et al.* (2022)
	SV-TPa	5	Wang *et al.* (2020), Ye *et al.* (2019)	Barnes and Mattsson (2017), Cai *et al.* (2017), Kim *et al.* (2018)
	SV-TPe	4	Ku *et al.* (2022), Ter Huurne *et al.* (2020)	Mittendorf and Ostermann (2017), Wu and Neill (2020)
Individual factors	Fam-TPa	11	Aityoussef and Belhcen (2022), Gao *et al.* (2017), Lu *et al.* (2021), Mittendorf (2016), Mittendorf (2017b), Mittendorf (2018)	Kim *et al.* (2018), Möhlmann (2021), Oliveira *et al.* (2020), Wang *et al.* (2020), Yang *et al.* (2019)
	Fam-TPe	8	Johnson *et al.* (2016), Yang *et al.* (2019)	Aityoussef and Belhcen (2022), Gao *et al.* (2017), Mittendorf (2017b), Mittendorf (2018), Möhlmann (2021), Wu *et al.* (2019)
	TD-TPa	12	Aityoussef and Belhcen (2022), Cha and Lee (2022), Gao *et al.* (2017), Liu *et al.* (2020), Lu *et al.* (2021), Mittendorf (2016), Mittendorf (2017b), Mittendorf (2018), Möhlmann (2021), Park and Tussyadiah (2020), Sakib *et al.* (2023)	Mao *et al.* (2020)
	TD-TPe	13	Aityoussef and Belhcen (2022), Cha and Lee (2022), Gao *et al.* (2017), Liu *et al.* (2020), Mao *et al.* (2020), Mittendorf (2016), Mittendorf (2017b), Mittendorf (2018), Mittendorf and Ostermann (2017), Möhlmann (2021), Sakib *et al.* (2023)	Dann *et al.* (2022), Wu *et al.* (2019)
	TT-TPa	3	Cha and Lee (2022), Liu *et al.* (2020)	Jiang and Lau (2021)
	TT-TPe	3	Cha and Lee (2022), Liu *et al.* (2020)	Jiang and Lau (2021)

Table A1.
Summary of studies used for each path

(*continued*)

Factor category	Paths	No. of papers	References empirically validated the path and provided correlation coefficients	References only provided correlation coefficients
Online interaction	IQ-TPa	7	Kong *et al.* (2020), Lee *et al.* (2018), Li and Tsai (2022), Mao *et al.* (2020), Tian *et al.* (2022), Wang *et al.* (2020)	Martínez-González *et al.* (2021)
	PEOU-TPa	7	Hallem *et al.* (2021), Kim and Kim (2020), Ye *et al.* (2019)	Cai *et al.* (2017), Khan and Rundle-Thiele (2019), Oliveira *et al.* (2022), Tamilmani *et al.* (2022)
	Rep-TPa	5	Gao *et al.* (2017), Hallem *et al.* (2021), Kong *et al.* (2020), Martínez-González *et al.* (2021)	Khan and Rundle-Thiele (2019)
	Rep-TPe	3	Gao *et al.* (2017), Hallem *et al.* (2021), Wu and Neill (2020)	
	SA-TPa	11	Barnes and Mattsson (2017), Guo *et al.* (2021), He *et al.* (2021), Li and Wang (2020), Liu *et al.* (2020), Lu *et al.* (2021), Mao *et al.* (2020), Shao and Yin (2019), Wang *et al.* (2020), Yang *et al.* (2019), Zhao *et al.* (2021)	
	SQ-TPa	4	Mao *et al.* (2020), Wang *et al.* (2020), Yang *et al.* (2019)	Lee *et al.* (2018)
Offline interaction	Off-TPe	3	Hou *et al.* (2020), Yang *et al.* (2019)	Mao *et al.* (2020)
	ProRep-TPe	3	Hallem *et al.* (2021), Wu *et al.* (2019), Yang *et al.* (2019)	
Trust transfer	TPa-TPe	21	Aityoussef and Belhcen (2022), Cha and Lee (2022), Chen *et al.* (2022), Gao *et al.* (2017), Hallem *et al.* (2021), Li and Wang (2020), Liang *et al.* (2018a, b), Liu *et al.* (2020), Mao *et al.* (2020), Mittendorf (2016), Mittendorf (2017b), Mittendorf (2018), Nugroho and Hati (2020), Shao and Yin (2019)	Jiang and Lau (2021), Lee and Cha (2022), Mittendorf (2017a), Möhlmann (2021), Sakib *et al.* (2023), Yang *et al.* (2019)
Consequences	TPa-ATT	4	Cai *et al.* (2017)	Martínez-González *et al.* (2021), Mattia *et al.* (2022), Oliveira *et al.* (2022)
	TPa-BI	34	Barnes and Mattsson (2017), Cha and Lee (2022), Dabija *et al.* (2022), Gao *et al.* (2017), Guo *et al.* (2021), Hallem *et al.* (2021), He *et al.* (2021), Jiang and Lau (2021), Khan and Rundle-Thiele (2019), Kim and Kim (2020), Kim *et al.* (2018), Lee and Cha (2022), Lee *et al.* (2018), Li and Tsai (2022), Liang *et al.* (2018a), Liang *et al.* (2018b), Lu *et al.* (2021), Mao *et al.* (2020), Mittendorf (2016), Mittendorf (2017a), Mittendorf (2017b), Mittendorf (2018), Nugroho and Hati (2020), Park and Tussyadiah (2020), Sakib *et al.* (2023), Shao and Yin (2019), Tian *et al.* (2022), Wang *et al.* (2020), Yang *et al.* (2019), Ye *et al.* (2019)	Martínez-González *et al.* (2021), Ruiz-Alba *et al.* (2022), Shao *et al.* (2022), Ter Huurne *et al.* (2020)

(*continued*)

Table A1.

Factor category	Paths	No. of papers	References empirically validated the path and provided correlation coefficients	References only provided correlation coefficients
	TPe-BI	27	Agag and Eid (2019), Cha and Lee (2022), Dann *et al.* (2022), Gao *et al.* (2017), Hallem *et al.* (2021), Jiang and Lau (2021), Jing *et al.* (2021), Ku *et al.* (2022), Lee and Cha (2022), Liang *et al.* (2018a), Liang *et al.* (2018b), Liu *et al.* (2020), Mao *et al.* (2020), Mittendorf (2016), Mittendorf (2017a), Mittendorf (2017b), Mittendorf (2018), Mittendorf and Ostermann (2017), Nguyen *et al.* (2020), Nisar *et al.* (2020), Nugroho and Hati (2020), Sakib *et al.* (2023), Shao and Yin (2019), Wu *et al.* (2019), Wu and Neill (2020)	Johnson *et al.* (2016), Yang *et al.* (2019)
	TPa-PR	12	He *et al.* (2021), Lee *et al.* (2018), Mittendorf (2017a), Shao and Yin (2019), Shao *et al.* (2022), Tian *et al.* (2022)	Aityoussef and Belhcen (2022), Guo *et al.* (2021), Kim and Kim (2020), Liang *et al.* (2018b), Mao *et al.* (2020), Möhlmann (2021)
	TPe-PR	8	Mittendorf (2017a), Mittendorf and Ostermann (2017)	Aityoussef and Belhcen (2022), Jing *et al.* (2021), Liang *et al.* (2018b), Mao *et al.* (2020), Möhlmann (2021), Shao and Yin (2019)

Note(s): EB = Economic benefits; Enj = Enjoyment; Sat = Satisfaction; Sus = Sustainability; SV=Social value; Fam = Familiarity; TD = Trust disposition; TT = Trust in technology; IQ=Information quality; PEOU=Perceived ease of use; Rep = Platform's reputation; SA=Structural assurance; SQ=System quality; Off = Offline service quality; ProRep = Providers' reputation; TPa = Trust in platform; TPe = Trust in peers; ATT = Attitude; BI=Behavioral intention; PR=Perceived risk

Source(s): Authors' own creation/work

Table A1.

Variables	A typical example of measurement scales	Sources
Economic benefits	My participation in sharing economy saves me money My participation in sharing economy benefits me financially My participation in sharing economy can improve my economic situation	Hamari *et al.* (2016)
Enjoyment	I think participation in sharing economy is enjoyable I think participation in sharing economy is exciting I think participation in sharing economy is fun I think participation in sharing economy is interesting I think participation in sharing economy is pleasant	Hamari *et al.* (2016)
Satisfaction	Overall, I was satisfied with the service of this platform Overall, I was pleased with this platform My expectations were exceeded	Lu *et al.* (2021)
Sustainability	Sharing economy helps save natural resources Sharing economy is a sustainable mode of consumption Sharing economy is ecological Sharing economy is efficient in terms of using energy Sharing economy is environmentally friendly	Hamari *et al.* (2016)
Social value	This platform enables me to develop social relationships This platform enables me to have a more meaningful interaction with locals This platform enables me to get to know people from the local community This platform helps me connect with locals	Ye *et al.* (2019)
Familiarity	I'm familiar with the use of this platform I'm familiar with this platform I know the process on this platform	Lu *et al.* (2021)
Trust disposition	I generally trust other people I tend to count on other people I generally have faith in humanity	Lu *et al.* (2021)
Trust in technology	The information technology allows online transactions to be implemented without any margin of error The information technology has the ability to keep my private information The information technology allows online transactions to be implemented without any margin of error	Cha and Lee (2022)
Information quality	This platform produces the most current information This platform provides me with all the information I need The information provided by this platform is accurate	Lee *et al.* (2018)
Perceived ease of use	Learning to operate the platform is easy It is easy to become skillful at using the platform The platform is flexible enough to interact with My interaction with the platform is clear and understandable	Ye *et al.* (2019)
Platform's reputation	This platform has a good reputation This platform is well-known This platform is a market leader This platform has the largest user pool among similar platforms	Wu and Neill (2020)
Structural assurance	I feel safe conducting business with this platform because of its statements of guarantees I feel safe conducting business with this platform because the assurances it provides will protect me I feel safe conducting business with this platform because it verifies the identities of users	Barnes and Mattsson (2017)

(*continued*)

Table A2. Typical examples of variables' measurement scales

Variables	A typical example of measurement scales	Sources
System quality	This platform enables me to get on to it quickly This platform performs reliably This platform makes it easy to get anywhere on the platform	Lee *et al.* (2018)
Offline service quality	Service providers were able to answer my questions correctly and appropriately Service providers understood my needs Service providers could keep us informed of matters relating to my trip	Yang *et al.* (2019)
Providers' reputation	Service providers have a good reputation in the market Service providers had reputations for being honest Service providers had a large number of reviews Reviews about service providers were found to be favorable by previous guests	Yang *et al.* (2019)
Trust in platform	This platform is capable and proficient This platform is competent and effective in serving customers This platform would do its best to help me if I required help Overall, this platform was truthful in its dealings with me I would characterize this platform as honest Overall, this platform would act in my best interest	Cha and Lee (2022)
Trust in peers	Service providers who participate in this platform are trustworthy I trust service providers' ability to provide services I believe service providers will not lie to their guests I believe that the service providers will do their best to provide the guests with the service promised	Cha and Lee (2022)
Attitude	All things considered, I find participating in sharing economy to be a wise move All things considered, I think sharing economy is a positive thing All things considered, I think participating in sharing economy is a good thing Overall, sharing goods and services within a sharing economy community makes sense Sharing economy is a better mode of consumption than selling and buying individually	Hamari *et al.* (2016)
Behavioral intention	All things considered, I expect to continue participating in sharing economy often in the future I can see myself engaging in sharing economy more frequently in the future I can see myself increasing my sharing activities if possible It is likely that I will frequently participate in sharing economy communities in the future	Hamari *et al.* (2016)
Perceived risk	There is a high potential for loss involved in using this platform The services provided in this platform are unsafe to a certain extent There is a certain risk in the use of this platform	Shao and Yin (2019)

Table A2. **Source(s):** Authors' own creation/work

Studies	Gender (dominant)	Platform type	Country/Region	Economic development level	Uncertainty avoidance	Role type
1. Sakib *et al.* (2023)	Male	Car-sharing	Bangladesh; the United States	Developing; Developed	Strong; Weak	Obtainer
2. Aityoussef and Belhcen (2022)	Male	Mixed	Morocco	Developing	Strong	Obtainer
3. Cha and Lee (2022)	Male; Female	Car-sharing	India; the United States	Developing; Developed	Weak; Weak	Obtainer
4. Chen *et al.* (2022)	Female	Accommodation-sharing	China	Developing	Weak	Obtainer
5. Dabija *et al.* (2022)	Female	Accommodation-sharing	Romania	Developed	Strong	Obtainer
6. Dann *et al.* (2022)	Male	Accommodation-sharing	Germany	Developed	Strong	Obtainer
7. Ku *et al.* (2022)	Male	Accommodation-sharing	Not mentioned	Mixed	Mixed	Obtainer
8. Lee and Cha (2022)	Female	Car-sharing	India and the United States	Mixed	Weak	Obtainer
9. Li and Tsai (2022)	Female	Accommodation-sharing	Taiwan (China)	Developed	Strong	Obtainer
10. Mattia *et al.* (2022)	Female	Car-sharing	Italy	Developed	Strong	Mixed
11. Nyamekye *et al.* (2022)	Male	Car-sharing	China and Ghana	Developing	Mixed	Obtainer
12. Ruiz-Alba *et al.* (2022)	Male	Car-sharing	The United Kingdom	Developed	Weak	Obtainer
13. Shao *et al.* (2022)	Male	Car-sharing	China	Developing	Weak	Obtainer
14. Tamilmani *et al.* (2022)	Male	Accommodation-sharing	India	Developing	Weak	Obtainer
15. Tian *et al.* (2022)	Female	Accommodation-sharing	China	Developing	Weak	Obtainer
16. Guo *et al.* (2021)	Male	Car-sharing	China	Developing	Weak	Provider
17. Hallem *et al.* (2021)	Female	Mixed	France	Developed	Strong	Obtainer
18. He *et al.* (2021)	Female	Car-sharing	China	Developing	Weak	Obtainer
19. Jiang and Lau (2021)	Female	Car-sharing	China	Developing	Weak	Obtainer
20. Jing *et al.* (2021)	Male	Car-sharing	China	Developing	Weak	Obtainer
21. Lu *et al.* (2021)	Female	Car-sharing	China	Developing	Weak	Obtainer
22. Martínez-González *et al.* (2021)	Female	Mixed	Spain	Developed	Strong	Obtainer

(*continued*)

Table A3. Profile of the papers used in the meta-analysis

Studies	Gender (dominant)	Platform type	Country/Region	Economic development level	Uncertainty avoidance	Role type
23. Möhlmann (2021)	None	Accommodation-sharing	Europe	Mixed	Mixed	Obtainer
24. Zhao *et al.* (2021)	Male	Car-sharing	China	Developing	Weak	Obtainer
25. Hou *et al.* (2020)	Female	Car-sharing	China	Developing	Weak	Obtainer
26. Kim and Kim (2020)	Female	Bike-sharing	China	Developing	Weak	Obtainer
27. Kong *et al.* (2020)	Female	Accommodation-sharing	Not mentioned	Mixed	Mixed	Obtainer
28. Li and Wang (2020)	Female	Accommodation-sharing	China	Developing	Weak	Provider
29. Liu *et al.* (2020)	Female	Mixed	China	Developing	Weak	Obtainer
30. Mao *et al.* (2020)	Male	Accommodation-sharing	The United States	Developed	Weak	Obtainer
31. Nadeem *et al.* (2020)	Male	Mixed	Not mentioned	Mixed	Mixed	Obtainer
32. Nguyen *et al.* (2020)	Female	Accommodation-sharing	France	Developed	Strong	Mixed
33. Nisar *et al.* (2020)	Female	Accommodation-sharing	Australia, Belgium, Denmark, El Salvador, Germany, Italy, the Netherlands, the United Kingdom, and the United States	Mixed	Mixed	Obtainer
34. Nugroho and Hati (2020)	Male	Accommodation-sharing	Indonesia	Developing	Weak	Obtainer
35. Oliveira *et al.* (2020)	Male	Mixed	Not mentioned	Mixed	Mixed	Obtainer
36. Park and Tussyadiah (2020)	Male	Accommodation-sharing	The United States	Developed	Weak	Obtainer
37. Ter Huurne *et al.* (2020)	Female; Male	Accommodation-sharing	Not mentioned	Mixed	Mixed	Obtainer
38. Wang *et al.* (2020)	Male	Accommodation-sharing	Australia, Canada, Japan, and the United Kingdom	Developed	Mixed	Provider
39. Wu and Neill (2020)	Female	Car-sharing	China	Developing	Weak	Obtainer
40. Khan and Rundle-Thiele (2019)	Female	Apparel	China	Developing	Weak	Obtainer
41. Shao and Yin (2019)	Male	Car-sharing	China	Developing	Weak	Obtainer
42. Wu *et al.* (2019)	Female	Accommodation-sharing	China	Developing	Weak	Obtainer

Table A3. (*continued*)

Studies	Gender (dominant)	Platform type	Country/Region	Economic development level	Uncertainty avoidance	Role type
43. Yang *et al.* (2019)	Female	Accommodation-sharing	South Korea and the United States	Developed	Mixed	Obtainer
44. Ye *et al.* (2019)	Female	Accommodation-sharing	China	Developing	Weak	Obtainer
45. Kim *et al.* (2018)	Male	Accommodation-sharing	Europe	Mixed	Mixed	Provider
46. Lee *et al.* (2018)	Female	Car-sharing	Hong Kong (China)	Developed	Weak	Obtainer
47. Liang *et al.* (2018a)	Female	Accommodation-sharing	Canada and the United States	Developed	Weak	Obtainer
48. Liang *et al.* (2018b)	Female	Car-sharing	China	Developing	Weak	Obtainer
49. Mittendorf (2018)	Male	Accommodation-sharing	Austria, Bulgaria, Germany, Italy, Norway, Spain, Sweden, Switzerland, Turkey, and the United States	Developed	Mixed	Obtainer
50. Barnes and Mattsson (2017)	Female	Car-sharing	Denmark	Developed	Weak	Mixed
51. Cai *et al.* (2017)	Female	Mixed	China	Developing	Weak	Obtainer
52. Gao *et al.* (2017)	Female	Car-sharing	China	Developing	Weak	Obtainer
53. Mittendorf (2017a)	Male	Car-sharing	Not mentioned	Mixed	Mixed	Provider
54. Mittendorf (2017b)	Female	Car-sharing	Not mentioned	Mixed	Mixed	Obtainer
55. Mittendorf and Ostermann (2017)	Female	Accommodation-sharing	Not mentioned	Mixed	Mixed	Provider
56. Johnson *et al.* (2016)	Male	Apparel	The United States	Developed	Weak	Obtainer
57. Mittendorf (2016)	Male	Accommodation-sharing	Not mentioned	Mixed	Mixed	Provider

Note(s): ";" represents that empirical analysis was conducted separately for two types of samples
Source(s): Authors' own creation/work

Table A3.

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