


Article

Sharing Economy Service Experience and Its Effects on Behavioral Intention

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Abstract: The sharing economy allows consumers to share spare resources through online platforms and to reduce the transaction costs by using platform services. Shared enterprises use idle resources in a more intelligent manner and share the resulting benefits with consumers. This study connects the shared enterprises' service innovations with service experience. This study examines the consumers' energy sharing experience and its impact on their experiential values, which in turn, affects their continued sharing energy intention. In addition, this study further examines the moderating effects of social influence and sustainability on experiential value and behavioral intentions. Data were collected from 460 Taiwanese consumers. The consumers were asked to complete a survey about their experience with Gogoro energy sharing services. Structural equation modelling (SEM) was adopted to analyze the data via IBM SPSS AMOS 25.0 (Armonk, New York, U.S.). As a result, a new four-element sharing economy service experience model was suggested; the service experience had a significant and positive effect on the behavioral intention. Additionally, the experiential values had significant and positive effects on the behavioral intention. Moreover, social influence and sustainability had significant and positive moderating effects on the relationships between experiential values and behavioral intention.

Keywords: sharing economy; service experience; service innovation; social influence; sustainability

1. Introduction

The sharing economy was instantly involved in the capitalist market and became a hybrid economy [1,2]; the sharing economy's potential is expected to reach \$335 billion in 2025 [3]. With the maturation of globalization and the Internet environment, as well as the rapid development of mobile technology and social media, the sharing economy has become a new consumption model [4,5] and has gradually created new customer values, such as environmentally friendly values, an innovation lifestyle, or a sharing culture [6]. According to CB Insights [7], the market value of Uber (San Francisco, California, U.S.), which uses an app to provide transport services, has reached 68 billion US dollars and Airbnb (San Francisco, California, U.S.), which is a short-term vacation rentals company, also reached \$29 billion. The sharing economy provides consumers with new options to reduce spending and a more efficient consumption model. Thus, the sharing economy has caused society as a whole to gradually reduce its purchasing behavior, thus promoting ownership sharing and short-term rentals.

The success of the sharing economy suggests that ownership is no longer the ultimate expression of consumer desires [8–10]. Companies can use service-oriented business models to replace the traditional

ones to provide economic incentives to consumers, who are able to save the initial high cost of purchasing of a product, while they are able to continue enjoying the convenience of maintenance, upgrades, and other services [11]. For example, Taiwan's start-up company, Gogoro, an energy distribution and management company, integrates the services of energy, transportation, and information systems, provides user-swappable batteries, and a vast network of battery-swapping stations to replace the traditional electric scooter battery sales.

Gogoro's service model not only solves the electric scooter cruising range problem but also saves the time consumption cost of charging the battery and the battery maintenance cost. That is, Gogoro uses the concept of energy sharing to manage the customer's energy use; hence, the energy can be used more efficiently. All these advantages can incentivize customers to use electric scooters. The sharing of electric power through the energy network is able to sustain the social energy supply and sustainable economic development [1]. The energy network is not only a technical concept but also a field of energy and an electricity sharing economic model. Based on Botsman and Rogers' [12] sharing economy typology, we aim to discuss the product-service systems (PSS) (Product-service systems: Goods are regarded as services, which mean that it is unnecessary to purchase the rights of ownership of the goods, and the needs are satisfied by renting or sharing the goods [12]) of the sharing economy and define its forms as an innovative business model. The model gains benefits by renting rights of use and providing services. It is a model that sells services instead of physical products, where consumers obtain the products and services they need by acquiring rights of use instead of rights of ownership.

To understand the factors that drive consumers to continue using the sharing economy, prior studies have focused on the relationship between the consumers' using motivation and continued use intention of the sharing service, as well as the relationship between the consumer's motivation to adopt new services and their intention to continue to use the sharing service (e.g., [6,13,14]). Some studies have focused on the relationship between the consumer's personal characteristics (such as the innovation personality) and their intention to continue to use the sharing service (e.g., [15,16]). Only a few studies have focused on understanding the relevance between the customers' experience, feeling, perception, and continued use intentions when they are using sharing economy services [16].

This study proposes that the sharing economy's value is mainly from the customer's service experience rather than from product purchasing. Customers desire an unforgettable and enjoyable service experience and pay more attention to the value or benefits they receive from the service they use [17]. For example, the value of Uber may be perceived as higher by people who perceive it as a service that reduces the number of private cars in an already congested city street [6]. To many consumers, using sharing economy services is economical, convenient, and enjoyable. Potential risks, such as privacy risk and security risk, however, have deterred them from using such services. For instance, using a sharing economy service often requires users to provide detailed personal information, which may be used for non-intended commercial activities. In addition, there have been notable cases of rape, vandalism, and theft of using different sharing economy services, such as Uber and Airbnb. Therefore, it is imperative for sharing economy service providers to understand customer-perceived experiential values and its effect on their continued use intention.

Customers prefer to pay for a short-term use instead of purchasing and owning goods [18]. Service experience is the consumers' perception of the service process [19]. A more positive service experience is able to increase the customer's satisfaction and purchasing intention [20]. A successful service experience makes the customers feel unique, remember the experience for a long time, and share their experiences with others [21]. As a result, the customer's service experience is an important factor affecting the experiential values in a sharing economy. However, customer satisfaction is created by experiential value [22]. Several articles have focused on how hedonic and utilitarian values affect consumption behavior. A hedonic value is a reflection of the customer's emotions, where the customer tends to maximize their feelings of fun, joy, etc. Conversely, utilitarian value refers to customers who view products or services as more practical and necessary. In the sharing economy, when customers use shared services or products, it can be said that the hedonistic and utilitarian values refer to the

rational or emotional embodiment of the value of the shared services or products [23]. Hence, there is a need to determine the impact of hedonic and utilitarian value on behavioral intentions in the setting of the sharing economy.

Recently, social influence has become one of the motivations for consumers to use the sharing economy (e.g., [2,24,25]). Social influence can create personal confidence in using new services. For example, community identity is a motivation that encourages members to share their passion for a service or product and attract others to become users of the sharing service [26]. People in a community receive pressure from other members or friends to be consistent. The family behavior and attitude also have strong impacts on their cognition [27]. The participants in the sharing economy obtain social relationships due to their sharing behavior, and the value and benefits grow as more people participate in the sharing economy [28]. Therefore, this study considers social influence to be an important factor to understand the continued use of sharing economy services by consumers.

In addition, enterprises often emphasize the environmental friendliness of sharing economy services. For example, Zipcar actively advocates the green advantage of car sharing [18]. The relationship between sustainability and innovation in the sharing economy studies is dramatically increasing [29]. The innovation model of the sharing economy has subverted the established business model, generated economic activity, and the accompaniment of social and environmental benefits [30]. The sharing economy is a disruptive innovation as well as a social innovation. This innovation is able to solve the injustice and inequality of the market economy and create a potential path for sustainable development [4].

Accordingly, consumers in the sharing economy have a greater understanding of sustainability and altruistic values than consumers engaging in traditional consumption [31]. People in the sharing economy value sustainability, enjoyment, and economic benefits. Collaborative consumption is not only able to meet their individual utilitarian needs, but it can also satisfy their psychological needs. That is, a service that may be slightly more expensive than its traditional counterparts, but provides ecological benefits, may be preferred by someone who values environmental sustainability [16]. Sharing economy users believe that sharing has a reciprocal benefit and they expect to have a friendly and positive exchange relationship and to promote stable and sustainable development of the sharing economy [32]. Therefore, this study considers that sustainability is another important factor to understand the continued use of sharing economy services by consumers. To explore the impact of the enterprise's overall service performance on consumers' experiential values when consumers experience the sharing services, which in turn, affects their continued use intention. This study explores the moderating effects of social influence and sustainability on behavioral intention in the sharing economy. A research model is proposed, as shown in Figure 1.

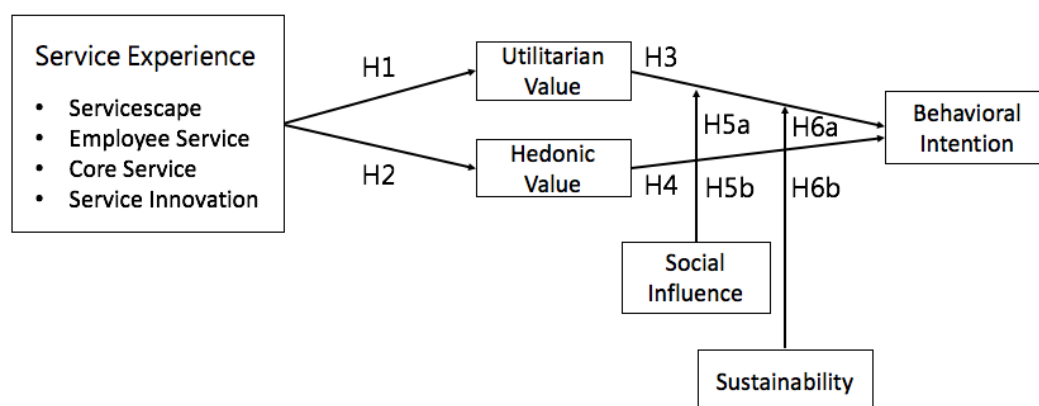


Figure 1. Research framework.

Our study contributes to the literature as follows: First, sharing economy investigations address issues, such as participation intention [2], the factors influencing sharing satisfaction [33], and trust and

reputation in the sharing economy [34]. Despite the importance of a customer experience perspective, little is known about the sharing economy service experience. While the service experience has garnered considerable attention in recent years (e.g., [35–39]), knowledge of sharing economy service experience remains limited. Second, the present analysis relates the dramaturgical theory to sharing economy service experience and identifies its multiple dimensions. Therefore, the paper provides a more holistic understanding of sharing economy service experience than is found in the existing research and argues for the wider relevance of this phenomenon. The insights generated will open up new perspectives and avenues for future research on sharing economy service experience and demonstrate its implications for managers seeking to monitor and facilitate their customers' experiences.

2. Theoretical Background

Dramaturgical Theory

When the dramaturgical theory [40] is employed in the service industry, the service encounter process is similar to the enactment of a drama, where the enactment is an interaction between customers and service workers, service settings, and situational factors during the service, i.e., the core of service encounters [41]. The dramaturgical theory describes the settings of service encounters from the perspective of a drama performance. The four elements include (1) actors (service workers)—service providers, (2) audience (customers)—service recipients, (3) settings (service environment and facilities)—the place where services are provided, and (4) enactment (the performance during service encounters)—service performance, which are the consequence of the interactions between service workers and customers.

The dramaturgical theory integrates the mutual influence among service settings, service workers, and customers. The ultimate consequence of the integration is a service performance, whose quality includes the quality of physical products, the speed of service, the invisible service process, and the support of the system. The service performance that customers experience is the interactive result of the related systems, procedures, service workers, and customers in a service organization [42]. The dramaturgical theory embodies service encounters and compares the actors, audience, settings, and performances in an enactment of a drama to the process that customers encounter with service workers and their consumption experience in a service setting, which is quite applicable to the service industry, with a great amount of interpersonal contact [43].

Accordingly, all the factors being coordinated are key to a successful performance [43]. We propose the influence of the overall performance of an enterprise on the customers' experiential value during the provision of sharing services, as well as its influence on their future behavioral intentions based on the dramaturgical theory. That is, the dramaturgical theory understands how a service organization combines the actors, audience, and settings together and creates a trustworthy and enjoyable service performance in which customers enjoy the experience of enactment during the service.

3. Literature Review and Development of Hypotheses

3.1. Experiential Values

"Experience" involves emotions that are produced in customers and can be unforgettable to them [21]. During consumption, customers not only possess tangible goods or services but also have a pleasant buying experience in which they sense the value brought by a unique and unforgettable experience [44]. The experiential value is defined as the perception of and preference for product properties and service performance by customers from the perspective of experience, and the value can be increased through the customers' participation and interaction [45]. Experiential value can provide both external and internal benefits. The external benefits are obtained from the utilitarian buying experience, while the internal benefits are satisfied through the inner emotional experience [45,46].

Current studies have proved that experiential values can be conceptualized as multidimensional constructs [47–50]. Among the perceptual values, utilitarian value and hedonic values often appear in the marketing field [47,51–55]. Utilitarian value is defined as the consumers' evaluation of costs and substantial benefits after they take into account the product, service, and price, etc. [53]. Utilitarian value is an experience of utility and the result of a conscious pursuit. When obtaining the utilitarian value, consumers who are goal-oriented and rational purchase products after considering them and regard the purchase as a shopping task. The utilitarian value assesses the overall functional benefits and sacrifices [53]. That is, the utilitarian value integrates the perceptions of economic values, such as saving time and money and convenience [56,57]. Consumers are more willing to pay a higher price when buying utilitarian products [58].

Hedonic value is the recreational and emotional value that products and services provide. It is the consumers' evaluation of costs and experiential benefits, such as pleasure, enjoyment and feelings of escapism [53]. Compared to utilitarian value, the hedonic value is influenced by the emotional feelings or pleasure brought by the products, which are invisible and subjective opinions [59]. These involve the sense of pleasure obtained during shopping. Hedonic value, which is often emotional and irrational, is often produced during a consumption experience. It often comes from fun and playfulness, which are sensory, enjoyable, and aesthetic experiences, instead of fulfilling shopping tasks [59]. The utilitarian value and hedonic value reflect the potential perceived value produced in the customer service experience [47,60]. Accordingly, this study defines the experiential value of sharing services as an interactive evaluation of rationality and sensibility, which consists of utilitarian value and hedonic value.

3.2. *Sharing Economy Service Experience*

Pine II and Gilmore [21] propose that enterprises create unforgettable experiences with visible goods and invisible services, and they regard experiences as commodities that can be marketed. The service experience is related to the service concept, the customers' range of social contacts, the delivery systems, and the needed technology [61]. The service experience is the customer's perception after receiving the service. It is the outcome of the customers' perception, feelings, and behaviors produced after they interact with service organizations, systems, procedures, and workers, namely, the subjective feelings that a customer experiences during service encounters and service delivery [62]. Grace and O'Cass [19] defined service experience as the perception and feelings produced in customers when they receive services, stating that the service experience falls into the category of emotional thinking and involves the service process, service workers, and service settings.

During the interactions with enterprises, customers gradually accumulate service experiences and establish relationships with the enterprises. When customers build the relationship, they are willing to maintain a relatively stable and a long-lasting interactive relationship with the enterprise [63], encourage others to experience the services, interact with the enterprise in a friendly manner, and provide the enterprise with advice. In the service experience created by the sharing economy, products and services are merely props and service workers are only actors in a performance in a customer experience theater. Consequently, enterprises need to learn to combine these elements to create a fascinating experience and provide value to the customers through the sharing economy [64]. For example, Uber and Airbnb enable people to enjoy service experiences and values that are diametrically different from those provided by traditional taxis and restaurants; therefore, they become loyal supporters of the sharing economy. Moreover, their service experience and efficacy are continuously extended in the sharing economy every time products and services are shared and circulated between owners and users [65].

Grace and O'Cass [19] argue that service experience can be explored from the servicescape, employee service, and core service. Servicescape is the physical and social environments where service experiences, transactions, and matters take place [66]. Employee service is the behavior or performance of service workers during service delivery, which is established based on the interaction between service providers and customers. Its main function is to convey the content of the service,

and it plays an important role in service delivery [67]. Service workers' clothing, behaviors, attitudes, professional expertise, and promises to customers are all included in this dimension [68]. Core service is the effects of the services provided by enterprises. It is the benefit and utility that customers pursue when they make a purchase, and it is also the highest value that consumers can receive from service providers during service delivery [19]. In this study, these three indicators are used to judge the service experience, which will help provide a good service experience and create satisfaction and experiential value for customers in the sharing economy.

Moreover, Bastita, Ng, and Maull [69] consider the sharing economy as one disruptive innovation that could transform a market economy. The sharing economy is conceptualized as a social innovation [70], a field related to service innovation (i.e., sharing economy platforms) [71]. Service innovation includes a novel service concept or service delivery process and unique ways of improving and resolving problems [72]. Service innovation is about the different aspects of the service from what the customers had previously experienced or their unexpected consumption experience [73]. Thus, enterprises offer different types of services or consumption experiences that are unexpected by consumers [73]. We define service innovation in the PSS of the sharing economy as "enterprises develop services based on their core products, providing various services or consumption experiences unexpected by consumers and new solutions to the existing problems in the society" and argue that service innovation should be a part of the service experience of the sharing economy. However, there have been few studies showing that service innovation is related to the three factors cited by Grace and O'Cass [19]. Therefore, this study intends to explore whether the four factors, i.e., servicescape, employee service, core service, and service innovation, are related to the customers' service experience in the sharing economy.

A sharing economy that promotes collaborative consumption is a process in which high hedonic values are provided. In this aspect, Gilovich et al. [74] argue that collaborative consumption offers more experience and higher hedonic values compared to the purchase of products and services in a traditional business environment. Bardhi and Eckhardt [18] found that customers use the sharing services of Zipcar and Autolib because of the utility of the services. That is, car-sharing services provide customers with utilitarian values. The benefits of utilitarian values, such as saved costs and utility, are key in the decisions of young consumers regarding whether they are satisfied with the service and are willing to use it [75]. The collaborative consumption is also related to hedonic values. For example, customers can obtain pleasure by experiencing different options, such as the car-sharing service called DriveNow by BMW (Munich, Germany). Using the service, consumers can drive a BMW or Mini by paying only the membership fee by way of sharing or hiring BMW cars [76]. Hamari et al. [2] studied why customers participated in collaborative consumption under the sharing economy and found that the main motives are closely related to sustainability, economic benefits, and enjoyment. The aforesaid research reveals that the utilitarian and hedonic values brought by sharing services are one of customers' motives to use sharing services. In this respect, Ryu et al. [77] pointed out that utilitarian and hedonic values form the foundation on which customers rate their consumption experience, as the two values explain the basic and potential consumption process and present the customers' experiential values in a complete manner.

H1. *Service experience has a positive effect on utilitarian value.*

H2. *Service experience has a positive effect on hedonic value.*

Behavioral intentions and actual behaviors are highly correlated [78]. Behavioral intention is the willingness that customers demonstrate towards engaging in certain behaviors, which is often used to predict or explain customers' actual behaviors. Behavioral intention suggests an individual's possible actions in the future, which can be used to predict people's behaviors [79]. We define the behavioral intention behind sharing services in terms of continuous use, according to the studies by Molinari et al. [79] and Bhattacharjee [80,81]. The values represent the function of and the emotion evoked by the service environment, respectively, which affect the customers' satisfaction and their

willingness to purchase in the future. The value affects the customers' judgment and pushes them to take action, such as repurchase intentions, public praise, increase in purchase amounts, and willingness to pay a higher price. Consumers produce positive behavioral intentions when they sense high consumption values during the consumption experience or assessment, such as the willingness to buy again, public praise, and recommending the service to friends [82]. The service values of consumers can be categorized into utilitarian and hedonic values [83]. These two types of values result in different emotional experiences and exert different impacts on customers' future behaviors [84].

H3. *Utilitarian value exerts a positive effect on behavioral intention.*

H4. *Hedonic value exerts a positive effect on behavioral intention.*

3.3. Social Influence

People's perceptions, attitudes, and values are affected by those who are around them, i.e., social influence [85]. Taylor and Todd [86] defined social influence as the degree to which an individual perceives that important others believe he or she should use the new system. The influence of external social factors on individual behaviors can be categorized into informational influence and normative influence [87]. Informational influence means that users feel the information provided by others is trustworthy, and thus, they are willing to accept it, whereas the normative influence is about users satisfying others' expectations to gain acknowledgement. Many consumers post their positive or negative reviews about their experience of using technology products online. The reviews affect the choice and buying decisions of potential customers [88], which can be seen as an informational influence. For consumers who want to gain others' acknowledgement, they choose to use recognized technology products to improve their personal image or social status. This is another key factor in product sales, which is an example of a normative influence.

That consumers are influenced by reference groups has been discussed in the marketing literature. The reference group can be divided into direct reference groups (family or friends) and indirect reference groups (magazines, books, newspaper, and media) [89]. Regarding the community that serves as a reference group and the type of social influence, a community is a group of people who live together and share their promises, thoughts, and values, which means that a community is a social unit and its members gather together because of their shared values. The communities often involve topics in which the members all take interest. The members of the community often share some interests or information regarding products or services [90].

The members are reflected through their perception of the community's nature, their emotions towards the community, and their reviews about the importance of the community [91,92]. Through frequent interactive meetings, the members heighten their sense of identity, which makes them feel the need to take responsibility for the community [93]. Their sense of responsibility becomes a group norm of the community and the reciprocity, compulsory service, and information feedback constitute the community's social capital [94]. Ahearne et al. [95] pointed out that the community members are willing to help other members when they acquire a sense of identity in the community. They offer their advice to help resolve other members' doubts based on their own expertise, by which they increase their own values and benefits and those of the community and achieve their common goals [96]. The existence of communities often distinguishes the sharing economy from the traditional economy [97]. The customers of a successful shared enterprise often interact continuously in addition to their transaction demands in their community, in which the members often experience value-oriented trust toward each other.

Individual behaviors and decisions are often influenced by the social environment [98]. Venkatesh et al. [87] view social influence as an external motive, arguing that social influence positively affects consumer behavioral intentions in innovative information systems. Studies on network behaviors have revealed that social influence is an important factor that affects the decisions of users regarding whether they share community behaviors [99–102]. The sharing economic environment

will drive people to engage in social interaction, such as sharing, communication and information exchange in different places [103]. If a group or a platform can provide similar goods or services to meet demanders' needs, it will strengthen their willingness to participate in collaborative consumption [104]. For instance, recommendations from family and friends along with other users' positive reviews may encourage a new user to try the Uber services. In addition, the features of the sharing economy produce such a mindset; the emergence of a sharing economy helps people comprehend the power of sharing and collaboration [2]. Once people experience the power, they will apply the same logic to other parts of their lives, which is conducive to creating a long-term trend of sharing limited resources [6]. Therefore, the study suggests that the intentions of consumers using sharing services may be affected by social factors, such as a community with common values, family and friends, and public praise online.

H5a. *Social influence exerts a positive moderating effect on the relationship between utilitarian value and behavioral intention.*

H5b. *Social influence exerts a positive moderating effect on the relationship between hedonic value and behavioral intention.*

3.4. Sustainability

Sustainability means that consumption can be satisfied and that an abundant society can be built without increasing the burden on the environment and consuming resources [105,106]. Sustainability is seen as an important principle behind wealth distribution and resource consumption [107] and is the equilibrium point between economic development, environmental quality, and social justice [108,109]. Sustainability urges humankind to maintain a balance between development and the environment and serves as a reminder that the rehabilitation of natural resources and the environment is limited, and it is necessary to take the ecological balance and sustainable development of the environment into account while the development of the economy is being promoted.

The sharing economy can be seen as green consumption, which may enable humankind to build a sustainable society with a sustainable environment [110]. As far as the outcome of collaborative consumption is concerned, goods and services are repeatedly used when they are constantly exchanged, which satisfies the consumers' needs by improving the use efficiency of current resources and reducing the consumption of natural resources and the social costs incurred by unnecessary waste [111]. When collaborative consumption increases, the frequency of using goods and services will increase and the unnecessary waste of natural resources will be reduced, which lessens the negative impact on the society and the environment [110].

Recent research reveals that the platform created by the sharing economy can develop a sustainable market [112]. Sustainability can improve the consumption environment, society, and the economy, and meet the contemporary and future needs of human beings [113]. Sustainable consumption requires consumers to adopt another way of buying and using products and services, so it is often related to social movements [114]. Böckmann [6] thinks that one of the social norms that the sharing economy conveys is to guarantee sustainability through community collaboration. For instance, people think about the use of limited resources in a more responsible manner. Consumers who participate in the sharing economy are often predicted to be responsible regarding ensuring the sustainability of the ecological environment [115,116]. However, sharing economy services nonetheless have unsustainable effects. The business operation of Airbnb (San Francisco, California, U.S.) and Uber (San Francisco, California, U.S.) has created unregulated marketplaces and unfair competition, enables tax avoidance, and transferred risks to consumers [117]. These unsustainable effects of the sharing economy services demonstrate a contested phenomenon.

Using sharing services provides flexible choices in which all types of transport needs are met, and private ownership and the negative effects of environmental inefficiency are reduced [118]. Owyang [119] found that many people take part in the sharing economy because of its convenience and lower costs and not because of their pursuit of sustainable lifestyles. However, sharing services

still strive to combine sustainability and community management better. Hamari et al. [2] also had an interesting finding when researching the motivation of participating in the sharing economy, which is that sustainability does not influence behavioral intentions directly unless it exerts a positive impact on the sharing economy. That is, consumers' preference for sustainable consumption is a key factor that affects their willingness to participate in the sharing economy.

H6a. *Sustainability exerts a positive moderating effect on the relationship between utilitarian value and behavioral intention.*

H6b. *Sustainability exerts a positive moderating effect on the relationship between hedonic value and behavioral intention.*

4. Methodology

4.1. Sample and Data Collection

This study discusses the ways an enterprise can improve consumers' use of energy by developing an energy network with the help of innovative technology in a sharing economic environment. In the network, consumers obtain experiential values by experiencing sharing services, which exerts an impact on their future behavioral intentions in using energy sharing services. The study subject is Gogoro, a new energy company in which the energy sharing concept has been the most mature in Taiwan to date.

Gogoro was chosen for five reasons. First, Gogoro ranked first, with an 87% market share of the electric scooters market in 2018 [120], thus it has sample representativeness. Second, Gogoro has a business model of service innovation, which is different from the traditional charging mode of electric scooters' batteries. Gogoro uses energy network exchange to develop electric scooters. Third, Gogoro's GoCharger fast charging station can share energy with others. GoCharger has been built in many stores, such as cafes, restaurants, gyms, spas, hairdressing salons, and bookstores, making energy-sharing platforms more common in all parts of the city. Fourth, Gogoro operates electric scooters using the shared economy model and provides users with new experiences and services on the platform of the battery switching station and smart phone app.

Finally, Gogoro's energy network, an example of energy sharing, aims to resolve problems, such as long wait time when a battery is being charged, weak endurance of a battery, and short battery life. The network combines big data and IoT technology, monitoring and analyzing the overall service condition and possible battery trends. Gogoro envisions collaboration with other manufacturers of scooters and the use of batteries with the same specification and energy swap systems. In this way, Gogoro focuses on developing battery swap stations and energy management, while other manufacturers focus on designing and developing scooters. With concerted efforts, they develop a sharing economy platform of green energy. Accordingly, consumers have access to environmentally friendly modes of transportation. Hence, research attests to the importance of Gogoro's sharing economy services and highlights the need to focus research on this area.

In this study, paper-based and web-based questionnaires were distributed simultaneously for the purpose of collecting data more conveniently and extensively. The web-based questionnaires were filled out by the communities related to Gogoro on Facebook, while the paper-based ones were answered by customers at Gogoro's battery swap stations. The senior specialists at Gogoro were asked to review and complete the draft version of the questionnaire to identify ambiguities and suggest improvements. An examination of the feedback led to further refinement and eventually a final version. To ensure the face validity of each construct, each item was derived from the existing literature. Each item was closed-ended and employed a Likert-style rating scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree". A sticker was designed as a thank-you gift to those who participated. The respondents left their mailing information after they answered the web-based questionnaires and

stickers were sent to them after all the samples were obtained. Those who answered the paper-based questionnaires received the sticker immediately after they finished the survey at the site.

Data collection was via online and paper formats. The users of its energy sharing services answered the questionnaire. A total of 515 questionnaires were collected, where 460 of these were regarded as valid and 55 were invalid; thus, the usable response rate was 89%. In this study, 55 invalid surveys were removed, which were either incomplete or from the same individual (via IP address tracking, mailing information). To examine the consistency between the two data sources, this study used the chi-squared test to examine the distribution of demographics in the online and physical survey. There is no statistically significant difference between the two data sources in terms of gender ($p = 0.212$), age ($p = 0.121$) and education ($p = 0.094$). Therefore, this study combined the data from the two data sources.

The techniques used in this study to identify any common method bias include Harman's single-factor test and the common latent factor test based on the suggestion from Podsakoff and Organ [121]. Harman's single-factor test was run to identify common method bias. All the 39 items were entered, and one factor was fixed to identify how much variance is explained by only one factor. It was found that one factor explained 41.499% of the data, which shows that common method bias is not a major threat in the data. Common latent factor analysis was also performed to test the method variance in the dataset. Table 1 shows the demographic information. Among the 460 respondents, 350 (76.1%) were males and 110 (23.9%) were females. The age of the respondents ranged mainly from 21 to 40 years old (82.1%). In total, 64.6% of the respondents were college and university graduates. In total, 32.2% of the respondents work in the service industry (32.2%) and 23.3% of the respondents have occupations in manufacturing. Moreover, the monthly disposable incomes of the two largest groups of the respondents were over NT 40,001 (40.0%) and NT 30,001 to NT 40,000 (23.5%).

Table 1. Sample demographics.

Item	Category	Rates (%)
Gender	Male	76.10%
	Female	23.90%
	Aggregate	100%
Age	Under 20 years old	7.40%
	21–30 years old	46.70%
	31–40 years old	35.40%
	41–50 years old	8.50%
	51–60 years old	2.00%
	More than 61 years old	0%
	Aggregate	100%
Education	Junior high school and below	1.30%
	Senior high school	18.90%
	College and university	64.60%
	Graduate school and above	15.20%
	Aggregate	100%
Vocation	Student	17.60%
	Public servant	6.10%
	Business	10.70%
	Manufacturing	23.30%
	Service industry	32.20%
	Freelance	5.40%
	Housekeeper	1.10%
	Others	3.70%
	Aggregate	100%

Table 1. Cont.

Item	Category	Rates (%)
Disposable income per month	Less than NT.10,000	7.40%
	NT.10,001–NT.20,000	10.20%
	NT.20,001–NT.30,000	18.90%
	NT.30,001–NT.40,000	23.50%
	Over NT.40,001	40.00%
	Aggregate	100%

4.2. Measures

Service experience was modeled as a second-order construct and was measured regarding the following four reflective indicators: Servicescape, employee service, core service, and service innovation. Servicescape was measured by the consumers' overall evaluation of the physical and virtual environments where the service is delivered [20,43]. Employee service was measured by the consumers' evaluation of the expertise, behaviors, attitudes, and service quality of service workers [19,67,68]. Core service was measured by the consumers' sensory evaluation of what the service is about and whether the service is in line with the benefits, utility, reliability, and quality that they expect [19,122]. Service innovation was measured by the consumers' overall impression of the novel service concepts and new solutions to the problems in enterprises and society [19,72,73,123].

Experiential values consist of two variables, namely, utilitarian value and hedonic value. Utilitarian value was measured by the consumers' evaluation of the costs and functional benefits received during the sharing service experience [47,53,59]. Hedonic value was measured by the consumers' evaluation of the costs and emotional feelings or pleasure experienced during the sharing service experience [47,53,59]. Social influence was measured by how much consumers' perception, values, behaviors, or attitudes are affected by reference groups, including informational and normative influences [85,87]. Sustainability was measured by the social and environmental benefits received when using the sharing service [2,105]. Behavioral intention was measured by the consumers' experience with the sharing services and whether they are willing to continue using it in the future and to recommend it to others [79–81].

5. Data Analysis and Results

5.1. Measurement Model

IBM SPSS AMOS 25 (Armonk, New York, U.S.) was used to perform the analyses and to evaluate the quality of the measurement model and the construct interrelationships. Consistent with the recommendations of MacKenzie et al. [124], confirmatory factor analysis (CFA) was used to ensure convergent validity and discriminate validity. The overall model statistics indicated that the chi-square/degrees of freedom = 2.88, goodness of fit index (GFI) = 0.82, incremental fit index (IFI) = 0.91, comparative fit index (CFI) = 0.91, and root mean square error of approximation (RMSEA) = 0.06. The internal reliability of the measurement model was tested by using Cronbach's alpha (α) and composite reliability (CR). In Table 2, the Cronbach's alpha of all constructs exceeds the recommended level of 0.7 and demonstrates a high internal consistency of measure reliability [125]. In addition, the CR values ranged between 0.78 and 0.92, exceeding the recommended standard of 0.7. Convergent validity was assessed by examining whether the average variance extracted (AVE) values were above the recommended threshold value of 0.5 [126]. All AVE values ranged from 0.54 to 0.72, suggesting that the items were reflective of the constructs. Discriminate validity was tested by examining whether the square root of AVE was greater than the values of the inter-construct correlations; the diagonal was higher in all cases than the correlations among the variables. All the constructs' AVE values are above this threshold, implying that there is discriminant validity and reliability among the constructs. Table 3 shows the means, standard deviations, and correlations.

Table 2. Measurement properties.

Variables	Construct Identifier	Items	SFL	α	CR	AVE
Servicescape	SS	SS1	0.77	0.78	0.78	0.55
		SS2	0.76			
		SS3	0.70			
Employee service	ES	ES1	0.77	0.92	0.92	0.62
		ES2	0.79			
		ES3	0.73			
		ES4	0.84			
		ES5	0.88			
		ES6	0.76			
		ES7	0.77			
Core service	CS	CS1	0.72	0.90	0.91	0.71
		CS2	0.85			
		CS3	0.92			
		CS4	0.89			
Service innovation	SI	SI1	0.78	0.83	0.85	0.54
		SI2	0.70			
		SI3	0.72			
		SI4	0.70			
		SI5	0.78			
Utilitarian value	UV	UV1	0.80	0.85	0.85	0.66
		UV2	0.91			
		UV3	0.72			
Hedonic value	HV	HV1	0.86	0.90	0.90	0.64
		HV2	0.88			
		HV3	0.82			
		HV4	0.72			
		HV5	0.72			
Social influence	SIN	SIN1	0.81	0.82	0.87	0.69
		SIN2	0.82			
		SIN3	0.87			
Sustainability	SUS	SUS1	0.75	0.90	0.90	0.65
		SUS2	0.82			
		SUS3	0.89			
		SUS4	0.80			
		SUS5	0.79			
Behavioral intention	BI	BI1	0.78	0.91	0.91	0.72
		BI2	0.91			
		BI3	0.87			
		BI4	0.85			

Notes: (1) SFL = standardized factor loading; α = Cronbach's alpha, CR = composite reliability; (2) All factor loadings are significant at the 0.05 level.

Table 3. Mean, SD, and correlations.

	Mean	SD	SS	ES	CS	SI	UV	HV	SIN	SUST	BI
SS	4.51	0.55	0.74								
ES	4.32	0.63	0.48 **	0.78							
CS	4.39	0.69	0.67 **	0.48 **	0.84						
SI	4.40	0.60	0.68 **	0.47 **	0.65 **	0.73					
UV	4.52	0.60	0.63 **	0.47 **	0.70 **	0.63 **	0.81				
HV	4.45	0.61	0.65 **	0.50 **	0.70 **	0.67 **	0.73 **	0.80			
SIN	3.88	0.96	0.26 **	0.26 **	0.22 **	0.34 **	0.19 **	0.34 **	0.83		
SUST	4.38	0.66	0.60 **	0.46 **	0.61 **	0.64 **	0.63 **	0.71 **	0.40 **	0.80	
BI	4.49	0.65	0.62 **	0.47 **	0.62 **	0.58 **	0.64 **	0.74 **	0.26 **	0.72 **	0.84

Notes: (1) $p^{**} < 0.01$; (2) SS = servicescape; ES = employee service; CS = core service; SI = service innovation; UV = utilitarian value; HV = hedonic value; SIN = social influence; SUST = sustainability; BI = behavioral intention; (3) the values in the shaded diagonal are the square root of the AVE.

5.2. Structural Model

To examine the proposed research model and the hypothesized relationships, structural equation modelling (SEM) was employed. SEM has the distinctive advantage of accounting for all covariance in the data, which allows for the simultaneous examination of correlations, shared variance, path coefficients, and their significance, making it ideal to test for main effects [127]; additionally, it involves an analysis of theoretical constructs that are measured by latent factors [128]. The results for the direct effects of the structural model are shown in Figure 2 and Table 4. A bootstrapping approach was applied to obtain the statistical significance of the path coefficients in the structural model by using 200 interactions of a bootstrapping technique. Figure 2 provides the standardized path coefficients and overall model fit for the direct effects model ($\chi^2/\text{d.f.} = 3.957$, GFI = 0.90, IFI = 0.94, CFI = 0.94, RMSEA = 0.08). According to Table 4, the service experience had significantly positive effects on the utilitarian value ($\beta = 0.89$, $t = 16.82$, $p < 0.001$) and hedonic value ($\beta = 0.90$, $t = 18.59$, $p < 0.001$). Thus, hypotheses 1 and 2 are supported. There was a significantly positive relationship between the utilitarian value and behavioral intentions ($\beta = 0.14$, $t = 2.07$, $p < 0.05$). Hence, hypothesis 3 is supported. There was a positive relationship between the hedonic value and behavioral intentions ($\beta = 0.68$, $t = 9.17$, $p < 0.001$). Thus, hypothesis 4 is supported. Regarding the R^2 values, service experience explains 80% of the variance in the utilitarian value and 81% of the variance in the hedonic value. In addition, the utilitarian value and hedonic value explain 65% of the variance in behavioral intentions. All of the values exceed the cut-off value of 0.50, indicating a large effect size of R^2 [129]. All of these values are significant at $p < 0.01$.

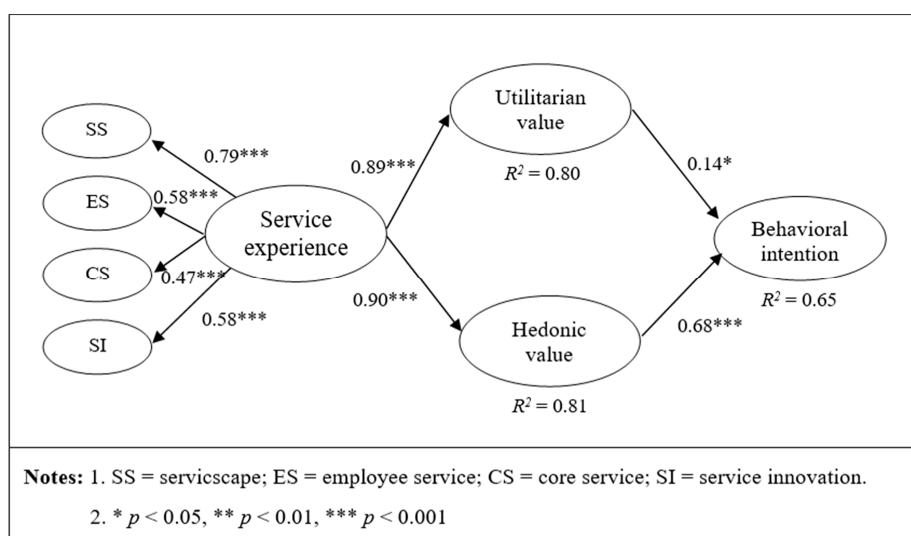


Figure 2. Results of the structural model.

Table 4. Results of direct effects.

Paths/Hypotheses	Path Coefficient	t-Value	Results
Hypothesized relationships			
Service experience → Utilitarian value (H1)	0.89	16.82 ***	Supported
Service experience → Hedonic value (H2)	0.90	18.59 ***	Supported
Utilitarian value → Behavioral intention (H3)	0.14	2.07 *	Supported
Hedonic value → Behavioral intention (H4)	0.68	9.17 ***	Supported
R^2			
Utilitarian value		0.80	
Hedonic value		0.81	
Behavioral intention		0.65	

Notes: * $p < 0.05$, *** $p < 0.001$.

5.3. The Results for Moderating Effects

To examine the moderating effect of social influence and sustainability on the relationship between the experiential values and behavioral intentions, this study used the latent moderated effect model [130]. As shown in Table 5, the interaction term of utilitarian value \times social influence had a positive and significant moderating effect on the relationship between utilitarian value and behavioral intention ($\beta = 0.60$; $t = 9.79$, $p < 0.001$). Thus, hypothesis 5a is supported. The interaction term of hedonic value \times social influence had a positive and significant moderating effect on the relationship between hedonic value and behavioral intention ($\beta = 0.51$; $t = 7.61$, $p < 0.001$). Thus, hypothesis 5b is supported. Moreover, as predicted by hypothesis 6a, the interaction term of utilitarian value \times sustainability had a positive and significant moderating effect on the relationship between utilitarian value and behavioral intention ($\beta = 0.81$; $t = 11.85$, $p < 0.001$). Additionally, hypothesis 6b is supported, which posited that the interaction term of hedonic value \times sustainability had a positive and significant moderating effect on the relationship between hedonic value and behavioral intention ($\beta = 0.92$; $t = 11.31$, $p < 0.001$).

Table 5. Results of the moderating effects.

Hypotheses	Paths	Path Coefficient	t-Value	Results
H5a	UV \rightarrow BI	0.37	6.56 ***	Supported
	SIN \rightarrow BI	−0.32	−7.15 ***	
	UV \times SIN \rightarrow BI	0.60	9.79 ***	
H5b	HV \rightarrow BI	0.47	7.61 ***	Supported
	SIN \rightarrow BI	−0.32	−6.68 ***	
	HV \times SIN \rightarrow BI	0.51	7.61 ***	
H6a	UV \rightarrow BI	−0.12	−2.10 *	Supported
	SUST \rightarrow BI	0.07	1.05	
	UV \times SUST \rightarrow BI	0.81	11.85 ***	
H6b	HV \rightarrow BI	−0.14	−2.30 *	Supported
	SUST \rightarrow BI	−0.00	−0.04	
	HV \times SUST \rightarrow BI	0.92	11.31 ***	

Notes: (1.) * $p < 0.05$; *** $p < 0.001$; (2.) UV = utilitarian value; HV = hedonic value; SIN = social influence; SUST = sustainability; BI = behavioral intention.

To further assess the association of experiential values and the moderators' influences on behavioral intention, the R^2 values of the dependent variable, i.e., behavioral intention, were compared. Accordingly, the effect size (effect size $f^2 = [R^2(\text{interaction model}) - R^2(\text{main effects model})]/[1 - R^2(\text{main effects model})]$ [131].) (f^2) was computed to compare the R^2 values between the main and interaction effect models as a gauge of whether the interactions had a small (0.02), medium (0.15), or large effect (0.35) on behavioral intention. As shown in Table 5, model (1) contains only the main effects of the experiential values, which explained 65% of the variance in behavioral intention. Building on this, model (2) added the interaction effects of the experiential values with social influence and sustainability. Again, all constructs increase the explained variance in behavioral intention to approximately 77%. As seen in Table 5, the inclusion of the interaction effects increases the R^2 from 0.65 to 0.77. The interactions had a small to medium effect size ($f^2 = (0.77 - 0.65)/(1 - 0.65) = 0.34$). Therefore, the relationship between experiential values and behavioral intentions are positively moderated by social influence and sustainability.

To visualize the moderating effects in a plot diagram, this study followed the methods of Dawson [132]. The relationships between experiential values and behavioral intentions at high and low levels of social influence and sustainability are shown in Figures 3–6. It revealed that the slope of the line predicting behavioral intentions from experiential values appears to be steeper for high social influence and sustainability than it is for low social influence and sustainability. That is, a strong relationship between experiential values and behavioral intentions was observed, especially in consumers with

high social influence and sustainability. This further supports our prediction in hypotheses 5 and 6 with respect to social influence and sustainability.

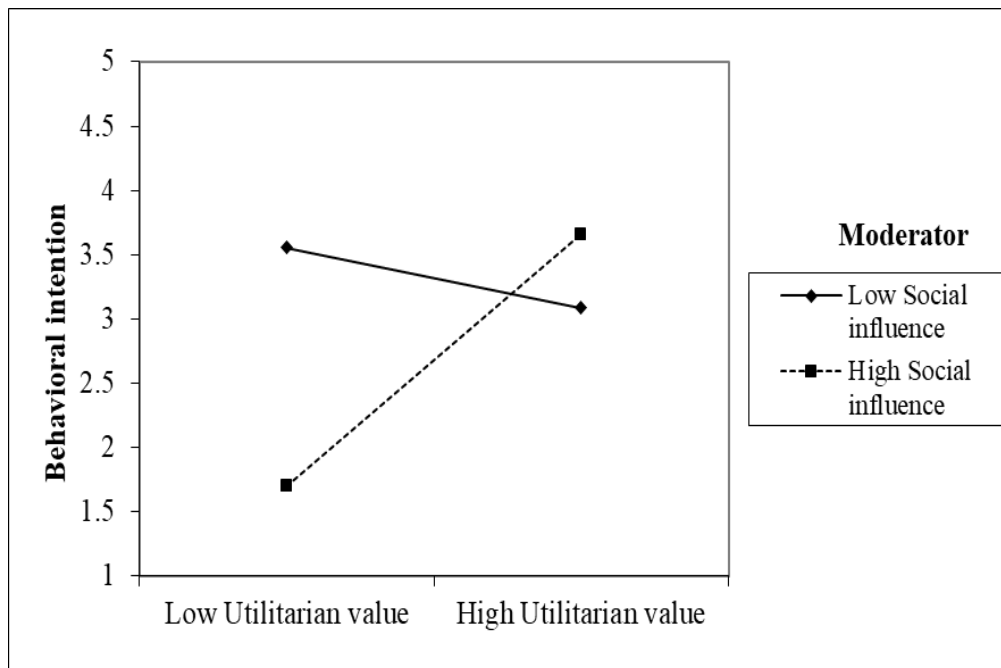


Figure 3. Interaction between social influence and utilitarian value on behavior intention.

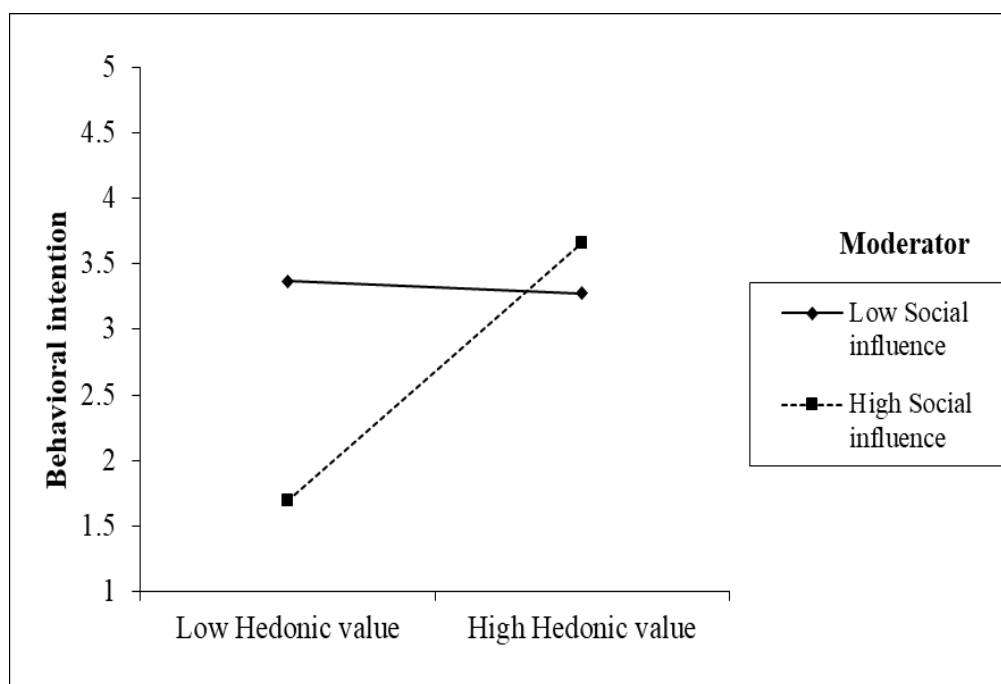


Figure 4. Interaction between social influence and hedonic value on behavior intention.

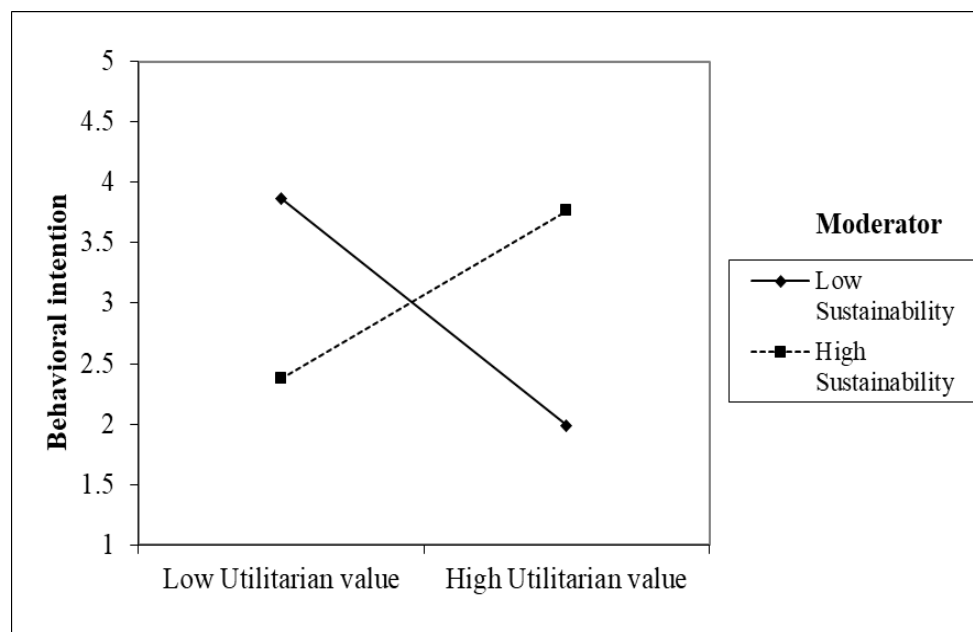


Figure 5. Interaction between sustainability and utilitarian value on behavior intention.

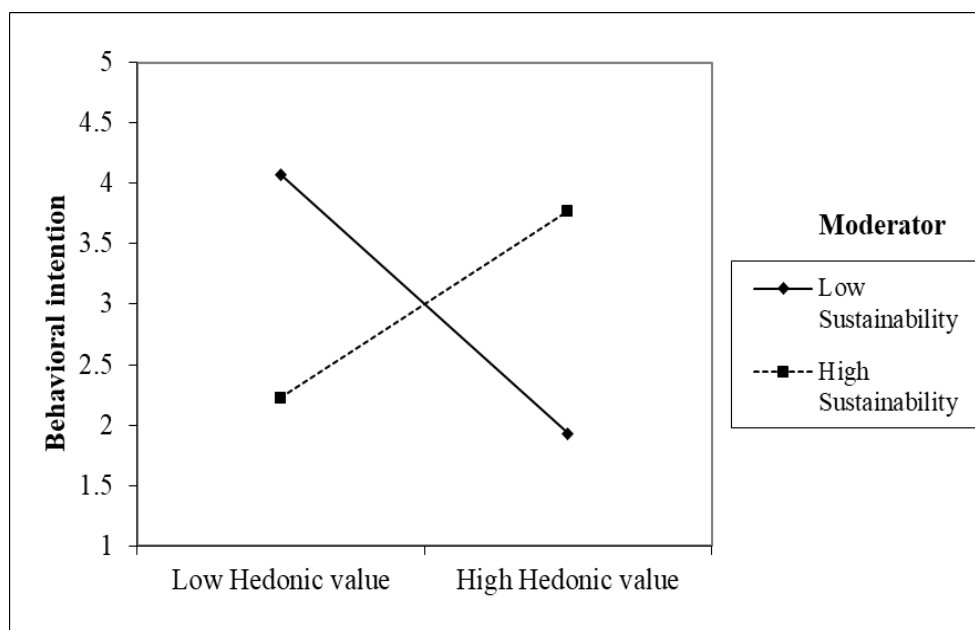


Figure 6. Interaction between sustainability and hedonic value on behavior intention.

6. Discussion and Conclusions

This study identified four elements of service experience, i.e., servicescape, employee service, core service, and service innovation, that can be employed to examine customers' service experience in the sharing economy. The service experience has a positive effect on the utilitarian value ($\beta = 0.89$, $t = 8.02$, $p < 0.001$), as well as on the hedonic value ($\beta = 0.84$, $t = 9.07$, $p < 0.001$). This study provides an idea that all of the four elements of service experience are necessary for creating the consumers' experiential values in the sharing economy. In addition, the results suggest that the utilitarian value ($\beta = 0.36$, $t = 5.47$, $p < 0.001$) and hedonic value ($\beta = 0.47$, $t = 7.21$, $p < 0.001$) have positive effects on behavioral intention. These results indicated that when consumers obtained the high experiential values from the sharing services, it could promote the consumers' intention to continue using the sharing service.

Furthermore, the effect of the hedonic value of the consumer's behavior intention is stronger than the utilitarian value the consumers derive from Gogoro. We noted that the emotional feeling of pleasure is the hedonic value that drives consumers in Taiwan to use Gogoro. The results indicate that consumers are interested not only in the hedonic value of the services provided in the sharing economy but also in the utilitarian value of the obtained service in comparison to the cost. In this case, the experiential values provided in the sharing economy alone are not sufficient for consumers to use the service; the value derived must also exceed the cost involved in using the service.

The two moderators, i.e., social influence and sustainability, both enhance the effects of the experiential values on behavioral intention. To further explore in which situation the social influence and sustainability would produce the positive moderating effects, this study assigned two moderators into two groups, which are the high and low moderator groups. However, as seen from Figures 3 and 4, when the consumers obtained high experiential values from the sharing services, the high social influence would encourage the consumers to use sharing services more than low social influence. In addition, as seen from Figures 5 and 6, when consumers obtained the high experiential values from the sharing services, high sustainability would encourage consumers to use sharing services more than low sustainability.

6.1. Theoretical Implications

This study extends our understanding of the service experience that determines the consumers' behavioral intention in the sharing economy, such as using electric scooters (Gogoro). First, the paper examined the conceptual essence and scope of this phenomenon through a survey approach, generating an integrative conceptualization of "sharing economy service experience" and developing a framework to capture the multiple dimensions of the concept (see Figure 1). In this way, the paper provides a holistic understanding of the sharing economy service experience, which has been lacking in previous research. On the strength of this analysis, researchers can hope to position their studies more appropriately and to focus and motivate their research efforts with greater conviction in the area of sharing economy service experience.

Second, the dramaturgical theory is insightful for explaining how service organizations combine actors, audience, and settings together and create a trustworthy and enjoyable service performance in which customers enjoy the experience of enactment during the service. In this study, the dramaturgical theory evaluates the effects of sharing service experience on the customers' experiential values. We extend the knowledge that has recently been generated by the research in the areas of service experience [16,36,37] and experiences created through interactions between actors [133–135]. The theoretical significance of this analysis lies in bringing together state-of-the-art research on service experience in the sharing economy and analyzing its future potential and directions for research. Taken together, these contributions advance the current understanding of sharing economy service experience and pave the way for its future development.

Third, experiential value has been examined in emerging service areas [136]. We demonstrate the impacts of experiential values regarding using shared services intention. Extensive insights into the experiential values in the sharing economy setting are provided. Given the increasing importance of experiential values (e.g., [137,138]), practical guidelines for service providers are also discussed to develop and maintain positive customer experiential values toward sharing services/products [139]. The lack of studies directed at providing frameworks to explore customers' experiential values has prompted the present study to offer perspectives for the further investigation and incorporation of experiential values and behavioral intention in the sharing economy.

Fourth, we argued that social influence and sustainability play moderating roles as externally oriented mechanisms that influence the relationships between the experiential values and behavioral intention. This is consistent with our argument that social influence and sustainability reflect an external orientation that captures the influences of external referents. Regarding the social influence, social groups profoundly influence individual behavior. Therefore, this research confirmed the positive

influence of social groups (e.g., reference groups) on consumers' behavioral intention in Taiwan. For example, this study revealed that social groups (reference groups) moderated the relationship between experiential values and behavioral intention, as shown in the interaction effect. Regarding sustainability, prior studies on the sharing economy have mainly focused on the antecedents of the perceived willingness to participate in the sharing economy, trust building [34,140], and the potential sustainability of the sharing economy [117,141], rather than sustainable behavioral intention for shared services. We empirically explored an approach to facilitate the customer's sustainable consumption behavioral intention via experiential values in the sharing economy and examined sustainability's moderating effect to complement the existing studies.

6.2. Managerial Implications

This study's findings suggest that three routes can be employed to enhance the consumers' intention to use sharing services/products. One is through improving the consumer's attitude by communicating the utilitarian values (e.g., economic benefits and functional benefits) and hedonic values (i.e., enjoyable and pleasant experiences) of sharing services/products. Second, managers can make use of an improved shared service tool to vividly capture and illustrate employee service, related core service processes, the servicescape, and service innovation. Using shared services/products to enact customer experiential values might improve their engagement in using shared services/products, which may become important factors for redesigning the sharing service experience. That is, more closely capturing the experiential values using the newly developed sharing service experience allows for better marketability of the service. Based on the captured sharing service experience and enacted new service processes, servicescapes and customer interactions can be redesigned if needed. Managers can highlight a new service design to convey the service and brand to customers, thus making it more tangible, for example, when employees enact a service for their customers.

Third, shared enterprises need to recognize the importance of social influence, such as the existence of communities. The study findings highlight the importance of leveraging on social influence. The study findings highlight that the relationship between experiential values and behavioral intention can be moderated by social influence. Thus, managers will likely increase customer satisfaction by managing related social media information properly. In addition, the study findings revealed that an individual is influenced by their social group (peers, friends, and family). As such, managers should leverage on influencer-targeting strategies.

Finally, this study finds that shared enterprises enhance the effects of proactive environmental strategies on the consumers' intention to use shared services. This finding suggests that firms are more likely to achieve environmental sustainability through the adoption of proactive environmental strategies. Such evidence implies that to improve environmental quality, the shared enterprises can use sustainable strategies to encourage consumers to proactively pursue sustainable products/services. Additionally, consumers need to enhance their environmental awareness and make sustainability a key factor in selecting sharing service providers and in voting for politicians who are prepared to demand corporate social responsibility from the sharing economy. Furthermore, support from the government usually plays an important role in industrial sustainable innovation. Thus, this finding implies that the government can promote shared firms' environmentally sustainable management by providing support with environmental subsidies to achieve a win-win outcome.

6.3. Limitations and Future Research

There are several limitations in the current study. First, in spite of the amount of literature on service experience, it has been difficult to offer a full description of the nature of the service experience construct in a sharing economy context. There may be some other subdimensions of service experience that have not been identified in the conceptual framework of this study. Future studies should seek to identify the subdimensions of the sharing economy service experience that significantly impact the consumers' perceptions of service experience that have not been identified in this study.

Second, researchers could contribute to a better examination of the maturity of technologies in the technology landscape and how they evolve in facilitating social influence. The inclusion of such a contextual understanding in a future study would provide unique insights to the referent disciplines. Third, the subjects of this study were the energy sharing users. Future research can track the behavior of individuals or wider public (prospective users, non-adopters, etc.) who have not used the sharing economy but have demonstrated intentions to use it in the future. A follow-up survey can be administered to track any changes in the using behavior of respondents. As the consumers of the sharing economy are changing their consumption practices and developing new values, broader and more in-depth studies should explore these dynamics within other sharing service contexts.

Fourth, the data were collected from customers in Taiwan only. However, these customers' perceived sharing economy service experience, experiential values, social influence, sustainability, and behavioral intention may be different from customers' perceptions of these constructs in other regions or countries. Therefore, the findings cannot be generalized to other regions or countries. When applying the results of this study to other regions or countries, future studies should seriously consider customers' perceptual differences due to the existence of cultural or regional issues. Therefore, researchers have the opportunity to replicate the study using a large sample with diverse characteristics. Such a study will improve the generalizability of the findings.

Fifth, this study did not focus on examining the effects of demographic factors on behavioral intention and related constructs. Future studies should consider comparing customers' experiential values and related constructs using demographic factors, such as gender, age, educational level, monthly income, and occupation.

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