

Variables in the course dataset (N=200). SCALE: 1-7 (1=Strongly disagree, 7=Strongly agree)

GENDER (1=MALE, 2=FEMALE)

AGE (1=18-24, 2=25-34, 3=35-44, 4=45-54, 5=55-64, 6=65-)

ENJOYMENT

- ENJ1 I think collaborative consumption is enjoyable.
- ENJ2 I think collaborative consumption is exciting.
- ENJ3 I think collaborative consumption is fun.
- ENJ4 I think collaborative consumption is interesting.
- ENJ5 I think collaborative consumption is pleasant.

ECONOMIC BENEFITS

- ECON1 I can save money if I participate in collaborative consumption.
- ECON2 My participation in collaborative consumption benefits me financially.
- ECON3 My participation in collaborative consumption can improve my economic situation.
- ECON4 My participation in collaborative consumption saves me time.

SUSTAINABILITY

- SUST1 Collaborative consumption helps save natural resources.
- SUST2 Collaborative consumption is a sustainable mode of consumption.
- SUST3 Collaborative consumption is ecological.
- SUST4 Collaborative consumption is efficient in terms of using energy.
- SUST5 Collaborative consumption is environmentally friendly.

CORPORATE SOCIAL RESPONSIBILITY

- CSR1 Collaborative consumption companies are socially responsible companies.
- CSR2 Collaborative consumption companies are concerned to improve the well-being of society.
- CSR3 Collaborative consumption companies follow high ethical standards.

BRAND LOYALTY

- BL1 I would like to use often collaborative consumption companies' services
- BL2 I would like to recommend collaborative consumption companies to others
- BL3 I would like to keep close relationship collaborative consumption companies

GREEN BEHAVIOUR

- GREEN1 I actively recycle items that I am able to.
- GREEN2 I try to repair or reuse items rather than throwing them away.
- GREEN3 I actively try to reduce my carbon footprint.

HAPPINESS: SATISFACTION WITH LIFE SCALE (SWLS)

- SWLS1 In most ways my life is close to my ideal.
- SWLS2 The conditions of my life are excellent.
- SWLS3 I am satisfied with my life.
- SWLS4 So far I have gotten the important things I want in life.
- SWLS5 If I could live my life over, I would change almost nothing.