Using Signaling Theory to Understand the Impact of Information Disclosure on Online Collaborative Consumption

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Abstract

The sharing economy is widely integrated into our lives, and consumer trends have shifted from the ownership of goods and service to the collaborative consumption of goods and service. On peer-to-peer collaborative consumption platforms, the information that providers need to reveal is not well defined by online platform policies. Consequently, there are asymmetries of information between information provider and consumers. Although previous studies have suggested that a reputational rating system can function as a form of self-regulation, there may still be prejudices within such a system. We argue that improving information disclosure may decrease the information asymmetry problem. Adopting signaling theory as conceptual framework, this study explores the influence of the information disclosure of mentors on the growth of consulting services. The current study chooses an online platform, Codementor, to test the proposed research model. The research sample will be collected through web-based retrieval technology.

Keywords

Sharing Economy, Collaborative Consumption, Signaling Theory, Information Asymmetry, Information Disclosure.