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# Applying the Theory of Planned Behavior to Predict Consumer Behavior and Attitudes: A Case Study of Taiwanese Consumers on the Bonyo Tourism-Sharing Platform

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**Abstract.** This study examines the use of internet-based sharing economy platforms by Taiwanese tourists who purchase travel itineraries in Japan. The findings corroborate the extended Theory of Planned Behavior (TPB) model, demonstrating its effectiveness in explaining consumer purchase intentions within the sharing economy, particularly in the utilization of idle resources. Results indicate that positive consumer attitudes and perceived behavioral control significantly influence the likelihood of purchasing idle resources. By incorporating additional variables, this study extends the traditional TPB/TRA framework, enhancing its explanatory power and predictive accuracy. Among the three core TPB variables, perceived behavioral control emerges as the strongest predictor of purchasing idle resource-based products, followed by behavioral attitudes, aligning with previous research on subjective norms and perceived control in the sharing economy. This study contributes to the literature by demonstrating that consumers' emphasis on idle resources positively impacts attitudes, subjective norms, perceived behavioral control, and purchase intentions in network-based sharing economy platforms. The findings suggest that Taiwanese consumers' willingness to purchase idle resource-based products enhances their engagement with sharing economy platforms, further expanding the adoption of idle resource services. Additionally, this study highlights the role of idle resources in fostering business innovation and sustainability. Given that young people and students represent the primary consumer demographic, policymakers should implement targeted policies to raise public awareness of the economic and environmental benefits of idle resource utilization. To promote sustainable consumption and optimize resource efficiency, future business models should prioritize integrating idle resources into sharing economy platforms.

**Keywords.** Sharing economy platform; Idle resources; Theory of Planned Behavior; Structural equation modeling, Taiwan, Japan

## 1. Introduction

"I can use it when I need it, but I don't have to own it." This simple statement epitomizes the essence of the sharing economy. Also known as the peer-to-peer or

collaborative economy, the sharing economy involves the exchange of physical assets and services among individuals. It is defined as an economic model that leverages underutilized resources—ranging from spaces and skills to everyday items—for both monetary and non-monetary benefits.

The sharing economy is often discussed in the context of peer-to-peer (P2P) marketplaces, but significant opportunities also exist within business-to-consumer (B2C) models. For the sharing economy to succeed, it relies on four key principles of collaborative consumption: (1) trust between strangers, (2) idling capacity, (3) critical mass, and (4) belief in the commons (Botsman & Rogers, 2011).

Idling capacity, one of these core principles, refers to the unused potential of a resource—for example, the empty seats in a car when driving alone (Steuer, 2009). Maximizing the utility of idle resources is a fundamental aspect of the sharing economy, enabling more efficient resource allocation. However, previous research suggests that access to spare resources is not always a major concern for consumers (Dillahunt & Malone, 2015). This raises an important question: does the availability of idle resources influence consumer purchasing behavior within the sharing economy?

This study builds upon Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) and Ajzen's (1991) Theory of Planned Behavior (TPB), which have been widely applied to understand online consumer behavior (George, 2004; Pavlou & Fygenson, 2006; Hsu et al., 2015; Lim et al., 2016). Specifically, this research applies TPB to examine consumer experiences with the tourism-sharing economy platform Bonyo. The study focuses on four key areas:

1. Evaluating TPB's predictive ability in the tourism industry.
2. Exploring the relationship between Taiwanese tourists traveling to Japan and their use of internet-based platforms.
3. Examining how consumers engage with Bonyo's shared economic travel services and how this influences their behavior and attitudes.
4. Assessing Taiwanese travelers' willingness to utilize idle resources and engage with sharing economy platforms when visiting Japan.

The sharing economy is reshaping traditional consumer purchasing behaviors, and we hypothesize that it will continue to influence consumer decisions in the future. The internet and shared economic models—such as short-term rentals and the exchange of idle resources—serve as the foundation for this study's discussion.

This research presents a case study of Bonyo (TM, Copyright, Inc.), a Taipei-based company that connects tourists with local guides who offer their expertise during their spare time. As a network-based sharing economy platform, Bonyo provides services specifically for Taiwanese tourists in Japan. In an era where the sharing economy has reached maturity, this study examines Bonyo's unique business model and its impact on consumer behavior. By analyzing the relationships among behavioral attitudes, behavioral intentions, subjective norms, and perceived behavioral control, this research highlights the significance of idle resource utilization in shaping consumer participation in the sharing economy.

The sharing economy is often associated with peer-to-peer (P2P) marketplaces, but significant opportunities also exist in business-to-consumer (B2C) models. For the sharing economy to thrive, four key principles of collaboration are required: (1) trust between strangers, (2) idling capacity, (3) critical mass, and (4) belief in the commons (Botsman & Rogers, 2011). These principles allow for more efficient utilization of underused resources and the diversification of available services (Dabija et al., 2022).

Idling capacity, a core component of the sharing economy, refers to the unused potential of a resource—for example, an empty seat in a car or an unoccupied room in a home (Steuer, 2009). By leveraging these idle resources, sharing economy platforms enhance resource efficiency and economic sustainability. However, research suggests that while consumers appreciate the convenience of these platforms, trust and perceived authenticity significantly influence their willingness to participate (Hawlitschek, Teubner, & Gimpel, 2018, Dillahunt & Malone, 2015). This raises the question of whether the mere availability of idle resources affects consumer behavior or if additional factors, such as digital trust and platform credibility, play a more significant role (Dabija et al., 2023).

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The sharing economy is reshaping traditional consumer purchasing behaviors, and we hypothesize that it will continue to impact consumer decisions in the future. Internet-based shared economic models—such as short-term rentals and P2P services—have expanded the variety and accessibility of tourism experiences (Wang et al., 2016).

This research presents a case study of Bonyo (TM, Copyright, Inc.), a Taipei-based company that connects tourists with local guides who offer their expertise during their spare time. As a network-based sharing economy platform, Bonyo provides services specifically for Taiwanese tourists in Japan. In an era where the sharing economy has matured, this study examines Bonyo's unique business model and its impact on consumer behavior. By analyzing the relationships among behavioral attitudes, behavioral intentions, subjective norms, and perceived behavioral control, this research highlights the significance of idle resource utilization in shaping consumer participation in the sharing economy (Dabija et al., 2022).

## **2. Theoretical framework**

### *2.1 Idle resources and network shared economy*

The core concept of the sharing economy revolves around the reuse of idle **resources**—temporarily unused assets that can be leveraged for economic or social benefit. These resources include time, skills, experiences, and physical assets such as spare rooms. A classic example is Airbnb, which has significantly contributed to the tourism sector by enabling individuals to monetize their spare spaces while providing travelers with affordable and unique accommodation experiences (O'Regan & Choe, 2017).

Traditionally, rentals required written or verbal agreements, but the internet through the **digital platforms have transformed resource-sharing**, making transactions smoother, maximizing the use of idle resource and reducing waste. The sharing economy extends beyond the exchange and leasing of tangible goods and now includes **the exchange of services**,

**knowledge, and intellectual property**, enabling broader economic participation (Light & Miskelly, 2019). As argued by Stephany (2015), the sharing economy creates value by enabling communities to access underutilized assets through digital platforms, which reduces the necessity for ownership.

The rise of the sharing economy has been fueled by technology-driven market platforms managed by third parties—businesses, organizations, or governments. These platforms allow individuals to exchange goods and services, share knowledge and skills, and raise funds for entrepreneurial ventures (Felson & Spaeth, 1978).

Chang (2017) highlights the dual nature of the sharing economy, noting that while sharing is altruistic in nature, the economic aspect is driven by self-interest. The integration of business models into resource-sharing transforms this altruistic behavior into an economic system where individuals seek financial or social rewards.

The rapid growth of online platforms has played a crucial role in the success of the sharing economy. These platforms, managed by businesses, organizations, or governments, allow individuals to rent, exchange, and access idle resources—whether rooms, vehicles, or skills—without needing full ownership (Felson & Spaeth, 1978; Chen & Ling, 2024). Additionally, these platforms foster community-based economic value, reducing barriers to resource utilization (Tsou et al., 2019).

Chang (2017) highlights the **dual nature of the sharing economy**, which balances **altruism and self-interest**. While sharing resources may seem altruistic, incorporating business models into this system **transforms it into an economic activity where individuals seek financial and social benefits**. This is evident in P2P platforms that enable resource circulation for profit (Yu & Shen, 2018).

As argued by Stephany (2015), five essential elements define the sharing economy: (1) economic value generated through reciprocity, (2) utilization of underused assets, (3) internet-enabled resource accessibility, (4) asset circulation within communities, and (5) reduced need for ownership. By leveraging technology to optimize resource distribution, the sharing economy continues to redefine traditional economic models and promote sustainability (Wang et al., 2016).

## 2.2 TRA and TPB

The Theory of Planned Behavior (TPB), proposed by Ajzen (1985), builds upon the Theory of Reasoned Action (TRA) developed by Ajzen as well as Fishbein's theory (1963, 1967). These theories aim to predict and understand human behavior by analyzing attitudes, subjective norms, and perceived behavioral control. According to TPB, an individual's attitude toward a specific behavior, subjective norms, and perceived behavioral control collectively influences his/her behavioral intentions, which in turn determine his/her actual behavior. Given its predictive power, TPB and TRA have been widely applied in research on online purchasing behavior (George, 2002; Rehman et al., 2019).

George (2004) applied TPB to analyze consumer shopping behavior on the internet, particularly regarding concerns over privacy and the disclosure of personal information to online businesses. The study found that positive attitudes toward online shopping significantly influence purchase behavior. Moreover, self-efficacy in online shopping enhances perceived behavioral control, increasing the likelihood of making online purchases. Consumers who trust online shopping and feel confident in their ability to navigate e-commerce platforms are more likely to engage in online shopping (Rehman et al., 2019).

A study on Taiwanese consumers found that customer satisfaction strongly predicts repeated purchase intentions, emphasizing the importance of positive online shopping experiences (Hsu et al., 2015). Similarly, Pavlou & Fygenon (2006) examined online consumer behavior and confirmed TPB's predictive power in understanding consumer trust in e-commerce. Their research highlighted that perceived usefulness and ease of use of online platforms significantly influence consumer trust, which in turn drives online purchasing decisions (Pavlou & Fygenon, 2006).

Beyond behavioral attitudes, technical characteristics such as speed of website loading, ease of navigation, and information security also contribute to TPB's predictive power in online shopping. Additionally, consumer skills, time availability, financial resources, and product characteristics (e.g., product value and ability to assess product quality online) further enhance the model's explanatory strength (Nguyen et al., 2023).

Lim et al. (2016) conducted a study on university students in Malaysia (University of Glass City) to identify factors influencing online shopping behavior. Their findings suggest that subjective norms and perceived usefulness significantly impact online purchase intentions. However, subjective norms had a minimal direct effect on actual purchasing behavior, while purchase intention remained a strong predictor of online shopping behavior.

Given the relevance of TPB in consumer behavior research, this study applies TPB to analyze consumer experiences with the tourism-sharing economy platform Bonyo. The research focuses on four key objectives:

1. Evaluating TPB's predictive capability in the tourism industry (Joo et al., 2020).
2. Examining the relationship between Taiwanese tourists visiting Japan and their use of internet-based platforms.
3. Investigating how Bonyo's shared economy travel services influence consumer behavior and attitudes (Kim et al., 2018).
4. Assessing Taiwanese travelers' willingness to utilize idle resources through sharing economy platforms when traveling to Japan.

By leveraging TPB, this study aims to provide insights into consumer behavior in the tourism-sharing economy, highlighting factors that drive engagement with digital platforms like Bonyo (Soliman, 2019).

### **2.2.1 Attitude (ATT)**

Attitude toward behavior refers to "the extent to which a person has a favorable or unfavorable assessment of the behavior in question" (Ajzen, 1991). Research by Kotchen and Reiling (2000) highlights that attitude are key predictors of intended behaviors. Similarly, Ramayah et al. (2010) assert that attitudes include perceived behavioral outcomes, influencing decision-making processes. Attitudes shape how individuals judge a behavior—whether it is desirable or undesirable, and whether they intend to engage in it (Leonard et al., 2004).

Attitude is a psychological response formed through consumer evaluation. When consumers have a positive perception of a behavior, they are more likely to act upon it (Chen & Tung, 2014). This is particularly relevant in online purchasing behavior, where consumer attitudes, compatibility, and perceived risks significantly influence their intention to purchase travel services online (Amaro & Duarte, 2015).

In the sharing economy, consumer attitudes are influenced by digital platforms and perceived benefits. A study by Lo, Yu, and Chen (2020) found that consumers' perceived benefits—such as relational, attitude, and capability benefits—significantly impact purchasing intention in sharing economy platforms. Their research highlighted that the assessment of an app's service quality plays a key mediating role in influencing consumer attitudes and final purchase behavior (Lo et al., 2020). Furthermore, in the context of online group shopping, consumer intention is shaped by platform structure, relationship embeddedness, and system quality. Positive attitudes toward system quality enhance purchase intention, which in turn drives online group shopping behavior (Cheng & Huang, 2013). Additionally, the concept of network embeddedness extends the applicability of electronic word-of-mouth (eWOM) and trust in online purchasing decisions (Li, 2023). Our literature review indicates that consumers' willingness to purchase travel itineraries on a shared economy platform is influenced by their expectations and attitudes toward the experience. As consumer confidence in shared economy platforms grows, so does their intention to engage in purchasing travel experiences through these platforms (Ek Styvén & Mariani, 2020).

Accordingly, we propose that:

***H1: There is a positive correlation between attitude and willingness to experience travel on a shared economy platform.***

### 2.2.2 Subjective Norm (SN)

The second key determinant of intended behavior is subjective norm, which refers to "the perception of social pressure that individuals feel when they take a particular action" (Ajzen, 1991). Subjective norms arise from normative beliefs and an individual's motivation to conform to societal expectations. Hee (2000) emphasized that close social connections, such as friends, family, colleagues, or business partners, play a significant role in shaping an individual's behavior. These social influences can encourage or discourage specific actions based on perceived expectations.

Recent studies highlight the growing impact of subjective norms in digital and sharing economy platforms. Huang et al. (2023) found that social norms significantly influence socially responsible consumption behavior in the sharing economy, particularly through reciprocity motivation—the expectation of mutual benefit when engaging in shared services (Huang et al., 2023). Similarly, Sands et al. (2020) identified that subjective norms influence different segments of consumers in sharing platforms, with some groups responding more strongly to peer influence than others (Sands et al., 2020).

When individuals perceive strong social support for a behavior, they are more likely to develop the intention to engage in it (Han et al., 2010; Taylor & Todd, 1995). Consequently, we propose,

***H2: Subjective norms are positively related to the intention to purchase travel itineraries on a shared economic platform (Nadeem et al., 2019).***

### 2.2.3 Perceived Behavior Control (PBC)

Among the three key antecedents of the Theory of Planned Behavior (TPB), perceived behavioral control (PBC) becomes particularly important when an action is influenced by both internal and external constraints. PBC reflects an individual's past experiences, confidence in their ability to perform a behavior, and anticipated obstacles (Ajzen, 1991). Zhou et al. (2013) emphasized that both ability and motivation determine behavior, reinforcing the idea that higher perceived control leads to greater behavioral intention.

Numerous studies have established a positive relationship between PBC and purchase intention across different contexts. For instance, Shin and Hancer (2016) found that PBC significantly impacts consumers' willingness to purchase local foods. Similarly, Chang et al. (2016) reported that PBC directly influences consumers' intention to use medical tourism apps, while Amaro and Duarte (2015) demonstrated that higher perceived control over online transactions increases the likelihood of booking travel online. In the sharing economy, Cheng (2018) found that PBC plays a crucial role in shaping tourists' intention to engage in peer-to-peer travel services.

Recent studies continue to support the significance of PBC in influencing purchase intention. Wang et al. (2022) found that PBC positively affects consumers' decision-making when purchasing environmentally friendly products, suggesting that individuals with greater confidence in their ability to navigate eco-friendly markets are more likely to make sustainable purchases (Wang et al., 2022). Similarly, Wang et al. (2019) demonstrated that PBC influences organic food purchase intention in developing countries, highlighting its role in consumer decision-making (Wang et al., 2019).

Given these findings, this study proposes the following hypothesis:

***H3: Perceived behavioral control is positively correlated with the intention to purchase travel itineraries on a shared economy platform***

### *2.3 Derivation of extended TPB*

Numerous empirical studies support Ajzen's (2002) Theory of Planned Behavior (TPB) as a foundational model for understanding consumer intentions. However, to gain a more comprehensive insight into consumers' intention to purchase travel itineraries using idle resources, additional variables must be considered. While extensive research has explored online shopping behavior, few studies have specifically examined how consumers utilize idle travel resources through shared economy platforms.

Recent research highlights the role of consumer trust, social presence, and perceived value in influencing purchase behavior on sharing economy platforms (Cho, Park, & Kim, 2017). Additionally, studies indicate that repeat purchase intention in peer-to-peer (P2P) accommodation services, such as Airbnb, is driven by functional value, social relationship value, and perceived benefits (Zhang et al., 2021).

Despite the growing popularity of shared economy platforms, the factors influencing consumers' willingness to book travel itineraries through idle resources remain underexplored. This study seeks to bridge this gap by investigating how perceived convenience, trust, and platform engagement impact consumer behavior in the travel-sharing economy.

#### *2.3.1 Idle resources concern (IRC)*

The role of idle resources in the sharing economy is increasingly recognized as a key factor in consumer engagement and purchase intention. Li Kunzhe (2015) argues that extra benefits, low cost, and flexibility in time and space encourage consumers to connect with sharing economy platforms. Similarly, Holmes (2017) found that consumer needs and concerns about idle resources drive engagement with these platforms. Research by Fang et al. (2016) highlights that lower accommodation costs attract more tourists, demonstrating the economic impact of idle room utilization in the sharing economy.

Recent studies support the notion that consumers are motivated by financial benefits, trust, and convenience when engaging with peer-to-peer (P2P) platforms (Hawlitschek, Teubner, & Gimpel, 2018). Moreover, the expansion of tourism products and services through P2P networks has diversified travel experiences and increased accessibility for travelers (Wang

et al., 2016). Tsou et al. (2019) emphasize that positive service experiences in the sharing economy drive continued consumer participation, particularly in the tourism sector (Tsou et al., 2019).

Hypotheses:

H4: Consumers' attention to idle resources is positively related to their attitude toward purchasing travel itineraries on a sharing economy platform.

H5: Consumers' awareness of idle resources positively influences subjective norms related to buying travel itineraries on a sharing economy platform.

H6: Consumers' concerns about idle resources are positively correlated with perceived behavioral control in purchasing travel itineraries on a sharing economy platform.

H7: Consumers' awareness of idle resources is positively related to their purchase intention of travel itineraries on a sharing economy platform.

Based on the aforementioned literature review, Figure 1 presents our research model, illustrating the relationships between idle resource utilization, consumer attitudes, subjective norms, perceived behavioral control, and purchase intentions in the context of the tourism-sharing economy.

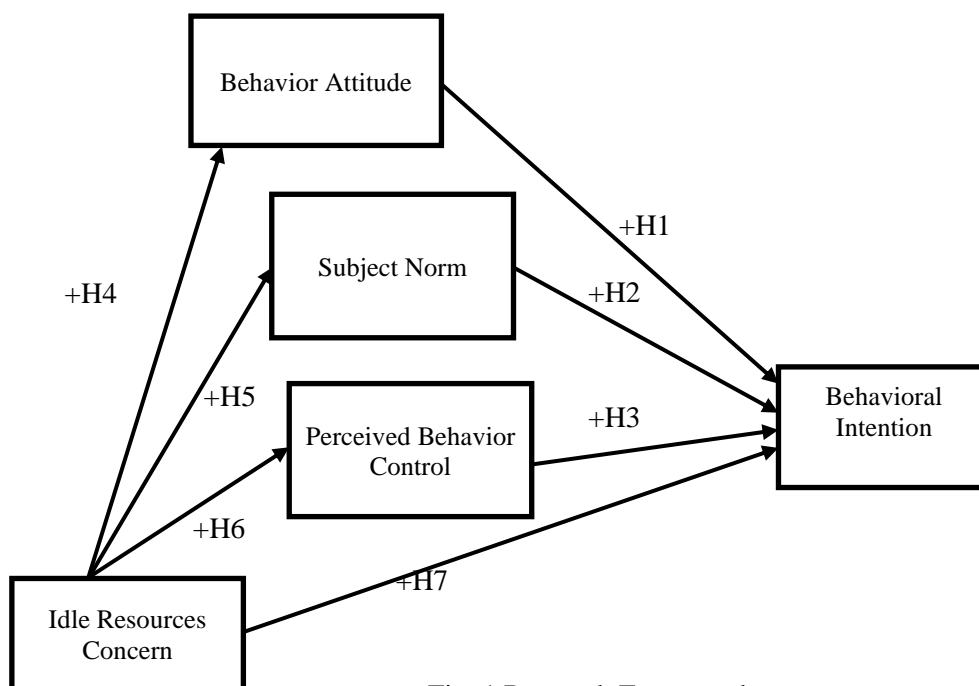


Fig. 1 Research Framework

#### 2.4 Operational definition of research variables

**Table 1 presents the operational definitions of the study variables.**

Each research variable was measured using a five-point Likert scale, with responses categorized as: "strongly disagree," "disagree," "neither agree nor disagree," "agree," and "strongly agree." These categories were assigned scores ranging from 1 to 5, ensuring equal intervals between response options.

Table 1 operational definition of research variables

Research variables	Operational definition	Item	Related literature
Attitude	Consumers' positive comments on new technology products or services	<ol style="list-style-type: none"> <li>1. I like the idea of purchasing travel itinerary on a shared economy platform.</li> <li>2. It's a good idea to buy travel itinerary on a shared economy platform.</li> <li>3. I have a positive attitude towards purchasing travel itinerary on a shared economy platform.</li> </ol>	<p>Ajzen(1991); Amaro &amp; Duarte (2015) ; Chen &amp; Tung (2014) Cheng &amp; Huang (2013) Leonard et al. (2004); Kotchen &amp; Reiling (2000) ; Paul, J., Modi, A., &amp; Patel, J. (2016); Ramayah et al. (2010) ;</p>
Subjective Norm	The individual will be influenced by social pressure, urging him to carry out a specific behavior.	<ol style="list-style-type: none"> <li>1. Most people who are very important to me think that when I travel to Japan, I should purchase travel itinerary on a shared economy platform.</li> <li>2. Most people who are very important to me hope that when I travel to Japan, I will purchase travel itinerary on a shared economy platform.</li> <li>3. People I value are more willing to purchase travel itinerary on a platform of shared economy.</li> <li>4. My friends' positive opinions affect my purchase of travel itinerary on a platform of shared economy.</li> </ol>	<p>Ajzen(1991); Han et al. (2010); Hasbullah et al. (2016) Hee (2000) ; Pappas (2016) Patel, J. (2016); Park et al. (2017) Paul, J., Modi, A., &amp; Taylor and Todd (1995)</p>
Perceived Behavior Control	Behavior control (i.e. ability) and motivation determine behavior, showing the simplicity or difficulty of behavior.	<ol style="list-style-type: none"> <li>1. I believe I have the ability to purchase travel itinerary on a platform of shared economy.</li> <li>2. If it is entirely up to me, I believe I will buy travel itinerary on a platform of shared economy.</li> <li>3. I think I have the ability to purchase travel itinerary on a platform of shared economy in the future.</li> <li>4. I have the resources, time and willingness to purchase travel itinerary on a platform of shared economy.</li> </ol>	<p>Ajzen(1989); Ajzen(1991); Armitage &amp; Conner (2001); Amaro &amp; Duarte (2015) ; Bandura (1992) ; Chang et al. (2016); Cheng (2018) ; Kuhl (1985); Patel, J. (2016); Paul et al. (1977); Shin &amp; Hancer(2016) Zhou et al. (2013) ;</p>



		<p>5. To buy travel itinerary on t a platform of shared economy, I usually buy travel itinerary on a travel website I am familiar with</p> <p>6. I may have many opportunities to purchase travel itinerary on a platform of shared economy.</p> <p>7. I don't think buying travel itinerary on a platform of shared economy. is completely under my control.</p>	
Idle Resources Concern	Consumers can reactivate idle resources such as goods, space, skills, knowledge, time and even money, and the extra economic benefits generated are worth personal use and promotion.	<p>1. I attach great importance to idle resources.</p> <p>2. I am willing to make full use of idle resources to reduce waste of resources.</p> <p>3. In order to make full use of idle resources, it is necessary to review the current laws and regulations to adapt to different business models.</p> <p>4. In order to make full use of idle resources, major social changes must be carried out.</p> <p>5. Making full use of idle resources can solve the problem of excess social resources.</p>	Ajzen (2002) ; Li (2015); Holmes (2017); Patel, J. (2016); Paul, J., Modi, A., &
The intention of purchasing travel itinerary on the platform of sharing economy	The extent to which consumers travel to a shared economy platform.	<p>1. I will consider purchasing travel itinerary on a platform of shared economy because they can make full use of idle resources in the future.</p> <p>2. For the reason of making full use of idle resources, I will consider purchasing a travel itinerary on a platform of shared economy.</p> <p>3. I plan to spend more money on the travel itinerary of a platform of shared economy, rather than the group itinerary of the general travel agency.</p> <p>4. I am hoping to purchase travel itinerary on a platform of shared economy in the future, because it has a positive contribution to making full use of idle resources.</p>	Bort(2014); Brustein(2014); Fang et al. (2016) Permalink (2013); Qiu (2014); Stephany (2015);

		5. I absolutely want to buy travel itinerary on a platform of shared economy in the near future.	
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### 3. Research methodology

#### 3.1 Research object

The target population of this study includes Bonyo employees and customers who have previously used the Bonyo website. Data collection was conducted through semi-structured personal interviews and online questionnaires. Semi-structured interviews were chosen because they provide flexibility in responses and allow participants to reflect on their experiences before completing the questionnaire (Sekaran, 2000; Osborne & Grant-Smith, 2021).

Additionally, given the geographical diversity of the study, online surveys were utilized to reach a larger pool of respondents in a cost-effective manner (Kate & Johnson, 1999; Jayachandran, Biradavolu, & Cooper, 2022). Online surveys are particularly valuable for consumer research, as they provide convenience and accessibility while maintaining data reliability (Lynch & Barnes, 2020).

#### 3.2 Sample Size and component

A total of 1,450 questionnaires were distributed, of which 119 invalid responses were excluded. This resulted in 1,331 valid questionnaires, yielding a response rate of 91.79%. Table 2 presents the descriptive statistics, which indicates that the majority of respondents were female college students, with most falling within the 16–25 age group, representing the youth population in Taiwan.

Table 2: Demographic Profile of Valid Questionnaire Respondents (n=1,331)

Statistical category	Item	Number of Respondents (%)	Percentage (%)
Gender	male	252	18.9%
	female	1,079	81.1%
Education level	Below the Junior high school	2	0.2%
	Junior high school	9	0.7%
	High School	143	10.7%
	University	1,054	79.2%
	Above Research Institute	123	9.2%
Age	Under 15 years old	4	0.3%
	16-25 years old	653	49.1%
	26-35 years old	482	36.2%
	36-45 years old	177	13.3%
	46-55 years old	12	0.9%

	<b>56-65 years old</b>	<b>3</b>	<b>0.2%</b>
	<b>Over 65 years old</b>	<b>-</b>	<b>-</b>
<b>Occupation</b>	<b>Student</b>	<b>437</b>	<b>32.8%</b>
	<b>Military education</b>	<b>83</b>	<b>6.2%</b>
	<b>Financial insurance</b>	<b>104</b>	<b>7.8%</b>
	<b>Information Industry</b>	<b>55</b>	<b>4.1%</b>
	<b>Service industry</b>	<b>365</b>	<b>27.4%</b>
	<b>Technology industry</b>	<b>92</b>	<b>6.9%</b>
	<b>Other</b>	<b>195</b>	<b>14.8%</b>

### 3.3 Measures

The required sample size for this study was determined based on recommendations by Hair et al. (1998), which suggest that each study variable requires 15–20 observations for robust statistical analysis. This study includes five categories of questions—attitudes (3 items), subjective norms (4 items), perceived behavioral control (7 items), idle resources (5 items), and behavioral intentions (5 items)—totaling 24 items.

To ensure reliability, pre-testing was conducted using a sample size three times the number of items in the largest subscale (Wu & Tu, 2009). Additionally, Goruch (1983) recommended that the minimum sample size should be at least five times the total number of items, leading to the selection of 72 participants for the pre-test.

Recent studies on sample size determination in Structural Equation Modeling (SEM) suggest that an adequate sample size is critical to ensuring model stability and validity (Priyanath et al., 2020). Furthermore, Sharif et al. (2018) emphasize that insufficient sample sizes can lead to poor model fit and unreliable parameter estimates in SEM research (Sharif et al., 2018).

Data was analyzed using Structural Equation Modeling (SEM) with SPSS AMOS 21.0, applying Confirmatory Factor Analysis (CFA) and structural model analysis. A p-value < 0.05 was considered statistically significant. All analyses were conducted using SPSS 24 (IBM Corp. Released 2016. IBM SPSS Statistics for Mac OS, Version 24 Armonk, NY: IBM Corp.).

The questionnaire form is available at the following link: <https://forms.gle/MwSVhWsR2FVxmNPdA>.

### 3.4 Reliability analysis

Scale reliability was assessed using Cronbach's  $\alpha$ , computed with SPSS 20.0. The results indicate that all facets exhibited Cronbach's  $\alpha$  values above 0.757, signifying good internal consistency and reliability (Guieford, 1946; Amirrudin, Supahar, & Nasution, 2020). Cronbach's  $\alpha$  remains the most widely used metric for evaluating internal reliability, as it provides a robust measure of scale consistency (Wadkar et al., 2016).

Factor analysis further confirmed the scale's validity. The eigenvalues for each facet were greater than 1, and the factor loadings exceeded 0.5, indicating strong construct validity. Additionally, the correlation coefficients between each component and the total scale were above 0.7, demonstrating high internal reliability (Ay, Karadağ, & Acat, 2015).

Overall, these findings suggest that the questionnaire demonstrates strong reliability and stability across all facets (Table 3).

Table 3 Reliability Analysis

Variable	Item	Revised items are always relevant	Cronbach's $\alpha$
Attitude	ATT1	.714	.855
	ATT2	.771	
	ATT3	.696	
Subjective norm	SN1	.686	.790
	SN2	.753	
	SN3	.722	
	SN4	.297	
Perceptual behavior control	PBC1	.504	.757
	PBC2	.600	
	PBC3	.524	
	PBC4	.481	
	PBC5	.498	
	PBC6	.624	
	PBC7	.211	
idle resources concern	IRC1	.663	.868
	IRC2	.723	
	IRC3	.726	
	IRC4	.657	
	IRC5	.692	
Purchase intention	INT1	.654	.856
	INT2	.739	
	INT3	.698	
	INT4	.713	
	INT5	.592	

Note 1: Att=attitude; SN=subjective norm; PBC=perceived behavioral control; PI=purchase intention; IRC= idle resources concern.

#### 4. Data analysis

##### 4.1. Validity of measurement model

To test the measurement model, Confirmatory Factor Analysis (CFA) was conducted using the Maximum Likelihood Estimation (MLE) method. The results indicate that all regression weighting coefficients (factor loadings) in the measurement model are statistically significant, confirming the construct validity of the model. However, two regression paths—intent  $\leftarrow$  subjective norm and intention  $\leftarrow$  attitude—were found to be non-significant, suggesting that these relationships may not be strong predictors within the model framework. Despite this, the overall model demonstrates good intrinsic quality (Table 4).

Additionally, a Structural Model Analysis was performed to evaluate model fit indicators and overall structural validity. The MLE results confirm that all regression weighting

coefficients (factor loadings) in the measurement model are significant, except for the two aforementioned paths. These findings indicate that the model exhibits strong structural integrity, supporting its suitability for hypothesis testing (Table 4).

Table 4 weighted coefficient of non-standardized regression

			Estimate	Standard	T	P	Label
			Factor	error	value	Saliency	
			load				
Attitude	<---	importance to idle resources	.799	.037	21.401	***	par_24
Subjective norm	<---	importance to idle resources	.935	.044	21.468	***	par_25
Perceptual behavior control	<---	importance to idle resources	.858	.043	19.954	***	par_26
intention	<---	Perceptual behavior control	.320	.045	7.166	***	par_20
intention	<---	importance to idle resources	.701	.067	10.527	***	par_21
intention	<---	Subjective norm	<u>.079</u>	<u>.032</u>	<u>2.459</u>	<u>.014</u>	<u>par_22</u>
intention	<---	Attitude	<u>-.081</u>	<u>.043</u>	<u>-1.866</u>	<u>.062</u>	<u>par_23</u>
ATT3	<---	Attitude	.984	.033	29.696	***	par_1
ATT2	<---	Attitude	1.039	.031	33.316	***	par_2
ATT1	<---	Attitude	1.000				
SN3	<---	Subjective norm	.977	.028	34.960	***	par_3
SN2	<---	Subjective norm	1.016	.027	37.098	***	par_4
SN1	<---	Subjective norm	1.000				
SN4	<---	Subjective norm	.419	.035	11.851	***	par_5
PBC3	<---	Perceptual behavior control	.868	.036	24.197	***	par_6
PBC2	<---	Perceptual behavior control	1.124	.051	21.958	***	par_7
PBC1	<---	Perceptual behavior control	1.000				
PBC4	<---	Perceptual behavior control	.910	.039	23.178	***	par_8
IRC4	<---	importance to idle resources	.980	.042	23.196	***	par_9

			Estimate Factor load	Standard error	T value	P Saliency	Label
IRC5	<---	importance to idle resources	.997	.040	25.136	***	par_10
IRC3	<---	importance to idle resources	.960	.039	24.914	***	par_11
INT2	<---	intention	1.067	.034	31.389	***	par_12
INT3	<---	intention	1.047	.039	26.636	***	par_13
INT1	<---	intention	1.000				
IRC2	<---	importance to idle resources	.990	.039	25.667	***	par_14
IRC1	<---	importance to idle resources	1.000				
PBC5	<---	Perceptual behavior control	.952	.069	13.829	***	par_15
PBC6	<---	Perceptual behavior control	1.111	.055	20.160	***	par_16
PBC7	<---	Perceptual behavior control	.233	.050	4.662	***	par_17

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001.

## 4.2. Test of extended TPA model

### 4.2.1 hypothesis analysis

Based on empirical analysis and verification of results, this study constructs a path model showing the relationships between behavioral attitude, subjective norms, behavioral intentions, perceived behavioral control, and the utilization of idle resource as shown in Figure 2. In the figure, solid lines represent significant paths, while values in parenthesis indicate path coefficients and corresponding t-values.

Furthermore, a hypothesis test was conducted to evaluate the proposed relationships, with results presented in Table 5.

The key conclusions are:

**Hypothesis 1: There is a positive correlation between attitude and willingness to experience travel on a shared economy platform.**

The **path coefficient** for the relationship between **behavioral attitude toward shared economy platforms and travel itinerary experience** is **-0.07**, with a **t-value of -1.886**, which is below the **critical threshold of 1.96**. As a result, the **estimated path coefficient is not significant**. Therefore, the **hypothesis is not supported**, indicating that **consumers' attitudes toward experiencing travel on sharing economy platforms do not have a significant impact on their behavioral intentions**.

**Hypothesis 2: Subjective norms are positively related to the intention to purchase travel itineraries on a shared economic platform (Nadeem et al., 2019)**

The subjective norm of the experience travel route of the sharing economy platform has a path coefficient of 0.09 for the behavior intention, and the t value is 2.459, which is significant (greater than 1.96). Therefore, subjective norms have a significant influence on intended behavior.

***Hypothesis 3: Perceived behavioral control is positively correlated with the intention to purchase travel itineraries on a shared economy platform***

The path coefficient of the perceived behavior control of the consumer's purchase of the travel itinerary on the shared economic platform is 0.31, and the t value is 7.166, which is significant (greater than 1.96). Therefore, perceived behavioral control has a significant impact on intended behavior.

***Hypothesis 4: Consumers' attention to idle resources is positively related to their attitude toward purchasing travel itineraries on a sharing economy platform***

The path coefficient for the relationship between consumers' attention to idle resources and their behavioral attitude toward purchasing travel itineraries on a shared economy platform is 0.8, with a t-value of 21.401, indicating statistical significance. This result suggests that the more consumers prioritize idle resources on sharing economy travel platforms, the more positive their behavioral attitude toward purchasing travel itineraries becomes.

***H5: Consumers' awareness of idle resources positively influences subjective norms related to purchasing travel itineraries on a sharing economy platform.***

The **path coefficient** for the relationship between **consumers' concern for idle resources and subjective norms when purchasing travel itineraries on a shared economy platform** is **0.77**, with a **t-value of 21.468**, indicating significance. This finding means that **the more consumers prioritize idle resources when booking their travels through a shared economy platform, the stronger the influence of subjective norms on their purchasing decisions.**

***H6: Consumers' concerns about idle resources are positively correlated with perceived behavioral control in purchasing travel itineraries on a sharing economy platform.***

The path coefficient for the relationship between consumers' concern for idle resources and their perceived behavioral control when purchasing a travel itinerary on a sharing economy platform is 0.82, with a t-value of 19.954, which is statistically significant. This result means that the more consumers prioritize idle resources in their travel purchases, the stronger their perceived behavioral control, reinforcing their overall behavioral attitude toward using shared economy platforms.

***H7: Consumers' awareness of idle resources is positively related to their purchase intention of travel itineraries on a sharing economy platform.***

The **path coefficient** for the relationship between **consumers' concern for idle resources and their purchase intention when booking a travel itinerary on a sharing economy platform** is **0.64**, with a **t-value of 10.527**, showing significance. This suggests that **the more consumers prioritize idle resources when purchasing travel itineraries, the stronger their intention to complete the purchase.**

Through **empirical analysis and verification of results**, this study constructs a **path model** illustrating the relationships between **behavioral attitude, subjective norms, behavioral intentions, perceived behavioral control, and idle resource utilization**, as shown in **Figure 2**.

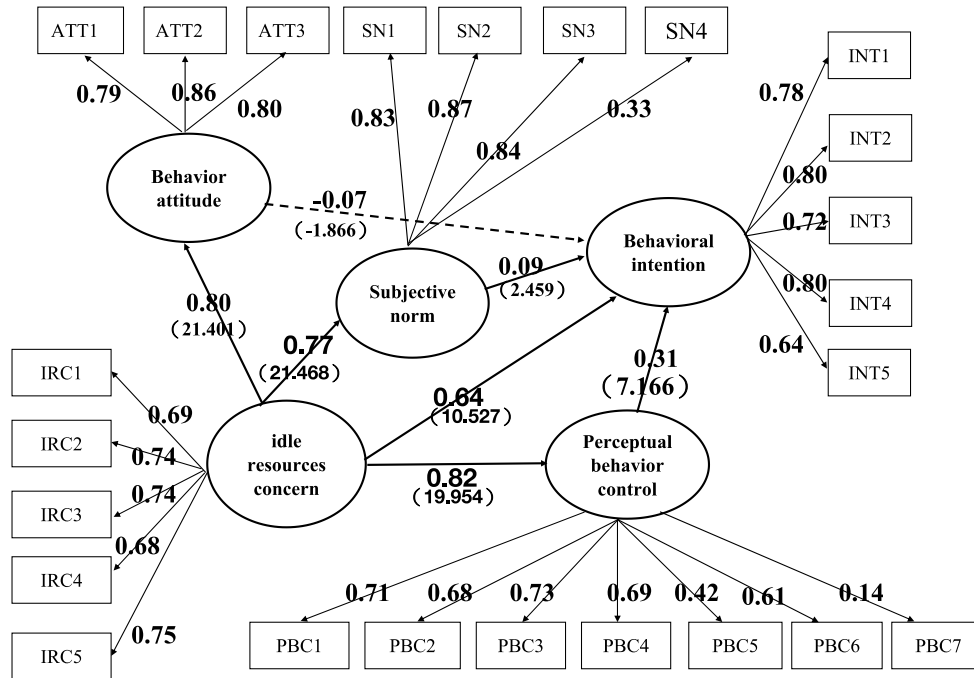


Figure 2 Overall model adaptation map

(The value in parentheses is the t value, and the dotted line is not true)

Table 5 Verification form of path relationship

Hypothesis	Path	Hypothetical relation	Path value	Hypothesis supported
H1	Behavior attitude → Behavioral intention	positive	-0.07	no
H2	Subjective norm → Behavioral intention	positive	0.9	yes
H3	Perceptual behavior control → Behavioral intention	positive	0.31	yes
H4	Importance to idle resources → Behavior attitude	positive	0.8	yes
H5	Importance to idle resources → Subjective norm	positive	0.77	yes
H6	Importance to idle resources → Perceptual behavior control	positive	0.82	yes
H7	Importance to idle resources → Behavioral intention	positive	0.64	yes

#### 4.2.2 Hypothesis path analysis

The influence effect of each potential variable is shown in Table 6. Consumer subjective norms have a positive impact on intended behavior, with a total effect of 0.9 (same as path coefficient). The consumer's behavioral intention has a positive effect on PBC, with the total effect of 0.31 (same as path coefficient). The behavioral attitude of consumers has a positive direct impact on the importance of idle resources, with a total effect of 0.8 (same as path coefficient). The subjective norms of consumers have a positive direct impact on the importance of idle resources, with a total effect of 0.77 (same as path coefficient). Consumers' perceptual behavior control has a positive direct impact on the importance of idle resources, with a total effect of 0.82 (same as path coefficient). The behavioral intention of consumers has a positive direct impact on the importance of idle resources, with a total effect of 0.64 (same as path coefficient).

Our results indicate that for consumers to attach importance to idle resources, the most influential factors are perceptual behavior control (0.82), followed by behavioral attitude (0.8), followed by subjective norms (0.77), and finally behavioral intentions (0.64).

Table 6 Effect table of overall model influence

Latent dependent variable	Potential independent variable	Direct effect	Overall effect	Hypothesis supported
Behavior attitude	Behavioral intention	-0.07* <sup>1</sup>	0.07	H1 no
Subjective norm	Behavioral intention	0.9	0.9	H2 yes
Perceptual behavior control	Behavioral intention	0.77	0.31	H3 yes
Importance to idle resources	Behavior attitude	0.8	0.8	H4 yes
Importance to idle resources	Subjective norm	0.77	0.77	H5 yes
Importance to idle resources	Perceptual behavior control	0.82	0.82	H6 yes
Importance to idle resources	Behavioral intention	0.64	0.64	H7 yes

「\*」,  $p < 0.05$

The incremental fit indicators show that NFI (Normed Fit Index), NNFI (Non-Normed Fit Index), CFI (Comparative Fit Index), RFI (Relative Fit Index), and IFI (Incremental Fit Index) are all below 0.9 but still fall within the acceptable range, suggesting the adequacy of the overall model fit.

The deficiencies index ratio is 0.817, indicating that the estimated number of parameters is efficiently streamlined. Additionally, PNFI (Parsimony-Adjusted Normed Fit Index) and

PCFI (Parsimony-Adjusted Comparative Fit Index) exceed 0.5, demonstrating good model compatibility.

Overall, the three categories of fit indicators confirm that the research model achieves an acceptable fit. However, given the complexity of the model, further refinement and adjustments may be necessary (Table 7).

Table 7 Overall model matching fitness index checklist

Statistical quantity	verification	Standard value	Verification result	Model adaptation judgment
Absolute fitness index	X <sup>2</sup>	The smaller the better (P≥α)	3130.899 (P=0)	No
	X <sup>2</sup> /df	Between 1-5	12.77	No
	RMSEA	Less than 0.08	0.091	No (near)
Incremental adaptation index	NFI	Greater than 0.9	.834	Near acceptable
	NNFI	Greater than 0.9	.796	Near acceptable
	CFI	Greater than 0.9	.845	Near acceptable
	RFI	Greater than 0.9	.809	Near acceptable
	IFI	Greater than 0.9	.844	Near acceptable
Reduced fit indicators	RATIO	The smaller the better	.817	Yes
	PNFI	Greater than 0.5	.681	Yes
	PCFI	Greater than 0.5	.689	Yes
	CN	Greater than 200	130	No

## 5. Discussion and implications

The present study looked into Taiwanese visitors to Japan and their use of internet-based sharing economy platforms to purchase travel itineraries. The findings corroborate the extended Theory of Planned Behavior (TPB) model, demonstrating its effectiveness in explaining consumer purchase intentions within the sharing economy, especially in terms of utilization of idle resources.

The results show that when consumers' attitudes and perceived behavioral control are positive, they are more likely to purchase idle resources. This study extends the traditional

TPB/TRA framework by incorporating additional variables, enhancing by this token its explanatory power (Nguyen et al., 2023). The extended model correlates with the data, showing stronger predictive power than the original TPB and improved statistical integration.

Among the three key TPB variables, perceived behavioral control emerges as the strongest predictor of purchasing idle resource products, followed by behavioral attitudes. These findings align with previous research indicating that subjective norms and perceived control significantly influence purchase intentions in the sharing economy (Kim et al., 2018).

The main contribution of this research consists in its argument that consumer's emphasis on idle resources positively influences attitudes, subjective norms, perceived behavioral control, and purchase intentions in network-based sharing economy platforms (Rehman et al., 2019).

Therefore, Taiwanese consumers in internet-based sharing economy platforms should direct their interests into products derived from idle resources. Given their willingness to purchase these products, they are more likely to engage with sharing economy platforms, which may increase their usage of idle resource-based services.

This article highlights the importance of idle resources in fostering business innovation and sustainability. Moreover, young people and students being the core consumer demographic, policymakers should develop targeted interventions to raise public awareness about the value of idle resources and their potential to generate economic benefits through their reuse and optimization (Rehman et al., 2019).

Integrating these resources within sharing economy platforms will serve as an important foundation for future business models, promoting sustainable consumption and resource efficiency (Kim et al., 2018).

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