Determinants of Satisfaction and Future Intention to Use Peer-to-Peer Accommodation

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WELCOME HOME
Rent unique places to stay from local hosts in 190 countries.

How It Works

m
Check In
Check Out
1 Guest
Search

Start Your Adventure
We’ve chosen locations you’ll love, all around the world.
NUMBER OF GUESTS STAYING WITH AIRBNB HOSTS DURING THE SUMMER

- 2010: 0
- 2011: 0
- 2012: 0
- 2013: 0
- 2014: 0
- 2015: 17M
AirBnB vs. Public Competitors: Revenue Growth
2014 vs. 2015

- **AirBnB**
  - Estimated 113%

- **HomeAway**
  - 24%

- **Expedia**
  - 20%

- **Marriott**
  - 8%

- **Wyndham Hotels and Resorts**
  - 6%

- **Starwood**
  - -2%

*AirBnB revenue calculated as 2014 vs. 2015 projected

*Public competitor revenue calculated as Q1 2015 TTM vs Q1 2014 TTM
AirBnB vs. Public Competitors: Valuations Over Time ($B)

*AirBnB did not raise a round between 2012 and 2014, and therefore its valuation stayed the same during this time

**Valuations were taken at dates where AirBnB raised. 2013 data was taken at 6/1/2013
Motivation

Increasing prevalence of P2P accommodation as competitive new entrant.

Increasing importance to better understand its competitive advantages.

Growth = Longevity?
Investigate factors that influence guests’ satisfaction and future intention to use P2P accommodation.
Factors of Satisfaction & Intention

Current Literature:
Do not differentiate between providers and receivers.
(e.g., Hamari et al., 2015; Möhlmann, 2015)
Do not differentiate among P2P platforms.
(e.g., Belotti et al., 2015)

This Study:
Factors of satisfaction among guests in P2P accommodation.
Peer-to-Peer Economy

**Collaborative Consumption**

People coordinating “...the acquisition and distribution of a resource for a fee or other compensation.”

Belk, 2014

A business model based on shared value, rocket-charged by social media.

http://www.airbnbnycmarathon.com/
Theoretical Lens

Social Exchange Theory

“Social and material resources will continue to flow if there is a valued return contingent upon it...”

(Emerson, 1976, p. 359)

>> Reciprocity <<

Future intention is contingent upon satisfaction.
Theoretical Lens

Self-Determination Theory

Human behavior can be explained by:
(1) *intrinsic motivation* (i.e., satisfaction of behaving “for its own sake”) and
(2) *extrinsic motivation* (i.e., behavior that is instrumental, aims toward outcomes outside of the behavior itself).

(Ryan & Deci, 2000)
Hypotheses

Enjoyment

Social Benefits

Economic Benefits

Sustainability

Amenities

Locational Benefits

Satisfaction

Future Intention

H1a
H1b
H1c
H1d
H1e
H1f
H1g
H2a
H2b
H2c
H2d
H2e
H2f
H2g
H3

Hamari et al., 2015; Möhlmann, 2015; Tussyadiah, 2015
Data Collection

• Phase 1: September 2014
  • AMT, US respondents, acceptance >98%
  • Traveled within the past six months, used P2P accommodation
  • 356 responses

• Phase 2: June 2015
  • Same requirements
  • Types of listings
  • 644 responses

Respondents:

60% male
51% 25 - 34 years old
42% has bachelor’s degree
52% <US$50,000 income
14% from California
10% from Florida
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$CFI = .92$; $TLI = .91$; $RMSEA = .06$; $SRMR = .05$
Conclusion

• Determinants of satisfaction: economic benefits (cost savings), enjoyment (flow), amenities, and *environmental benefits*

• In contrast to narratives of sharing economy, social benefits are insignificant and environmental benefits cast negative influence

• Future studies to re-conceptualize P2P accommodation as a *sharing economy* practice

Recommendation for hosts: focus on making their guests satisfied to ensure their continued usage (monetary value and quality of amenities)
Thank You.
Questions?

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