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Sharing Economy Services – Analysis of Customers’ Motives and Concerns

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Titel

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Abstract

Sharing economy services have grown significantly in the last decade. Thereby, P2P accommodation sharing services represent one of the largest sectors and play a crucial role in the tourism industry. The purpose of this paper is to explain the relationship between motives as well as concerns and the customer satisfaction of users in accommodation sharing services. Furthermore, it is investigated if the generation is affecting this relationship. In order to answer the research questions a quantitative method was used. A survey was carried out, which delivered 157 valid responses from existing users of accommodation sharing services. The findings of this research support the positive impact of the motives and the negative impact of the concerns on customer satisfaction. However, no effect of generation on the relationship could be found, whereas there is an indication that nationality might be an influencing factor. Since only the motives and concerns of existing users are studied, the sample is limited to a small share of the whole population, which has already used accommodation sharing services. The paper tests empirically the concept of generation and its impact on the relationship between the motives as well as concerns and the customer satisfaction in the setting of accommodation sharing services. This study shows that it is important for P2P accommodation sharing platform providers and hosts of P2P accommodations to deal with the concerns of the customers as well as to address aspects of the motives in their marketing campaigns to increase the customer satisfaction.

Keywords

sharing economy services, accommodation sharing, motives, concerns, customer satisfaction, generation, peer-to-peer (P2P)

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1. Introduction

The idea of ‘sharing economy’, also known as ‘collaborative consumption’, was first introduced in 2008 (Cohen, 2017) and describes a way of using and sharing products and services from peer to peer (P2P) through community-based online services (Puschmann & Alt, 2016; Hamari, Sjöklint & Ukkonen, 2016). Since then it gained widespread popularity, as it was shown by a Eurobarometer poll in 2016 that one out of six people in the EU are already using sharing economy services, whereas more than 50% know about them (European Commission, 2016). In America, even two out of five adults took part in sharing economy (Entrepreneur Europe, 2016). These figures are not astounding, when considering the explosive growth of the collaborative consumption, so that sharing economy platforms can be found in almost every sector globally nowadays (World Economic Forum, 2019). This sharing on a much larger scale is possible as digital and mobile technologies have reduced transaction costs, which makes it cheaper and easier to access goods and services on-demand (The Economist, 2013; World Economic Forum, 2019). Thus, access over ownership is one of the most common modes of exchange (Hamari et al., 2016). This is especially true for more expensive goods, such as accommodation and cars (Neunhoeffler & Teubner, 2018). Hence, ride and accommodation sharing services such as Uber and Airbnb have grown significantly since their foundation (Fortune, 2015; Forbes, 2014; Guttentag, 2015).

Given the rising importance of the sharing economy services, this research focuses on P2P accommodation sharing services as it constitutes one of the largest sectors and plays a crucial role in the tourism industry (Mahadevan, 2018). Accommodation sharing services provide a platform to connect travellers, who are looking for a place to stay, with people, who have spare space (ibid.). The best-known examples are Airbnb and Couchsurfing. However, there is a great difference between those two. On the one hand, Couchsurfing really stands for sharing in the original sense as people offer their place for free. The motives are usually non-monetary benefits as for instance friendship or the social experience (Jung, Yoon, Kim, Park, Lee & Lee, 2016). On the other hand, the transactions in Airbnb are on a monetary basis with the aim of generating profit, which represents an economic exchange rather than sharing (Harvard Business Review, 2015). The flat or house is the primary sharing asset and human relationships are secondary (Jung et al., 2016). Therefore, the term sharing economy services can be misleading, but as it is used widely in literature along with collaborative consumption

(Mahadevan, 2018; Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Böcker & Meelen, 2016), it will be applied for monetary as well as non-monetary based services in this research.

1.1 Problematisation

Although the P2P accommodation sharing market has grown significantly in the last decade, the academic research about accommodation sharing services has not kept up with this growth (Mahadevan, 2018). However, there is some evidence-based research. Many studies focus on sharing economy services as a business model, which disrupts industries (Tussyadiah & Pesonen, 2016; Guttentag, 2015; Zervas, Proserpio & Byers, 2017). Thus, Tussyadiah and Pesonen (2016) explained the impacts of P2P accommodation use on travel patterns, whereas Zervas et al. (2017) and Guttentag (2015) looked at the sharing economy from a macroeconomic point of view. Another evident research stream about accommodation sharing services is about the sustainability aspect (Palgan, Zvolska & Mont, 2016), where it is often questioned if and how the sharing economy services contribute to sustainability (Palgan et al., 2016; Martin, 2015; Sung, Kim & Lee, 2018). Moreover, previous literature looked at the importance and the meaning of reviews for the success of P2P-sharing (Liang, Schuckert, Law & Chen, 2017; Tussyadiah & Zach, 2017). Furthermore, research has been conducted about the motives of people to use accommodation sharing platforms (Tussyadiah, 2016; Mahadevan, 2018; Möhlmann, 2015; Böcker & Meelen, 2017). Whereas some scholars focused on factors of satisfaction and using the P2P-services again (Tussyadiah, 2016; Mahadevan, 2018; Möhlmann, 2015), others had a broader look at the initial motives to use sharing economy services (Böcker & Meelen, 2017).

An important factor for the growth of P2P accommodation sharing services has been the customers. These are usually the main focus of a company, which is why the concept of customer satisfaction is positively related to the profitability and market share of companies (Anderson, Fornell & Lehmann, 1994). Although accommodation sharing services do not represent a company as such, the focus of platform providers and hosts is still on the customer (Möhlmann, 2015). Moreover, customer satisfaction supports the development of long-term relationships (Sirdeshmukh, Singh & Sabol, 2002) and can increase the repurchase intention (Möhlmann, 2015; Boenigk and Helmig, 2013; Krüger, 2016). Thus, it is important to look at the overall satisfaction of customers of P2P accommodation sharing services to ensure the future success of the business model. Previous research has identified that there are different factors, which can influence the customer satisfaction. Thereby, motives and concerns were

argued to have a significant impact on the customer satisfaction (Mahadevan, 2018; Tussyadiah, 2016; Möhlmann, 2015; Sung et al., 2018). The motives and concerns are influencing the expectations and needs of a customer, and therefore, also the customer satisfaction. If customers use P2P accommodation sharing services, for instance because of economic benefits, it is necessary for their customer satisfaction that this motive is fulfilled (Tussyadiah, 2016). Therefore, accommodation sharing services need to develop marketing strategies, which address the motives and concerns.

Marketing literature suggests that it is easier to develop a successful marketing strategy, when targeting specific market segments (Smith, 1956). However, there is little academic research about the motives and concerns of people, which affect their customer satisfaction (Guttentag, Smith, Potwarka & Havitz, 2018). Thus, the possibility to divide the users of accommodation sharing services into market segments, based on their motives and concerns for using it, is neglected. Nevertheless, it seems relevant to segment the customers of accommodation sharing services and target them according to their needs. This is necessary as P2P accommodation sharing services are competing with traditional holiday accommodations, for instance hotels (Guttentag & Smith, 2017). Research found that motives and concerns for using accommodation sharing services differ from those acknowledged with the use of hotels (Tussyadiah & Zach, 2017). As there is a huge variety in the offerings of accommodation sharing services, many different motives and concerns of customers exist, which are argued to have an impact on the customer satisfaction (Mahadevan, 2018; Möhlmann, 2015; Tussyadiah, 2016). Those include practical advantages, but also experiential facets, which make the customers quite diverse and hinder targeting their preferences without a proper segmentation of the market.

In previous research about sharing economy services, on the one hand economic benefits (Mahadevan, 2018; Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Böcker & Meelen, 2017), social experience (Mahadevan, 2018; Neunhoeffler & Teubner, 2018; Hamari et al., 2016), locational advantages (Mahadevan, 2018; Tussyadiah & Zach, 2017) and the sharing economy philosophy, consisting of the sustainability aspect and the feeling of being home (Mahadevan, 2018; Neunhoeffler & Teubner, 2018; Tussyadiah, 2016; Hamari et al., 2016; Böcker & Meelen, 2017), have been considered as substantial motives to participate. On the other hand, concerns have been identified, which discourage people from participating in accommodation sharing, such as a lack of trust (Neunhoeffler & Teubner, 2018; Mahadevan, 2018; Möhlmann, 2015), and concerns about the expected effort (Neunhoeffler & Teubner,

2018). Nevertheless, these studies, which dealt with these motives and concerns, are all limited in their generalizability for accommodation sharing services as they are either for sharing economy services in general (Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Böcker & Meelen, 2017) or are restricted from the geographical context of the research, for example only Australia (Mahadevan, 2018). Furthermore, the scholars looked at the motives with different outcomes as for instance satisfaction or behavioural intention, which makes it difficult to compare them (Mahadevan, 2018; Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Böcker & Meelen, 2017). Therefore, further research regarding the motives and concerns and their impact on customer satisfaction can contribute significantly to the literature about accommodation sharing services.

It is noticed in the research of Mahadevan (2018) that the motives of users differ in relation to the generation they belong to. This is not surprising, when considering the discussions in the last decade, that there is an effect of generational differences on the consumer behaviour and that these have to be taken into account for the development of marketing strategies (Brosdahl & Carpenter, 2011; Niemczyk, Seweryn & Smalec, 2019; Parment, 2013; Soares, Zhang, Proença & Kandampully, 2017). Furthermore, it was found that the generational identity has a significant influence on the shopping behaviour and the purchase pattern of the generation (Parment, 2013), which makes it essential for the targeting of particular consumers to understand the values and motivations (Lissitsa & Kol, 2016). Thus, the degree to which the motives and concerns have an effect on the customer satisfaction might be influenced by the generations. However, the relationship between motives and concerns and the customer satisfaction in respect to the generations has not been studied in the context of accommodation sharing services although it offers great possibilities for segmentation.

In conclusion, this study investigates the effect of motives and concerns on the customer satisfaction, whereby the generational context is considered as having an impact on this relationship. A better understanding of the motives of users to participate in accommodation sharing services can offer valuable marketing insights for platform providers and hosts. Therefore, a segmentation of the users helps these entities to understand the motives and concerns of the heterogeneous consumer group to use it and makes it easier for them to market their offerings.

1.2 Research Purpose and Questions

The purpose of this paper is to explain the relationship between the motives and concerns of existing customers of accommodation sharing services and their satisfaction. Furthermore, it is investigated if belonging to a generation influences the extent to which the motives and concerns have an impact on the overall satisfaction. This purpose leads us to the following research questions:

R1: How do motives and concerns impact the customer satisfaction of users of accommodation sharing services?

R2: How is the relationship between the motives and concerns and the customer satisfaction moderated by the generation?

1.3 Disposition

In the following chapter, the theoretical method is presented, including the research approach, the choice of method, the choice of theory, the sources critique and the time horizon of this study. The third chapter introduces the expectancy-disconfirmation theory and the value-percept disparity theory for the concept of customer satisfaction, the self-determination theory for the concept of motives and concerns and the generational theory for the concept of generations. Further, the initial research model is presented. The fourth chapter represents the empirical method, which consists of the research strategy, the data collection, the sample selection, the operationalization, the data analysis, the reliability and validity and finally with ethical considerations. In the fifth chapter the results of the study are analysed by using descriptive statistics, Spearman's correlation matrix and multiple linear regression analyses. In the final chapter a discussion of the findings in relation to previous research and an overarching conclusion of the thesis are presented, followed by the theoretical contributions and practical implications. Finally, the limitations of the thesis are mentioned, followed by suggestions for future research.

2. Theoretical Method

The following chapter presents first the research approach of this paper, which includes also the research philosophy. It is followed by the choice of method and the choice of theory, where the theories, which are used to explain the different concepts of this research, are shortly described. Thereafter, the validity of the used sources is analysed in the sources critique. The chapter is concluded by presenting the time horizon of the study.

2.1 Research Approach

This study aims at explaining the relationship between motives and concerns and the customer satisfaction of users of P2P accommodation sharing services. There is a magnitude of scientific articles on the topic as it is a rather new business model, which disrupts the existing tourist industry (Tussyadiah & Pesonen, 2016; Guttentag, 2015; Zervas et al., 2017). However, few studies looked at the effect of belonging to a generation on the relationship between motives and concerns and the customer satisfaction.

This thesis follows a positivistic research philosophy, which includes the following assumptions for the study. It is assumed that the social world can be studied in a value-free manner, which implies that the study is not influenced by any values as it is based on previous research and theories, which are tested empirically (Bryman & Bell, 2015; Saunders, Lewis & Thornhill, 2009). It is tried to explain a phenomenon by measuring individual concepts and their relationships. Furthermore, it is an assumption that explanations of a causal nature can be provided (Bryman & Bell, 2015). This is exactly what is done in this research, as it is studied how the concept motives and concerns cause the concept customer satisfaction and how this relationship is affected by the concept generation. Thus, it can be stated that positivism focuses on the persuasiveness of logical argument based on theoretical grounding and evidence (ibid.). The purpose of the theory is thereby “to generate hypotheses that can be tested and that will thereby allow explanations of laws to be assessed” (Bryman & Bell, 2015; p.28). This is in line with a deductive research approach (Bryman & Bell, 2015).

When using a deductive approach the researchers aim is to develop hypotheses based on existing literature and theories, which are tested in the course of the research (Saunders et al., 2009; Bryman & Bell, 2015). There is a magnitude of research on the topic and theories from psychology and sociology, which can be applied to the concepts of customer satisfaction and motives and concerns. Therefore, the deductive approach is suitable for this research as it is

possible to deduct hypotheses from these, which can be tested (Saunders et al., 2009; Bryman & Bell, 2016). Further, the outcome of the results of a deductive approach is more standardized and objective as it would be with an inductive approach (Bryman & Bell, 2015).

2.2 Choice of Method

According to Bryman & Bell (2015), a deductive approach refers rather to a quantitative research than to a qualitative one. A significant part of a quantitative research is the development of hypotheses about a relationship between variables from existing theories and literature, which are tested through the collection of quantitative data through for instance surveys (ibid.). Thus, quantitative research focuses on elaborating on hypothesised relationships rather than focusing on the data generated through individuals' interpretation of a situation or phenomenon (ibid.). Therefore, it is most suitable for this research as this thesis applies a deductive approach, where the hypotheses are tested in an objective way. In order to test the hypothesis it is necessary to collect a large amount of data. This large data collection is possible with a quantitative research in an economical way with regard to money and time (Saunders et al., 2009; Bryman & Bell, 2015). Furthermore, the findings can often be generalized as they are based on a great sample of the population (Saunders et al., 2009). Hence, a quantitative research provides a holistic view about the topic (ibid.).

However, quantitative research methods also have their limitations, which need to be acknowledged. It needs to be considered that respondents might interpret questions or statements in a survey in a different way than the researcher intended and that there is no room to elaborate the answers (Bryman & Bell, 2015). Moreover, the amount of questions or statements is limited as otherwise the respondents might lose interest and do not finish the survey (ibid.).

2.3 Choice of Theory

The theoretical framework of this thesis is based on five theories, which are the expectancy-disconfirmation theory (Oliver, 1980) and the value-percept disparity theory (Westbrook & Reilly, 1983), which are based on the adaptation level theory (Helson, 1948), the two factor-theory (Herzberg, 1966), the social exchange theory (Homans, 1958) and the generational cohort theory (Inglehart, 1977). These theories are used in order to understand the concepts of customer satisfaction, motives and concerns, and generations, and thereafter argue for the relationship between motives and concerns and the customer satisfaction in accommodation

sharing services. Further, it is discussed how the belonging to a generation influences this relationship.

Both theories, which are used for explaining the concept of customer satisfaction, are based on the adaptation level theory (Helson, 1948). The expectancy-disconfirmation theory (Oliver, 1980) and the value-percept disparity theory (Westbrook & Reilly, 1983) differ only in the standard to which the perceived performance is assessed to, but the satisfaction or dissatisfaction is measured in a similar way. While the expectancy-disconfirmation theory is focusing on the expectations as an adapted standard (Oliver, 1980), the value-percept theory concentrates on values in the evaluation process (Westbrook & Reilly, 1983). Previous research demonstrated that neither values nor expectations alone are sufficient for the explanation of customer satisfaction (Bloemer & Dekker, 2007; Spreng, Mackenzie & Olshavsky, 1996). Thus, the two theories are combined in this research for the explanation of customer satisfaction.

Moreover, the two-factor theory from Herzberg (1966) and the social exchange theory (Homans, 1958) are applied to the concept of motives and concerns. The two-factor theory seems applicable to sharing economy services as not only motives, but also concerns need to be considered when researching the motivation of customers (Herzberg, 1966). The motives thereby represent the motivational factors, whereas the concerns are associated as hygiene factors (*ibid.*). Furthermore, the social exchange theory is used to explain that customers choose accommodation sharing services if their benefits are greater than their costs (Homans, 1958).

The generational cohort theory (Inglehart, 1977) is used for the explanation of the concept of generations. The population is often divided into generational cohorts, which are defined by the years of birth (Inglehart, 1977). Each generation has certain core values, attitudes, ideas and beliefs as they were influenced by events, which occurred during their coming of age (Inglehart, 1977; Strauss & Howe, 1991; Severo, Guimarães & Dellarmelin) These value, attitudes, ideas and beliefs form a generational identity, which may have a significant influence on the consumer behaviour of the generation (Parment, 2013), which makes it essential to understand the values and motivations, when targeting customers (Lissitsa & Kol, 2016).

2.4 Sources Critique

The sources for this thesis were found in databases from the German National Library, Frankfurt, the Summon of Kristianstad University, the Summon of the University of Southern

Denmark and Google Scholar. Furthermore, newspaper articles and white papers were used to show the relevance of the topic. In total, 78 different sources have been used, whereby 60 of these sources are scientific, peer-reviewed articles. The majority of these articles can be found in the Academic Journal Guide (2018) from the Association of Business Schools (ABS), which assesses the quality of the journals. Thereby, the journals are ranked according to this schemata:

- 4* - World Elite Journal
- 4 - Top Journal
- 3 - Highly Regarded Journal
- 2 - Well Regarded Journal
- 1 - Recognized Journal

42 of the 60 scientific articles, which were used in this research, are published in journals that are listed in the ABS Academic Journal Guide (2018). Thereby, 42.9% of the 42 articles can be found in journals, that are ranked as World Elite or Top Journal (Table 1), which implies high quality of these articles. The 18 articles not listed in the ABS Academic Journal Guide (2018) might be associated with less quality, but there is no certainty of this as the ABS Academic Journal Guide (2018) does not claim to be exhaustive.

ABS 2018	Number of cited articles	Percentage of articles
4*	8	19,1%
4	10	23,8%
3	6	14,3%
2	15	35,7%
1	3	7,1%
	42	100,0%

Table 1: ABS Ranking 2018

2.5 Time Horizon

This research is examining the relationship between motives and concerns and the customer satisfaction of users of accommodation sharing services with regard to generations at a single point in time. This is known as a cross-sectional study (Saunders et al., 2009). It is the best suitable research design if the time of a research is limited (ibid.). This is the case for this study as it has to be written within 10 weeks, which makes it difficult to have a longitudinal research design, which studies the change and development of a relationship over a period of time (Bryman & Bell, 2015; Saunders et al., 2009).

3. Theoretical Framework

This chapter aims to provide basic explanations of the concepts, which are relevant for this study. Firstly, the concept of customer satisfaction is explained by using the expectancy-disconfirmation theory and the value-percept theory, which are both derived from the adaptation level theory. This explanation is followed by a short literature review about customer satisfaction in accommodation sharing services. Secondly, the concept of motives and concerns is presented. Thereby, the two-factor theory and the social exchange theory are applied for the explanation. On the basis of these theories, literature is reviewed and important motives and concerns of sharing economy services are identified. In addition, hypotheses are developed concerning the relationship between the motives and concerns and the customer satisfaction. This is followed by the explanation of the concept of generations through the generational cohort theory. Moreover, it is reviewed in literature, how the values and beliefs of generations might influence the relationship between motives and concerns and the customer satisfaction, and further hypotheses are deduced. The chapter concludes with the theoretical model of this research, which gives an overview of the relation between the different concepts.

3.1 Customer Satisfaction

The literature of marketing and consumer behaviour supports that customer satisfaction plays a key role in service marketing as it is a determinant for developing long-term relationships (Sirdeshmukh et al., 2002) and is positively related to the profitability and market share of a company (Anderson et al., 1994). It was found that it costs marketers between five to ten times more to acquire new customers than it does to retain their current customers (Slater & Narver, 2000). Therefore, many companies have concentrated on understanding customer satisfaction as it is known to lead to repurchase intention (Möhlmann, 2015; Boenigk and Helmig, 2013; Krüger, 2016), changes in frequency of use, word-of-mouth communication, and price sensitivity (Krüger, 2016). Thus, customer satisfaction is an important aspect for service companies and is, therefore, relevant for accommodation sharing services, and needs to be explained further.

There are several definitions for the concept of customer satisfaction used in research, which makes it difficult to compare the findings (Krüger, 2016; Giese & Cote, 2000; Bloemer & Dekker, 2007). However, for this research the following definition of customer satisfaction is used: Customer satisfaction is the result of a process, which evaluates a service based on cognitive and emotional elements by comparing the expectations with the perceived

performance, after the experience of the service (Krüger, 2016; Giese & Cote, 2000). It includes not only cognitive, but also emotional aspects and is therefore suitable not only for monetary accommodation sharing services, but also to non-monetary. When looking at satisfaction, it has to be distinguished between the transactional satisfaction and the overall satisfaction (Oliveri, Polizzi & Parroco, 2018; Nam, Ekinici & Whyatt, 2011). The transactional satisfaction refers to a specific consumption experience, whereas for the overall satisfaction all experiences of the consumption of a product or service are evaluated (*ibid.*). In this research the focus is on the overall customer satisfaction with accommodation sharing services. Thereby, it should be acknowledged that focusing only on positive attributes leads to an overestimation of the satisfaction and should therefore be avoided (Oliveri et al., 2018).

The used definition shows that satisfaction is explained by the key concepts ‘perceived expectations’, ‘perceived performance’ and ‘disconfirmation’ (Krüger, 2016). These concepts are included in several psychological theories, which try to explain the satisfaction formation of consumers (*ibid.*). One of these theories is the adaptation level theory, which was introduced by Helson in 1948. The theory states that certain stimuli are always perceived by an individual with reference to an adapted standard. A stimulus, for example, service performance, is compared to the adaptation level, which is used as a basis, in the satisfaction formation process (Helson, 1948). Oliver (1980) and Westbrook & Reilly (1983) applied the adaptation level theory in different ways to the customer satisfaction, which are elaborated in the following paragraphs.

Oliver (1980) introduced the expectancy-disconfirmation theory, which has been widely used by researchers for the explanation of customer satisfaction in the tourist sector (Barsky, 1992; Tribe & Snaith, 1998; Oliveri, 2018). The model of the expectancy-disconfirmation theory suggests that customers have certain expectations towards a product, which become the standard to which the experience with the product or service is compared to (Oliver, 1980). On the one hand, if the expectations are met or even exceeded, confirmation occurs (*ibid.*). In the context of services, the result of satisfaction is either generated when the service performance is better or as expected because a confirmation of the expectations occurs (Barsky, 1992; Oliveri, 2018). On the other hand, disconfirmation occurs when the outcome is lower than the expectations. Thus, the customer is satisfied in case of a confirmation of the expectations and dissatisfied, when the expectations cannot be confirmed (Oliver, 1980). In the context of services, a disconfirmation between expectations and perceptions, which occurs when the

customer expected more than what the service performance delivered, causes dissatisfaction (Barsky, 1992; Oliveri, 2018).

Furthermore, the Value-Percept Disparity Theory was proposed as Westbrook & Reilly (1983) argued that expectations towards a product or service, which are used in the expectancy-disconfirmation theory as standard, are not reflecting the desires and values a customer has towards the service or product. Thus, they imply that the values and desires are better comparative standards than expectations (*ibid.*). In the value percept disparity theory it is stressed that satisfaction is an emotional concept, which is based on the customers' evaluation of an offer in relation to their values, wants, needs and desires (*ibid.*). With an increasing level of disparity between the perceptions of the service and the values, the dissatisfaction of the customer becomes greater (*ibid.*).

As both theories are based on the adaptation level theory, the satisfaction or dissatisfaction is measured in a similar way. As a result, it makes it easier to combine both theories within a single framework and consider both in this study as previous research demonstrated that neither values nor expectations alone are sufficient for the explanation of customer satisfaction (Bloemer & Dekker, 2007; Spreng et al., 1996).

3.1.1 Customer Satisfaction in Accommodation Sharing Services

Customer satisfaction is seen as a central concept in peer-to-peer accommodation sharing services literature (Mahadevan, 2018; Möhlmann, 2015; Tussyadiah, 2016; Tussyadiah & Zach, 2017; Jung et al., 2016; Sung et al., 2018). On the one hand, Möhlmann (2015) and Tussyadiah (2016) analysed the concept of satisfaction by finding aspects, which influence the customers satisfaction, but also by connecting it with the intention to use a sharing option again. On the other hand, studies focused solely on the factors, which have an impact on customer satisfaction, without testing if the satisfaction has an impact on future use of the service (Mahadevan, 2018; Tussyadiah & Zach, 2017; Jung et al., 2016; Sung et al., 2018). Some authors analysed the reviews of accommodation sharing services (Tussyadiah & Zach, 2017; Jung et al., 2016) and identified those attributes as guest satisfaction factors, which were most frequently used in the reviews (Tussyadiah & Zach, 2017). Furthermore, quantitative research approaches were used to explain customer satisfaction (Mahadevan, 2018; Möhlmann, 2015; Tussyadiah, 2016).

Moreover, it has to be acknowledged that there is a difference in the ways that customers prefer to express their satisfaction in respect to monetary or non-monetary services (Jung et al., 2016). Customers of monetary services evaluate their satisfaction mainly based on the facilities such as the room or the location, which is often referred to as expectations, whereas consumers of non-monetary services are more interested in discussing their thoughts about the host and the social environment, which are primarily based on their values (ibid.). Thus, it is important to not only look at expectations of customers, but also at their values (Oliver, 1980; Westbrook & Reilly, 1983).

3.2 Motives and Concerns

Literature provides many different theories, which explain the concept of motivation (Bellotti, Ambard, Turner, Gossman, Demková & Carroll, 2015). In many fields it is critical to understand the motivation of people (ibid.). This is also the case for accommodation sharing services as it is still a quite new business model, which has to compete with established hospitality institutions such as hotels (Tussyadiah, 2018). It is important that the motives and concerns of customers, which make up together the motivation, need to be identified, in order to target the customers in respect to their motivation. In respect to the topic of P2P-sharing the Two-Factor Theory of Herzberg (Herzberg, 1966) as well as the Social Exchange Theory (Homans, 1958) can be used to understand the concept of motives and concerns as they differentiate, on the one hand, between ‘hygiene’ and ‘motivational factors’ and, on the other hand, consider the costs and benefits of an exchange relationship, which can occur during a P2P interaction.

The two-factor theory of Herzberg was initially developed to explain the job satisfaction of workers (Herzberg, 1966). However, it has also been applied in other fields, such as the hospitality industry (Balmer & Baum, 1993; Oliveri et al., 2018). It is suggested that there are two distinct factors, which have an influence on either the satisfaction or the dissatisfaction with a situation (Herzberg, 1966). The first set of factors, which are labeled ‘satisfiers’ or ‘motivators’ have satisfaction as a result, when being fulfilled. These factors are usually intrinsic and depend highly on the customer (ibid.). In this research, motives of the customers constitute as motivational factors as they represent the values and affect the expectations towards the accommodation sharing services. The second set of factors concerns the so named ‘dissatisfiers’ or ‘hygiene factors’, which cause dissatisfaction when deficient (Herzberg, 1966). It is acknowledged, that these factors are mostly extrinsic, meaning that they are not

directly related to the subject, but are about the surrounding conditions (ibid.). In the context of accommodation sharing, possible ‘dissatisfiers’ are represented in form of concerns the customers might have when using the platforms and the services.

Moreover, the social exchange theory of Homans (1958) relates to the formation, maintenance, and dissolution of relationships (Hamon and Bull, 2016) and offers a good framework for explaining the concept of motives and concerns in P2P-sharing services. It is stated that it is a fundamental form of human interactions to exchange social and material resources, whereby basic economic principles such as rewards and costs are taken into account (Homans, 1958). P2P-sharing constitutes not only for the exchange of an economic good or service, but offers also social benefits (Hamari et al., 2016; Forno and Garibaldi, 2015; Möhlmann, 2015). Thus, people choose either consciously or unconsciously those accommodation sharing services, that offer them the benefits, which they value most (Hamon & Bull, 2016). Thereby, the social exchange theory helps to explain a broad range of different motives and concerns (Huang, Cheng, Huang & Teng, 2018).

3.2.1 Motives in Sharing Economy Services

In the context of the sharing economy it is important to identify and understand different motives as they reflect the reasons why consumers think or act in a certain way (Neunhoeffler & Teubner, 2018). There have not been many studies analysing motives of P2P accommodation sharing customers (Mahadevan, 2018; Möhlmann, 2015; Tussyadiah, 2016; Tussyadiah & Pesonen, 2016; Tussyadiah & Zach, 2017), which is why this research includes studies that consider the whole sharing economy industry (Neunhoeffler & Teubner, 2018; Guttentag et al., 2018; Hamari et al., 2016; Böcker & Meelen, 2017; Belk, 2013; Sheth, Sethia & Sriniva, 2010).

In many studies the motive of financial or economic benefits is discussed, where especially the motive of cost savings is included (Neunhoeffler & Teubner, 2018; Guttentag et al., 2018; Tussyadiah, 2016; Mahadevan, 2018; Möhlmann, 2015; Hamari et al., 2016; Böcker & Meelen, 2017; Tussyadiah & Pesonen, 2016). Furthermore, a widely analysed motive is the social experience (Neunhoeffler & Teubner, 2018; Mahadevan, 2018; Böcker & Meelen, 2017), which is accompanied by the sense of belonging (Neunhoeffler & Teubner, 2018; Möhlmann, 2015; Guttentag et al., 2018) and enjoyment of the sharing experience (Hamari et al., 2016). In addition, literature included the sharing economy philosophy (Mahadevan, 2018), which consists not only of the sustainability aspect (Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Möhlmann, 2015) and the anti-capitalism (Neunhoeffler & Teubner, 2018), but also of a

modern lifestyle, which includes following trends (Neunhoeffler & Teubner, 2018; Möhlmann, 2015), and home benefits (Mahadevan, 2018). The unique and sometimes even exclusive offers of P2P accommodation sharing platforms were summarized as the uniqueness, variety, and availability motive (Neunhoeffler & Teubner, 2018). Further, the convenient location of the accommodation as well as the unique experience through the local environment have been identified as a motive for customers (Mahadevan, 2018). Finally, the reputation among like-minded people has been considered as a customer motive by Hamari et al. (2016).

This research focuses on the motives ‘economic benefits’, ‘social experience’ and the ‘sharing economy philosophy’ as they seem to have a great impact on the satisfaction of accommodation sharing customers. ‘Locational advantages’ were also included, even though it was not a very common motive in literature, but it seems to be especially relevant for this research considering accommodation in particular.

3.2.1.1 Economic Benefits

Several studies identified economic benefits as a main motive, when using sharing economy services for the first time (Hamari et al., 2016; Neunhoeffler & Teubner, 2018; Guttentag et al., 2018). However, cost savings were also found to be one of the main motives of existing users to be satisfied with P2P-sharing services (Neunhoeffler & Teubner, 2018; Guttentag et al., 2018; Tussyadiah, 2016; Mahadevan, 2018; Möhlmann, 2015; Hamari et al., 2016; Böcker & Meelen, 2017; Tussyadiah & Pesonen, 2016). In accommodation sharing these cost savings are possible as for instance the space offered is usually cheaper than comparable rooms in hotels (Möhlmann, 2015; Tussyadiah, 2016). If this is not the case, the customer is not satisfied with the accommodation sharing services as the motivational factor is not met (Herzberg, 1966). The economic benefit is especially a motive of customers, when the good, which is shared as a service, is more expensive, such as accommodation or cars (Böcker & Meelen, 2017). The customers value the greater benefit they get through the P2P-sharing relationship (Homans, 1958). Due to the cost savings, customers of accommodation sharing services have additional benefits as they can stay longer at the holiday destination, spend more money on other goods and services, or travel to more places (Tussyadiah & Pesonen, 2016). Therefore, the exchange relationship provides many different benefits for the customers (Homans, 1958).

Nevertheless, Sung et al. (2018) found in their study with Korean customers that economic benefits have no impact on the attitude towards sharing economy services, but other factors such as enjoyment and network effect. Further, it is stated that the exchange within P2P-sharing

might not turn out to be economical in spite of the cost savings due to the lower prices, as the unstandardized exchange with unknown people can increase the search and coordination costs (Hamari et al., 2016). Thus, the motive of economic benefits would not be met, and the customer would be dissatisfied (Herzberg, 1966).

The previous literature suggests that there is a positive relationship between the motive 'Economic Benefits' and the customer satisfaction. This leads us to the first hypothesis:

H1: Economic Benefits have a positive impact on customer satisfaction of accommodation sharing services.

3.2.1.2 Social Experience

The social experience that arises when using accommodation sharing services has been a common motive for consumers and is therefore often in literature associated with the satisfaction of P2P accommodation platform users (Tussyadiah, 2016; Möhlmann, 2015; Mahadevan, 2018). However, as Tussyadiah's (2016) findings indicate that satisfaction significantly influences future intentions of usage, this study also includes literature on motives for customers to participate in the service or to reuse the service (Neunhoeffler & Teubner, 2018; Guttentag et al., 2018; Böcker & Meelen, 2017; Hamari et al., 2016). There is no common definition of social experience used in the researches but rather individual descriptions of feelings the consumers of P2P-services are confronted with. Social experience can for instance include friendship and the sense of belonging (Guttentag et al., 2018; Möhlmann, 2015; Hamari et al., 2016). When staying in a P2P accommodation facility, the customers can interact with the host or the neighbours and initially feel more local and as a part of the new and foreign environment (Guttentag et al., 2018). Often guests and hosts end up eating or going out for a drink together, which further encourages the familial feeling (ibid.). The likelihood of using the same P2P-sharing option again was found to be influenced by this feeling of belonging (Möhlmann, 2015). Nowadays, tourists often like to be called 'travelers', as they are interested in experiencing the authentic reality of the culture and people of the place they are visiting (Week, 2012) and want to interact with members of the community (Hamari et al., 2016; Mahadevan, 2018). This indicates that social experience can be an important motive for people to be satisfied with P2P accommodation sharing platforms.

Nevertheless, some research argues that the expected necessity to be socially engaged is also a factor that can hinder people to engage in sharing services (Delacroix & Guillard, 2016). Furthermore, contrary to the previous mentioned findings, social experience was shown to

negatively affect customer satisfaction and the future intention to use P2P accommodation sharing platforms (Tussyadiah, 2016). However, considering that there are different types of guest lodgings which require a different extend of social interaction, the researchers claim that further research regarding this topic is needed (ibid.). The influence of social experience on the satisfaction of P2P accommodation sharing services can also depend on the type and age of the consumers. Especially, younger customer groups with higher income and a higher education level were indicated to be less socially motivated (Böcker and Meelen, 2017).

According to Böcker and Meelen (2017) accommodation sharing is one of the main sectors which are socially motivated, no matter if it is a monetary or non-monetary service. Based on the literature, a relationship between ‘Social Experience’ and customer satisfaction was proven, which seems to be mainly positive. Therefore, the second hypothesis was developed:

H2: Social Experience has a positive impact on customer satisfaction of accommodation sharing services.

3.2.1.3 Locational Advantages

According to literature, another motive that contributes to the customer satisfaction of P2P accommodation sharing services is the locational advantage (Tussyadiah & Zach, 2017; Guttentag et al., 2018). This refers to for instance being close to restaurants, public transport, shops and attractions, which in return help the guest to save time and to have less effort to reach these facilities (Tussyadiah, 2016; Tussyadiah & Zach, 2017). However, literature also indicated that the locational benefit is not important to customers’ satisfaction as well as their future booking intentions (Mahadevan, 2018; Tussyadiah, 2016). It is assumed that guests are well informed and therefore expect their lodging to be in a rather residential location, which lowers their expectations and levers out their satisfaction (Tussyadiah, 2016). Consequently, potential hosts will be encouraged as the area they are located does not seem to be the main argument for customer satisfaction (Mahadevan, 2018). Nevertheless, locational advantage was found to be important for customer satisfaction for exactly this reason (Guttentag et al., 2018; Tussyadiah & Zach, 2017). Consumers were found to enjoy staying outside of a tourism core, closer to for instance a family member or an event location and to enjoy the conveniences of a residential area such as restaurants, bars and supermarkets (Guttentag et al., 2018). This identified motive therefore is related to the social experience and the feeling of belonging which appears through the more local experience they undergo (ibid.). Thus, a relationship between

'locational advantage' and customer satisfaction of P2P accommodation sharing services was emphasized by literature and the following hypothesis for this study was developed:

H3: Locational Advantages have a positive impact on customer satisfaction of accommodation sharing services.

3.2.1.4 Sharing Economy Philosophy

Based on P2P-sharing literature, this study identified the sharing economy philosophy as another motive of customer satisfaction. It is divided into two aspects, the sustainability aspect (Böcker & Meelen, 2017; Hamari et al., 2016; Belk, 2013; Sheth et al., 2010) and the feeling of being home (Mahadevan, 2018; Guttentag, et al., 2018).

Nowadays, growing skepticism towards capitalism and anti-consumption movements can be found, which lead people to think about more ethical and sustainable consumption alternatives (Möhlmann, 2015; Hamari et al.; 2016, Belk 2013; Sheth et al., 2010). Using sharing solutions is often considered to be gentler on the environment and was identified as a key determinant of consumers' intention to share (Hamari et al., 2016; Belk, 2013; Sheth et al., 2010). However, some literature seemed to struggle to find statistical support of a relationship between sustainability and the consumer (Möhlmann, 2015). Tussyadiah (2016) even argues that sustainability has a negative effect on the satisfaction of P2P accommodation customers and that guests choose their accommodation not for environmental reasons but rather for the social experience. P2P accommodation sharing was also found to be linked with a negative sustainability effect as for instance rebound effects which are caused by an increased travel frequency (Tussyadiah & Pesonen, 2016). Even though literature is mainly associating sustainability with no or negative relations to P2P consumers, it cannot be forgotten that motives can change over time and sustainability is a fast-growing motivation of people (Böcker & Meelen, 2017). It might also be important to have a closer look at different customer groups as for instance people who are already interested in ecological consumption have a much higher sustainable motivation when using P2P accommodation sharing services (Hamari et al., 2016).

Furthermore, the feeling of being home or the home benefits are included in the sharing economy philosophy. This can comprise a larger space, access to household amenities, a homely feeling and a quiet and familial neighbourhood (Guttentag et al., 2018; Mahadevan, 2018). These characteristics differ heavily from a traditional hotel room and therefore allow a more relaxed environment (Mahadevan, 2018). Hence, the feeling of being home is a unique value proposition of P2P accommodation sharing services and an important part of the sharing

economy philosophy motive (Guttentag et al., 2018). Literature indicates a relationship between customer satisfaction and ‘Sharing Economy Philosophy’ that seems to be mainly positive. Therefore, the fourth hypothesis was developed:

H4: Sharing Economy Philosophy has a positive impact on customer satisfaction of accommodation sharing services.

3.2.2 Concerns in Sharing Economy Services

The sharing economy is still a quite new business model and, therefore, many customers are not completely familiar with the phenomenon and have concerns, which need to be addressed in order to understand their behaviour (Neunhoeffler & Teubner, 2018; Möhlmann, 2015; Mahadevan, 2018). There have not been many studies analysing concerns of P2P accommodation sharing customers (Möhlmann, 2015; Mahadevan, 2018; Guttentag, 2015; Palgan et al., 2016; tussyadiah, 2016). Thus, this research considers in addition studies, which discussed concerns in respect to the whole sharing economy industry (Neunhoeffler & Teubner, 2018; Hamari et al., 2016; Martin, 2015; Lamberton & Rose, 2012). The most common concern, which was discussed in literature, is the lack of trust in others (Mahadevan, 2018; Möhlmann, 2015; Guttentag, 2015; Hamari et al., 2016; Martin, 2015; Neunhoeffler & Teubner, 2018). This is often accompanied by concerns about privacy as well as risk (Neunhoeffler & Teubner; Guttentag, 2015; Mahadevan, 2018). Furthermore, the effort expectancy was discussed in several studies (Neunhoeffler & Teubner, 2018; Möhlmann, 2015; Venkatesh, Thong & Xu, 2012; Guttentag, 2015; Lamberton & Rose, 2012; Tussyadiah, 2016) as a concern, which hinders the customers to participate. This includes concerns about the internet and smartphone capability, the familiarity with the platforms and the utility of using the services (Möhlmann, 2015; Venkatesh et al., 2012). Moreover, Neunhoeffler & Teubner (2018) raised the issue of being dependent on others and missing the prestige, which is associated with staying in a hotel or owning a car, as a barrier for customers to take part in sharing economy services. In addition, it is discussed that customers might have concerns about the availability of the offerings (ibid.). However, most of the concerns, which are mentioned in the literature, can be addressed under the concerns ‘Lack of trust’ and ‘Effort Expectancy’. Thus, these concerns are focused in this research as they seem to have the greatest impact on the customer satisfaction in accommodation sharing services.

3.2.2.1 Lack of Trust

One of the main concerns of customers of P2P accommodation sharing services discussed in the literature is trust (Guttentag, 2015; Hamari et al., 2016; Mahadevan, 2018; Martin, 2015; Möhlmann, 2015; Neunhoeffler & Teubner, 2018; Palgan et al., 2016). Trust is necessary in the business model of accommodation sharing services as it is understandable that people might feel uncomfortable at first to sleep in the home of a stranger (Guttentag, 2015; Mahadevan, 2018). Furthermore, trust is needed in respect to the trustworthiness of the description of the place. It is the only way how customers can evaluate the offering beforehand to meet their own needs (Mahadevan, 2018).

While many researches just focused on the topic of trust as an important factor for participating in P2P sharing services (Guttentag, 2015; Hamari et al., 2016; Martin, 2015; Neunhoeffler & Teubner, 2018; Palgan et al., 2016), it was also found in research that trust or the lack of trust has a direct negative influence on satisfaction (Mahadevan, 2018; Möhlmann, 2015). Although some researches only dealt with trust as an important factor for participating in sharing services, it can be deducted, that trust has an influence on satisfaction as customers only participate in something again if they are satisfied with it (Möhlmann, 2015). This is also in line with the social exchange theory, which states that the costs, in this respect the lack of trust, should not be higher than the benefits an exchange relationship provides, otherwise the customer is not willing to maintain a relationship (Homans, 1958).

It is found that many sharing economy platforms have introduced different mechanisms and systems to ensure trust (Guttentag, 2015; Hamari et al., 2016; Mahadevan, 2018; Martin, 2015; Neunhoeffler & Teubner, 2018; Palgan et al., 2016). One of the most common trust systems is a review system, where hosts and guests can write reviews about the experience with each other (Guttentag, 2015; Hamari et al., 2016; Mahadevan, 2018; Martin, 2015; Neunhoeffler & Teubner, 2018; Palgan et al., 2016). This helps to overcome the trust issue. Further, trust is built through the possibility to directly communicate with the hosts (Guttentag, 2015; Palgan et al., 2016), but also photographs and descriptive personal information on the hosts' profiles are facilitators for fostering trust (Guttentag, 2015).

Research shows that trust is not only a concern, but a necessity for customers to participate in sharing services (Möhlmann, 2015; Mahadevan, 2018). Thus, it can be seen as a hygiene factor, which needs to be met in order for the customer to feel not dissatisfied (Herzberg, 1966). The literature suggests that there is a negative effect of lack of trust on the satisfaction of customers

in P2P-sharing economy services (Mahadevan, 2018; Möhlmann, 2015). This leads us to the following hypothesis:

H5: Lack of Trust has a negative impact on the customer satisfaction in accommodation sharing services.

3.2.2.2 Expected Effort

Another concern, which should be addressed, is the effort the customers expect when participating in accommodation sharing services (Guttentag, 2015; Venkatesh et al., 2012; Neunhoeffler & Teubner, 2018; Tussyadiah, 2016; Lamberton & Rose, 2012). In the research of Neunhoeffler & Teubner (2018) it has the greatest factor loading for the concept of concerns. It should therefore be considered in this research. Some customers associate P2P-sharing services with greater effort than booking a hotel room (Neunhoeffler & Teubner) and as a result, prefer traditional offerings over the sharing services. The expected effort is not only related to the use of technology (Venkatesh et al., 2012), but also to time and the effort spend, when looking for a suitable offering and messaging with the hosts (Guttentag, 2015; Tussyadiah, 2016). Furthermore, it is acknowledged that familiarity with the sharing platforms influences this positively and helps to overcome the barrier of expected effort (Möhlmann, 2015). It is also suggested that P2P platforms communicate the ease of use of their mobile or web applications to overcome this concern, which shows to have a negative effect on customer satisfaction (Tussyadiah, 2016). Based on the presented literature, this research developed the following hypothesis:

H6: Expected Effort has a negative impact on the customer satisfaction in accommodation sharing services.

3.3 Generational Differences in Accommodation Sharing Services

In the last decade, the effect of generational differences on consumer behaviour and marketing strategies have been discussed (Brosdahl & Carpenter, 2011; Niemczyk et al., 2019; Parment, 2013; Soares et al., 2017). Thereby, the population is often divided into generational cohorts, which are defined by the years of birth according to the Generational Cohort Theory (Inglehart, 1977). Different characteristics can be linked to the different generational cohorts as each generation consists of people, who were born during the same time period and experienced the same political, macro-social and economic events, which influenced their attitudes, ideas, values and beliefs in the same way (Inglehart, 1977; Strauss & Howe, 1991; Severo et al.,

2017). Thus, the core values of a generation are reflected concerning issues such as money, jobs, tolerance and sexual behaviour. These expectations, values, beliefs and behaviours create a generational identity as they remain constant throughout the lifetime of a generation (Inglehart, 1977; Strauss & Howe, 1991; Soares et al., 2017). Furthermore, this identity may have a significant influence on the shopping behaviour and the purchase pattern of the generation (Parment, 2013), which makes it essential for the targeting of particular consumers to understand the values and motivations (Lissitsa & Kol, 2016). However limited consensus exists regarding the precise start and end point of each generation (Soares et al., 2017). In line with previous research (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber & Solnet, 2013; Brosdahl and Carpenter, 2011; Soares et al., 2017), the current existing generations are defined by the following birth years: Silent Generation (1925-1945), Baby Boomers (1946-1964), Generation X (1965-1980), Generation Y (1981-1997), and Generation Z (since 1998).

For the purpose of the current study, the focus is on the generations X, Y and Z as P2P sharing economy services are based on technology (Leon, 2018; Severo et al., 2017). The Silent Generation and the Baby Boomers are not considered in this research as they did not grow up with the technologies and therefore are not so familiar with it (Venkatesh et al., 2012). Hence, it is assumed that people, which belong to these generational cohorts, are not likely to be customers of sharing economy platforms. In Figure 1, an overview of the generational cohorts, which are used for this research, is given, in combination with their affinity to the internet and technologies.

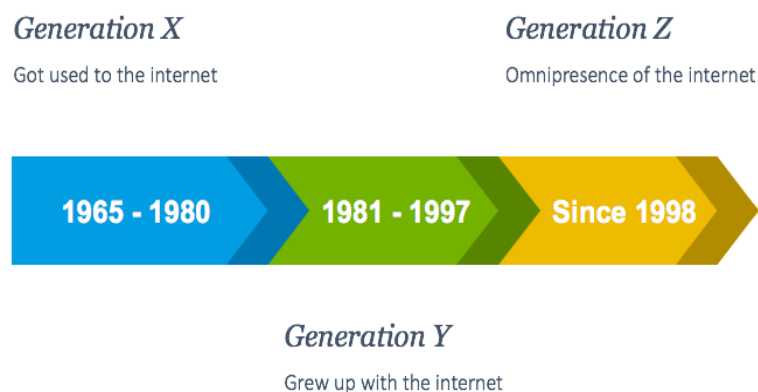


Figure 1: Generations under consideration of digitalisation based on Brosdahl and Carpenter (2011)

3.3.1 Generation X

Generation X is the oldest generation (born between 1965-1980) included in this research (Bolton et al., 2011; Soares et al., 2017). They are known to have experienced various historical and cultural occurrences such as the times of television, the fall of the Berlin wall and the end of the cold war (Severo et al., 2017; Appelbaum, Serena & Shapiro, 2004). Their childhood is characterized by many hours at home alone and increased rate of divorced parents (Severo et al., 2017) as society during that time was more focused on the well-being of adults than on children (Strauss and Howe, 1991). The long-held value of staying married for the well-being of the children was replaced by societal values of individual and parental self-realization (ibid.). These values and experiences have shaped the generation (Inglehart, 1977). Today, generation X is seen as independent and resourceful, who is concerned about life qualities, financial issues and economic stability (Severo et al., 2017). Prices and options about a product as well as the environmental issues matter to them (Strauss and Howe, 1991; Appelbaum et al., 2004). Furthermore, the work life-balance and feeling comfortable in their surrounding is important for generation X (Severo et al. 2017). Thus, the sharing economy philosophy, which includes not only sustainability, but also the feeling of being at home, and economic benefits seem to be important for generation X and the positive impact of these motives on the customer satisfaction seems to be stronger. This leads us to our first hypothesis about this generation:

H7: Belonging to generation X strengthens the positive impact of economic benefits and the sharing economy philosophy on the customer satisfaction of accommodation sharing services.

The generation X is also known to be more independent and individualistic but greatly values the relationship with family (Borges, Manuel, Elam & Jones, 2010). This could be an indicator that there is not much interest in social experience while traveling. Additionally, the literature dealing with generation X does not include information about the importance of the locational advantages when traveling. Therefore, this research assumes that these have no impact on the customer satisfaction and is included, together with the missing impact of social experience, in the following hypothesis:

H8: Belonging to generation X weakens the positive impact of social experience and locational advantages on customer satisfaction of accommodation sharing services.

Moreover, generation X has lived in both an offline and an online world and is therefore a witness of the digital transition and familiar with both worlds (Herrando, Jimenez-Martinez & Hoyos, 2019). It was also found that they trust online more in company-generated information

than in user-generated information (ibid.) Further, the generation is described as a pragmatic one, who normally choose the simple way and prefer convenience (Borges et al., 2010). As P2P accommodation service platforms are based on user-generated information and can require some effort in the search and booking procedure, it can be assumed that the negative impact of these concerns is even more negative in generation X. Thus, the following hypothesis is presented:

H9: Belonging to generation X strengthens the negative impact of lack of trust and expected effort on the customer satisfaction in accommodation sharing services.

3.3.2 Generation Y

The generation Y, which is also known as ‘Millennials’, was shaped mainly through the digital revolution (Bolton et al., 2013; Leon, 2018; Soares et al., 2017; Brosdahl & Carpenter, 2011) and economic growth (Brosdahl & Carpenter, 2011), but also through worldwide terror and the global recession in the early 2000’s (Bolton et al., 2013). Events like these shaped the values and the behaviour of generation Y (Inglehart, 1977). The information and communication technology advanced, while people of the generation Y grew up, making them a technological generation which is familiar with technology, not only for entertainment, but also for interpersonal interactions and emotional regulation (Soares et al., 2017; Leon, 2018). Thus, they are an interesting target group for P2P accommodation sharing platforms as these enable hosts and guests to interact through technology in order to benefit both, hosts and guests. Therefore, it can be assumed that the expected effort to participate in P2P-sharing services has a rather low impact on the customer satisfaction as the generation Y is familiar with technologies (Venkatesh et al., 2012; Soares et al., 2017; Leon, 2018). Hence, the following hypothesis is developed:

H10: Belonging to generation Y weakens the negative impact of expected effort on customer satisfaction of accommodation sharing services.

Moreover, the generation Y relies heavily on technology for interpersonal interactions and friendships (Leon, 2018; Lissitsa & Kol, 2016) and are prolific users of social media (Soares et al., 2017), which are indicators that they are interested in the social exchange, which P2P platforms offer in addition to the mere service of providing a place to stay. In addition, people of the generation Y are generally casual and fun-loving (Gursoy, Maier & Chi, 2008; Lissitsa & Kol, 2016), so that locational advantages such as bars and restaurants close-by, might have

a great impact on their customer satisfaction. Furthermore, the sharing economy philosophy, especially the sustainability aspect, might play an important role for the customer satisfaction of the generation Y as they value the social responsibility in businesses and in their daily life (Martin, 2005). Additionally, the generation Y is used to a great offer of customised or personalised products and services (Berry, Bolton, Bridges, Meyer, Parasuraman & Seiders, 2010; Bolton et al., 2013). This is also in line with the sharing economy philosophy, which wants to offer a wide range of different places, so that each customer can find something, which fulfills their personal needs. Thus, the following hypothesis is developed:

H11: Belonging to generation Y strengthens the positive impact of social experience, sharing economy philosophy and locational advantages on the customer satisfaction of accommodation sharing services.

Further, as the generation Y experienced economic prosperity for a long time and mainly grew up in families, where both parents worked, they showed to be more liberal with spending money (Brosdahl & Carpenter, 2011; Bolton et al., 2013). Thus, it can be assumed that their customer satisfaction with accommodation sharing services is not so dependent on their motive to have economic benefits. This leads us to the following hypothesis:

H12: Belonging to generation Y weakens the positive impact of economic benefits on customer satisfaction of accommodation sharing services.

However, it is also found that generation Y relies more on company-generated information in social commerce as they are experienced with using the internet and thus reflect more if information is credible or not (Herrando et al., 2019). They have a lack of trust in user-generated information as they might have concerns about online reviews, which are paid or fake (Filieri, Alguezaui & McLeay, 2015). Thus, the review systems, which are used by the accommodation sharing services platforms to overcome the trust issue might not be sufficient for the generation Y. Hence, the following hypothesis is derived:

H13: Belonging to generation Y strengthens the negative impact of lack of trust on customer satisfaction of accommodation sharing services.

3.3.3 Generation Z

Generation Z is the youngest generation born between the year 1998 and today (Bolton et al., 2013; Brosdahl and Carpenter, 2011; Soares et al., 2017). This generation does not know a

world without the internet, feels comfortable using it and is therefore also known as the ‘internet generation’ (Ozkan & Solmaz, 2015), ‘i generation’ (Cho, Bonn, & Han, 2018) or ‘digital natives’ (Sidorcuka & Chesnovicka, 2017). Their life revolves around social networking sites and they develop and maintain interpersonal relationships mainly through social network services (Herrando et al., 2019; Cho et al., 2018). Generally, the generation Z is characterized as technological, global, social, confident, and developed (Sidorcuka & Chesnovicka, 2017; Cho et al., 2018). These values influence the generation (Inglehart, 1977) and it makes them well connected, educated and clever people, who are driven by social media, have adopted new technologies and are influenced by brands (Sidorcuka & Chesnovicka, 2017). While growing up generation Z witnessed the economic crisis, periods of terrorism and global warming, which could be a reason that they understand that hard work is required to gain money and to ensure peace (ibid.). Therefore, it is assumed that generation Z is interested in the economic benefits of P2P accommodation services. Further, growing up constantly confronted with climate change, the generation is environmentally conscious and was found to be highly motivated in volunteering and sharing (Cho et al., 2018). The generation is also very open in terms of travelling and likes to learn about the world and other cultures through travels (Niemczyk et al., 2019). Because of their good education they usually know foreign languages and are interested to interact in a multicultural environment and have social exchange (Sidorcuka & Chesnovicka, 2017; Niemczyk et al., 2019; Cho et al., 2018). Therefore, it can be assumed that generation Z cares about the sharing economy philosophy as well as the social exchange of P2P accommodation sharing services. As it is still a very young generation, it is also assumed that they mostly travel without a car, but, at the same time, like to be socially active and experience the local places on their travels. Thus, the locational advantage seems to positively influence the satisfaction of generation Z. Based on the presented literature the following hypothesis is developed:

H14: Belonging to generation Z strengthens the positive impact of economic benefits, social experience, sharing economy philosophy and locational advantages on the customer satisfaction of accommodation sharing services.

Generation Z is known to be the most active on the internet and is therefore used to the online environment (Herrando et al., 2019; Cho et al., 2018; Sidorcuka & Chesnovicka, 2017). It was found that they, contrary to generation X and Y, trust more in user-generated information than company generated information (Herrando et al., 2019). This is no surprise as they are used to build up interpersonal relationships and communicate through the internet (Herrando et al.,

2019; Cho et al., 2018). Their familiarity with the internet and technology also helps to allay the concern of the expected effort of booking and using P2P accommodation sharing services, which is why the following hypothesis is introduced:

H15: Belonging to generation Z weakens the negative impact of lack of trust and expected effort on customer satisfaction of accommodation sharing services.

3.4 Theoretical Model

The key concepts of this research are *Motives and Concerns*, *Customer Satisfaction* and *Generation*. It is assumed that motives and concerns are related to the customer satisfaction of users of accommodation sharing service platforms. Further, this relationship might be influenced by the generation, to which the customer belongs. This is displayed in Figure 2.

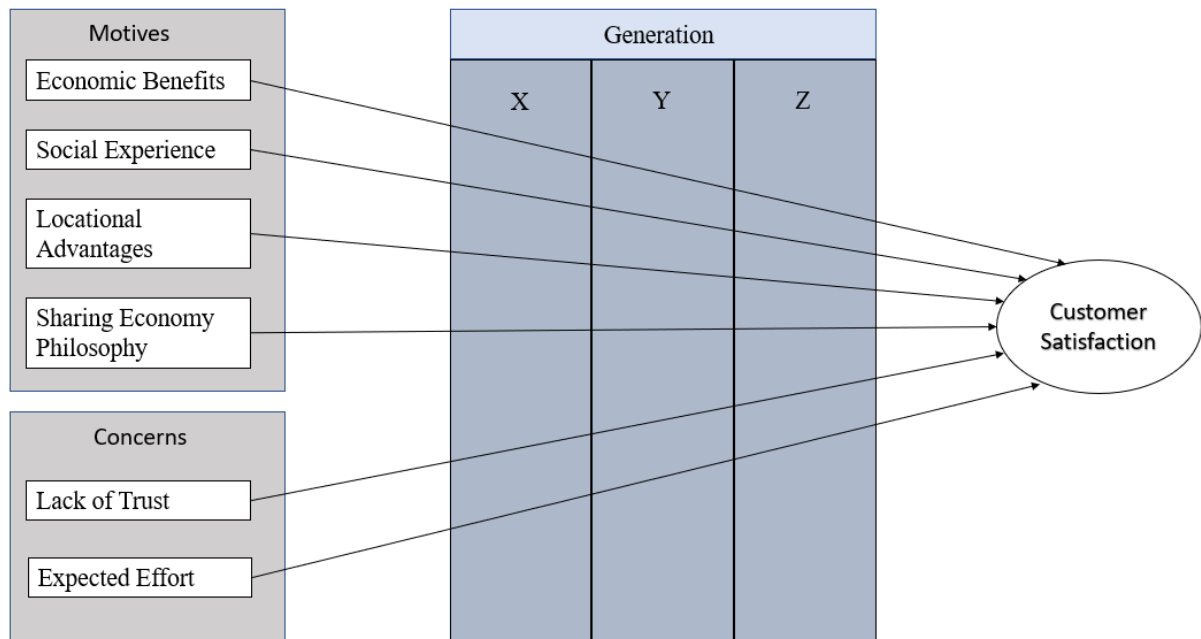


Figure 2: Initial model - the relationship of motives and concerns with the customer satisfaction moderated by generations

4. Empirical Method

The following chapter presents first the research strategy of this paper. Thereby, the advantages and limitations of the chosen strategy are shortly discussed. It is followed by the data collection and the sample selection, where it is described how the data for answering the research questions is collected and which criteria are used to determine the sample. The operationalisation outlines how the questions for the survey are constructed, in order to generate the dependent, independent, moderating and control variables. Thereafter, the tests, which are performed to analyse the data, are presented in the data analysis. The chapter is concluded with a discussion about the validity and reliability of the data and ethical considerations.

4.1 Research Strategy

The research strategy is representing the plan how the research questions of a research are going to be answered (Saunders et al., 2009; Bryman & Bell, 2015). This research aims to answer the questions, how motives and concerns impact the customer satisfaction of users of accommodation sharing services, and, how the relationship between the motives and concerns and the customer satisfaction is moderated by the generation. In order to answer these research questions a positivist research philosophy, a deductive approach and a quantitative method are used for this research and need to be taken into consideration, when choosing a research strategy (Saunders et al., 2009). There are four different research strategies, which can be used, when having a quantitative research design: experiment, survey, archival and documentary research, and case study (ibid.). For this research, the survey strategy is chosen, considering the deductive approach and the cross-sectional nature of the study (Bryman & Bell, 2015).

A survey strategy, which uses a questionnaire, allows collecting standardised data from a considerable population within a short period of time and without high expenses (Saunders et al., 2009; Bryman & Bell, 2015). The data collected through a survey is comparable and can be used to give reasons for certain relationships between different variables (Saunders et al., 2009). In this research, data is collected to explain the relationship between the independent variables of ‘motives and concerns’ and the dependent variable ‘customer satisfaction’. In addition, the impact of the moderating variable ‘generation’ on the relationship between the independent variables and the dependent variable is investigated. The survey strategy helps to collect data, on which basis a model of these relationships can be produced (Saunders et al., 2009).

However, the survey strategy has also some limitations. The number of questions in a questionnaire is limited as otherwise the participants might not finish the survey (Bryman & Bell, 2015; Saunders et al., 2009). Further, it should be considered that the participants might interpret the questions in a different way than the researcher intended and that there is no room to elaborate the answers (Bryman & Bell, 2015). Therefore, each concept was captured by more than one statement and their internal reliability was tested. Moreover, people might be annoyed by the invitations to participate in a survey and there might be concerns that the questionnaire will fall into the hands of people with fraudulent intentions (Bryman & Bell, 2015; Saunders et al., 2009). In order to counteract this fear, the survey included a short introductory paragraph which aimed to raise interest, overcome concerns and motivate people to reply to the survey remedying the loss of a personal touch (Appendix I).

4.2 Data Collection

For this research primary data was collected in May 2019 through a web-based questionnaire (Appendix II), which was built with the online survey tool umfrageonline.com. A self-completed, internet-mediated questionnaire is used in order to meet time constraints and limited financial means (Saunders et al., 2009). Furthermore, the answers of the respondents are unlikely to be contaminated as the responses are anonymous and therefore the respondent does not feel pressured to please the interviewer or answer in accordance with social norms (Saunders et al., 2009; Bryman & Bell, 2015). An internet-mediated questionnaire is used to overcome any limitations of geographical distance and to offer the respondents the convenience to complete it wherever and whenever they want within a specified timeframe (Bryman & Bell, 2015).

Before distributing the questionnaire, a small test with four objective individuals was conducted. This provided some feedback concerning the face validity of the questionnaire, so if it appeared to make sense (Saunders et al., 2009). Further, the pilot test was run to find out how much time was needed to complete the survey, if the instructions and questions were clear, if the participant felt uncomfortable about answering some questions and if the respondents felt that there are any major topics, which were left out (Bell, 2005, as cited in Saunders et al., 2009). Because of the received feedback, the answers for the control variable ‘annual income’ were categorised as the respondents of the pilot test felt uneasy to state a concrete number of their income. Some smaller changes were done concerning the comprehensiveness of the instructions and statements. After these final changes the questionnaire was distributed and was

open for four days. Every day reminder were posted and sent out to increase the number of responses.

4.3 Sample Selection

For this research the entire population would be represented by all people globally, who have ever used an accommodation sharing service. However, it is impossible to investigate this entire population because it is impracticable and because of budget and time constraints (Saunders et al., 2009). Thus, sampling is used. In order to get a large sample, the survey was posted by the two researchers on their Facebook timelines and was distributed in several WhatsApp groups. The questionnaire was also shared by family and friends. Thereby, the people reached were informed that the survey is about accommodation sharing services. By this means, 301 responses in total were collected, whereby 277 responses were complete. Anyone accessing the link was able to fill out the survey. However, the sample was reduced to those 187 participants, who had used accommodation sharing services, as it was controlled after the demographics. Like this, it was possible to get an overview of the distribution of non-users and users within the total responses. Further, responses from the Baby Boomer and Silent Generation were taken out of the sample as they are not considered in this research. This was done by asking for the birth year and they were simply excluded from the sample. Therefore, a sample of 168 respondents, including generation X, Y and Z, was used for the analysis.

4.4 Operationalisation

In the following sub-chapter the measures and variables used in this research are presented. The dependent and independent variables are measured by asking the respondents of the questionnaire about their agreement/disagreement to statements on a seven-point Likert scale. This was chosen because the majority of studies, from which the statements for the concepts were adapted, used it (Möhlmann, 2015; Neunhoeffler & Teubner, 2018; Venkatesh et al., 2012). Thus, the adoption of the scale supports the comparison of the results (Saunders et al., 2009). In line with the research of Möhlmann (2015) an additional option 'No opinion' was added as the participants of the pre-test suggested it. This was marked as missing value for the analysis. The number of statements per concept ranges from three to five, which is similar to the studies from Möhlmann (2015), Neunhoeffler & Teubner (2018), Mahadevan (2018), Tussyadiah (2016), Guttentag et al. (2018) and Venkatesh et al. (2012), who previously measured these concepts in the context of sharing economy. It was shown in the previous studies that the concepts 'customer satisfaction', 'economic benefits', 'lack of trust' and

‘expected effort’ can be measured with only three statements, which is more convenient for the respondents of a self-administered questionnaire and the probability that they stop the questionnaire before the end is reduced (Saunders et al., 2009; Bryman & Bell, 2015). However, the concepts ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ needed to have five statements to ensure their internal reliability (Pallant, 2016) as they are more complex.

The scale answer options in the questionnaire were 1 = ‘Strongly Agree’ and 7 = ‘Strongly Disagree’ although it is commonly the other way around (Saunders et al., 2009). The pre-test showed that participants, who filled out the survey on mobile devices, were confused with the commonly used scale of 1 = ‘Strongly Disagree’ and 7 = ‘Strongly Agree’ as the option ‘Strongly Disagree’ was shown as the first answer to choose from. However, for the analysis the scale is reversed for the motive variables to be in line with previous research and to make comparison easier. For the concern variables the scale is not reversed as they would have needed to be reverse-coded because the statements are formulated in a positive way.

In order to confirm internal consistency among the statements aimed at measuring the same concept, Cronbach’s Alpha is used (Pallant, 2016). It is tested if the statements are all measuring the same concepts, basically, if the respondents understood the statements in the intended way (ibid.). The alpha values of the concepts are ideally above 0.6 (Churchill, 1979; Hair, 2010). If the Cronbach’s alpha is above the ideal value, a variable can be created from the sum of the statements, divided by the number of statements (Pallant, 2016).

In addition, the moderating variable and the control variables are described, and it is explained, how they are measured through the survey.

4.4.1 Dependent Variable

The concept of customer satisfaction was measured by the following three statements:

- Overall, I am satisfied with accommodation sharing services.
- When compared with my expectations, I am satisfied with accommodation sharing services.
- Accommodation sharing services represent my ideal accommodation for personal/business trips.

These were adapted from the existing statement framework from Möhlmann (2015), who measured the concept of customer satisfaction in accommodation sharing services with the same items. The reliability testing has revealed that the three statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,766$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'customer satisfaction' was created as the mean of these three statements.

4.4.2 Independent Variables

The concept of motives and concerns represent the independent variables of this research. First, the concepts of the motives 'economic benefits', 'social experience', 'locational advantages' and 'sharing economy philosophy' are presented, followed by the concepts of the concerns 'lack of trust' and 'expected effort'.

The concept 'economic benefits' was measured by adapting the existing statements from Tussyadiah (2016).

- Staying at a P2P accommodation saves me money.
- Staying at a P2P accommodation allows me to spend money on other things during my stay.
- Staying at a P2P accommodation makes travel more affordable.

The reliability testing has revealed that the three statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,782$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'economic benefits' was created as the mean of these three statements.

In order to measure the variable 'social experience', the following five statements from the studies of Tussyadiah (2016) and Neunhoeffler and Teubner (2018) were adapted:

- Staying at a P2P accommodation allows me to have a more meaningful interaction with locals.
- Staying at a P2P accommodation allows me to get to know people from the local neighbourhoods.
- Staying at a P2P accommodation allows me to develop social relationships.
- Staying at a P2P accommodation helps me to feel connected with locals.
- Staying at a P2P accommodation is enjoyable.

The reliability testing has revealed that the five statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,867$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'social experience' was created as the mean of these five statements.

The variable 'locational advantages' was measured by adapting the existing statements from Mahadevan (2018) and Tussyadiah (2016).

- I stay at a P2P accommodation because it is close to restaurants and shops.
- I stay at a P2P accommodation because it is close to public transport.
- I stay at a P2P accommodation because it is close to tourist attractions.
- I stay at a P2P accommodation because it is close to people I want to meet.
- I stay at a P2P accommodation because it gives me access to local information and tips.

The reliability testing has revealed that the five statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,712$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'locational advantages' was created as the mean of these five statements.

In order to measure the variable 'sharing economy philosophy', five statements from Mahadevan (2018) and Guttentag et al. (2018) were adapted.

- Staying at a P2P accommodation gives me access to household amenities and appliances.
- Staying at a P2P accommodation is an efficient way of enabling people to make use of unused space.
- Staying at a P2P accommodation is environmentally friendly as resources like energy are shared.
- Staying at a P2P accommodation gives me a feeling of being home.
- Staying at a P2P accommodation helps ordinary people earn some money.

The reliability testing has revealed that the five statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,641$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'sharing economy philosophy' was created as the mean of these five statements.

The variable 'lack of trust' was measured by adapting the existing statements from Mahadevan (2018) and Möhlmann (2015).

- I trust that the offered space is as described on the platform.
- I trust that the reviews posted about hosts are credible.

- I trust that I am safe, when using accommodation sharing services.

The reliability testing has revealed that the three statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,797$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'lack of trust' was created out of these three statements.

In order to measure the variable 'expected effort', three statements from Venkatesh et al. (2012) and Tussyadiah (2016) were adapted.

- I am familiar with using accommodation sharing platforms.
- I find it easy to use accommodation sharing services online.
- It is fast and convenient to communicate with hosts in order to find a space.

The reliability testing has revealed that the three statements have an adequate reliability as they show a Cronbach's Alpha value of $\alpha = 0,696$ (Churchill, 1979; Hair, 2010). Therefore, the variable 'expected effort' was created as the mean of these three statements.

4.4.3 Moderating Variable

The concept of generations has been used as a moderating variable as it was found that the generation may have a significant influence on the shopping behaviour and the purchase pattern (Parment, 2013). In order to assign the responses to the generations X, Y and Z, the participants were asked to state their birth year. However, the number of respondents belonging to generation X and Z, who used P2P accommodation sharing services before, was too small to create an own variable for them (Gen X = 14; Gen Z = 7). Thus, the generation was coded as non-Gen Y = 0 and Gen Y = 1.

4.4.4 Control Variables

Gender - In this research gender was used as a control given that previous studies have indicated that there might be some differences between genders as male and female customers perceive information and stimuli differently (Mahadevan, 2018). Respondents were asked to mark whether they were female, male or diverse, which was coded as Female = 0, Male = 1, Diverse = 2.

Nationality - A single selection question including all nationalities globally was used to ask for the nationality of the respondents because a different cultural background might have an influence on the customer satisfaction (Krüger, 2016). The majority of respondents was expected to be German as both researchers are from Germany. Therefore, it was controlled for

German = 1 (99 respondents) versus non-German = 0 (69 respondents), whereby 74% of the non-Germans were European.

Residence - Previous studies have indicated that there might be differences in respect to behaviour of consumers concerning accommodation sharing services based on their place of residence (Tussyadiah, 2016). Thus, the country of residence was asked for by using a single selection question including all countries globally. The residence was controlled in the same way like the nationality (Germany = 1 and non-Germany = 0) because of the same assumption that most people will have their residence in Germany (94 of 168 respondents) as both researchers are from Germany.

Work status - The work status was controlled for as it can be an indicator for the amount of leisure time the respondent has available and therefore, how much time the respondent has to travel and use accommodation sharing services (Mahadevan, 2018). The respondents could choose from 'working full-time', 'working part-time', 'self-employed', 'still in education', 'retired' and 'others'. Thus, a categorical variable was created (see Codebook in Appendix III). Each option was coded as a dummy variable, e.g. 1 = working full-time and 0 = not working full-time.

Living situation - It was asked whether the respondents were 'living alone', 'in a flatshare', 'in a dormitory', 'with their partner', 'with their family' or in any 'other' way as it was found that the way of living influences the engagement in accommodation sharing services (Neunhoeffler & Teubner, 2018). A categorical variable was created (see Codebook in Appendix III). Each option was coded as a dummy variable, e.g. 1 = living alone and 0 = not living alone.

Annual income - The survey respondents were asked to mark their annual income category in Euro (€) or US Dollar (\$) as it was found that the income group can influence the performance expectations towards accommodation services such as Airbnb (Guttentag & Smith, 2017). They could choose from 'under €6.000 / under \$6,700', '€6.001 – €20.000 / \$6,701 – \$22,400', '€20.001 – €40.000 / \$22,401 - \$44,800', '€40.001 – €60.000 / \$44,801 - \$67,300', '€60.001 – €80.000 / \$67,301 - 90,000', '€80.001 – €100.000 / \$90,001 - 112,000', '\$100.001 or over / \$112,001 or over' and 'prefer not to say'. 'Prefer not to say' was treated as a missing value in the analysis and a continuous variable was created (see Codebook in Appendix III).

Number of stays - The respondents were asked how many times they stayed in P2P accommodations within the last 5 years. Previous research found significant differences in the

consumer behaviour when looking at the total times people had used accommodation sharing services (Guttentag et al., 2018). This was used as a continuous variable.

4.5 Data Analysis

The raw dataset consisting of 301 responses allocated by umfrageonline.com was inserted into a spreadsheet in Excel in order to code it into a complete dataset as quantitative data in its raw form provides very little meaning (Saunders et al., 2009). The cleaned dataset, which consisted of 168 complete responses, was then copied manually into the statistical computer programme 'SPSS' to perform analytical tests. In SPSS, the scales for the dependent variable 'customer satisfaction' as well as for the independent variables 'economic benefits', 'social experience', 'locational advantages' and 'sharing economy philosophy' were reversed to make them consistent with scales of previous research.

First, the reliability of the scales for the dependent and independent variables was checked. Further, a test of normality was carried out, which provided Kolmogorov-Smirnov values. These indicated that the majority of the variables is not normally distributed. This violates the assumption of normality; therefore, non-parametric tests such as the Spearman correlation were used for further analysis (Pallant, 2016). The Spearman correlation shows how strong two variables are related, and in which direction (negative or positive) they are related (ibid.). In order to explore the interrelationships between the variables further, a multiple linear regression was carried out (ibid.).

4.6 Reliability and Validity

In order to increase the credibility of the findings and conclusions the reliability and validity need to be considered in the research design (Saunders et al., 2009; Bryman & Bell, 2015). The reliability of the data "refers to the extent to which [...] data collection techniques or analysis procedures will yield consistent findings" (Saunders et al., 2009, p. 156). The data is supposed to be reliable if the used measures will generate the same results, when used on other occasions as well as when the research is conducted by other researchers (Saunders et al., 2009). Furthermore, the data is more reliable if it is transparent how the raw data was analysed (ibid.). In this research established statements were used to ensure the reliability. Further, the internal reliability of the statements was tested by calculating a Cronbach's Alpha (Pallant, 2016). The validity of the data deals with the question "whether the findings are really about what they appear to be about" (Saunders et al., 2009, p. 157). In order to ensure the validity in this research

existing statements from previous research were taken for the different variables and the face validity of the concepts was tested on four objective individuals before sending out the survey.

4.7 Ethical Considerations

When collecting and analysing data for research, several ethical issues have to be taken into account (Saunders et al., 2009; Bryman & Bell, 2015). On the one hand, ethical principles, which include aspects such as harm to participants, lack of informed consent and invasion of privacy, need to be considered (Bryman & Bell, 2015). And, on the other hand, there are also legal issues as for instance data management and copyright, which should be considered in a research (Saunders et al., 2009; Bryman & Bell, 2015). This research followed the ethics guide of the Association of Business Schools (2015). The participants of the survey were informed through an introduction letter about the topic of the research, that their anonymity is ensured and that the collected data is solely used for the purpose of this research. Like this no harm was done to the participants and their privacy was not invaded (Bryman & Bell, 2015).

5. Results and Analysis

In the following chapter the results of the quantitative research are presented. First, the characteristics of the sample are shown by using descriptive statistics. It is followed by statistical techniques such as Spearman correlation and multiple linear regression, which explore the relationship among variables (Pallant, 2016).

5.1 Descriptive Statistics

In order to get an overview of the used dataset and to check if any data is missing, as it is likely that participants did not fill out every question of a web-based survey (Pallant, 2016), descriptive statistics were generated. The tables below show the descriptives, while, in addition, frequency tables for the categorical variables can be found in the Appendix IV, which show the absolute numbers of the people, who gave that response (ibid.).

The sample consisted of 168 respondents in total, who had participated at least in one kind of P2P accommodation sharing services. 158 people had used Airbnb (94% of the total sample), whereas only 31 respondents had used Couchsurfing (18%). However, 24 people (14%) participated in Airbnb as well as in Couchsurfing. Further, some respondents stated that they had used other accommodation sharing services such as Homestay, Wimdu or Vrbo. Sometimes this was their only service they had used and sometimes it was one of the services they used. Table 2 shows that 39% of the participants were male, thus, 61% of participants were female as there were no diverse participants in the sample. Moreover, 59% of the sample was German and 56% currently lived in Germany. Most respondents were either working full-time (41%) or were still in education (38%). Some people were working part-time (15%), were self-employed (5%) or had another work status (1%). The greatest share of participants was living in a flatshare (30%), followed by people living with their partner (25%), living alone (20%) and living with their family (15%). The remaining people lived either in a dormitory (8%) or stated to have another living situation (2%). In addition, it can be seen in Table 2 that the majority of participants (70%) had an annual income below 40.000€. 14% had an annual income between 40.001€ and 60.000€ and 10% had an annual income above 60.000€. A small share of participants (6%) preferred not to state their annual income. As this answer was treated as a missing value, 10 cases were removed from the analysis. Therefore, 158 cases were valid for the analysis. The average number of stays is 7, whereby 1 was the lowest value and 40 stays the highest.

Variables	N	Mean	Std. Deviation
Gender	168	0,39	0,488
Nationality	168	0,59	0,493
Residence	168	0,56	0,498
Work status	168		
Working full-time	168	0,41	0,493
Working part-time	168	0,15	0,363
Self-employed	168	0,05	0,214
Still in Education	168	0,38	0,486
Other work staus	168	0,01	0,109
Living situation	168		
Living alone	168	0,20	0,398
Living in a flatsshare	168	0,30	0,459
Living in a dormitory	168	0,08	0,277
Living with my partner	168	0,25	0,434
Living with my family	168	0,15	0,357
Other living situation	168	0,02	0,153
Annual income	158		
Under 6.000€	168	0,23	0,423
6.001€ - 20.000€	168	0,26	0,441
20.001€ - 40.000€	168	0,21	0,407
40.001€ - 60.000€	168	0,14	0,345
60.001€ - 80.000€	168	0,06	0,237
80.001€ - 100.000€	168	0,02	0,153
Over 100.000€	168	0,02	0,133
Prefer not to say	168	0,06	0,237
Number of stays	168	6,89	7,443

Table 2: Descriptives of the control variables

Table 3 shows the descriptive statistics of the dependent and independent variables. The dependent variable ‘customer satisfaction’ has a mean of 5.707, which indicates that the participants of the survey are rather satisfied with P2P accommodation sharing services. Further, the motives ‘economic benefits’, ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ and the concerns ‘lack of trust’ and ‘expected effort’ represent the independent variables of this research. The variable ‘economic benefits’ has the highest mean (5.584). This shows that there is a strong tendency of the participants that they agree to have economic benefits from using P2P accommodation sharing services. The independent variables ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ have means between 4.5 and 5. This implies that there is a tendency towards agreement for these motives, but only slightly. The means of the independent variables ‘lack of trust’ and ‘expected effort’ are between 2.2 and 2.4, indicating that customers have concerns regarding the lack of

trust and expected effort. Furthermore, there is one missing value for expected effort, so that the number of valid cases for the analysis is 157.

	Mean	Std. Deviation
Customer Satisfaction	5,707	0,866
Economic Benefits	5,584	0,602
Social Experience	4,811	1,165
Locational Advantages	4,592	1,119
Sharing Economy Philosophy	4,936	0,956
Lack of Trust	2,365	0,889
Expected Effort	2,222	0,838

Table 3: Descriptives of the dependent and independent variables

The moderating variable of this research is the generation. Through the web-based survey 243 complete responses from the in this research considered generations could be collected, whereby 49 answers were from generation X, 173 were from generation Y and 21 from generation Z. However, only 168 respondents had used P2P accommodation sharing services. Thereby, 14 participants were generation X (28% of 49) and 7 generation Z (33% of 21), whereas 147 participants were generation Y (84% of 173). Thus, the initial differentiation in three generations was not possible and the moderating variable was coded in being generation Y (147) and not being generation Y (14+7). In generation Y there were some missing values for annual income (10) and once for expected effort. Thus, these cases were excluded for the analysis and 136 cases of generation Y remained for the analysis. It can be seen that the moderating variable is not normally distributed as the majority of respondents belonged to generation Y (87%). As the generations X and Z are combined in one generation, it is not possible to test the hypotheses 7-9 as well as 14 and 15 with this empirical data. Therefore, they are excluded from the analysis.

5.2 Spearman's Correlation

A correlation analysis is used to assess the strength of a linear relationship between two variables (Pallant, 2016; Saunders et al., 2015). Further, the direction of the linear relationship

between two variables is described by the correlation analysis (Pallant, 2016). The value of the Spearman correlation coefficient (ρ) can range from -1 to +1, whereby the sign indicates a positive or negative correlation. The absolute value illustrates the strength of the relationship. According to Cohen (1988) the values can be interpreted as follows: small strength ($\rho = 0.10$ to 0.29), medium strength ($\rho = 0.30$ to 0.49) and large strength ($\rho = 0.50$ to 1.0) (as cited in Pallant, 2016). These values are used for the analysis of the correlation.

Table 4 depicts the correlation matrix, which shows the relations between the dependent, independent, moderating and the chosen control variables. The moderating variable is represented by the dummy variable, with 0 = non-generation Y and 1 = generation Y. The control variables 'work status', 'nationality' and 'residence' are not included in the matrix as they had no significance in any of the regression models. Further, only two controls from the control variable 'living situation' are taken to reduce the number of independent variables as the sample size of 157 is only sufficient for a maximum of 13 independent variables (Tabachnick and Fidell, 2007; as cited in Pallant, 2016). Therefore, the control variable 'living in a flatshare', which showed significance in most of the regression models, and the control 'living alone', that differs most from 'living in a flatshare' and had many responses, are included.

Variable	1	2	3	4	5	6	7	8	9	10	11	12
1 Customer Satisfaction												
2 Economic Benefits	0,386**											
3 Social Experience	0,261**	0,367**										
4 Locational Advantages	0,308**	0,365**	0,405**									
5 Sharing Economy Philosophy	0,252**	0,284**	0,465**	0,325**								
6 Lack of Trust	-0,438**	-0,321**	-0,227**	-0,274**	-0,214**							
7 Expected Effort	-0,440**	-0,446**	-0,268**	-0,285**	-0,316**	0,483**						
8 Generation	0,105	0,042	0,015	0,001	0,014	-0,136	-0,118					
9 Gender	-0,276**	-0,002	-0,037	-0,059	-0,139	0,101	0,082	0,034				
10 Living alone	-0,016	0,163*	0,046	0,069	0,106	-0,084	-0,042	-0,040	-0,021			
11 Living in a flatshare	0,124	-0,008	0,003	0,172*	-0,049	-0,019	-0,114	0,180*	0,056	-0,329**		
12 Annual income	-0,073	0,023	-0,080	0,075	-0,124	0,033	-0,016	-0,165*	0,155	0,177*	-0,138	
13 Number of stays	0,269**	0,205*	0,250**	0,212**	0,107	-0,217**	-0,301**	0,218**	-0,103	-0,003	0,089	0,095

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 4: Spearman's correlation matrix

All independent variables have a significant correlation with the dependent variable 'customer satisfaction'. The correlations between the independent and dependent variables as well as among the independent variables are all statistically significant at the 0.01 level. The independent variables 'economic benefits' (0.386**), 'social experience' (0.261**), 'locational advantages' (0.308**) and 'sharing economy philosophy' (0.252**) all have a positive relation with customer satisfaction. Thus, if the values of these variables increase, the level of customer satisfaction increases as well. The strength of the relationship is thereby greater for 'economic benefits' and 'locational advantages' as it is medium. 'Lack of trust' (-0.438**) and 'expected effort' (-0.440**) both correlate negatively with medium strength with customer satisfaction. Therefore, it implies that a higher degree of 'lack of trust' or 'expected effort' is associated with a lower 'customer satisfaction'. Furthermore, the control variables 'gender' and 'number of stays' correlate significantly at a 0.01 level with the dependent variable. The negative small correlation of 'gender' (-0.276**) with 'customer satisfaction' indicates that females have higher customer satisfaction. Moreover, a higher number of stays is associated with greater customer satisfaction as it is shown by the small positive correlation (0.269**). On the one hand, the correlations between the independent variables, which represent the motives 'economic benefits', 'social experience', 'locational advantages' and 'sharing economy philosophy', are all positive with either a small or medium strength. This indicates that if the value of one motive increases, the values of the other motives increase as well. On the other hand, the correlations between these and the independent variables, which represent the concerns 'lack of trust' and 'expected effort', are all negative with either a small or medium strength. Therefore, an increase in the value of the motives is associated with a decrease of the value of the concerns. The correlation between the independent variable 'lack of trust' and the independent variable 'expected effort' has a medium strength and is positive (0.483**), implying that an increase in the level of 'lack of trust' is associated with an increase of the 'expected effort'.

Regarding the control variables, correlations can be found in several instances. The control variable 'number of stays' has small correlations with the independent variables 'economic benefits' (0.205*), 'social experience' (0.250**), 'locational advantages' (0.212**) and 'lack of trust' (-0.217**), while it has a correlation on a medium level with the independent variable 'expected effort' (-0.301**). Thereby, the correlation with economic benefits is at a 0.05 significance level, whereas the others are at a significance level of 0.01. Thus, it can be seen that there are either positive or negative relations between the control variable and these

independent variables, so they will change accordingly. It should be acknowledged that there is no significant correlation between the number of stays and the independent variable ‘sharing economy philosophy’, which indicates that they are probably not related. However, ‘number of stays’ also correlates significantly at a significance level of 0.01 with the moderating variable ‘generation’ (0.218**). Therefore, the generation Y is connected with a greater number of stays compared to non-generation Y. Furthermore, the control variable ‘living in a flatshare’ correlates significantly with the independent variable ‘locational advantages’ (0.172*) and the moderating variable ‘generation’ (0.180*). The strength of these relationships is small and they are significant at the 0.05 level. People, who live in a flatshare, might value the locational advantages of their flat, which they might not be able to afford when living alone. The correlation between ‘living in a flatshare’ and ‘generation’ might occur because generation Y, who is currently aged between 21 and 39, is more likely to live in a flatshare than older or younger generations, who live with their families or alone. Moreover, there are correlations at a 0.05 significance level between the control variable ‘annual income’ and the moderating variable ‘generation’ (-0.165*) as well as the control variable ‘living alone’ (0.177*). A higher annual income is connected with not belonging to generation Y. This is not surprising as the non-generation Y sample consisted to 66% of generation X, which can be assumed to have a higher income. Further, people with a higher annual income are more likely to be able to afford to live alone rather than in a flatshare. ‘Living alone’ also correlates significantly at a 0.05 level with the independent variable ‘economic benefits’ (0.163*) with small strength. The economic benefits might be especially of interest for people, who live alone, as they usually already have high living expenses.

5.3 Multiple Linear Regression

In order to test the hypotheses of this research several multiple linear regressions, which explore the relationships among variables, are conducted. Thereby, the relationship between a number of control variables, independent variables and one continuous dependent variable is investigated (Pallant, 2016). The VIF-value is looked at to check for multicollinearity between the variables. Each multiple linear regression model for testing the direct effect of a motive or concern on customer satisfaction shows no VIF-values above 10, which implies that there is no multicollinearity between the used independent variables (ibid.). However, some of the models, which test the moderating effect, have VIF-values above 10 for the moderating variable and the respective independent variable. This indicates that the models might not be reliable and robust as there is some multicollinearity (ibid.), but this multicollinearity is likely

to occur in the moderation and cannot be avoided for the regression models concerning the moderating effect of this research.

5.3.1 Direct Effect

Hypotheses 1-6 of this research state that a motive or concern has a direct impact on the customer satisfaction of users of accommodation sharing services. The impact of the motives 'economic benefits', 'social experience', 'locational advantages' and 'sharing economy philosophy' is thereby expected to be positive, whereas the impact of the concerns 'lack of trust' and 'expected effort' is expected to be negative. For each motive and concern a separate regression model is created (Table 5 and Table 6) as the independent variables correlate significantly with each other. The F-values show that the regression models 1 to 13 are strongly significant ($p < 0.001$). Each regression model includes 157 valid cases for the analysis.

Table 5 shows the multiple linear regression models including the four motives 'economic benefits', 'social experience', 'locational advantages' and 'sharing economy philosophy'. These models test the hypotheses 1-4. The adjusted R^2 illustrates that Model 1 can explain 23% of the variance in customer satisfaction. Thereby, the independent variable 'economic benefits' makes a statistically significant unique contribution to the explanation of the dependent variable, which is indicated by the standard Beta value of 0.382. With Model 2 it is possible to explain 20.8% of the variance in the dependent variable 'customer satisfaction'. The independent variable 'social experience' contributes significantly to the explanation in Model 2 (0.351***). Model 3 allows to explain 18.5% of the variance in customer satisfaction, whereby 'locational advantages' makes a unique contribution to the explanation (0.318***). The last motive 'sharing economy philosophy' contributes uniquely (0.372***) to the explanation of customer satisfaction in Model 4, which can explain 21.1% in the variance of the dependent variable.

Variables	Model 1		Model 2		Model 3		Model 4	
	Std.B	Std.E	Std.B	Std. E	Std.B	Std.E	Std.B	Std. E
Economic Benefit	0,382***	0,101						
Social Experience			0,351***	0,053				
Locational Advantages					0,318***	0,057		
Sharing Economy Philosophy							0,372***	0,065
Gender	-0,223**	0,125	-0,235**	0,127	-0,225**	0,129	-0,203**	0,126
Living alone	-0,061	0,161	-0,010	0,161	-0,021	0,164	-0,037	0,161
Living in a flatshare	0,127†	0,138	-0,139†	0,139	0,094	0,143	0,152*	0,138
Annual income	-0,051	0,043	-0,014	0,043	-0,060	0,044	0,017	0,043
Number of stays	0,131†	0,008	0,107	0,008	0,127†	0,008	0,132*	0,008
Constant	2,820***	0,567	4,517***	0,293	4,706***	0,284	4,029***	0,365
F-value	8,836***		7,878***		6,948***		8,415***	
Adj. R ²	0,230		0,208		0,185		0,211	
VIF value, highest	1,175		1,139		1,188		1,154	
	n = 157		n = 157		n = 157		n = 157	

Note: *** p < 0.001; ** p < 0.01; * p < 0.05; † p < 0.10

Table 5: Multiple linear regression - the relation between the motives and customer satisfaction

It can be found that some of the control variables make significant contributions to the different models. However, the Beta value is always smaller than the Beta value of the independent variable, which indicates that they make less of a unique contribution to the explanation of the variance in customer satisfaction than the independent variable. The control variable ‘gender’ contributes significantly (p < 0.01) in each of the four models, whereas ‘living in a flatshare’ and ‘number of stays’ contribute only in three of the four models with smaller significance (p < 0.05 and p < 0.1). The strong significant contribution of gender in each of the models, which has the second highest Beta value, implies that females tend to have a higher customer satisfaction.

In Table 6 the multiple linear regression models, which test the hypotheses about the impact of the concerns ‘lack of trust’ (H5) and ‘expected effort’ (H6) on the customer satisfaction, are shown. Model 5, which includes the independent variable ‘lack of trust’, is able to explain 30.2% of the variance in the dependent variable ‘customer satisfaction’, while Model 6, where the independent variable is ‘expected effort’, can explain 22.4%. In both models, the independent variable makes the strongest unique contribution to the explanation of the variance (Model 5: -0,460***; Model 6: -0,374***). Further, the control variable ‘gender’ contributes significantly in both models, but less than the respective independent variable. In Model 5, there is also a significant contribution to the explanation by the control variables ‘living in a flatshare’ and ‘number of stays’.

Variables	Model 5		Model 6	
	Std.B	Std.E	Std.B	Std. E
Lack of Trust	-0,460***	0,066		
Expected Effort			-0,374***	0,071
Gender	-0,190**	0,120	-0,233**	0,125
Living alone	-0,023	0,151	0,013	0,159
Living in a flatshare	0,135†	0,131	0,117	0,138
Annual income	-0,036	0,041	-0,037	0,043
Number of stays	0,143*	0,008	0,100	0,008
Constant	6,801***	0,213	6,604***	0,227
F-value	12,328***		8,571***	
Adj. R ²	0,302		0,224	
VIF value, highest	1,160		1,166	
	n = 157		n = 157	

Note: *** p < 0.001; ** p < 0.01; * p < 0.05; † p < 0.10

Table 6: Multiple linear regression - the relation between the concerns and customer satisfaction

The multiple linear regression models 1-6 show that the respective independent variable makes the strongest contribution to the explanation of the variance of the customer satisfaction in each of the models compared to the control variables. Thereby, the values are significant on a 0.001 level. Moreover, it can be seen that the standard Beta value is positive for the independent variables which represent the motives and negative for the independent variables which represent the concerns. Therefore, the models support the hypotheses 1-6 (Table 7).

Hypothesis	Supported	Not Supported
H1: Economic Benefits have a positive impact on customer satisfaction of accommodation sharing services.	X	
H2: Social Experience has a positive impact on customer satisfaction of accommodation sharing services.	X	
H3: Locational Advantages have a positive impact on customer satisfaction of accommodation sharing services.	X	
H4: Sharing Economy Philosophy has a positive impact on customer satisfaction of accommodation sharing services.	X	
H5: Lack of Trust has a negative impact on the customer satisfaction in accommodation sharing services.	X	
H6: Expected Effort has a negative impact on the customer satisfaction in accommodation sharing services.	X	

Table 7: Overview of hypotheses 1-6

The results show support for the hypotheses 1-4, which concern the positive impact of the motives ‘economic benefits’, ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ on the customer satisfaction in P2P accommodation sharing services. In respect to the ‘economic benefits’ this is in line with previous research, which found that cost savings are important for customer satisfaction (Tussyadiah, 2016; Mahadevan, 2018; Möhlmann, 2015; Tussyadiah & Pesonen, 2016). Moreover, the support for H2, which is about the positive impact of social experience on the customer satisfaction in P2P accommodation sharing services, is consistent with the findings that social experience is one of the most common motives to use accommodation sharing services as they enable new friendships and the feeling of belonging to a community (Guttentag et al., 2018; Möhlmann, 2015; Hamari et al., 2016). Furthermore, in this sample the advantage to be close to restaurants, public transport, shops and attractions was found to be a relevant motive, which is in line with the research of Guttentag et al. (2018) and Tussyadiah and Zach (2017). However, it is contradictory to the findings of Mahadevan (2018) and Tussyadiah (2016), who stated that ‘locational advantages’ are not of importance for customer satisfaction. The finding of this research about the relationship between ‘sharing economy philosophy’ and customer satisfaction is consistent with previous research, which suggest that sustainability (Möhlmann, 2015; Böcker & Meelen, 2017; Hamari et al., 2016; Belk, 2013; Sheth et al., 2010) and the feeling of being home (Mahadevan, 2018; Guttentag, et al., 2018) influence the customer satisfaction positively. Therefore, it supports the findings of these scholars, although others stated that sustainability and home benefits have either no or a negative effect on customer satisfaction (Tussyadiah, 2016; Tussyadiah & Pesonen, 2016).

The hypotheses 5 and 6 of this research are also supported by the results of the analyses of the empirical data. These hypotheses deal with the negative impact of the concerns ‘lack of trust’ and ‘expected effort’ on the customer satisfaction. The business model of P2P accommodation sharing services is highly connected to trust as the customers have to trust other individuals instead of a company (Guttentag, 2015; Mahadevan, 2018). Thus, the support for H5 is in line with previous research, who pointed out a lack of trust as one of the main concerns of customers of P2P accommodation sharing services (Guttentag, 2015; Hamari et al., 2016; Mahadevan, 2018; Martin, 2015; Möhlmann, 2015; Neunhoeffer & Teubner, 2018; Palgan et al., 2016). Moreover, previous research stated that the use of technology as well as the time and effort spend are common concerns of P2P accommodation sharing customers and that this expected effort influences the customer satisfaction negatively (Venkatesh et al., 2012; Guttentag, 2015;

Tussyadiah, 2016). This is consistent with the finding of this research that expected effort has a negative impact on the customer satisfaction.

5.3.2 Moderating Effect: Generation

In addition to the direct effect, this research aims to test if the variable ‘generation’ has a moderating effect on the relation between customer satisfaction and motives as well as concerns. Because of the restrictions of the sample, the hypotheses 7-9, which are about generation X, as well as the hypotheses 14 and 15, which are about generation Z, could not be tested in this research. However, hierarchical multiple linear regressions were run to test the moderating effect of generation Y, which is the content of the hypotheses 10-13. Therefore, a regression model including only the control variables is the first step. In the second step the dummy variable of generation and the respective independent variable is added, and in the third step, the moderating variable, which was created as the product of the generation and the standardized respective independent variable, is included for the analysis (Table 8).

Variables	Model 7 - Economic Benefits		Model 8 - Social Experience		Model 9 - Locational Advantages		Model 10 - Sharing Economy Philosophy		Model 11 - Lack of Trust		Model 12 - Expected Effort	
	Std.B	Std.E	Std.B	Std. E	Std.B	Std.E	Std.B	Std. E	Std.B	Std. E	Std.B	Std. E
Gender	-0,214**	0,129	-0,240**	0,128	-0,226*	0,130	-0,203**	0,127	-0,19**	0,122	-0,239**	0,127
Living alone	-0,062	0,162	-0,008	0,162	-0,025	0,166	-0,027	0,164	-0,023	0,152	0,006	0,160
Living in a flatshare	0,124	0,140	0,135†	0,141	0,087	0,146	0,150†	0,140	0,137†	0,133	0,120	0,140
Annual income	-0,054	0,044	-0,022	0,047	-0,048	0,046	0,008	0,046	-0,040	0,042	-0,042	0,044
Number of stays	0,131†	0,008	0,106	0,009	0,120	0,009	0,132†	0,008	0,145*	0,008	0,101	0,008
Generation	-0,009	0,186	0,026	0,188	0,038	0,193	0,018	0,186	-0,013	0,178	0,004	0,188
Economic Benefit	0,509*	0,304										
Social Experience			0,190	0,177								
Locational Advantages					0,387	0,197						
Sharing Economy Philosophy							0,212	0,202				
Lack of Trust									-0,428†	0,251		
Expected Effort											-0,168	0,204
Generation x std.Independent Variable	-0,134	0,193	0,169	0,214	-0,070	0,230	0,166	0,201	-0,035	0,230	-0,219	0,185
Constant	1,848	1,682	5,044***	0,928	4,370***	0,976	4,699***	1,057	6,755***	0,645	6,151***	0,535
F-value	6,605***		5,941***		5,187***		6,335***		9,135***		6,538***	
Adj. R ²	0,222		0,201		0,176		0,214		0,293		0,220	
R ² Change	0,002		0,003		0,000		0,003		0,000		0,007	
VIF value, highest	9,445		11,576		12,524		10,370		14,391		8,671	
	n = 157		n = 157		n = 157		n = 157		n = 157		n = 157	

Note: *** p < 0.001; ** p < 0.01; * p < 0.05; † p < 0.10

Table 8: Multiple linear regression models for the moderating effect (step 3)

Although Models 7-12 showed significant F-values, the R² change was not significant in any model. The moderating variable showed no significance in any model and is therefore not significantly contributing to the explanation of the variance in customer satisfaction. This implies that there is no moderating effect of the generation on the relationship between customer satisfaction and the motives and concerns. Therefore, the hypotheses 10-13 cannot be supported by the empirical data (Table 9).

Hypothesis	Supported	Not Supported
H10: Belonging to generation Y weakens the negative impact of expected effort on customer satisfaction of accommodation sharing services.		X
H11: Belonging to generation Y strengthens the positive impact of social experience, sharing economy philosophy and locational advantages on the customer satisfaction of accommodation sharing services.		X
H12: Belonging to generation Y weakens the positive impact of economic benefits on customer satisfaction of accommodation sharing services.		X
H13: Belonging to generation Y strengthens the negative impact of lack of trust on customer satisfaction of accommodation sharing services.		X

Table 9: Overview of hypotheses 10-13

These results are surprising as previous research indicated that the ‘expected effort’ should have a less negative impact on the customer satisfaction for generation Y because the generation grew up with technology and, therefore, can get used to using the accommodation sharing services easier (Leon, 2018; Venkatesh et al., 2012; Soares et al., 2017). Moreover, generation Y tend to have higher customer satisfaction if their interest in social exchange (Leon, 2018; Lissitsa & Kol, 2016; Soares et al., 2017), convenient locations (Gursoy et al., 2008; Lissitsa & Kol, 2016) and sustainable and customised services (Martin, 2005; Berry et al., 2010; Bolton et al., 2013), which can be provided by P2P accommodation sharing services, is met. In addition, ‘economic benefits’ were expected to show a less positive impact on the customer satisfaction of generation Y because people of this generation were found to be more liberal with spending money (Brosdahl & Carpenter, 2011; Bolton et al., 2013). Furthermore, the negative impact of ‘lack of trust’ on the customer satisfaction was assumed to be stronger for generation Y as they rely more on company-generated information, which cannot be provided by P2P accommodation sharing services (Herrando et al., 2019; Filieri et al., 2015). Further, in the second model of the hierarchical multiple linear regression, which includes the respective independent variable and the variable ‘generation’, but not the moderating variable (generation x std. independent variable), the ‘generation’ shows also no significant direct effect on the customer satisfaction.

One reason, why the generation has no direct effect on customer satisfaction and why the hypotheses 9-13 are not supported by the collected data, might be that the dummy variable

generation is not normally distributed, Gen Y = 136 and non-Gen Y = 21. Moreover, the non-Gen Y group consists of the generation X and the generation Z, which are according to previous research diverse in their consumption behaviour because of differences in their values and beliefs (Severo et al., 2017; Herrando et al., 2019; Sidorcuka & Chesnovicka, 2017; Cho et al., 2018). Thus, there might be differences within the non-generation Y, which influence the results of the regression analysis negatively, so that no moderation effect of generation can be found.

5.3.3 Post-hoc Moderating Effect: Nationality

The results from Model 7-12 showed no significant moderating effect of generation on the relationship between motives and concerns and the customer satisfaction. However, the collected data offered the possibility to research moderating effects of other variables, which were initially intended as control variables, on this relationship. Therefore, literature was revised to find indicators for a moderating effect of any of the control variables. Some scholars suggest that the nationality might have a moderating effect on this relationship (Mahadevan, 2018; Neunhoeffler & Teubner, 2018; Krüger, 2016). Thus, the variable 'nationality', which in this research is divided in German and non-German, is used as a post-hoc moderating variable. Hierarchical multiple linear regressions were run for all motives and concerns to test a moderating effect of nationality. In the first step the same controls, which were used in the models for testing the hypotheses about the moderating effect of generation (Model 7-12), were included in the regression model. In the second step the respective independent variable and the dummy variable nationality were added. The last step included the moderating variable, which was created as the product of the nationality and the standardized respective independent variable. The model of the third step is shown for the independent variable 'economic benefits' in Table 10 (Model 13). The F-value shows that Model 13 is significant. Further, the model displays that there is a moderating effect of nationality on the relationship between economic benefits and customer satisfaction on a 0.1 significance level. The adjusted R² indicates that the model can explain 23.9% of the variance in customer satisfaction, whereby economic benefits make the strongest unique contribution to the relationship (0.554***), followed by the control variable 'gender' (-0.231**) and by the moderating variable (-0.218†).

Model 13 - Economic Benefits		
Variables	Std.B	Std.E
Gender	-0,231**	0,126
Living alone	-0,065	0,160
Living in a flatshare	0,124	0,140
Annual income	-0,056	0,420
Number of stays	0,128†	0,008
Nationality	0,007	0,126
Economic Benefit	0,554***	0,159
Nationality x std.Economic Benefit	-0,218†	0,212
Constant	1,478	0,893
F-value	7,180***	
Adj. R ²	0,239	
R ² Change	0,018†	
VIF value, highest	2,591	

n = 157

Note: *** p < 0.001; ** p < 0.01; * p < 0.05; † p < 0.10

Table 10: Multiple linear regression model for the moderating effect of nationality (step 3)

The moderating effect of nationality on the relationship between economic benefits and customer satisfaction is illustrated in the Jeremy-Dawson-Diagram (Figure 3). It shows that the relationship between economic benefits and customer satisfaction is stronger for people with a non-German nationality. An explanation for this finding might be that Germany can be seen as an economically stable country and people are therefore less concerned about their spending.

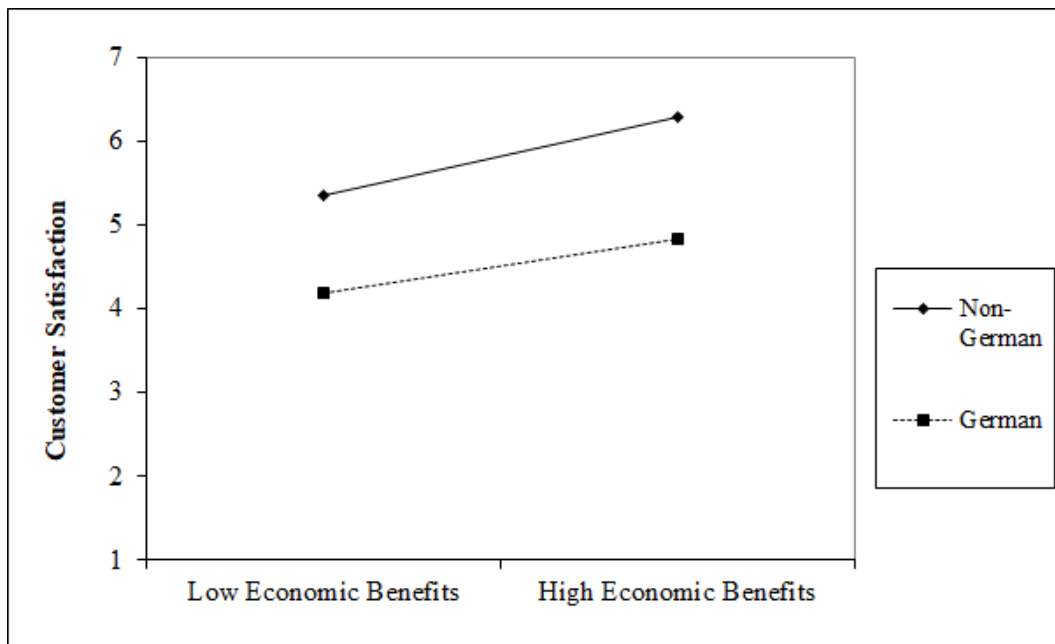


Figure 3: Jeremy-Dawson-Diagram - Moderating effect of nationality

For the relationship between customer satisfaction and all other motives and concerns, no significant moderating effect could be found. One reason for this might be that the groups non-German and German are not different enough in respect to the motives ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ as well as to the concerns ‘lack of trust’ and ‘expected effort’ to see a moderation effect as the non-German group consisted to 74% of Europeans.

6. Discussion and Conclusion

The following chapter presents first the discussion and conclusions of the empirical findings. Thereby, the findings are summarized and shortly discussed. It is followed by the theoretical contribution and the practical implications of this research. The chapter is concluded by reflecting on limitations of this paper and suggestions for future research.

6.1 Discussion and Conclusions of the Empirical Findings

The purpose of this research was to explain the relationship between the motives and concerns of existing customers of accommodation sharing services and their satisfaction because understanding it helps to target the customer groups according to their specific needs (Smith, 1956) and ensures the future success of the business model (Sirdeshmukh et al., 2002; Möhlmann, 2015; Boenigk and Helmig, 2013; Krüger, 2016). Moreover, it was investigated how that relationship is moderated by the generation as research about consumer behaviour found that purchasing patterns are influenced by the values and beliefs of a generation (Parment, 2013).

It is shown in this research that the customer satisfaction of the existing users with the accommodation sharing services they had used was rated high. Thereby, the overall satisfaction and the satisfaction in comparison with the expectations (Oliver, 1980) have the highest ratings, whereas the evaluation of the accommodation sharing services in relation to values, wants, needs and desires (Westbrook & Reilly, 1983) was only slightly positive.

By analysing the collected data, it was found that the motives ‘economic benefits’, ‘social experience’, ‘locational advantages’ and ‘sharing economy philosophy’ impact the customer satisfaction of users of accommodation sharing services positively. This can be seen not only in the correlation, where there is a significant correlation between all four motives and customer satisfaction, but also in the regression model, where the motives make the strongest unique contribution to the explanation of customer satisfaction. Therefore, the first research question can be partly answered by stating that these motives have a positive impact on the customer satisfaction in P2P accommodation sharing services. The customers perceive ‘economic benefits’ as a motivational factor, which makes them satisfied with accommodation sharing services (Herzberg, 1966). Hence, this can underpin the finding of previous research, that not only the direct effect of saving money, but also the possibility to stay for a longer period or to spend money on other activities are important aspects for the customer satisfaction

(Tussyadiah, 2016). Furthermore, the motive ‘social experience’ was found to be mainly understood as a benefit in the exchange relationship, which occurs when using a P2P accommodation sharing service (Homans, 1958). Thus, it can be seen that the customer is satisfied when having the opportunity to have meaningful interactions with locals and to develop social relationships with hosts and in the local neighbourhood, which is consistent with the research of Tussyadiah (2016) and Neunhoeffler and Teubner (2018). Moreover, this research can support the impact of ‘locational advantages’ on customer satisfaction, which was discussed in the field of accommodation sharing services before, but could not be proven statistically (Mahadevan, 2018; Tussyadiah, 2016). It is found that customers appreciate to be close to public transport, to have access to local information as well as tips and to be close to tourist attractions. These are aspects, which are satisfiers, when being fulfilled (Herzberg, 1966). In addition, customers of P2P accommodation sharing services seem to value the underlying philosophy of the business model, which includes enabling ordinary people to make use of unused space and earn some money with it, having environmentally friendly stays as resources are shared and the feeling of being home. This is consistent with the research of Mahadevan (2018). If these motivational factors are given, it can be assumed that the customer is satisfied (Herzberg, 1966). Further, the sharing economy philosophy is a benefit, which can only be offered by this business model, and therefore, might outweigh eventual costs in the exchange relationship (Homans, 1958). Concluding it can be stated that the in this research identified motives all have a positive impact on the customer satisfaction of users of P2P accommodation sharing services. Therefore, they play an important role for the platform providers as well as hosts in the accommodation sharing services in order to establish long-term relationships with the users and ensure the future success of the business model.

The analysis of the data through the correlation analysis and multiple linear regression provides support for the negative impact of the concern ‘lack of trust’ and ‘expected effort’ on the customer satisfaction in accommodation sharing services. Thus, the second part of the first research question can be answered by stating that these concerns are impacting the customer satisfaction negatively. Trust can be acknowledged as a hygiene factor in P2P accommodation sharing services, which needs to be ensured in order for the customer to be satisfied (Herzberg, 1966). In this research it was found that a ‘lack of trust’ concerning the credibility of reviews posted about hosts, the safety when using the P2P accommodation sharing service and the truthfulness of the description of the offered space on the platform are impacting customer satisfaction negatively. Hence, previous research is supported by this finding (Mahadevan,

2018; Möhlmann, 2015). Moreover, this research showed that ‘expected effort’ is a concern, which should be taken seriously, as it also has a negative impact on the customer satisfaction. Although the exchange relationship in P2P accommodation sharing services offers the customers many benefits, ‘expected effort’ might be seen as high costs (Homans, 1958). Customers were found to be more satisfied with services, which are easy to use, with which they are familiar and where it is fast and convenient to communicate. This is consistent with previous research of Tussyadiah (2016) and Venkatesh et al. (2012). Concluding it can be stated that the in this research identified concerns both have a negative impact on the customer satisfaction of users of P2P accommodation sharing services. Thus, these concerns are important to be acknowledged by platform providers and hosts in order to mitigate their negative effect on customer satisfaction.

Furthermore, in this research no moderating effect of generation on the relationship between the motives and concerns and the customer satisfaction of users in accommodation sharing services was found, although there are many indicators in research for it (Parment, 2013; Severo et al., 2017; Herrando et al., 2019). However, it can be assumed that this is due to the limitations of the sample and future research might find support for this phenomenon as generational cohort theory argues for the development of a generational identity due to common life experiences (Inglehart, 1977), which is influencing the shopping behaviour and the purchase pattern of a generation (Parment, 2013). From this research it might be concluded that customers of P2P accommodation sharing services can be treated in the same way regardless of their generation as no differences between the generations could be found. Nevertheless, this finding should be supported by further research if platform providers or hosts want to base their business or marketing strategy on it. The post-hoc regression analysis showed a significant moderation effect of nationality on the relationship between the motive ‘economic benefits’ and customer satisfaction. This is consistent with research, which indicated that there might be a moderating effect (Mahadevan, 2018; Neunhoeffler & Teubner, 2018; Krüger, 2016). Thus, economic benefits seem to have a stronger positive effect on the customer satisfaction of users, who are not German. On the relationship between the other motives and concerns and customer satisfaction no moderating effect of the nationality was found. It therefore might be interesting to investigate the moderating effect of nationality further. But from this research it can be concluded that customers, who are not German, might be addressed by pointing out the economic benefits of accommodation sharing services.

In conclusion, this research has shown that the motives as well as concerns of customers should be acknowledged by platform providers and hosts as they impact the customer satisfaction in accommodation sharing services. However, an influence of generation could not be proven by this research and might therefore be neglected by platform providers and hosts, whereas nationality should be considered at least in terms of economic benefits.

6.2 Theoretical Contribution

This research contributes to research as it supports previous findings that motives have a positive impact and concerns have a negative impact on customer satisfaction (Mahadevan, 2018; Möhlmann, 2015; Tussyadiah, 2016). Thereby, the customer satisfaction is measured by using a combination of the expectancy-disconfirmation theory (Oliver, 1980) and the value-percept theory (Westbrook & Reilly, 1983) to ensure a sufficient explanation of customer satisfaction for monetary as well as non-monetary accommodation sharing services. Further, not only motives, which are associated to be positive, but also concerns, which are associated to be negative, were considered in this research because Herzberg's two-factor theory (1966) and Homans (1958) social exchange theory both include positive as well as negative aspects. Further, the concept of generation as possible moderation on the relationship in the setting of accommodation sharing services is presented in respect to the generational cohort theory of Inglehart (1977). Therefore, future research can build up on the theoretical framework provided by this research in respect to the generations to analyse if there is a moderating effect of generation if the sample is normally distributed. Moreover, this research shows that nationality has a moderating effect on the relationship between economic benefits and customer satisfaction.

6.3 Practical Implications

The findings of this research can be used by P2P accommodation sharing platform providers and hosts of P2P accommodations to develop their marketing strategies further and target the customers according to their motives. Like this, long-term relationships can be established and the future success of the business model can be ensured (Sirdeshmukh et al., 2002; Möhlmann, 2015; Boenigk and Helmig, 2013; Krüger, 2016). The advantages of P2P accommodation in respect to the different motives should be emphasised in marketing campaigns to make the most of the positive impact of the motives on the customer satisfaction. When developing marketing strategies, platform providers and hosts can point out not only the obvious advantages, which the customers can get when using P2P accommodation sharing services, but

also the benefits, which might not directly come to the customers mind when thinking about using the services. The platform providers and hosts can for instance address the motive of economic benefits by pointing out the cost savings as well as the possibility to spend more money on other activities or stay for a longer period. This should be done for all four motives to provide customer-oriented content. Moreover, it is important that the concerns of the customers are considered and that countermeasures are implemented to overcome or at least lessen the negative impact of the concerns on the customer satisfaction. Thus, P2P accommodation sharing platform providers and hosts of P2P accommodations should mention in their marketing, how they deal with these concerns of customers by for example implementing review systems or verification systems to build trust or by having videos on their website, where every step in the booking process is explained in detail, to reduce the effort for the customer to get familiar with the system.

6.4 Limitations

Like every empirical research, this paper has some limitations. As this research aimed to analyse the impact of the motives and concerns on the customer satisfaction of existing customers of accommodation sharing services, it was only possible to survey people, who had already used some kind of accommodation sharing service. This limits the sample to a small share of the whole population because sharing economy services are still a rather new phenomenon (Cohen, 2017), which have been used only by about 17% of people in the EU in 2016 (European Commission, 2016). Therefore, the most relevant limitation might be the sample. Although 168 responses from users of accommodation sharing services could be collected, the main restriction in this research is the missing sample size for generation X and Z. This made it impossible to research differences between the three intended generations X, Y and Z. Furthermore, the unequal distribution concerning generation Y or not being generation Y might have given misleading results concerning the moderation effect of generations. Thus, it is suggested to carry out further research regarding the second research question. Moreover, the sample might also be too skewed in respect to nationality as it consists to 59% of Germans and even the non-German group is to 74% European, which might cause misrepresentation of the results concerning the moderating effect of the nationality. The limitations of the sample are probably since the survey was solely distributed online by the researchers and their families and friends, who are German and mainly in generation Y. In addition, this research does not claim to be exhaustive with the identified motives and concerns. Therefore, future research, which includes other motives and concerns, might get other results.

Finally, the study was carried out in a limited time of 10 weeks, so that the data collection had to be done within a short time, which limited the sample size.

6.5 Future Research

This research had the purpose to find out if the generation influences the relationship between motives as well as concerns and customer satisfaction. Thereby, it was intended to investigate differences between the generations X, Y and Z as they represent the most promising customer groups for P2P accommodation sharing services (Leon, 2018; Severo et al., 2017). However, because of the limitations of the sample, it was not possible to compare the different generations and the focus was solely on generation Y. Thus, it is suggested that future research uses another data collection approach to get a sufficient sample, where each generation is represented by the same number of participants, in order to answer the second research question of this paper in respect to these generations. Data could be collected through collaborations with P2P accommodation sharing platform providers to minimise the risk of reaching out to non-users, which are not considered in this research.

When collaborating with platform providers it might be possible to collect and compare data from non-monetary accommodation sharing services such as Couchsurfing and monetary services such as Airbnb, which represented the two most commonly used platforms in this research. This is of interest as previous research found differences in the factors, which influence the customer satisfaction, in respect to the monetary or non-monetary characteristic of the service (Jung et al., 2016).

Furthermore, the post-hoc test in this research showed that nationality had a moderating effect on the relationship between economic benefits and customer satisfaction, but not on the relationship with the other motives and concerns. It is assumed that nationality might also have a moderating effect on the other motives and concerns, when the characteristics of the different groups of the sample differ more from each other. Therefore, it is suggested to collect a sample, which makes it possible, to compare either two nationalities or two groups of nationalities, which have similar characteristics as for instance European nationalities and North American nationalities.

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Appendix

Appendix I: Introduction Letter

Dear participant,

For our master thesis at the Kristianstad University, Sweden, we are interested in your opinion about and your experience with peer-to-peer (P2P) accommodation sharing services (e.g. Airbnb, Couchsurfing, Homestay, 9flats, Wimdu, ...).

It will take approximately 10 minutes to complete the following questionnaire. All responses are anonymous and the data collected will be treated confidentially for the solely use of our master thesis. Please answer all questions as honestly as possible, from your personal perspective and try to answer even if you are uncertain.

If you have any questions or problems, do not hesitate to contact us: schroeder.theilen@gmx.de

Thank you for your time to support us and our work.

Maike Schröder and Anna Theilen

Appendix II: Questionnaire

1. Please mark your gender.

Male Female Diverse

2. In which year were you born (enter 4-digit birth year; for example, 1976)? (open question)

3. What is your nationality? (Drop-down menu with all nationalities, single choice)

4. Where do you currently live? (Drop-down menu with all nationalities, single choice)

5. What is your work status?

Working full-time

Working part-time

Self-employed

Retired

Still in education (e.g. Student, Apprentice, ...)

Others

6. What is your current living situation?

Living alone

Living in a flatshare

Living in a dormitory
Living with my partner
Living with my family
Other (please specify)

7. What is your approximate annual income (before taxes) in Euro (€) or US-Dollar (\$)?

- under €6.000 / under \$6,700
- €6.001 – €20.000 / \$6,701 – \$22,400
- €20.001 – €40.000 / \$22,401 - \$44,800
- €40.001 – €60.000 / \$44,801 - \$67,300
- €60.001 – €80.000 / \$67,301 - 90,000
- €80.001 – €100.000 / \$90,001 - 112,000
- €100.001 or over / \$112,001 or over

8. Have you ever used an accommodation sharing service (e.g. Airbnb, Couchsurfing, Homestay, 9flats, Wimdu,...)? This also includes stays booked by another person for you. (questionnaire stops when answering no -> thank you & explanation page)

Yes No

9. Which of the following accommodation sharing services have you already used?

Airbnb
Couchsurfing
Homestay
9flats
Wimdu
Others (please state)

10. How often did you use accommodation sharing services? (approx. number of stays in total)

11. Please indicate to which extent you agree/disagree with the following statements, which are concerning your opinion about peer-to-peer (P2P) accommodation sharing services (the statements about the motives and concerns were mixed and divided on the questions 12-14)

Customer satisfaction (adapted from Möhlmann, 2015 and Tussyadiah, 2016)

- Overall, I am satisfied with accommodation sharing services.
- When compared with my expectations, I am satisfied with accommodation sharing services.
- Accommodation sharing services represent my ideal accommodation for a short period.

Economic Benefits (Tussyadiah, 2016)

- Staying at a P2P accommodation saves me money.
- Staying at a P2P accommodation allows me to spend money on other things during my stay.
- Staying at a P2P accommodation makes travel more affordable.

Social Experience (adapted from Tussyadiah, 2016 and Neunhoeffler & Teubner, 2018)

- Staying at a P2P accommodation allows me to have a more meaningful interaction with locals.
- Staying at a P2P accommodation allows me to get to know people from the local neighbourhoods.
- Staying at a P2P accommodation allows me to develop social relationships.
- Staying at a P2P accommodation helps me to feel connected with locals.
- Staying at a P2P accommodation is enjoyable.

Locational Advantages (adapted from Mahadevan, 2018 and Tussyadiah, 2016)

- I stay at a P2P accommodation because it is close to restaurants and shops.
- I stay at a P2P accommodation because it is close to public transport.
- I stay at a P2P accommodation because it is close to tourist attractions.
- I stay at a P2P accommodation because it is close to people I want to meet.
- I stay at a P2P accommodation because it gives me access to local information and tips.

Sharing Economy Philosophy (adapted from Mahadevan, 2018)

- Staying at a P2P accommodation gives me access to household amenities and appliances
- Staying at a P2P accommodation is an Efficient way of enabling people to make use of unused space
- Staying at a P2P accommodation is environmentally friendly as resources like energy are shared
- Staying at a P2P accommodation gives me a feeling of being home
- Staying at a P2P accommodation helps ordinary people earn some money

Lack of Trust (adapted from Mahadevan, 2018 and Möhlmann, 2015)

- I trust that the offered space is as described on the platform.
- I trust that the reviews posted about hosts are credible.
- I trust that I am safe, when using accommodation sharing services.

Expected Effort (adapted from Venkatesh et al., 2012 and Tussyadiah, 2016)

- I am familiar with using accommodation sharing platforms.
- I find it easy to use accommodation sharing services online.
- It is fast and convenient to communicate with hosts in order to find a space.

Appendix III: Codebook SPSS

SPSS name	Variable	Coding instructions	Measurement scale
Gender	Gender	0 = Female, 1 = Male, 2 = Diverse	Nominal
Generation	Generation	0 = Non-Generation Y, 1 = Generation Y	Nominal
Nationality	Nationality	0 = non-German, 1 = German	Nominal
Residence	Residence	0 = non-Germany, 1 = Germany	Nominal
Work.status	Work Status	1 = Working full-time, 2 = Working Part-time, 3 = Self-employed, 4 = Still in education, 5 = Others	Nominal
Liv.situa	Living Situation	1 = living alone, 2 = Living in a flatshare, 3 = Living in a dormitory, 4 = Living with my partner, 5 = Living with my family, 6 = Others	Nominal
Annual.inc	Annual Income	1 = under 6.000€, 2 = 6.001€-20.000€, 3 = 20.001€-40.000€, 4 = 40.001€-60.000€, 5 = 60.001€-80.000€, 6 = 80.001€-100.000€, 7 = more than 100.001€, missing value = prefer not to say	Ordinal
Numb.stays	Number of stays	-	Scale
CS	Customer Satisfaction	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
EB	Economic Benefits	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
SE	Social Exchange	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
LA	Locational Advantage	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
SEP	Sharing Economy Philosophy	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
LoT	Lack of Trust	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal
EE	Expected Effort	missing value = no option, 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree/disagree, 5 = slightly agree, 6 = agree, 7 = strongly agree	Nominal

Appendix IV: Frequency Tables

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	103	61,3	61,3	61,3
	male	65	38,7	38,7	100,0
Total		168	100,0	100,0	

Generation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-Generation Y	21	12,5	12,5	12,5
	Generation Y	147	87,5	87,5	100,0
Total		168	100,0	100,0	

Nationality		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-German	69	41,1	41,1	41,1
	German	99	58,9	58,9	100,0
Total		168	100,0	100,0	

Residence		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-Germany	74	44,0	44,0	44,0
	Germany	94	56,0	56,0	100,0
Total		168	100,0	100,0	

Work status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working full-time	69	41,1	41,1	41,1
	Working part-time	26	15,5	15,5	56,5
	Self-employed	8	4,8	4,8	61,3
	Still in education	63	37,5	37,5	98,8
	Others	2	1,2	1,2	100,0
Total		168	100,0	100,0	

Living situation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Living alone	33	19,6	19,6	19,6
	Living in a flatshare	50	29,8	29,8	49,4
	Living in a dormitory	14	8,3	8,3	57,7
	Living with my partner	42	25,0	25,0	82,7
	Living with my family	25	14,9	14,9	97,6
	Others	4	2,4	2,4	100,0
Total		168	100,0	100,0	

Annual income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 6.000€	39	23,2	23,2	23,2
	6.001€ - 20.000€	44	26,2	26,2	49,4
	20.001€ - 40.000€	35	20,8	20,8	70,2
	40.001€ - 60.000€	23	13,7	13,7	83,9
	60.001€ - 80.000€	10	6,0	6,0	89,9
	80.001€ - 100.000€	4	2,4	2,4	92,3
	over 100.000€	3	1,8	1,8	94,0
	Prefer not to say	10	6,0	6,0	100,0
Total		168	100,0	100,0	