Analysis of the motivations and barriers to the use of Airbnb from the belgian guest perspective.

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Diplôme : Master en sciences de gestion, à finalité spécialisée en international strategic marketing
Année académique : 2021-2022
URI/URL : http://hdl.handle.net/2268.2/14222

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For a Master's degree in Management Sciences, specialized in International Strategic Marketing
Academic year 2021/2022

Acknowledgements

My most sincere thanks to all the people who contributed and helped me in the elaboration of this thesis.

First of all, I would like to thank Ms. A.-C. Cadiat, Assistant Professor at HEC Liège and especially my promoter, who supported me during the whole realization of this work. During this year, she provided me with her precious advice, her availability, her listening and her encouragement which motivated me to move forward in this project.

I would also like to thank Ms. C. Delcourt, Professor in Service Management & Marketing at HEC Liège, who has been of great help to me during the elaboration of my problematic. Ms. C. Delcourt gave me the necessary resources to develop my thesis topic and guided me in the choice of my sponsor.

I also want to thank M. Coppée, my reader, for accepting to take the time to read this master thesis.

Obviously, a big thank you to all the people who took the time to answer my questionnaire and who shared it, without which my thesis would not have been possible.

A special thank you to my relatives who supported and motivated me throughout this year and who participated in the proofreading and correction of this work.

Thank you very much.

Executive summary

In recent years, the sharing economy has grown dramatically. This advent is due to the rise of technology and platforms. One of them is Airbnb, which allows you to rent almost any type of accommodation to individuals anywhere in the world. Airbnb is considered an innovation that disrupts traditional types of accommodation like hotels. However, limited research has been devoted to the understanding of what motivates and deters Belgian consumers to use this platform. Therefore, by adopting a quantitative method, this thesis first aims to determine whether motivations and barriers identified in previous research also influence the intention of Belgian consumers to use Airbnb. In a second step, the same analysis at the segment level is conducted in order to discover the differences that exist between different groups of consumers according to their sociodemographic characteristics.

Words = 28535

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1. List of abbreviations / Glossary

P2P: peer-to-peer
SE: sharing economy

2. Introduction

2.1. Context

A global trend that is observed in our society is the growth of the sharing economy (SE) (Morewedge et al., 2021). This term basically refers to the collection of business models whose core is based on the sharing of resources (Schlagwein et al., 2020). The root of this increasing trend is technology, which has allowed to move from pure ownership to temporary usage of products and services by facilitating the exchange of resources between buyers and sellers (Kumar et al., 2018 quoted by Eckhardt et al., 2019). Such exchanges are nothing new in our economy (e.g. libraries), but platforms have made them possible between strangers (Morewedge & Small, 2021). Resource exchange has been proliferating for years, as the sales revenue coming from the SE amounted to $15 billion in 2013 and is forecasted to hit a total of $335 billion by 2025, which is equal to the amount predicted for the corresponding traditional sectors (PwC, 2015). Europe is no exception to the rule: in a paper published in the NBB (National Bank of Belgium) Economic Review, Basselier et al. (2018) mentioned a 2016 study of PricewaterhouseCoopers according to which SE platforms mediated transactions totalizing €28.1 billion in 2015, twice as much as in 2013. Many sectors are involved in the trend, including mobility (e.g. Uber, BlaBlaCar), finance (e.g. Kickstarter), entertainment (e.g. Netflix) as well as tourism and hotel industry (e.g. Booking, Airbnb) (PwC, 2015). Among scholars and public at large, some believe that the SE is beneficial to society, for instance by enabling individuals to earn extra money and consume resources in a more responsible way, but these benefits are challenged by others (Schlagwein et al., 2020).

Airbnb is a SE company which offers peer-to-peer (P2P) short-term rental services by the means of an online marketplace (Guttentag et al., 2018), on which people can book accommodations belonging to other individuals (called the hosts) such as entire homes or private rooms. The firm followed the same trend of the global SE, with a sales revenue that tripled between 2016 and 2019 which is far above the growth of large hotel chains (Gessner, 2019 quoted by Chiappa et al., 2021). The advent of such a platform embodies an innovation which completely disrupted the tourism accommodation sector (Guttentag et al., 2018). Haywood et al. (2017) and Priporas et al. (2017), quoted by Chiappa et al. (2021) stated that such an innovation is however not adopted by everybody, as traditional accommodation offerings (e.g. hotels) still prevail over SE platforms services for a significant portion of the population. Understanding this rejection implies investigating what prevents consumers to use these services, which also leads to the need to capture the reasons why other individuals turn to services such as those provided by Airbnb. Additionally, these motivations and barriers can vary from an individual to another depending on their characteristics (Guttentag & Smith, 2017 mentioned by Mahadevan, 2018), which makes the investigation even more important.

2.2. Research motivations

This thesis consists in giving an overview of the elements that motive and deter consumers to use the famous platform is required, as well as more detailed picture of the extent to which these drivers and deterrents are different between different types of individuals (based on sociodemographic criteria). This will enable the managers of Airbnb (and other accommodation-sharing companies) to obtain more insights on how to appeal to the part of the population that does not use P2P accommodation services, as well as to better satisfy the needs of its current users. Indeed, the findings of this study will provide them with information that could lead them to make better decisions regarding the content of their

marketing endeavors and how this content should vary according to their target segment(s). Lastly, the results can also provide valuable insights to practitioners from different SE sectors such as car-sharing or coworking, as some similarities exist between Airbnb's business model and theirs (e.g. the fact for a consumer to share their own resources with peers).

There are some studies pertaining from the P2P accommodation literature that were conducted with the aim to understand why consumers use services such as those offered by Airbnb (e.g. Guttentag et al., 2018). In parallel, a more limited set of authors investigated why consumers do not resort to P2P accommodation services (e.g. Chiappa et al., 2021) or examined both motivations and barriers at the same time (e.g. So et al., 2018). However, in the best of my knowledge, research carried out in Europe on this topic is scarce (e.g. Chiappa et al., 2020) and almost inexistent in Belgium[1]. As cross-cultural differences influence consumers' purchase behavior (Um et al., 2006 quoted by Tran & Filimonau, 2020), motivations and barriers of consumers of different nationalities may significantly differ. Therefore, it seems relevant to conduct more studies in different countries and cultural landscapes, such as Belgium. Additionally, the need to investigate the drivers and constraints to the use of Airbnb across the countries was highlighted by Chiappa et al. (2020). As to the information provided, it could help Airbnb managers as well as those of other P2P accommodation platforms to better address the needs of the Belgian market, for instance through changes in the "message" conveyed to the customer. Such changes might for example consist in emphasizing one or two motivations that would be proved to globally appeal to the Belgian population, as well as attenuating some barriers encountered by the latter.

Furthermore, research intended to determine whether there are differences between consumer segments regarding their motivations and barriers to the use of P2P accommodation services is scarce (Mahadevan, 2018; Lutz & Newlands, 2018). Indeed, a significant number of studies performed their analysis based on the data of their whole sample (e.g. So et al., 2018). As briefly mentioned a little earlier, understanding the divergences between distinct consumer groups is nevertheless important so as to enable P2P accommodation firms to target coveted market segments and position their service based on the selected consumer groups afterwards (Lutz & Newlands, 2018). Secondarily, it could even allow hosts to target their listings towards certain guest segments, like real marketers (Lutz & Newlands, 2018). Among the differences between consumers that can be analyzed, there are the sociodemographic characteristics. The consideration of sociodemographic traits can for example help marketers split a market into different smaller groups and then analyze each of them separately (Tkaczynski & Toh, 2014 mentioned by Mahadevan, 2018).

Based on the elements discussed here above, two distinct research questions arise[2]:

1) Are the motivations and barriers to the use of Airbnb found in previous studies also encountered by (potential or actual) Belgian guests?
2) How does the nature of (potential or actual) Belgian guests' motivations and barriers to use Airbnb vary in function of different sociodemographic variables?

[1] There is the study of Hazée et al. (2020) which explored the barriers to collaborative consumption among Belgian consumers, but this was not only focused on P2P accommodation.

[2] The elaboration of these two research questions is further explained throughout the literature review.

2.3. Contributions

As a reminder, two gaps were identified in the scientific literature related to P2P accommodation. The first one is that no studies investigating the motivations and barriers to the use of Airbnb (or more broadly to the use of P2P accommodation) were conducted with Belgian participants, which led to the first research question written in the previous section. Therefore, the present thesis aims to fill this gap by investigating the motivations and barriers to the use of Airbnb encountered by Belgian consumers and compare the results with the existing research conducted in other countries. The purpose is to understand how cross-cultural differences impact the (de)motivational factors of Belgian consumers to use Airbnb compared to those of different countries.

The second gap is that studies on the motivations and barriers to the use of P2P accommodation services rarely analyze the differences between consumers based on their sociodemographic characteristics. Therefore, the second purpose of this master thesis is to enrich the P2P accommodation literature by determining whether the motivations and barriers to the use Airbnb vary between distinct customer segments (based on sociodemographic criteria, e.g. age or gender) and if so, which are these differences.

2.4. Approach

In order to answer the two research questions, the rest of the thesis is based on the following structured. First, a literature review is conducted, which is divided into several sections. It starts with a discussion on the broad topics of the SE and platforms as well as provides more details on Airbnb. After that, the it goes over the theory of the diffusion of innovations, which is the theoretical framework that provides conceptual foundations to help select the motivations and barriers to analyze. Then, the literature review examines the different motivations and barriers that have been identified in previous research (each having a dedicated section) which then leads to the elaboration of the first research question and hypotheses (represented in an analytical model). Finally, the pathway to the second research question is developed, by discussing the concept of segmentation and the results of existing studies which adopted such an approach in their investigation of the motivations and barriers to the use of P2P accommodation services.

Once the theory has been reviewed and the research questions established, an explanation of the methodology followed to conduct the study is provided. More specifically, it goes over the data collection method used, the design of the data collection instrument and the tools used for the data analysis.

Then, the analysis of the results obtained is performed, whose main purposes are to give further details on the methods used to analyze the data and report the figures obtained. More particularly, it first describes the actions taken to ensure data integrity. Then, it reports the characteristics of the respondents to give an overview of the sample profile. Lastly, the chapter analyzes the data obtained in two different sections, one relating to the first research question and the other one to the second research question. Note that the first section also describes the preliminary checks which were performed before diving into the analysis of the results.

A discussion follows the data analysis, with the aim to explain what the results actually mean and compare them to those obtained by previous research. When findings are not in accordance with what was expected from the literature review, the discussion attempts to provide some alternative explanations of the results observed.

Lastly, a conclusion gives a brief summary of the content of the thesis and its findings before discussing the managerial and theoretical implications of the present study. It ends by describing the limitations of this study and providing suggestions for future research.

3. Literature review

3.1. The sharing economy

Our society has experienced a culture shift towards more sharing over the past few years, although it is a practice as old as the hills (Belk, 2010 quoted by Acquier et al., 2017). This shift is demonstrated by the rapid growth of the SE, which Schlagwein et al. (2020) first defined as "*a set of organizational and business models based on 'sharing', 'collaborative', 'gig', or 'access' approaches to the use of resources*" (their study led to a more complete and clearer definition of the SE, which will be discussed a few lines below). The expansion of the SE, which found its source in the power of Web 2.0 technologies (Belk, 2014a mentioned by Acquier et al., 2017) is considerably shaking up the global tourism and hospitality industry (Chiappa et al., 2020).

However, the SE suffers from identity problems (Schlagwein et al., 2020; Acquier et al., 2017) as it seems that other terms such as "collaborative consumption" (e.g. Hazée et al., 2020), "collaborative economy" (e.g. Dredge & Gyimóthy, 2017), "access-based consumption" (e.g. Bardhi & Eckhardt, 2012), "gig economy" (e.g. Vallas & Schor, 2020), or "peer-to-peer economy" (e.g. Weber, 2016) point at the same economical model as the SE (Schlagwein et al., 2020; Bellotti et al., 2015). While "sharing economy" is the most frequently used label (Schlagwein et al., 2020; Codagnone & Martens, 2016), it must be noted that the European Commission mentioned "sharing economy" and "collaborative consumption" as synonym terms in an official document, as well as the DG Grow Business Observatory (from the European Commission) which formerly employed the "sharing economy" term in their reports before switching to the "collaborative economy" one (Codagnone & Martens, 2016). Even Professor Lawrence Lessig from the Harvard Law School, who introduced the term "sharing economy" for the first time in 2008 (Zhang et al., 2019; Puschmann & Alt, 2016), used the term "collaborative consumption" in his own description of the SE: "[...] *collaborative consumption made by the activities of sharing, exchanging, and rental of resources without owning the goods*" (Lessig, 2008 from Puschmann & Alt, 2016). Given the vagueness about the difference (if any) between the terms "sharing economy" and "collaborative consumption", the latter two will be considered as synonyms further in this document. Anyway, all these elements confirm that there is some confusion about the very essence of the term "sharing economy". As a matter of fact, Schor (2016) asserted that establishing a strong definition of the SE which takes into account common usage is almost infeasible given the wide range of SE activities.

Nonetheless, after Schlagwein et al. (2020) made a global review of the literature covering the SE by analyzing definitions and explanations from 152 different sources, they managed to develop a clearer definition: "*the sharing economy is an IT-facilitated peer-to-peer model for commercial or non-commercial sharing of underutilized goods and service capacity through an intermediary without a transfer of ownership*" (Schlagwein et al., 2020). In other words, the SE consists of a collection of business models based on shared use of resources without transferring ownership and empowered by online platforms acting as intermediaries. PricewaterhouseCoopers (2014) defined the SE more simply by stating that it leverages digital platforms to enable consumers to access (but not own) tangible and intangible assets. If we refer to these definitions to draw a parallel with Airbnb, the latter is then a digital platform that serves as an intermediary which connects accommodation providers and people looking for temporary travel lodging.

Some consider that the SE entails many advantages, some of which being nonetheless questioned by others, the usage itself of the word "sharing" being criticized (Schlagwein et al., 2020; Schor, 2016; Belk, 2014a; Belk, 2014b).

As to its benefits, some are convinced that the SE is an alternative to capitalism, enables people to earn extra money through the sharing of underused resources (e.g. second home), get richer social interactions or even temporary jobs, while contributing to a more environmentally-friendly consumption (Schlagwein et al., 2020; Codagnone & Martens, 2016). Puschmann & Alt (2016) also mentioned several benefits for SE consumers (i.e. not the providers of the goods, who can also be private individuals, but those who consume them). First, they enjoy an enhanced convenience thanks to the possibility of using a specific product (tangible or not) for a particular goal rather than purchasing a "one size fits all" kind of product. Moreover, they benefit from economic advantages, quoting as example the lower capital investment needed to make use of a good rather than acquiring it. Puschmann & Alt (2016) pointed at the sustainable attribute of the SE as well, indicating that the latter could potentially reduce waste given that less goods and services are produced. The two authors finally added a social layer to these benefits: enjoyment and reputation, which help consumers meeting their social aspirations. Trenz et al. (2018) and Schor (2016) split the benefits of the SE into 3 main categories: economic benefits, environmental benefits and social benefits. The economic benefits entail for instance cost saving potential, profit generation, higher flexibility and convenience. Environment/ecological benefits include more efficient use of resources, e.g. waste reduction. Social benefits include for example the possibility to satisfy the need of belonging to a community, the fostering of ethical concerns such as altruism and anti-capitalism (examples from the literature mentioned by Trenz et al., 2018).

However, as said above, not everyone shares this opinion. As a matter of fact, Acquier et al. (2017) stated that Murillo et al. (2017), Richardson (2015) as well as Schor et al. (2016) evoked the fact that the SE might strengthen the capitalist economic model. According to Acquier et al. (2017), the contribution to a more sustainable consumption is also challenged by Martin (2016). In addition to discussing the more environmentally-friendly consumption aspect, Acquier et al. (2017) quoted Calo & Rosenblat (2017) and Rosenblat & Stark (2016) to question the collaborative and social framing of the SE.

Belk (2014b) even made the difference between "pseudo-sharing" and "true sharing". He defined "pseudo-sharing" as "*commodity exchanges wrapped in a vocabulary of sharing*" or a "*wolf-in-sheep's-clothing phenomenon whereby commodity exchange and potential exploitation of consumer co-creators present themselves in the guise of sharing*" (Belk, 2014b). According to him, pseudo-sharing differentiates itself from the true sharing by the existence of quest for profit, missing community feelings and expectations of reciprocity. For instance, Zipcar, the world's largest car sharing organization (Belk, 2014b), has failed to develop a sense of community belonging among their users, who do not desire to meet other members, steal others' personal belongings left in cars and act according to individual drivers instead of altruism, ecological motives or consideration of the collective good (Belk, 2014b). However, Belk (2014b) noted that other authors such as Gorenflo (2012) think that this kind of services could not work strictly neither on altruism nor individual motives, but on a combination of both instead. That author went further by stating that the entire SE consists in matching self-interest and the common good (Belk, 2014b). As a second example, Belk (2014b) talked about CouchSurfing, an accommodation-sharing platform on which members share their lodging to strangers for free. The author issued a criticism regarding the move of CouchSurfing from the non-profit legal status to the for-profit one, asserting that the sense of community could be deterred even if the accommodation-sharing experience stays unchanged for the users (Belk, 2014b). He finishes by mentioning Airbnb, another for-profit accommodation-sharing company, with the main difference being that guests have to pay in order to book accommodations of other members, unlike CouchSurfing. Airbnb experiences an even lower sense of community than CouchSurfing since its legal status change, and this gap could be explained by the distinct levels of sharing engendered by the two platforms (Belk, 2014b).

Besides the praises and criticisms that it receives, the SE market has been experiencing a continuous and massive growth over the past few years, as said in the first lines of this thesis. Indeed, the value of the SE worldwide (across the five sectors of C2C lending & crowdfunding, online distance work, C2C home sharing, car sharing and online music & video streaming) should reach $335 billion by 2025, compared to $15 billion in 2013 (PwC, 2015). This economy model is put in the spotlight by some multinational companies such as the previous mentioned Airbnb (accommodation-sharing) and Uber (car-sharing), two of the NATU, which is an acronym that groups together the firms considered as emblematic of the uberization phenomenon met in the digital economy sector (i.e. Netflix, Airbnb, Tencent, and Uber). It thus makes no doubt that such a subject deserves great attention by the academic world. Further examples of SE firms are Wikipedia, Youtube, Facebook or Twitter (Belk, 2014a).

3.2. The concept of platforms

The platform economy represents one of the core components of the SE (Acquier et al., 2017). Acquier et al. (2017) defined the platform economy as a range of initiatives that use digital platforms to act as intermediaries in decentralized exchanges between peer consumers. Tilson et al. (2012), quoted by De Reuver et al. (2018) defined digital platforms are "*a sociotechnical assemblage encompassing the technical elements (of software and hardware) and associated organisational processes and standards*" (Tilson et al., 2012 quoted by De Reuver et al., 2018).

Platforms are valuable in the sense that they manage to connect and organize transactions instead of making the goods themselves (Acquier et al., 2017). Their value therefore increases when the number of users (consumers and providers) increases, thanks to what we call network effects (Acquier et al., 2017). Airbnb, which is a platform provider (Trenz et al., 2018), is a P2P platform (De Reuver et al., 2018; So et al., 2018). This type of platform is often associated to the concept of the SE (Acquier et al., 2017).

3.3. Some figures on Airbnb

Airbnb is an accommodation-sharing company which enjoys a dominant position in this broad sector (Lutz & Newlands, 2018) with a tremendous growth: their turnover went from +/- $0.9 billion in 2015 to +/- $4.8 billion in 2019 (Airbnb, 2022; Business of Apps, 2022; Yahoo Finance, 2022) i.e. a multiplication by 5.33 in 5 years. Airbnb is even one of the only SE platforms that managed to be profitable so far (Lutz & Newlands, 2018). Concerning figures related to the number of users, in 2014, Airbnb had around 425.000 guests per night, i.e. about 22% more than the hotel chain Hilton around the world at this time (PwC, 2014 mentioned by Zhang, 2019). In may 2021, Airbnb itself reported that about 4 million hosts registered in more than 220 countries and regions have welcomed more than 900 million travelers so far.

3.4. Innovations and their adoption

In order to support the choice of certain variables (whose impact on the intention to use Airbnb will be tested), the present master thesis draws from the theory of diffusion of innovations (Rogers, 1995)[3] as a theoretical framework.

[3] This is the fourth edition of the original theory published by Everett M. Rogers in 1962.

Rogers (1998) gave a simple and straightforward definition of innovation, stating that it consists of implementing new ideas to the products of a company as well as to its processes and any other component involved in its activities. The purpose of Rogers' (1995) theory of diffusion of innovations is to provide an explanation of the "rate of adoption", which he defined as "*the relative speed with which an innovation is adopted by members of a social system*". The usual unit of measurement of this speed is the number of members of the social system who adopt an innovation within a given period of time. According to the theory, there are several perceived attributes that can explain an innovation's rate of adoption, including relative advantage and compatibility.

Relative advantage in the context of innovation embodies the extent to which an innovation is perceived as a better idea than the one it substitutes (Rogers, 1995). Rogers (1995) reported that relative advantage was considered by the scientific literature on innovation diffusion at that time as one of the best predictor variables of an innovation's adoption rate. Various factors can be used to express the degree to which an innovation is relatively advantageous. The nature of the innovation and the inherent traits of the prospective adopters (e.g. innovativeness; Rogers, 2003 mentioned by Guttentag et al., 2018) define which of these factors will be the most important to them. One of the most frequent ones is the economic benefits (i.e. lower price for consumers), argued Rogers (1995). As he further explained, the cost price of a new product can be shrunk thanks to technological progress, which engenders a lower selling price for consumers. A considerable price cut of the new product during the diffusion process then boosts the rate of adoption. Applying this to Airbnb (which can be seen as a disruptive innovation; Guttentag et al., 2018), their relatively cheap prices (Guttentag et al., 2018) compared to those of traditional accommodation types like hotels might then be one of the reasons for their meteoric growth the last few years.

It should be highlighted that innovativeness, briefly mentioned here above, is worth being taken into account when investigating the motivations to use Airbnb. According to Rogers & Shoemaker's (1971) definition in the paper of Hirschman (1980), innovativeness represents the extent to which a member of a social system adopts an innovation relatively early compared to other members of this system. In the conceptual framework developed by Hirschman (1980), innovativeness is influenced by novelty-seeking. Novelty-seeking is considered by Lee & Crompton (1992) and Snepenger (1987) (quoted by Guttentag et al., 2018) as the desire to experience new and unfamiliar stimuli. Therefore, as the evaluation of an innovation's relative advantage can be influenced by potential adopters' personal traits like innovativeness, which is itself impacted by novelty-seeking, one could assume that the latter may represent a motive to use Airbnb.

As to compatibility in Rogers' (1995) innovation diffusion theory, it refers to the level of perceived congruence of an innovation with the potential adopters' sociocultural values and beliefs, needs and past experiences. As the author outlined, a prospective adopter will deem a given idea as less uncertain and more meaningful if it is more compatible. Given the increasingly present concerns about environment (Gansky, 2010 quoted by Tussyadiah, 2015) and that some people perceive the SE as fostering a more responsible consumption (see earlier in this document), consumers who value sustainability might thus want to use Airbnb (at least partly) for that reason. Equally, the theory suggests that other social attributes of Airbnb (discussed in section 3.5.1.3., e.g. support to locals) might lead to the adoption of the platform by those who feel compatible with them.

The notion of uncertainty discussed in Rogers' (1995) theory of diffusion of innovations naturally paves the way to trust matters. Moreover, papers such as the one of Nooteboom (2013) explicitly made the connection between both. Indeed, the author asserted that trust is required under uncertainty and that uncertainty is highly present in innovation, hence making trust necessary for the adoption of innovations. Lazányi (2017) sustained the need for consumers to trust a given innovation's providers

and their promises, as consumers are usually not aware of all the technological and/or technical specificities of the given innovation. These statements suggest that a lack of trust could have a strong impact on the intention to use Airbnb.

However, Hazée et al. (2020) argued that the innovation diffusion literature may not provide a full understanding of all the specificities encountered in service innovations like collaborative consumption because of its triadic nature.

3.5. Motivations and barriers

3.5.1. Motivations

3.5.1.1. Economic benefits

Economic benefits basically refer to low cost (e.g. Tussyadiah & Pesonen, 2018; Chiappa, 2020). Indeed, accommodations available on Airbnb are usually cheaper than traditional accommodations (Guttentag, 2015) such as hotels.

In their study based on a mixed-methods approach, So et al. (2018) asserted that price value (term through which they refer to economic benefits) had a significant influence on the users' perception of Airbnb as an alternative means of lodging. Gong & Zheng (2018) replicated the study of So et al. (2018) to determine which motives and hurdles impact Chinese consumers' decision to use Airbnb and compare their results with those of So et al. (2018), which were obtained from North American respondents. It appeared that their hypothesis according to which price value has a positive effect on attitude towards the platform was verified, just like in the paper of So et al. (2018). Such results confirmed statements made in previous research, such as the one of Hung et al. (2010), quoted by Gong & Zheng (2018), which asserted already at that time that price was one of the most crucial elements in the accommodation sector. Other authors like Chiappa et al. (2020) and Ahmed et al. (2020) also suggested that the use of Airbnb is motivated by the comparatively low cost of the platform. Furthermore, Rimer (2017) (quoted by Ahmed et al., 2020), discovered that price is one of the most prevalent motives for using Airbnb instead of other types of accommodations (e.g. hotels). The latter statement is supported by studies such as the one of Mahadevan (2018) that ranked the economic benefits at the top of the reasons for P2P users to participate in the accommodation SE. Another example is the study of Tran & Filimonau (2020), which they conducted with Vietnamese consumers to determine if findings from previous research, mainly carried out in western countries, were generalizable to other cultures like Vietnam. It turned out that economic benefits were also the first factor pushing their respondents to choose Airbnb (even if the perceived overall value played a greater role in the purchase intention; see section 3.5.1.2.). Such results confirmed findings of earlier research studies like the one of Tussyadiah (2015), which had shown that economic benefits were the dominant motivation to resort to P2P accommodation when traveling. Moreover, in an another research published one year later, Tussyadiah (2016) pointed out again that economic benefits (also named "monetary benefits" in the paper) were a significant motivational factor to the use of the platform.

This dominance of the economic benefits has been corroborated in a paper of Kuhzady et al. (2020), which consists of a scientific literature review about P2P accommodation in the SE, as well as in a paper of Trenz et al. (2018), which is also a literature review but on the SE as a whole.

Nonetheless, Guttentag et al. (2018) mentioned Lamb (2011) and Quinby & Gasdia (2014) whose studies tested economic benefits as a driver but less important though. Moreover, Zhang et al. (2019) found that social and emotional values were more valued by consumers than economic and technical ones.

3.5.1.2. Home benefits

So et al. (2018) quote Guttentag (2016) to define home benefits: according to the latter, they represent the functional attributes of a home, i.e. "household amenities", "homely feel" and "large space" (indeed, one can rent any type of accommodations on Airbnb, including entire homes). These attributes, which traditional means of lodging such as hotel rooms don't offer, enable guests to enjoy a more relaxing environment (Mahadevan, 2018). Therefore, home benefits may be a considerable feature of the Airbnb's marketing, as the platform can offer such a home-like experience (So et al., 2018).

The findings of the above-mentioned authors, So et al. (2018), suggested the relative important role of home benefits, sometimes referred to as "accommodation amenities" (e.g. Tussyadiah, 2016) in the intention to use the platform. The positive impact of home benefits on Airbnb's purchase intention was also affirmed in several other studies. First, in the study of Guttentag et al. (2018) whose purpose was to investigate motivations to choose Airbnb, respondents agreed at a relatively high level with the home benefits items, especially the "household amenities" one (which was the third most agreed item). Then, there are Tran & Filimonau (2020) who found that "functional attributes" of rented properties, including "household amenities" and "larger space" items, constituted a significant motive to select Airbnb, in particular the household amenities which turned out to be the second most prevalent factor explaining the purchase intentions of Airbnb users. These two home benefits items also appeared to be important motivations to use the platform in the research of Chiappa et al. (2020), who also grouped those factors in a "functional attributes" category, together with economic benefits. Furthermore, research papers of Tussyadiah (2016) and Mahadevan (2018) suggested that home benefits (referred to as "accommodation amenities" by Mahadevan, 2018) had a positive impact on the satisfaction with use of P2P accommodation.

However, results of the study of Ahmed et al. (2020) surprisingly showed that home benefits exert a negative effect on the overall attitude towards Airbnb and thus on the intention to use it. Moreover, Gong & Zheng (2018), who replicated the mixed-methods approach study of So et al. (2018), came up with findings that were in contrast with those of So et al. (2018). As a matter of fact, the positive influence of home benefits was only supported in the qualitative phase, the quantitative phase not demonstrating any statistical significance of the latter.

3.5.1.3. Social appeal

Referring to Tussyadiah & Pesonen (2018), social appeal encompasses the social interactions with the host(s) and locals, the support to the local residents and the fact of obtaining insiders' tips on local attractions (sustainability was also included, but the latter will the subject of a distinct section in this document). Indeed, the famous accommodation-sharing platform first enables hosts and guests to directly interact with each other, and allow the latter to meet communities of local inhabitants and share their personal experiences (So et al., 2018). This social side is not specific to Airbnb but linked more globally to the collaborative consumption. In effect, Tussyadiah & Pesonen (2018) wrote, based on Guttentag (2015), Albinsson & Perera (2012), Botsman & Rogers (2011) and Owyang (2013), that collaborative consumption makes it possible to develop and maintain social ties (e.g. make new friends) as well as a sense of community. With that in mind, the decision to stay with Airbnb is

influenced by this eventuality of social interactions (So et al., 2018). Moreover, these personal interactions with the host(s) also represent an opportunity for guests to get local information and tips (i.e. insiders' tips) about local attractions (So et al., 2018), surroundings and transportation means (Camilleri & Neuhofer, 2017 adopted from So et al., 2018). Finally, renting an accommodation on Airbnb enables tourists to bolster financially the local residents rather than large multinational hotel chains, for example.

Social motivations of the collaborative consumption in the travel sector were suggested by Tussyadiah (2015), whose purpose was to explore the drivers and deterrents of this economic model. Indeed, the findings of the author showed that respondents engaged in collaborative consumption to get acquainted with local communities, the support of local economy as well as meaningfully interact with the latter, among others. Tussyadiah & Pesonen (2018) confirmed the results of Tussyadiah (2015) suggesting this social appeal, this time focusing on the motives and barriers to P2P accommodation rental use. In addition to the willingness to have meaningful social interactions, belong to the local community and contribute to locals, they also highlighted the desire of travelers to experience their tourist trip like local residents do thanks to their insider tips. The access to those tips, the connection with local residents in the neighborhood and interactions with the host as drivers to participate in the accommodation SE were also corroborated by Mahadevan (2018), even if the author had included these factors in different categories (the two first being labeled as "local experience" factors and the third as "social experience" factor). Zhang et al. (2019) even found from their quantitative results that social values such as the willingness to make new friends influenced more respondents to engage in the SE than values such as economic ones.

However, Guttentag et al. (2018), in their motivation-based segmentation study on the rationales why travelers choose Airbnb, saw that the aggregate[4] level of agreement with their "interaction" items (namely the interaction with the host/locals and the host's tips) and their "sharing economy ethos" items (which included the desire to contribute financially to locals) was nearly neutral (i.e. only slightly above the mid-point of their scale). Then, the quantitative findings from the mixed-methods approach study of Chiappa et al. (2020) on the motivations to use Airbnb even showed a low or relatively low agreement with items related to the contribution to the economic health of local residents as well as the interaction with hosts and locals. Additionally, only the qualitative and not quantitative results of So et al. (2018) and Gong & Zheng (2018) suggested the importance of the social interactions (with the locals, the potential other guests and the host). Moreover, Gong & Zheng (2018) quoted So et al. (2018) when justifying this result, saying that it might stem from the growing trend to book entire homes instead of accommodations shared with other guests and/or the host themselves. This explanation may probably be right regarding other guests; yet, one should beware of this statement regarding the host, as personal interactions with them are still possible even in an entire home without their presence. To give an example from my own personal experience, the host could come knocking on the door to bring some local products to their guests.

3.5.1.4. Authentic local experience

Liang (2015), quoted by So et al. (2018), defines the (local) authenticity as "*the perceptions of Airbnb consumers' cognitive recognition of 'real' experiences of staying at an Airbnb place*". Indeed, renting an accommodation on Airbnb enables for example one to stay in a local, non-touristy area. Given that some authors refer to "local authenticity" (e.g. Guttentag et al., 2018) and others to "local experience" (e.g. Mahadevan, 2018), this motive is called "Authentic local experience" in this thesis.

Results of Guttentag et al. (2018) indicated that respondents agreed at a comparatively considerable

[4] See section 3.7. to understand why the term "aggregate" is used here.

level with the local authenticity as a rationale to choose to use Airbnb. Zhang et al. (2019) stated in their practical implications following their results that "*the provision of [...] an authentic local experience might be more convincing than displaying neat facilities [...] to Airbnb customers*". In the quantitative results of the motivation-based segmentation study of Chiappa et al. (2020), it appeared that authenticity-related items such as "to have an authentic experience" and "to stay in a non-touristic neighborhood" represented drivers that respondents agreed with. Nonetheless, this level of agreement was more reasonable than the one for economic and home benefits. Likewise, Mahadevan's (2018) findings suggested that local experience, term in which they included items such as non-touristy location and access to local information and tips (i.e. insider tips), had an impact on the satisfaction when using P2P accommodation, albeit to a limited extent.

Gong & Zheng (2018) obtained however, again, the same results as So et al. (2018) with regards to authenticity, i.e. the non-influence of the latter on the Airbnb's purchase intention.

It should be noted that local tips (i.e. insider tips) could also be labeled as an authentic local experience item rather than as a social one, as Mahadevan (2018) did (see previous section). As a matter of fact, the opportunity to get tips from the host and/or local residents on the local attractions is intuitively also strongly related to the desire for an authentic local experience. Consequently, the importance of the latter as a motive to engage in the SE and/or to use Airbnb could vary in function of the category of items in which the author of a given study includes the one related to insider tips. Besides, such an item was not included in the survey of So et al. (2018) and Gong & Zheng (2018).

3.5.1.5. Novelty-seeking

Based on Lee & Crompton (1992) and Snepenger (1987), Guttentag (2018) defines the concept of novelty-seeking as the desire to experience new and unfamiliar stimuli. However, this definition is more specific to the tourism scientific literature (Guttentag & Smith, 2020). Novelty-seeking is indeed also closely linked to the broader concept of innovation[5], given that the latter is primarily based on novelty, and sometimes considered as synonymous with innovativeness (Hirschman, 1980 quoted by Guttentag & Smith, 2020). So et al. (2018) quoted Guttentag et al. (2016) according to whom traditional accommodation types could not offer a tourist experience as novel as Airbnb does. For that reason, Guttentag et al. (2016) (quoted by So et al., 2018) thought that novelty seekers could be more eager to use Airbnb.

Findings of Mahadevan (2018) suggested that novelty was a factor that positively impacted the overall satisfaction when resorting to P2P accommodation. Then, respondents from the survey of Guttentag et al. (2018) agreed with three of the 5 items related to novelty, the latter thus representing a less important motive to use Airbnb. The authors stated from this result that the willingness to experience local authenticity does not completely imply a desire for unfamiliarity. Still, Guttentag et al. (2018) stipulated that this mitigated agreement is worthy of attention all the same. Additionally, Kuhzady et al. (2020) stated in their review paper of the scientific literature on P2P accommodation in the SE that Lalicic & Weismayer (2018) mentioned novelty-seeking as a driver of the growing appeal of P2P accommodation.

However, studies such as the one of Chiappa et al. (2020) did not find novelty-seeking to be significant in their quantitative phase, despite using in their questionnaire the exact same novelty-related items as Guttentag et al. (2018). Other studies such as those of Ahmed et al. (2020) and So et al. (2018) did not find any significance of this motivational factor either.

[5] Innovation will be discussed in more detail later in this document.

3.5.1.6. Sustainability

Nowadays, there is a growing awareness about environmental matters, hence pushing citizens to find solutions for a more efficient consumption of resources so that our society can be more sustainable (Gansky, 2010 quoted by Tussyadiah, 2015). In this context, the approach of resource redistribution emerged in order to provide an economic and social framework which efficiently reallocates the excess resources (Tussyadiah, 2015). As the SE lowers the manufacturing of new products and raw material consumption, it is believed that this alternative economic model can contribute to the alleviation of the negative impacts on the environment (Tussyadiah & Pesonen, 2018, based on Botsman & Rogers, 2011; Luchs et al., 2011; Walsh, 2011). According to Luchs et al. (2011) quoted by Tussyadiah & Pesonen (2018), the participation of environment-oriented consumers in collaborative consumption may thus be seen as a sustainability-driven behavior.

Findings of Tussyadiah (2015) suggested that travelers were, among others, motivated to engage in collaborative consumption because of their desire to consume resources in a more responsible way and reduce the negative impacts of travel on the environment. It is nonetheless worth specifying that the author also considered the support to local economy[6] (tested as statistically significant too) as an element of sustainability like the two previous motives mentioned in this paragraph. The same result regarding sustainability was found by Tussyadiah & Pesonen (2018) with respect to the more particular P2P accommodation sector. In the paper of Mahadevan (2018), the "sharing economy philosophy" was the factor with the third most positive influence on the satisfaction linked to the use of P2P accommodation. Among the four items which the author included in this "sharing economy philosophy" motive, one was about the environmentally-friendly characteristic of sharing.

In contrast, Tussyadiah's (2016) findings contradicted those of Tussyadiah & Pesonen (2018). As a matter of fact, the former showed that sustainability had a negative impact on the satisfaction in relation to the use of P2P accommodation. Such an observation led the author to make the hypothesis that "*guests do not value environmental conservation efforts that might influence their experience while staying at P2P accommodation*" (Tussyadiah, 2016). Additionally, the statistics of Guttentag et al. (2018) showed that respondents' agreement with the sustainable attribute of Airbnb was below the scale's mid-point. That means that these respondents slightly disagreed with the fact that the platform is environmentally-friendly. Such a low level of agreement was also observed in the survey of Chiappa et al. (2020). Furthermore, according to Barnes & Mattsson (2016), quoted by Chiappa et al. (2020), environment-based concerns turned out to represent the least substantial motive for using Airbnb based on the existing literature at that time.

A reservation should nevertheless be made about the surveys of Guttentag et al. (2018) and Chiappa (2020). As a matter of fact, both of them entailed only one sustainability-related item (incorporated within a factor called "sharing economy ethos" for Guttentag et al., 2018 and "authenticity and sustainability" for Chiappa et al., 2020). This item basically asked respondents whether they found Airbnb sustainable or not. Despite being a relevant question, it does not provide enough insights on the environment-oriented motivation of (actual or potential) Airbnb users. Indeed, people might want to attenuate the negative impact of travel on the environment while thinking that Airbnb is not particularly environmentally-friendly.

[6] The contribution to the economic health of locals has already been discussed in section 3.5.1.3.

3.5.2. Barriers

3.5.2.1. Lack of trust

Moorman et al. (1992), quoted by So et al. (2018), defined trust as "*the willingness of consumers to rely on an exchange partner*". Within the SE, trust can be undermined by extra risks. These risks are linked to the intangible aspect of platforms (Ert et al., 2016 mentioned by Yang et al., 2019) such as Airbnb. Indeed, when someone (i.e. the guest) rents an accommodation on Airbnb (i.e. online), they will be able to meet the host physically only when they will arrive at the accommodation itself (Ert et al., 2016 quoted by Yang et al., 2019). Moreover, guests have to depend on unknown private individuals (i.e. hosts) who may be seen as less reliable than well-known service companies that could benefit from their good reputations (Lai & Tong, 2013 quoted by Zamani et al., 2019). Therefore, an online transaction on Airbnb involves risks incurred by both the guest and the host which need to be overcome by a considerable trust between the two parties (Yang et al., 2019). Satama (2014), mentioned by So et al. (2018), described this Airbnb-related trust as the acceptance of being in a vulnerable position by trusting the other party to complete their part of the job.

However, even if diverse means of trust-building have been established by SE companies (e.g. accommodations' reviews on Airbnb), service failure can still happen (Ert et al., 2016 quoted by Yi et al., 2020).

Tussyadiah (2015) found that lack of trust towards the host and technology (i.e. the capacity of the online platform to perform properly a transaction) was a significant barrier to collaborative consumption. Tussyadiah & Pesonen (2018) confirmed these findings by showing that this lack of trust (sometimes named distrust) was negatively related with the intention to use P2P accommodation. The survey of Mahadevan (2018) showed that satisfaction linked to this use of P2P accommodation was also found to be negatively impacted by distrust. Referring more specifically to Airbnb, lack of trust even turned out to be the only highly significant deterrent undermining attitude towards the platform in the study of So et al. (2018). Similar results were corroborated by Ahmed et al. (2020), except that another barrier was also statistically significant. Chiappa et al. (2021) stated that Airbnb users mainly experienced a lack of trust in the platform as well as in interacting with other unknown people (hosts and other users), leading to a disincentive to use Airbnb. Spindeldreher et al. (2019), who made a similar statement but for the global SE, explained this phenomenon by affirming that it is usually engendered by a lack of information about other peer participants. Indeed, even distrust towards the platform was mainly due to a distrust in those other peer participants (Spindeldreher et al., 2019). According to the authors, the reason is that lack of trust towards the platform is due to a distrust towards the online reviews and ratings, which are made by other peer participants themselves. Hazée et al. (2020), who investigated the barriers to the participation in collaborative consumption, did not talk about lack of trust but rather about perceived risks. These perceived risks were related to technology, shared assets and other users, thus conveying essentially the same results as other studies mentioned in this paragraph.

The literature review paper of Kuhzady et al. (2020) on P2P accommodation in the SE identified trust as a vital component for the future of P2P platforms such as Airbnb. The authors even specified that according to Lladós-Masllorens and Meseguer-Artola (2020), trust was the great weak point of P2P networks. These elements could thus lead one to believe that lack of trust may represent the biggest barrier to the use of Airbnb.

Yet, Gong & Zheng's (2018) findings opposed those mentioned above by demonstrating an insignificance of lack of trust on travelers' overall attitude towards Airbnb. The authors justified this result by asserting that Chinese consumers (i.e. the nationality of their respondents) are used to deal

with online business models such as the one of Airbnb. To the best of my knowledge, Gong & Zheng (2018) are the only authors who tested the distrust factor as insignificant.

Finally, it is worth mentioning that not all authors included the same types of items concerning trust in their surveys. As a matter of fact, papers such as those of Tussyadiah (2015) and Chiappa et al. (2021) incorporated for example items related to privacy concerns (e.g. "I was concerned about privacy." from Tussyadiah, 2015) and insecurity (e.g. "I don't trust the standards of safety I could receive." from Chiappa et al., 2021) in their questionnaires. However, such factors (i.e. privacy and insecurity) will be discussed in separate sections in this thesis so that a clearer and more accurate picture of the roles they play as barriers can be obtained.

3.5.2.2. Insecurity

As Yi et al. (2020) stated, safety is closely linked to physical risk. This statement is supported by the definition of physical risk by Spindeldreher et al. (2019), according to which this type of risk represents one's worry that participation in SE services implies a risk to one's safety. To give an example, it happened that media reported several criminal offenses such as violence, sexual assault or robbery (Yi et al., 2020). Concerning the terms used by the literature to point at physical risk/safety concerns, several research papers referred to the latter as insecurity, hence the name of this section.

Physical risk came up several times in the semi-structured interviews conducted by Spindeldreher et al. (2019), leading them to suggest that physical risk embodies an obstacle to the participation in the SE. Hazée et al. (2020) got analogous results, except that they considered personal safety concerns as being part of a more global risk barrier. Furthermore, insecurity was proved to be a significant barrier to P2P accommodation stay in the study of Tussyadiah & Pesonen (2018). To be more specific, the authors showed that distrust was a significant barrier to P2P accommodation, and this lack of trust included safety concerns (an insecurity-related item was included in the trust factor in their survey). Such a consideration of safety concerns as being part of the distrust barrier was also made by Tussyadiah (2015) and Mahadevan (2018). Referring more specifically to Airbnb, Chiappa et al. (2021) observed that a substantial portion of their respondents was not sure about the level of safety standards they could receive from Airbnb. So et al.'s (2018) quantitative results indicated that Airbnb-related purchase intention was significantly lessened by perceptions of insecurity regarding the accommodations offered on the platform. Similar results were obtained by Tran & Filimonau (2020), adding that security concerns represented one of the two main respondents' demotivation factors to choose Airbnb.

In contrast, Yi et al. (2020) did not find any negative influence of physical risk on behavioral intention towards Airbnb. Indeed, they even found that physical risk positively influenced it. Such a result conflicts with traditional risk and consumer behavior literature (Yi et al., 2020). However, Yi et al. (2020) quoted Acquisti & Grossklags (2005), Lutz et al. (2018) and Wachinger et al. (2013) by saying that this finding is in accordance with the "risk perception paradox", which consists of a contradiction between perceived risks and actual consumer behavior that regularly happens in online business contexts. Ahmed et al. (2020) also found that insecurity was not a significant deterrent of the intention to use Airbnb, yet not having a positive influence on the latter either.

3.5.2.3. Privacy

Privacy concerns (also called privacy risk, e.g. Spindeldreher et al., 2019; Yi et al, 2020) stand for one's worry about the loss of privacy arising from participation in the SE (Spindeldreher et al., 2019). Culnan & Armstrong (1999) and Malhotra et al. (2004), cited by Yi et al. (2020), explained that (unintended or purposive) infringements ineluctably threaten information of users when making online transactions, as these need some personal information to be executed. Privacy risk is therefore a major factor to

be considered within the SE, as its nature requests personal data to be exchanged physically and virtually (Belk, 2014; Lutz et al., 2018 quoted by Yi et al., 2020).

A lot of interviewees of Spindeldreher et al. (2019) who did not participate in the SE declared to perceive loss of privacy as a consequence of sharing for the reasons mentioned above. Such a result on perceptions about privacy was shared by Hazée et al. (2020), suggesting that this is also true for collaborative consumption participants[7]. Again, the difference with Spindeldreher et al. (2019) is that Hazée et al. (2020) considered privacy concerns as being part of a more comprehensive risk barrier. Additionally, the quantitative study of Tussyadiah & Pesonen (2018) suggested that privacy is a significant deterrent to the use of P2P accommodation rentals. As for insecurity (see previous section), a privacy item was incorporated in the significant distrust factor, letting Tussyadiah & Pesonen (2018) think that privacy was a notable barrier too. Just like for insecurity, Tussyadiah (2015) also had considered privacy risk as a component of lack of trust. Moreover, Chiappa et al.'s (2021) findings showed that the booking of Airbnb dwellings was deterred by a perceived untrustworthiness of the platform which involved privacy issues, among others. In the paper of Tran & Filimonau (2020), the other dominant barrier of non-users to choose Airbnb (insecurity being the other one, see previous section) was privacy concerns. Hypothesis testing of Yi et al. (2020) supported these results. Finally, perceptions of insecurity that reduced behavioral intentions of Airbnb consumers in the study of So et al. (2018) included concerns about level of security of guests' personal data.

What is pretty surprising with these studies is that they did not deal with privacy within the accommodation: only personal data sharing concerns were considered as reflecting privacy risk. Yet, one could intuitively believe that staying at an Airbnb accommodation might induce some intimacy problems (e.g. because of a host who would be too intrusive). Two examples from my own relatives' Airbnb experiences are the root causes for this hypothesis suggestion. The first one booked an apartment located on the floor just above the one of the host. It turned out that the latter always came knocking on the door to complain as soon as there was a low volume of music, for instance. The second rented a house that was supposed to be an entire one, i.e. without the presence of the host. However, they finally had to live with host, the latter having left them her bed while sleeping on the couch. These two examples may lead one to think that using Airbnb involves privacy issues within the accommodation rented itself (i.e. intimacy issues).

3.5.2.4. Contamination

Contamination barrier has been identified in the paper of Hazée et al. (2017), one of whose purposes was to identify the barriers that deterred customers to use access-based services (e.g. the car-sharing company Zipcar). Hazée et al. (2017) defined this hurdle as the "*customer's perceived contamination of the tangible features that come into actual and/or imagined physical contact with others*". Despite the fact that only none of the articles mentioned in previous sections dealt with contamination concerns, there are still three reasons to discuss this demotivation factor. First, the qualitative mixed-methods study of Hazée et al. (2020) suggested that consumers may perceive the tangible resources that are shared in collaborative consumption as contaminated by other actors (e.g. other guests or the host in the case of Airbnb). Moreover, their findings were obtained from respondents who all lived in Belgium, thus providing interesting insights as to the potential relevance of contamination worries in this thesis. Finally, the COVID-19 pandemic makes it naturally even more judicious to look into the matter of such a barrier.

As said above, Hazée et al. (2020) identified contamination as a barrier for consumers to engage in collaborative consumption. The reason is that previous consumers (i.e. guests in the case of Airbnb)

[7] Note that these results are only qualitative, thus no generalization can be made. They are only mentioned here for information.

or the service provider (i.e. the host in the case of Airbnb) have made (or are likely to make) physical contact with those resources (Hazée et al., 2020). The authors further explained that consumers are not sure that the shared resources are well cleaned up between each use (Hazée et al., 2020), and that the feeling of entering somebody else's personal environment may elicit repulsion (Morales et al., 2018 quoted by Hazée et al., 2020). Gong & Zheng (2018) briefly mentioned hygiene in their results about insecurity barrier by asserting that many guests experienced physical and health issues because of hygiene following their stay. Regarding the impact of the COVID-19 on contamination perceptions, Lee & Deale (2021) found that respondents being more concerned by the virus were more anxious and presented higher perceived risk changes about staying at shared accommodations since the pandemic began.

3.6. Belgian literature – 1st research question

The Belgian literature concerning the motivations and barriers to the use of sharing services is rather scarce, with only few studies that have been performed. A substantial portion of those was conducted by the Belgian author S. Hazée, and as far as I know, only 2 of them involved Belgian respondents: the studies of Hazée et al. (2017) and Hazée et al. (2020). Moreover, only Hazée et al. (2020) focused on collaborative consumption. Given that Chiappa et al. (2020) put forward the need to investigate the cultural differences in consumers' motivations (and barriers in this thesis) to choose Airbnb depending on the country they come from, carrying out such a study in Belgium seems to be relevant. This thesis will therefore contribute to the enrichment of the scientific literature by testing the significance of some motivations and barriers from this literature with Belgian respondents. This will be useful to determine whether results obtained in other countries can be generalized to the Belgian population. Building on these elements, the first research question is:

RQ1: Are the motivations and barriers to the use of Airbnb found in previous studies also encountered by (potential or actual) Belgian guests?

3.6.1. Hypotheses and analytical model

To answer the first research question (RQ1), several hypotheses will be tested based on the motivations and barriers discussed in section 3.5.:

H1: Economic benefits have a positive influence on behavioral intention to use Airbnb.

H2: Home benefits have a positive influence on behavioral intention to use Airbnb.

H3: Social appeal has a positive influence on behavioral intention to use Airbnb.

H4: Authentic local experience has a positive influence on behavioral intention to use Airbnb.

H5: Novelty-seeking has a positive influence on behavioral intention to use Airbnb.

H6: Sustainability has a positive influence on behavioral intention to use Airbnb.

H7: Lack of trust has a negative influence on behavioral intention to use Airbnb.

H8: Insecurity has a negative influence on behavioral intention to use Airbnb.

H9: Privacy concerns have a negative influence on behavioral intention to use Airbnb.

H10: Contamination has a negative influence on behavioral intention to use Airbnb.

The analytical model encompassing these hypotheses is depicted in **Fig. 1**.

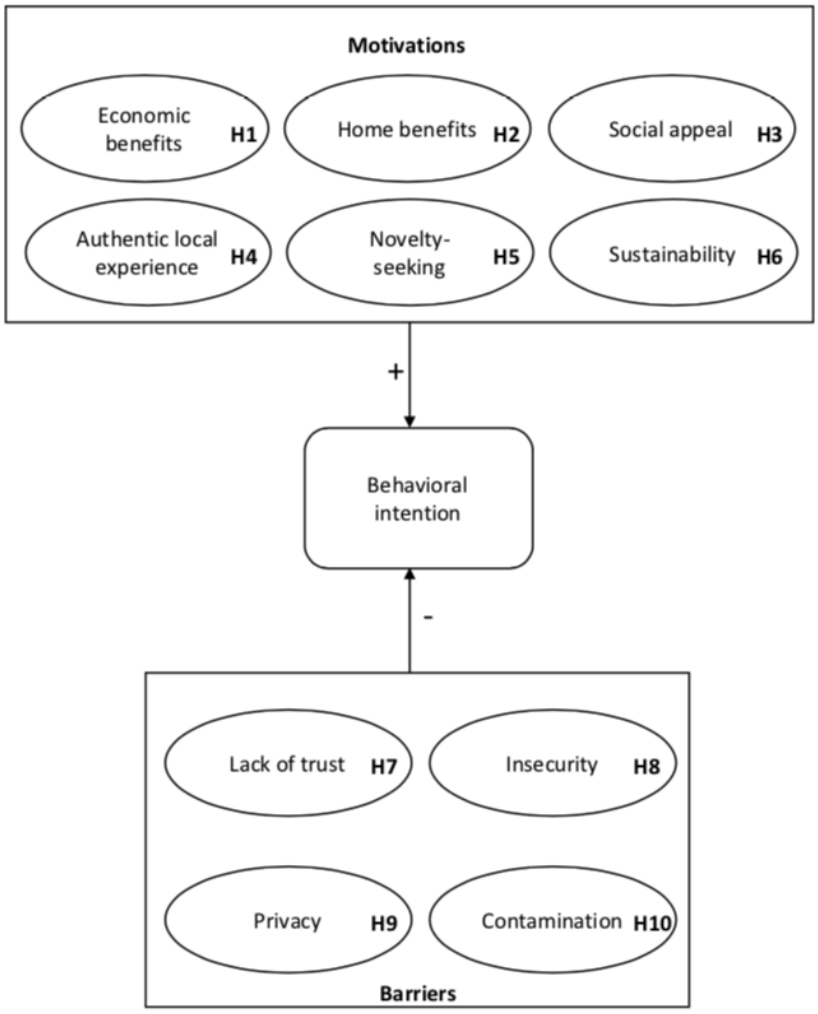


Fig. 1. Analytical model.

3.7. Segmentation – 2nd research question

Segmentation represents the process of splitting a market into groups that are internally homogeneous in a relevant way (Guttentag et al., 2018). Smith (1956), quoted by Dolnicar (2012) stated that market segmentation "*consists of viewing a heterogeneous market [...] as a number of smaller homogeneous markets*" which is consistent with the definition of Guttentag et al. (2018) except that this second definition explicitly indicates that markets are heterogeneous (hence the need to segment them into homogeneous groups).

Segmenting a market is crucial in terms of effectiveness and efficiency, and this process can be performed using different variables or combination of these variables such as motivations, sociodemographic and behavioral characteristics (Kotler, 1980 quoted by Chiappa et al., 2020). As an example of the usefulness to perform segmentation in the context of this thesis, Guttentag et al. (2018) observed a limited aggregate level of agreement with the motive to use Airbnb for social interactions. However, it turned out that two customer segments agreed relatively highly with this motivation, as opposed to other segments which comparatively disagreed considerably with the same motive. This example shows that even if a given motivation appears to be insignificant with regard to the whole sample, the same motivation may appeal to one or several groups composing the sample.

Consequently, market segmentation could allow firms like Airbnb to better target these groups by still promoting this motive in their campaigns, even if the latter did not seem important at first sight.

As to the studies entailing segmentation analyses, Guttentag et al. (2018), mentioned in section 3.5., profiled North American tourists based on their motivations to use Airbnb. They ran a cluster analysis which has unveiled five Airbnb user segments: "home seekers", "money savers", "pragmatic novelty seekers", "interactive novelty seekers" and "collaborative consumers", which are mutually heterogeneous in many points (and internally homogeneous). The "home seekers" were primarily driven by home benefits. Users of this segment were *inter alia* older than average, more likely to book an accommodation with children and were the most well educated. The younger "money savers" were on their side mainly and almost only motivated by economic benefits, while the "pragmatic novelty seekers" also were younger, used less often Airbnb and were comparatively strongly attracted by novelty and home benefits. The main difference with the "interactive novelty seekers" group is that the latter were driven by interaction motivations besides novelty. Finally, the "collaborative consumers" had a lower income than average and resorted significantly more to Airbnb than the others. Chiappa et al. (2020) performed a similar work, by first identifying three motivation-based clusters which they called "enthusiastic Airbnb lovers" (driven by novelty, authentic experience and support to local economy while still being attracted by low price); "pragmatic Airbnb users" (only motivated by economic and home benefits); "pragmatic authenticity seekers" (attracted by functional factors like the "pragmatic Airbnb users" group but additionally driven by emotional aspect and authentic experience of Airbnb). Then, they investigated whether substantial sociodemographic variables differentiated these three clusters. It turned out that age, gender and household income were not significantly different between groups. However, Chiappa et al. (2020) observed notable differences based on marital status, level of education and employment. For example, the "pragmatic authenticity seekers" were proved to have a higher level of education. These findings partially contradicted those of Guttentag et al. (2018) which showed significant differences between clusters based on age but not on level of education. This is the reason why Chiappa et al. (2020) suggested that motives for consumers to use Airbnb encompass some cultural differences depending on the country these consumers are from and advocated the necessity for further research involving cross-cultural comparisons. Studies such as the one of Tran & Filimonau (2020) also suggested that cultural divergences exist as to the drivers and deterrents of the use of the platform. Tran & Filimonau's (2020) respondents, who were Vietnamese (i.e. from a growing South Asian economy; Tran & Filimonau, 2020) were indeed not influenced by the same factors as respondents with a "western culture" (e.g. Guttentag et al., 2018; So et al., 2018).

On their side, Mahadevan (2018), also mentioned in section 3.5., undertook a segmentation of their respondents too but uniquely based on sociodemographic factors (i.e. not accompanied by a motivation-based segmentation like Chiappa et al., 2020 and Guttentag et al., 2018 did). Their findings indicated that the frequent P2P accommodation user values less economic benefits than the first-time P2P accommodation-sharing user. Mahadevan (2018) explained that this divergence can be due to the fact that the marginal utility related to economic benefits may decrease as the number of stays increases. Furthermore, frequent users and females were more driven by the "sharing economy philosophy" factor (which includes sustainability and support to local economy). The other main sociodemographic differences regarding factors impacting overall satisfaction with the use of P2P accommodation were essentially based on age. Indeed, Generation Y (term used by the author to point at respondents aged between 18 and 34 years) exhibited a higher satisfaction induced by the "sharing economy philosophy" factor compared to Generation X (term used by the author to designate respondents aged between 35 and 54 years). The author justified such a difference by referring to the growing highlighting of sustainability problems in the last decade which made Generation Y more aware of the need to have a more responsible consumption (Mahadevan, 2018). Moreover, economic benefits appealed more to Generation X than Baby Boomers (term employed by

the author to point at respondents aged 55 years or above), possibly because dependent children of Generation X respondents undermine their financial health, according to the author. As to the social appeal, it was a more important factor for Generation Y, while home benefits meant more to Baby Boomers. Finally, Baby Boomers were those who exhibited the biggest lack of trust in Airbnb. These results are consistent with those of Chiappa et al. (2021) which indicated that young travelers are more confident in using P2P accommodation platforms and more interested in the underlying philosophy.

Besides, Chiappa et al. (2021) performed a consumer segmentation as well, but this time based on barriers of Airbnb non-users to choose the platform. Three groups came out from the cluster analysis, which the authors called "traditional travelers" (deterred by a lack of trust and knowledge about Airbnb); "sharing economy misbelievers" (demotivated by factors such as distrust and perceived privacy risk); "prospective Airbnb users" (younger travelers who represent potential future Airbnb users). Like Chiappa et al. (2020), Chiappa et al. (2021) looked for sociodemographic differences between these three clusters, and it turned out that age was the primary differentiator, with younger respondents exhibiting a less negative perception of the platform. Finally, as findings from the mixed-methods approach of this study were not the same as those performed in other countries, Chiappa et al. (2021) argued like Chiappa et al. (2020) for more cross-cultural comparisons in this field of research (which constitutes again a rationale to carry out an analogous study with Belgian consumers).

Despite the few studies mentioned here above, research focusing on the potential sociodemographic differences in the consumers' motivations and barriers to the use of P2P accommodation (e.g. Airbnb) is not abundant (Mahadevan, 2018; Lutz & Newlands, 2018). Understanding these differences is nevertheless important so as to enable P2PA firms to target coveted market segments and position their service in function of these (Lutz & Newlands, 2018). Moreover, it allows hosts to target their listings towards certain guest segments, like real marketers (Lutz & Newlands, 2018), which could intuitively improve the attractiveness of Airbnb and potentially other accommodation-sharing companies too. Given the advantages of the SE (discussed earlier in this document), supporting these companies could seem to be beneficial for society as a whole. This thesis aims to enrich this field of literature by looking for potential sociodemographic specificities (based on criteria such as age, gender or income) that could exist among Belgians with respect to their motivations and barriers to use Airbnb. This leads to the second research question of this master thesis:

RQ2: How does the nature of (potential or actual) Belgian guests' motivations and barriers to use Airbnb vary in function of different sociodemographic variables?

For this research question, no hypotheses will be made in order not to restrict the analysis of possible substantial sociodemographic differences in motivations and barriers that could exist within the sample. As a matter of fact, sociodemographic variables which were not proved to be differentiators (or not tested at all) in previous studies could turn out to be significant differentiators in this thesis.

4. Methodology

This thesis is based on a quantitative research design, which works well with the deductive approach adopted (i.e. the approach according to which hypotheses to be tested are suggested by and retrieved from the scientific literature). Indeed, there is already a certain number of studies that focused on the motivations and barriers to the use of Airbnb (or more globally to participation in the SE), which allows to make hypotheses about the impact of those factors on behavioral intentions. A quantitative research design is therefore suitable for this study given that the objective of such a design is to test hypotheses through the measurement of variables (Malhotra et al., 2017). Moreover, a qualitative design would not make it possible to determine if there are significant sociodemographic differences between responses among the sample and thus would not enable to answer the second research question either.

4.1. Data collection method

More particularly, this master thesis resorts to the survey method for data collection, which consists of a structured questionnaire whose purpose is to obtain information of interest from respondents (Malhotra et al., 2017). The term "structured" means that questions are asked in a prearranged order (Malhotra et al., 2017). This survey is also direct, which refers to the fact that respondents are aware of the purpose of the study (Malhotra et al., 2017). The survey method is advantageous in that it is easy to disseminate and its typical fixed-alternative questions (i.e. questions requesting respondents to select an answer among a set of predetermined ones) make the data obtained reliable and comparatively straightforward to analyze (Malhotra et al., 2017). The survey method fits thus well the need to measure constructs[8] in order to test hypotheses related to the motivations and barriers to use Airbnb discussed earlier in this document.

The target population simply consisted of individuals who have the Belgian nationality given the first research question of this thesis. Therefore, users and non-users were taken into account. This makes sense as the present study's purpose is not only to analyze the motivations to use Airbnb but also the barriers, and non-users embody potentially greater sources of barriers than users. Even non-users who did not know the concept of Airbnb were taken into consideration, as those might represent potential future Airbnb users (or non-users). They could elicit some interesting information about what would encourage and deter them to use the platform once a concise explanation of what is Airbnb is provided to them (see section 4.2. for more details).

The questionnaire was designed with the help of Qualtrics, a tool which allows for the elaboration and online distribution of surveys, and then shared on the social media Facebook and Instagram. On the one hand, the sharing on Facebook was performed via posts on student groups (e.g. "Étudiants de Liège", "1er Master HEC", etc.) as well as on my personal Facebook page. Moreover, my friends and relatives also shared the survey on their Facebook page, thus making it visible to their own network. On the other hand, the link of the survey was also displayed on my Instagram account in order to make sure as many people from my network as possible see and thus answer it. This was also a way to ensure that the survey was visible by a certain share of younger people, as many of them are more

[8] Constructs refer here to the motivations and barriers (i.e. the variables of the analytical model).

active on Instagram than on Facebook. The sampling approach applied in this thesis thus has similarities with snowball sampling. The latter is a nonprobability sampling technique and consists in selecting randomly[9] a set of respondents first (Malhotra et al., 2017). Then, next respondents are chosen according to the referrals given by the initial respondents, which can lead the researcher to receive responses from referrals' referrals (like on Facebook where friends' friends can share the survey) if the process is reiterated (Malhotra et al., 2017). Therefore, the sampling approach applied in this thesis, which consisted in sharing the survey on social networks and wait for friends to share themselves the survey with their own friends is similar to the snowball technique. As explained by Malhotra et al. (2017) above, it is a non-probability technique because friends of a given person are more similar to this person than if it were random people. Along with social networks, I reached a couple of acquaintances and family members in private to ask them to complete the questionnaire, as they were not likely to see the posts made on social media. As to the time span, the data collection lasted 9 days.

4.2. Questionnaire design

The questionnaire was divided into four main blocks. The purpose of the first one was to know whether the respondent was aware of the concept of Airbnb and whether they were already an Airbnb user. If they answered "No" to the first question regarding their knowledge about Airbnb's concept, a description of what is Airbnb and what kind of service they provide was displayed to them so that they were able to answer the rest of the questionnaire. They then had direct access to the next section. If the respondent answered "Yes" to the first question, they had to answer a second question concerning the number of times they have booked an accommodation on Airbnb so far (three options: "0", "1" or "≥2"). If the respondent selected "0", the latter was considered as a non-user. The purpose of the option "≥2" was to be able to differentiate "first timer" users from "repeat" users (Mahadevan, 2018) which could turn out to be an interesting sociodemographic differentiator.

The second block of the questionnaire contained all the measurement items related to the motivations and barriers from the analytical model depicted in Fig.1 (i.e. economic benefits; home benefits; social appeal; authentic local experience; novelty-seeking; sustainability; lack of trust; insecurity; privacy; contamination). A Likert scale (1 = strongly disagree to 5 = strongly agree; 3 = neutral) was used to measure the level of agreement with the 28 statements of this block. The Likert scale (named after its creator Rensis Likert) represents a widespread rating scale which requests respondents to show their level of (dis)agreement with a set of statements (called items; Joshi et al., 2015) related to the situation under study (Malhotra et al., 2017). Respondents have the choice between several response categories, usually five, ranging from "strongly disagree" to "strongly agree" (Malhotra et al., 2017). An odd number of response alternatives enables a respondent to give a neutral opinion with respect to a given statement. As Culbertson (1963) and Schwarz & Bohner (2001) (mentioned by Joshi et al., 2015) explained, the usefulness of the Likert scale is that it allows a researcher to quantify the subjective dimensions of thinking (i.e. cognition), feeling (i.e. affective) and action (i.e. psychomotor) in a reliable and validated way. Additionally, Malhotra et al. (2017) asserted that such a scale is easy to construct and administer.

[9] The snowball technique remains a nonprobability sampling technique despite the random selection of the initial respondents. Indeed, the final sample is a nonprobability one, given that referrals have "*demographic and psychographic characteristics that are more similar to the persons referring them than would occur by chance*" (Malhotra et al., 2017).

With regards to the items of the questionnaire's second block, most of them were retrieved from the existing SE in travel and P2P accommodation literature, although sometimes slightly adapted (see appendix A for the entire questionnaire). As to the economic benefits variable, three items were included to measure it. The first one was adapted from Tussyadiah's (2016) study on the use of P2P accommodation and measured the extent to which the respondents think that Airbnb makes travel cheaper (the adaptation simply consisted in the replacement of "P2P accommodation" by "Airbnb accommodation"). The second item aimed to assess the respondents' degree of agreement with the fact that Airbnb provides value for money and originates from Sweeney & Soutar (2001) (adopted from So et al., 2018). The third one was inspired from Tussyadiah (2015) and is even more explicit regarding the economic driver ("I use/I would use Airbnb to lower my travel cost"). This statement indeed required a slight modification in order to fit non-users as well (the original being "*peer-to-peer accommodation helped me lower my travel cost*"; Tussyadiah, 2015). This third economic benefits item introduces an important remark that must be made concerning the wording of some statements throughout the whole questionnaire. As said before, the target population encompasses Airbnb users and non-users. Consequently, the statements were designed in a way so that even the respondents who have never resorted to the platform were still able to show their level of agreement with them. This is the reason why some items such as the last discussed entailed two different verbal forms (e.g. "I use/I would use Airbnb ..."). This manner of formulating the statements allowed me not to have to create another version of the questionnaire aimed at non-users, which would have considerably complicated the analysis of the results afterwards.

To measure the home benefits variable, three items were incorporated too. The first one, which originates from Guttentag et al. (2018) and was adapted by So et al. (2018), was about the matter of amount of space. The second one dealt with the access to household amenities and the third one with the potential homely feel Airbnb could provide. These last two items were fetched from Guttentag et al. (2018).

Three items were integrated for the social appeal as well and all came from Tussyadiah & Pesonen (2018) (similar items were also noticed in Mahadevan, 2018 and Guttentag et al., 2018). One item was intended to assess respondents' desire to have social interactions with the host(s) of Airbnb accommodations. Another aimed to evaluate their willingness to get acquainted with local residents, which can be seen as a similar item as the previous one but with the locals and not the hosts. Lastly, respondents had to indicate the extent to which they agreed with a statement relative to the financial support to local inhabitants. This third item shows that social appeal is not only about social interactions. Such an item was also seen in other studies such as the one of Guttentag et al. (2018), but they included it in a section called "sharing economy ethos" as briefly mentioned earlier in section 3.5.1.3. in the literature review.

In the same way, three items were associated with the authentic local experience dimension. The first item was merely a statement explicitly related to the authentic local experience as a driver to use Airbnb (i.e. "For my travels, I use/I would use Airbnb to have an authentic local experience"). It was retrieved from Guttentag et al.'s (2018) study on tourists' motivations to choose the platform for their stays. Respondents then had to give their level of agreement with the stay in a non-touristy location as a rationale to use Airbnb. The third item dealt with the desire to use the platform to have access to insider tips. As discussed in section 3.5.1.4. in the literature review, the will to receive tips on the local attractions can indeed also be considered as a driver related to the authentic local experience dimension rather than the social appeal one, as Mahadevan (2018) did in their survey. The obvious local and authentic characteristic of this item made it an interesting one to embed in the authentic local experience dimension in the questionnaire. Besides, the two last items discussed here were fetched from Mahadevan (2018).

Two items coming from Guttentag et al. (2018) were integrated to measure the propensity of respondents to use Airbnb to seek novelty when traveling. The first item referred to the potential desire to choose Airbnb for the excitement the experience with the platform could provide. The second statement was associated more clearly with novelty: respondents had to indicate the extent to which they agreed with the fact that they used/would use Airbnb to experience something new and different. One could think that this item is a double-barreled one (i.e. one question which aims to deal with two issues, e.g. "Do you think Coca-Cola is a tasty and refreshing soft drink?"; Malhotra et al., 2017). However, it seems that this item that originates from Lee and Crompton's (1992) (adopted from Guttentag et al., 2018) does not really address two different issues but rather puts an emphasis on the fact that experiencing something new automatically implies doing something different. This assumption was reinforced in the pretest phase discussed at the end of this chapter.

The sixth and last motivation from the present thesis' analytical model, i.e. sustainability, was measured by two items in the questionnaire. One was retrieved from Guttentag et al. (2018) and intended to quantify the degree to which respondents perceived Airbnb as environmentally-friendly, while the other one came was fetched from Tussyadiah (2015) and included in the survey to appraise the willingness of respondents to lower their impact on the environment when traveling. Studies such as Mahadevan (2018), Guttentag et al. (2018) and Chiappa et al. (2020) only integrated an item measuring the respondents' perceived environmental friendliness of Airbnb to measure sustainability as a motivation to use the platform. However, some individuals might believe that Airbnb is not especially environmentally-friendly while still being eager to reduce their negative impact on the environment. For these individuals, sustainability may thus represent a motivation to buy some more sustainable products or services if they know that these are actually more sustainable. Therefore, integrating only an item related to the perceived environmental friendliness of Airbnb may not be sufficient to measure the extent to which respondents are driven by sustainability. This is the reason why this thesis' questionnaire entailed a second item pertaining to the desire to lower the negative effect of travel on environment. If the results show afterwards that respondents do not perceive Airbnb as sustainable but want to diminish their detrimental effect on the environment, it will enable Airbnb to emphasize more their environmentally-friendliness in their marketing campaigns.

Among the barriers, the variable of lack of trust was assessed thanks to four items. The first one originates from Tussyadiah (2015) and was adapted by So et al. (2018). Respondents had to show their degree of agreement with the fact that they do not trust Airbnb with regards to online transactions. The second item was associated with distrust in Airbnb about their ability to process requests or complaints rapidly. This item was retrieved from Yi et al. (2020), just as the third one which dealt with concerns about potential discrepancies between information on the website and the actual accommodations. Lastly, the fourth item was about a lack of trust in the host(s) and was fetched from Tussyadiah (2015).

Three items were linked to the insecurity deterrent. The first one, which came from Chiappa et al. (2021) was centered on the standards of safety Airbnb can provide. The second statement used stronger words to describe insecurity concerns (i.e. "Staying at an Airbnb accommodation means I may not be in safe hands"). The latter was designed by Yang et al. (2004) and adopted from So et al. (2018). The wording of the last insecurity item (retrieved from Yi et al., 2020) was even more powerful in terms of safety concerns (i.e. "I am afraid the Airbnb host is going to commit a crime to me"). I added some examples of crimes (i.e. violence and harassment) to the sentence so that the statement is more meaningful to respondents.

As to the privacy dimension, two items were integrated in the questionnaire. One of them (retrieved from Yi et al., 2020) aimed to quantify respondents' worries about potential leakage of their personal

data involved in Airbnb transactions. The other one was related to privacy within the Airbnb accommodation and fetched from Yi et al., 2020. I designed and embedded such an item in the survey to measure respondents' intimacy concerns regarding Airbnb stays. In this way, I addressed the gap in the existing literature related to concerns of privacy within accommodations discussed in section 3.5.2.3. of the present thesis.

Finally, I designed three items intended to measure contamination as a barrier to use Airbnb. These were based on the results of Hazée et al. (2020) who investigated the barriers to participation in collaborative consumption in a qualitative study. Respondents first had to indicate the extent to which they agreed with the following statement: "I find disgusting the fact that other people may have stayed in an Airbnb accommodation before I arrive". The content of this item was inspired by Argo et al., 2006 (quoted by Hazée et al., 2020) who asserted that contamination is engendered by someone's belief that another person has previously touched the asset of interest, which can lead for example to a feeling of disgust. The second item dealt with concerns about potential poor cleanliness of the Airbnb accommodation. This one was designed based on the fact that collaborative consumption actors seem to exhibit a stronger contamination barrier notably because they are not sure that the assets were well cleaned between each usage (Hazée et al., 2020). Last but not least, the third contamination item and last one from the second block of the questionnaire covered a potential feeling of repulsion that one might feel when entering the Airbnb host's personal sphere. This last statement was inspired from Morales et al. (2018) (quoted by Hazée et al., 2020) who affirmed that collaborative consumption's actors may be repulsed by the fact of penetrating someone else's personal sphere.

Then, respondents were asked to answer show their level of agreement with two statements related to their intentions to use Airbnb, which constituted the third block of the questionnaire. These two items aimed to measure the dependent variable of the analytical model, i.e. the respondents' behavioral intention to use the famous platform. The first item was intended to know the extent to which the respondents contemplated to use Airbnb for their next trips. The second one was no longer about consideration to use the platform but rather the extent to which the respondents were sure to use Airbnb in the near future (i.e. "I will use Airbnb in the near future"). These two items originate from Jeong et al. (2003) (adopted from So et al., 2018) and were both included to have a better picture of the actual intentions to resort to Airbnb. Indeed, a given individual might contemplate to use the platform for their next travels while not being completely certain about it. Thus, integrating only one of them was deemed not to capture enough information regarding respondents' behavioral intention.

Lastly, the fourth block of the survey consisted in asking the respondents some multiple choice questions (with only one possible answer) about their sociodemographic characteristics. All of them (except one, see later in this chapter) were based or inspired from Guttentag et al. (2018) and Chiappa et al. (2021). These questions were placed at the end of the questionnaire following the guideline of Malhotra et al. (2017) according to which classification and identification information should be obtained only after basic information (i.e. the information which is closely linked to the research problem; Malhotra et al., 2017). Classification information represents sociodemographic and socioeconomic characteristics useful for classifying respondents and understanding the findings, while identification information basically entails the name and contact details (Malhotra et al., 2017). However, the identification type of information was not asked in this survey, as the latter was completely anonymous. Anyway, the reason of such a guideline is that asking respondents some personal questions might make them leave; the basic information, i.e. the most important one, should therefore be obtained first (Malhotra et al., 2017).

In this last questionnaire's block, respondents first had to indicate their age by selecting a certain age category (i.e. ≤20; 21-30; 31-40; 41-50; 51-60; ≥61; Guttentag et al., 2018). The purpose of providing some age categories as response alternatives rather than asking respondents to type their exact age is threefold: intuitively, it might be perceived as a less intrusive way to ask the information; it also takes less time to answer for the respondent; there will be no need to create age categories during the results' analysis, as they are already created at the source. Some questions about gender, level of education and professional status were asked as well. For the question on the level of education, I removed two response alternatives from Chiappa et al. (2021) (i.e. "primary school" and "middle school") in order not to have too small education-based respondent groups afterwards. As to the question on the professional status, I removed "executive/manager", "teacher" and "self-employed" from the response alternatives of Chiappa et al. (2021). However, the freelance alternative was integrated into the "employee/worker" category (i.e. "employee/worker/freelance") afterwards, following the pretest phase discussed at the end of this chapter.

Furthermore, respondents were required to indicate whether they had the Belgian nationality. This was a filter question, i.e. a starting question which is used to ensure that the potential respondents satisfy the required characteristics of the sample (Malhotra et al., 2017). Indeed, given the research questions of the present master thesis[10], only responses of respondents who had the Belgian nationality were taken into account. The only difference with the definition of Malhotra et al. (2017) is that this question was placed among the last questions of the questionnaire. As a matter of fact, it was a sociodemographic question and thus had to be placed at the end. The answer to this question (as well as the two from the first block) was made mandatory given its importance.

Then, respondents were asked to indicate how they rate their household income compared to the 2019 Belgian average (according to Statbel, 2021) with responses alternatives such as "below average", "above average", etc. (like in Guttentag et al., 2018). Even if responses to this question can be quite subjective, it addressed the problem of sensitivity of such data (respondents would be less eager to give their exact income). It is worth mentioning that an option "Student job revenue" was included for the students who pay their trips mainly by themselves, in order to have a better picture of their actual income. Indeed, a given student who would have parents with relatively high salaries might nevertheless choose to finance their holidays with their own money earned from their student job. The three last questions of the survey were about the number of other people respondents usually travel with, the type of these people (e.g. children or friends) and whether respondents considered themselves as backpackers on trip. The latter question was included because one could intuitively think that backpackers may value some factors such as home benefits less. These three last sociodemographic questions were based on Guttentag et al. (2018), with a slightly different wording and less response alternatives (in order not to have too small respondent groups afterwards).

The very first version of the questionnaire was sent to my supervisor for a first feedback. Then, as briefly mentioned in this chapter, the second version of the questionnaire was pretested. Pretesting consists in testing the questionnaire with a few respondents in order to spot and solve potential problems and thus enhance the questionnaire (Malhotra et al., 2017). This pretesting phase was conducted with two family members (who are not embarrassed to say when there is a problem

[10] As a reminder, the two research questions of this thesis are: RQ1: "*Are the motivations and barriers to the use of Airbnb found in previous studies also encountered by (potential or actual) Belgian guests?*"; RQ2: "*How does the nature of (potential or actual) Belgian guests' motivations and barriers to use Airbnb vary in function of different sociodemographic variables?*".

compared to acquaintances). One was 54 years old and the other one 22 years old, which enabled me to obtain insights about potential issues from two different points of view. The pretest was performed in the following way: both respondents were completing the survey while I was standing next to them, without providing any help but only asking them questions such as "Is this question clear for you?". It turned out that this pretesting phase was mainly useful regarding two elements. On the one hand, both respondents asserted that they fully understood the novelty-seeking item discussed earlier (i.e. the one which could have been perceived as a double-barreled one) and that it was not confusing at all for them. On the other hand, I added "freelance" in the option "Employee/worker" in the question relative to professional status (which thus became "Employee/worker/freelance") following the completion of the questionnaire by the 54 years old respondent. Indeed, she is a freelance and thus selected the alternative "Other", whereas the purpose of this option was mainly to know whether a given respondent earns a living. Consequently, I adapted the response alternative so that even freelances could select the first option (i.e. "Employee/worker/freelance").

Lastly, it is worth specifying that the questionnaire was first drafted in English (given that the items retrieved from the existing SE in travel and P2P accommodation literature were in English) and then translated into French. This translation was obviously necessary as the mother tongue of most potential respondents was assumed to be French. Indeed, the Facebook groups on which I shared the survey (e.g. "Étudiants de Liège") as well as most of my relatives and their own relatives are French-speaking.

4.3. Data analysis

Data was coded automatically by Qualtrics when data collected was exported in an Excel file. Specifically, coding for the second and third block of the questionnaire was the following: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree). Data cleaning was performed in Excel, as well as the calculation of the aggregate variables (e.g. economic benefits, lack of trust). The aggregate variables were computed for each respondent as the averages of the scores of their related items. For example, if a given participant gave a 2 for the first item associated with home benefits, a 3 for the second one and a 4 for the third one, the aggregate variable of the home benefits for this respondent will be (2+3+4)/3=3. Once the data was cleaned and the aggregate variables computed, the Excel file was imported into the software SPSS for the preliminary checks and the data analysis[11]. The preliminary checks were about the normal distribution of the data, the homogeneous variance of the variables and validity of the scales (convergent and discriminant validity). More details about these preliminary checks are given in the next chapter. To test the hypotheses made for the first research question, a correlation analysis and a multiple regression were conducted. Correlation analysis helped have better insights on the relationships between the different independent variables and the independent one (i.e. the behavioral intention). It also allowed to see whether there were strong correlations between two or more independent variables, which can be problematic for the proper conduct of the multiple regression analysis (Malhotra et al., 2017). As to the multiple regression, it aimed to infer cause-and-effect relationships between the motivations and barriers and the behavioral intention (given that correlation does not prove pure causality). These statistical methods are described in more detail in the next chapter as well.

[11] It should be noted that in order to compute some measures such as the Cronbach's alpha coefficient, the database with all the items (and not only the aggregate variables) was needed, given that the latter analyzes correlations between the items of a given construct.

5. Results

5.1. Respondent screening and data integrity

In total, 255 responses to the survey were collected. However, Qualtrics indicated that 11 participants were not Belgian[12] (i.e. they answered "No" to the question "Do you have Belgian nationality?"; see appendix B) and were thus removed from the Excel data file (as a reminder, the present thesis focuses only on Belgians). Moreover, an important portion of the remaining 244 respondents left some missing values. Missing values (or missing responses) are values of a given variable which are lacking (i.e. they are unknown) in the data collected, either because of unclear answers given by respondents or because their answers were not well recorded (Malhotra et al., 2017). Various options exist to address the issue of missing values, each having its own advantages and disadvantages. Among them, there are the replacement (of a missing value) with a neutral value, the casewise deletion, the replacement (of a missing value) with an imputed response[13] and the pairwise deletion[14] (Malhotra et al., 2017).

A combination of the two first approaches was used in the present thesis' case. The substitution of a neutral value for a missing one represents the replacement of this missing value with a neutral one such as the mean response alternative to the variable (Malhotra et al., 2017). The reasoning behind this method is challengeable: replacing a missing value with the variable's mean (e.g. 3) for respondents who would have shown a lower degree of agreement (e.g. 1) or a higher one (e.g. 5) if they had answered can indeed seem illogical (Malhotra et al., 2017). However, such an approach also allows to keep the same variable's mean and has a low impact on other statistics like correlations. As to the casewise deletion, it consists in removing from the data analysis all the respondents with any missing values (Malhotra et al., 2017). This method entails two risks, namely the obtainment of a small sample compared to the initial one and a potential significant bias in the results if respondents who left some missing values differ systematically from those with integral responses (Malhotra et al., 2017). However, it turned out that 60 respondents left at least 9 missing values, including 46 who even left at least 25 missing values (the development of these calculations is shown in appendix C). Given the disadvantage of the neutral value approach discussed a few lines above, substituting variables' mean values for so many missing ones could have seriously biased the results. Therefore, the 60 respondents (with at least 9 missing values for each of them) were removed from the analysis. The reason why the threshold 9 was selected is simply because apart from these 60 participants, no

[12] This figure was then verified in the Excel file containing the data.

[13] This method consists for the researcher in trying to infer, based on the data at their disposal, the answers that respondents would have provided if they had responded to the question (Malhotra et al., 2017). Although this approach enables to compute a more suitable response to the missing questions than a neutral value, substantial efforts are needed to do so and an important bias can be engendered by such an approach (Malhotra et al., 2017).

[14] This method consists for the researcher in taking into account only respondents with complete answers for each computation (Malhotra et al., 2017). For instance, if 160 participants answered a sustainability-related statement, the average level of agreement with this item will be calculated based on the 160 responses provided. In parallel, if 175 participants responded to a novelty-related statement, the average degree of agreement with this one will be computed based on the 175 responses given. Consequently, different sample sizes can be used in different computations, which can yield "*unappealing or even infeasible results*" (Malhotra et al., 2017).

respondent had a number of missing values higher than 1 (see appendix C). Besides, the neutral value method was used for the five respondents who each only left one missing value (see appendix D).

It should be noted that among the five respondents mentioned here above, two had a missing value in a sociodemographic question (financial status). For these participants, the neutral value that replaced the missing value was not the average (like the four others[15]). Instead, the value 3 (i.e. "Average") was incorporated (the two participants were not students, thus the option 6 "Student job revenue" could not have been chosen in any case). Consequently, after the replacement of the five missing values, there were in total 184 complete responses.

5.2. Sample profile

As said in the previous section, data cleaning in Excel resulted in a final sample of 184 Belgian respondents. The latter was composed of 73.4% of Airbnb users (i.e. individuals who had already booked at least one accommodation on Airbnb at that time). The users either used Airbnb only one time (20.7% of the total sample) or at least two times (52.7% of the total sample). As to the non-users, 7 of them (i.e. 3.8% of the total sample) did not know the concept of Airbnb before starting the survey. The age of the participants was distributed as follows: 6.5% were 20 years old or younger, a significant portion was aged between 21 and 30 years old (40.8%), 9.8% was between the ages of 31 and 40 years old, while 18.5% were between 41 and 50 years old, which was close to the portion of respondents between 51 and 60 years old (15.8%). As to the respondents who were 61 years old or older, they were more numerous than those of 20 years old or younger (8.7%). Therefore, 57.1% of the sample was 40 years old or less. Then, the sample was mainly composed of females (69.6%). A great portion of respondents had a bachelor's degree (45.1%), followed by those who had a master's degree or a PhD (32.6%) and a high school degree or less (18.5%). Most of respondents were either employees, workers or freelances (54.9%). Students also represented a substantial part of the sample (33.7%), whereas there were 7.1% of retirees and 1.1% of unemployed participants. Regarding the financial status, 29.3% reported to have a household income above the average (i.e. roughly 20,000€ per individual per year, thus 40,000€ for a household of two individuals; Statbel, 2021), being almost as numerous as those with an income similar to the average. While the two groups just mentioned represented a majority (55.4%), almost a quarter of the respondents (23.9%) reported to have a student job revenue. With regards to the remaining participants, 9.2% had a household income below the average, 7.6% well above the average and lastly 3.8% well below the average. Additionally, 15.2% of the 184 participants considered themselves as backpackers on trips. A considerable portion of respondents usually traveled with at least 3 companions (44%), followed by those who were used to going on trips with only one other person (29.9%). More than a fifth of the sample usually traveled with two other companions (22.3%), and a small part traveled alone (3.8%). Last but not least, most of the sample's respondents were used to travel with their spouse or partner (59.8%), 26.1% usually traveled with one or several friends and 14.1% were more used to going on trips with their child(ren). See appendix E for the original SPSS tables on the sample characteristics.

[15] The averages were computed after having discarded the 60 respondents discussed earlier.

5.3. Influence of the different motivations and barriers on the intention to use Airbnb

5.3.1. Preliminary checks

Before analyzing the data and testing the analytical model's hypotheses, verifications about some assumptions regarding the data were made.

First, a normality check was performed. For this purpose, histograms of every variable from the analytical model were built in order to check that the distributions of these variables are neither too skewed nor too peaked or flat. On the one hand, skewness is a characteristic of a variable's frequency distribution which evaluates its symmetry with respect to the mean (Malhotra et al., 2017). Thus, if a variable's distribution is not symmetric, it is skewed. On the other hand, kurtosis is a measure of the extent to which the curve of a variable's distribution is peaked or flat (Malhotra et al., 2017). These measures of shape are important because many statistical tests are based on the normality assumption (Malhotra et al., 2017). This is the reason why histograms of every variable's distribution were built: it enables to spot directly skewed, flat or peaked distributions. It turned out that no too strong asymmetries, flatness or the opposite characterized these distributions (see appendix F), except maybe the economic benefits and behavioral intention variables which were quite peaked. However, the "log10" transformation did not enhance their distribution's curves. Thus, the initial variables were kept for the analysis.

Then, a check of the homogeneity of the variables' variances was carried out. Indeed, the degree to which variables vary with respect to their mean should be as uniform (or homogeneous) as possible (Barbosa & Delcourt, 2020). To verify this, scatter plots of the behavioral intention by the different variables from the model were drafted (see appendix G). It appeared that the variables representing the six motivations and four barriers all varied more or less uniformly around their mean.

To assess the reliability[16] of the measurement scales used to measure the different variables of the model, the Cronbach's alpha coefficient[17] was computed for each of them. The range of this measure is comprised between 0 and 1, while a value of 0.6 or less usually means a low internal consistency reliability (Malhotra et al., 2017). It should be kept in mind that the more there are items in a given scale, the more the Cronbach's alpha coefficient tends to be high. Such an artificial increase thus has to be taken into account when analyzing scales with a lot of items. The scale of every variable scale was proved to be internally consistent, except the sustainability scale (α=0.572). This might be explained by the fact that this scale entailed only two items combined to the fact that there was an important discrepancy between the two average agreement levels (3.14 for the first one and 3.55 for the second one). This difference might highlight the hypothesis made in section 4.2. about sustainability, according to which people may be willing to be more sustainable while not thinking that

[16] Reliability is the degree to which a scale generates consistent results when measurements on a given characteristic are repeated (Malhotra et al., 2017).

[17] The Cronbach's alpha coefficient aims to measure internal consistency reliability, which is the average of all possible split-half coefficients stemming from various fractionations of the scale items (Malhotra et al., 2017). Basically, a variable's scale in which most of respondents will relatively strongly agree with one item and relatively strongly disagree with another one (associated with the same variable) will result in poor internal consistency reliability.

Airbnb is environmentally-friendly. All the alpha coefficients are displayed in Fig 2 (the original SPSS results are depicted in appendix H).

Constructs' scales	Cronbach's Alpha (α)
Economic Benefits (3 items)	.757
Home Benefits (3 items)	.645
Social Appeal (3 items)	.785
Authentic Local Experience (3 items)	.750
Novelty-seeking (2 items)	.796
Sustainability (2 items)	.572
Lack of Trust (4 items)	.746
Insecurity (3 items)	.747
Privacy (2 items)	.608
Contamination (3 items)	.700
Behavioral intention (2 items)	.851

Fig. 2. Cronbach's alpha coefficients of the various constructs' scales.

Additionally, a testing of the scales' validity[18] was performed, as that reliability of a given scale is a necessary but not sufficient condition to the validity of this scale (Malhotra et al., 2017). Convergent validity was first assessed. Convergent validity represents a measure which evaluates the degree to which a scale is positively correlated with the other measurements of the same construct (Malhotra et al., 2017). Therefore, a correlation analysis for each construct was carried out to check that measurements associated with the same construct were positively correlated. Note that correlation[19] is a statistic used to describe the strength of the linear relationship between two variables (Malhotra et al., 2017). In other words, it enables to see the extent to which the variation in a given variable (e.g. economic benefits) is related to the variation in another variable (e.g. behavioral intention) (Malhotra et al., 2017). It turned out that for each motivation and barrier as well as for the behavioral intention, all the measurements had a significant positive correlation (at the 0.01 level) with each other (i.e. there was a positive correlation between the different measurements of a given construct, for each construct). Convergent validity was thus supported. An example of the correlation analysis for the three measurements of the economic benefits is displayed in Fig 3 (the original SPSS correlation tables for the rest of the items are displayed in appendix I). Note that "Economic benefits_1" corresponds to the first item of the economic benefits variable in the questionnaire (i.e. "Staying at an Airbnb accommodation makes travel more affordable."), "Economic benefits_2" to the second item, etc. This is also the case for the other constructs.

[18] Validity refers to the degree to "*the extent to which differences in observed scale scores reflect true differences among objects on the chracteristic being measured, rather than systematic or random error*" (Malhotra et al., 2017). Systematic error constantly impacts measurement in the same way (e.g. poor designed questionnaire), unlike random error (e.g. the presence of other individuals in the room which can distract the respondent) (Malhotra et al., 2017).

[19] Correlation refers here to the Product moment correlation (*r*), also called Pearson correlation coefficient, which is the most commonly used correlation statistic (Malhotra et al., 2017).

		Economic benefits_1	Economic benefits_2	Economic benefits_3
Economic benefits_1	Pearson Correlation			
	Significance			
Economic benefits_2	Pearson Correlation	.507**		
	Significance	<.001		
Economic benefits_3	Pearson Correlation	.571**	.480**	
	Significance	<.001	<.001	

** Correlation is significant at the 0.01 level.

Fig. 3. Correlations between the three measurements of the economic benefits construct.

Finally, convergent validity check was combined with a verification of the discriminant validity of the scales used. Discriminant validity evaluates the degree to which a given measurement is not correlated with other constructs which are supposed to differ from this measurement (Malhotra et al., 2017). In other words, if two distinct constructs that are supposed to differ from each other are not correlated, discriminant validity between these two constructs is supported. Therefore, a correlation matrix taking into account the different constructs of the model (i.e. the motivations and barriers) was computed, so as to see whether there were some correlations between them (the correlation matrix is located in appendix J). Globally, most of the correlations between the variables were either significant but low or insignificant. However, It is worth mentioning that a couple of moderate or even stronger correlations[20] between some constructs were found. Indeed, social appeal was moderately correlated with authentic local experience (r = .59**[21]) and novelty-seeking (r = .40**). Authentic local experience was also moderately correlated with novelty-seeking (r = .51**), in addition to a moderate correlation with sustainability (r = .37**). The highest correlations were observed among the barriers, which were all correlated with each other with a Pearson coefficient ranging from r = .55** (moderate correlation) to r = .75** (strong correlation). These last correlations reflected the blurred concept of distrust briefly discussed in the literature review (e.g. studies like Tussyadiah, 2015; Mahadevan, 2018 and Tussyadiah & Pesonen, 2018 considered insecurity or privacy items as being related to trust), as insecurity, privacy or contamination concerns might intuitively be somewhat linked to a lack of trust towards the host or the platform.

Consequently, the different preliminary tests conducted showed that the measurement scales used in the questionnaire were reliable and globally valid for measuring the analytical model's variables, with nevertheless a reservation regarding the discriminant validity of the barriers' scales.

5.3.2. Descriptive statistics

In average, participants agreed most highly with the economic benefits motive (mean = 3.75). Note that as all the items related to the motivations and barriers were measured with a 5-point Likert scale, the mid-point (i.e. the neutral score) was 3. Moreover, the economic benefits variable had the lowest standard deviation (Std. Dev. = .674), which means that respondents' scores associated with the economic benefits dimension varied less than for the other dimensions. Even if no conclusion can be derived from such statistics, it gave some insights about the relatively high presence of the economic benefits motivation among the respondents. The second motivation respondents most agreed with in

[20] According to Taylor (1990), a correlation is considered as low when the Pearson coefficient (labeled as r) is (in absolute value) between 0 and 0.35, while a moderate correlation happens with a r between 0.36 and 0.67 and a strong correlation with a r between 0.68 and 1.

[21] The "**" means that the correlation wa significant at the level 0.01, while the "*" means that the correlation was significant at the level 0.05.

average is represented by the home benefits (mean = 3.55), followed by the desire to have an authentic local experience (mean = 3.40). Agreement was relatively high for sustainability (mean = 3.34) and novelty-seeking (mean = 3.17), although fairly limited for the latter. In contrast, the only driver whose average level of agreement was below the scale mid-point was the social appeal (mean = 2.77). It was also the motive with highest standard deviation (Std. Dev. = .881), which could be the result of significant sociodemographic differences between the respondents who relatively disagreed with the social appeal items and those who relatively agreed with these items.

As to the barriers, none of them had an average level of agreement above the mid-point of the scale. Among them, lack of trust had the highest mean (mean = 2.72). Respondents also agreed in average more with the privacy items (mean = 2.60) than with the insecurity (mean = 2.37) and contamination (mean = 2.45) ones.

Finally, respondents showed in average a relatively high degree of agreement (mean = 3.78) with the behavioral intention items. The table that summarizes these descriptive statistics is depicted in Fig 4 (the table including the same figures but for all items is displayed in appendix K).

	Mean	Std. Deviation	Min.	Max.
Economic benefits	3.75	.674	2.00	5.00
Home benefits	3.55	.748	1.00	5.00
Social appeal	2.77	.881	1.00	5.00
Authentic local experience	3.40	.786	1.00	5.00
Novelty-seeking	3.17	.811	1.00	5.00
Sustainability	3.34	.720	1.00	5.00
Lack of trust	2.72	.749	1.00	4.75
Insecurity	2.37	.732	1.00	5.00
Privacy	2.60	.822	1.00	4.50
Contamination	2.45	.782	1.00	4.33
Behavioral intention	3.78	.882	1.00	5.00

Fig. 4. Descriptive statistics of the analytical model's (independent and dependent) variables.

5.3.3. Correlation analysis

With the aim of testing the impact of the different motivations and barriers from the analytical model on the intention to use Airbnb a correlation analysis was first performed in order to obtain some insights about the relationships between the various independent variables (i.e. the six motivations and four barriers) and the dependent variable (i.e. the behavioral intention). The correlations between the dependent and independent variables are displayed in Fig 5 (it actually represents the last row of the correlation matrix located in appendix J).

		Economic benefits	Home benefits	Social Appeal	Authentic Local Experience	Novelty-seeking	Sustainability	Lack of Trust	Insecurity	Privacy	Contamination
Behavioral intention	Pearson Correlation	.39**	.40**	-.06	.082	.066	.091	-.3**	-.4**	-.4**	-.3**
	Sig. (2-tailed)	.000	.000	.400	.271	.377	.218	.000	.000	.000	.000

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

Fig. 5. Correlations between the dependent and independent variables.

The correlation matrix showed that the intention to use Airbnb was significantly positively correlated with two motivations, i.e. the economic and home benefits, and the four barriers (i.e. lack of trust, insecurity, privacy and contamination). This was not surprising given the higher correlations that existed between the barriers which have been discussed earlier in this document (see appendix J to see the complete correlation matrix). Indeed, if the lack of trust is negatively correlated with the behavioral intention as well as with the other barriers, one could assume that the behavioral intention is then also negatively correlated with these other barriers. Furthermore, it meant that the authentic local experience, social appeal, novelty-seeking and sustainability motivations did not significantly correlate with the intention to use Airbnb. As to the correlations between the different independent variables, there were at that stage no multicollinearity issues. Multicollinearity between two or several variables happens when intercorrelations among the independent variables are considerably strong and causes problems in multiple regression (Malhotra et al., 2017). Given the rule of thumb according to which multicollinearity problems arise when correlations between two or more independent variables are higher than 0.8 or 0.9 (i.e. $r \geq .8$) (Farrar & Glauber, 1967; Senaviratna & Cooray, 2019), multicollinearity was not suspected among the independent variables representing the motivations and barriers (the highest correlation was between the lack of trust and insecurity variables which was $r = .75$). Yet, the multiple regression was conducted with caution and great attention paid to the few important correlations among the barriers.

5.3.4. Multiple regression

Multiple regression represents a statistical technique which consists in computing simultaneously a mathematical relationship[22] between at least two explanatory (i.e. independent) variables and an interval[23] dependent variable. It was conducted to infer cause-and-effect relationships between the motivations and barriers and the intention to use Airbnb. Malhotra et al. (2017) gave several examples of questions that can be answered by the means of a multiple regression, including the following: "*Are consumers' perceptions of quality determined by their perceptions of prices, brand image and brand attributes?".* Such a question is somewhat similar to the first research question of the present thesis (RQ1), in that the latter investigates whether some given drivers and deterrents "determine" the intention to use Airbnb. Additionally, Mahadevan (2018) and So et al. (2018) used a statistical technique based on structural equation modeling (SEM)[24] which is similar to multiple regression. A multiple regression was nonetheless better suited for the present thesis as the analytical model (depicted in Fig 1) only contains one dependent construct (i.e. behavioral intention) which is not the independent construct of any other construct. This was also the case of Gong & Zheng (2018) who resorted to a multiple regression when replicating the study of So et al. (2018).

[22] The mathematical relationship is: $Y = B_0 + B_1X_1 + B_2X_2 + ... + B_kX_k$, which explains the value of 1 dependent variable (Y) in function of a linear combination of k independent variables (X_1, ..., X_k).

[23] Interval scale is a type of scale which encompasses numerically equal distances corresponding to equal values in the characteristic that is measured (Malhotra et al., 2017). That means that the difference between the values 3 and 4 is equal to the difference between the values 5 and 6 of the same scale, for example.

[24] SEM is used to evaluate a series of dependence relationships between a group of constructs which each entail several measured variables and are embedded into an integrated model (Malhotra et al., 2017). SEM is similar to the multiple regression technique in that the equation developed for each endogenous construct has an analogous form to the one of a multiple regression (Malhotra et al., 2017). However, one of the main differences with multiple regression is that a dependent construct in a given relationship can turn into an independent one in another relationship, unlike in multiple regression (Malhotra et al., 2017). The use of such a technique was thus not suitable for this thesis, as there is no "intermediary" dependent variable (e.g. attitude in So et al., 2018) being the independent variable of another dependent variable.

Firstly, all the variables of the model were included in the regression, which led to the results shown in Fig 6 (the original SPSS source of data is depicted in appendix L). Note that "Sig.", which is the abbreviation of "significance" refers to the p-value. If the p-value for a given variable is below the selected level of significance (usually 0.05), it means that this variable has a statistically significant influence on the behavioral intention. This influence is measured by the corresponding partial regression coefficient B_i (with "Constant" referring to B_0; see footnote 20).

Dependent var. = Behav. int.	**Unstandardized *B***	**Coefficients Std. Error**	**t**	**Sig.**
(Constant)	2.618	.507	5.167	<.001
Economic benefits	.315	.085	3.707	<.001
Home benefits	.338	.079	4.271	<.001
Social appeal	-.159	.077	-2.068	.040
Authentic local experience	.064	.094	.680	.498
Novelty-seeking	.066	.080	.834	.406
Sustainability	-.020	.084	-.235	.815
Lack of trust	-.150	.110	-1.364	.174
Insecurity	-.140	.125	-1.116	.266
Privacy	-.080	.095	-.837	.404
Contamination	-.079	.096	-.816	.416

Fig. 6. First multiple regression model integrating all variables.

One can notice that only economic and home benefits as well as social appeal had a significant influence on behavioral intention at the level 0.05. However, the relationship between social appeal and behavioral intention was quite paradoxical, as the former influenced the latter slightly but significantly (Sig. = .04 < .05) in a negative way. Such a relationship was even more surprising given that the social appeal construct was not proved to be significantly correlated with behavioral intention in the correlation analysis. Then, the table also demonstrates that sustainability was highly insignificant as a motive to use Airbnb (Sig. = .815 >> .05). That was also the case for the authentic local experience (Sig. = .498) and novelty-seeking (Sig. = .406) drivers. However, the fact that there was for example no barrier having a significant impact on behavioral intention was quite suspicious. Indeed, even if not reaching the threshold of the rule of thumb, correlations between barriers were higher than for the rest of the variables, especially the correlation between the lack of trust and insecurity (r = .75). Such substantial correlations between several variables might lead for instance to imprecise estimations of partial regression coefficients, difficulties to appraise the extent to which the independent variables play a role in explaining the variation in the dependent variable (i.e. their relative importance) as well as wrong inclusions or removals of independent variables in stepwise regression[25] (Malhotra et al., 2017). The two first implications made it necessary to remove some variables from the regression equation. Indeed, a straightforward way to handle high intercorrelations is to include in the regression model only one of the variables that are highly correlated with each other (Malhotra et al., 2017). Therefore, it was decided to compute a new multiple regression model in which only distrust was included among the four barriers. The results of this second multiple regression equation model are revealed in Fig 7 (the original SPSS source of data as well as the ANOVA table for information are located in appendix M). It is worth indicating that the stepwise solution for the conduction of the multiple regression was not used (except for the relative importance, see a few

[25] Stepwise regression is a regression method in which predictor variables are included or discarded from the regression equation one at a time (Malhotra et al., 2017).

lines below), as important variables may never be incorporated in the equation and conversely through this method (Malhotra et al., 2017).

Dependent var. = Behav. int.	**Unstandardized *B***	**Coefficients Std. Error**	**t**	**Sig.**
(Constant)	2.212	.478	4.628	<.001
Lack of trust	-.341	.074	-4.634	<.001
Economic benefits	.343	.084	4.055	<.001
Home benefits	.357	.078	4.571	<.001
Social appeal	-.166	.077	-2.139	.034
Authentic local experience	.065	.094	.695	.488
Novelty-seeking	.056	.080	.703	.483
Sustainability	.000	.084	-.002	.998

Fig. 7. Second multiple regression model including only lack of trust as a barrier.

Just like the first multiple regression model, the second one indicated that economic benefits, home benefits and social appeal were motivations that had a statistically significant influence on the intention to choose Airbnb. In the same way, variables of sustainability, authentic local experience and novelty-seeking were found not to be significant predictors of behavioral intention, especially sustainability which had once again a statistically high insignificance as a motive. Moreover, the startling observation made in the first regression model regarding the negative relationship between social appeal and intention to use Airbnb was reiterated here. However, the barrier of lack of trust, which was tested as statistically insignificant in the previous multiple regression model, turned out to exert here a relatively important negative impact on behavioral intention. Lastly, what was interesting to have insights about was the relative importance of the significant predictors (i.e. independent variables in regression). The relative importance of a given independent variable basically refers to the extent to which this variable is important in explaining the variation of the dependent variable (Malhotra et al., 2017). There are several ways to appraise this relative importance. Among these approaches, one consists in inferring the relative importance of the predictors based on the order in which they are included or discarded from the regression equation in the stepwise method (Malhotra et al., 2017). Thus, a stepwise multiple regression was conducted, and the home benefits were proved to be the most important factor influencing behavioral intention, followed by lack of trust, economic benefits and social appeal to a lower extent (see appendix N). However, their degree of impact was actually relatively similar to each other given the absolute value of their partial regression coefficients. Note that social appeal did not appear in the stepwise regression, which confirmed that it was the least important predictor variable among the significant ones).

Consequently, according to the results presented in this section, some hypotheses made about the influence of particular motivations and barriers to the use of Airbnb were supported and others were not:

H1: “Economic benefits have a positive influence on behavioral intention to use Airbnb”. This hypothesis was supported by the multiple regression results given its significance (Sig. <.001) and the value of the partial regression coefficient (*B* = 0.343).

H2: “Home benefits have a positive influence on behavioral intention to use Airbnb”. This hypothesis was equally supported by the results (Sig. <.001; *B* = 0.357).

H3: "Social appeal has a positive influence on behavioral intention to use Airbnb". This hypothesis was not supported by the multiple regression results. As a matter of fact, social appeal exerted a statistically significant effect on behavioral intention at the 0.05 level (Sig. <.034), but this effect was slightly negative (*B* = -.166).

H4: "Authentic local experience has a positive influence on behavioral intention to use Airbnb". The results did not support this hypothesis (Sig. = .488 > .05).

H5: "Novelty-seeking has a positive influence on behavioral intention to use Airbnb". As the results did not show any significance of the impact of novelty-seeking on behavioral intention (Sig. = .483 > .05), this hypothesis was rejected.

H6: "Sustainability has a positive influence on behavioral intention to use Airbnb". The multiple regression results rejected this hypothesis as well (Sig. = .998 > .05).

H7: "Lack of trust has a negative influence on behavioral intention to use Airbnb". The results supported this hypothesis by showing that the lack of trust had a statistically significant negative influence on the respondents' intention to use Airbnb (Sig. <.001; *B* = -0.341). However, substantial positive correlations observed with the other three barriers (i.e. insecurity, privacy and contamination) may have diminished the accuracy of the partial regression coefficient (*B*) and the p-value estimates.

H8: "Insecurity has a negative influence on behavioral intention to use Airbnb". This hypothesis could not be supported or rejected. Indeed, because of the high correlations with the other barriers, it had to be removed from the multiple regression model.

H9: "Privacy concerns have a negative influence on behavioral intention to use Airbnb". This hypothesis could not be supported or rejected for the same reason as for H8.

H10: "Contamination has a negative influence on behavioral intention to use Airbnb". Again, this hypothesis could not be supported or rejected given the important correlations with the other barriers.

It should be noted that given the positive correlations that took place between the four barriers, it is likely that at least one of them also exerts a negative influence on behavioral intention as the lack of trust does.

5.4. Differences in motivations and barriers according to different sociodemographic segments

To answer the second research question of this master thesis[26], multiple regressions were conducted like in the previous section, but this time the results of these regressions were split in function of some sociodemographic characteristics of the respondents. For instance, a multiple regression that was performed entailed in fact two "sub-regressions" that showed results for females and for males in a separate way in order to see if there were significant divergences in the factors that motivated them to use Airbnb. SPSS allows to make such regressions by offering the possibility to display the data in function of a grouping variable (i.e. the variable "Gender" in the example). However, in order not to have too small sub-samples (i.e. n<30, where n is the number of individuals in the sample; Malhotra et al., 2017) and thus less accurate estimates, some variables had to be transformed. This was for

[26] As a reminder, the second research question is: "*How does the nature of (potential or actual) Belgian guests' motivations and barriers to use Airbnb vary in function of different sociodemographic variables?*".

example the case for the age variable which initially entailed six different possible values (i.e. ≤20, 21-30, 31-40, 41-50, 51-60 or ≥61 years old) and had to be transformed so that every age category corresponded to at least 30 participants. Consequently, the new age variable encompassed three possible values, which were ≤30, 31-50 and ≥51 years old. The same kind of transformation was made for two other variables, i.e. those related to financial status and usual number of other companions. The former's six possible values were regrouped into four ("Well below average" and "Below average" became "Below average" while "Above average" and "Well above average" became "Above average", the two other possibilities remaining unchanged) and the latter's four possible values were gathered into three ("2" and "≥3" became "≥2" companions). Note that despite these regroupings, less than 30 respondents pertained to a financial status lower than average. The results of the regression related to this category were thus not analyzed. It was also the case of the value "0" for the variable of the number of companions, the category "Other" for the education level variable as well as the categories "Unemployed", "Retired" and "Other" for the professional status variable which were then not analyzed as well. Moreover, the backpacker variable as well as the variable related to the awareness of the concept of Airbnb were not taken into account, as only 28 respondents considered themselves as backpackers and only 7 respondents did not know Airbnb's concept.

To give a clearer view of what such multiple regressions look like, an example of the regression per age categories coming from SPSS is displayed in Fig 8. The results that came out of this regression and those associated with the other sociodemographic variables are summarized in Fig 9 (the original regressions from SPSS containing the detailed figures are located in appendix O).

Coefficients[a]

Age	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
≤30	1	(Constant)	2.416	.641		3.769	<.001
		Home benefits	.179	.094	.187	1.899	.061
		Economic benefits	.308	.120	.250	2.569	.012
		Social appeal	-.241	.105	-.266	-2.303	.024
		Authentic local experience	.279	.110	.306	2.538	.013
		Novelty-seeking	-.019	.095	-.022	-.204	.839
		Sustainability	.097	.104	.097	.930	.355
		Lack of trust	-.288	.099	-.268	-2.906	.005
31-50	1	(Constant)	2.198	1.089		2.019	.050
		Home benefits	.353	.173	.262	2.038	.048
		Economic benefits	.374	.181	.272	2.063	.045
		Social appeal	-.045	.168	-.040	-.268	.790
		Authentic local experience	-.075	.204	-.061	-.369	.714
		Novelty-seeking	.067	.184	.052	.363	.718
		Sustainability	.021	.180	.014	.114	.910
		Lack of trust	-.414	.146	-.366	-2.838	.007
≥51	1	(Constant)	4.319	.955		4.522	<.001
		Home benefits	.571	.167	.411	3.415	.002
		Economic benefits	-.027	.160	-.020	-.170	.866
		Social appeal	.216	.156	.201	1.389	.173
		Authentic local experience	-.284	.242	-.220	-1.175	.247
		Novelty-seeking	.199	.171	.178	1.166	.251
		Sustainability	-.363	.200	-.287	-1.814	.078
		Lack of trust	-.720	.158	-.543	-4.556	<.001

a. Dependent Variable: Behavioral intention

Fig. 8. Multiple regression model splittig the results in function of age categories.

The columns of the table shown in Fig 9 represent the six motivations and the barrier of lack of trust (the three other barriers not being included given that they were removed from the multiple regression model in the previous section) and the rows represent the various sociodemographic characteristics of the respondents. As said before, a multiple regression with the behavioral intention as the dependent variable and the six motivations and lack of trust as independent variables was conducted several times. Each of them used a different sociodemographic variable to create sub-groups of respondents (e.g. the regression splitting the results based on gender entails two sub-groups, i.e. females and males). In this way, differences in the elements influencing respondents'

intention to use Airbnb could be analyzed by comparing the different age categories, genders, and so forth. The table contains some "+" and "-" symbols which indicate respectively a positive and negative influence of a given motivation/barrier on a given sub-group's behavioral intention. The "++" and "- -" symbols refer respectively to a relatively stronger positive and negative influence ("++(+)" and "- -(-)" suggesting an even more important effect). The sign (i.e. + or -) of the partial regression coefficient (*B*) of a given independent variable determined whether its influence on the dependent variable is positive or negative. The determination of the extent to which this influence was high (represented by the number of "+" or "-") was based on the p-value (the more it was low, the more the independent variable was statistically significant) and on the absolute value of the partial regression coefficient (the more it was high, the more the variable's impact was considered strong). Given that most of the significant coefficients had values ranging roughly from 0.300 to 0.400, a "++" or "- -" sign was attributed to a variable whose coefficient was more or less equal to 0.500 at least with a very low p-value as well. Lastly, blanks in the table were left when no significant effect (i.e. when the p-value was >.05) of a given variable on a sub-group's behavioral intention was found.

		EB	HB	SA	ALE	NS	SUS	LoT
Age	≤30	+		-	+			-
	31-50	+	+					-
	≥51		++					- -(-)
Gender	Female	+	+	-				-
	Male	+	+					
Education	High school degree or less		++(+)					
	Bachelor's degree	+	+					-
	Master's degree/PhD	+						- -
Profession	Employee/ worker/ freelance	+	+					- -
	Student							-
Financial status	Average	+	+					
	Above average		+					- -
	Student job revenue						+	-
#Companions	1	+	+		+			
	≥2	+	+					-
Companion type	Spouse/ partner	+	++					-
	Child(ren)							- -
	Friend(s)							-
#Airbnb accommo. rented	0 (Non-users)		++(+)					
	1 ("First timers")			-				
	≥2 ("Repeat users")	+						

(EB=Economic benefits; HB=Home benefits; SA=Social appeal; ALE=Authentic local experience; NS=Novelty-seeking; SUS=Sustainability; LoT=Lack of trust)

Fig. 9. Influence of the different motivations and lack of trust on behavioral intention in function of various sociodemographic characteristics.

It turned out that respondents being 30 years old or younger differentiated themselves from the other age categories in that they are the only ones who are influenced by the authentic local experience driver. They are also the only ones (among the age-based groups) whose behavioral intention is impacted by social appeal, but in a negative way (as in the global multiple regression discussed in the previous section). In contrast, they represented the only age-based segment which was not truly driven by home benefits. Participants who were at least 51 years old were also significantly different from the others in three points: they were not driven by economic benefits, their intention to choose Airbnb was far more undermined by a lack of trust (B = -0.720[27]) than younger respondents and were however relatively strongly driven by home benefits.

The segmentation of the sample by gender revealed two elements regarding female respondents. On the one hand, their behavioral intention was negatively impacted by trust, as opposed to male participants. On the other hand, social appeal (which, as a reminder, is supposed to be a motivation to use Airbnb) deterred their actual desire to resort to the well-known platform for their trips.

As to education-based groups, a complete opposition was noticed with regards to the factors influencing the respondents having a high school degree at most and those with a master's degree or a PhD. As a matter of fact, behavioral intention of the former was not affected by economic benefits as opposed to respondents having a master's degree or PhD, which can sound rather puzzling if one assumes that a higher degree leads to a higher income and thus less importance given to economic benefits. However, respondents with a high school degree at most were seriously driven by home benefits (B = 0.810), whereas this motive was not proved to affect the most educated ones' willingness to use Airbnb. The last difference between the two segments lied in trust matters: the more educated respondents' behavioral intention was relatively highly weakened by a lack of trust, as opposed to those of the other group. As to the participants having a bachelor, their desire to use Airbnb was impacted by all three factors (i.e. positively impacted by economic and home benefits and negatively by the lack of trust).

When differentiating the results of the multiple regression by profession, it was observed that none of the six motivations significantly drove student respondents' intention to use Airbnb, unlike the respondents being either employees, workers or freelances whose intention was positively influenced by economic and home benefits. Yet, the student participants were deterred by a lack of trust. This effect of distrust was even more powerful for employees/workers/freelances.

As one would have expected, respondents having an average household income were driven by economic benefits as opposed to those with revenues above average or a student job income. Two divergences were noticed for these respondents with a student job revenue (being thus students[28]) compared to the two other income-based segments. First, home benefits did not impact their desire to use Airbnb. However, they also embodied the only sociodemographic segment which was truly driven by sustainability motivations (whereas behavioral intention of the profession-based segment made up of student respondents was not significantly impacted by the sustainability driver). Lastly, intention of participants with a higher income to use Airbnb was particularly undermined by a lack of trust, as opposed to those with average revenues.

[27] Theoretically, this coefficient value means that when the variable of the lack of trust increases by 1 (e.g. moving from "neutral" to "agree" with statements in the survey related to distrust) engenders an decrease in behavioral intention of 0.720 (Malhotra et al., 2017).

[28] However, not all students indicated that they had a student job revenue.

Finally, absolutely no respondent group (whether it be based on age, income, profession, etc.) was influenced by the novelty-seeking motive.

Regarding the segmentation by the number of companions with whom respondents usually travel, it came out that those who go on trip with just one other person were driven by the desire to have an authentic experience and were not deterred by a lack of trust, unlike respondents traveling with at least two companions.

A multiple regression was also conducted with a splitting of the results according to the type of these companions. It turned out that behavioral intention of respondents traveling with their spouse or partner was positively impacted by economic benefits, and to an even greater extent by home benefits. No motivation was found to significantly drive respondents who travel with their friend(s) or child(ren). As to the lack of trust, it deterred the three groups from using Airbnb, respondents traveling with their child(ren) being particularly affected.

Last but not least, an analysis of the divergences between non-users, “first timers” (i.e. respondents who booked only one accommodation on Airbnb so far) and “repeat users” (i.e. those who rented at least two Airbnb accommodations) allowed to spot three divergences. Indeed, each group’s behavioral intention was affected by a different factor. First, the intention of “repeat users” to keep using Airbnb was positively influenced only by economic benefits. Then, “first timers” were deterred from reusing the platform by the social appeal motive, which corresponded to the same surprising observation made with females and individuals aged 30 years old or younger who participated in this study. As to the third segment, i.e. non-users, their intention to use Airbnb was heavily driven by home benefits (B = 0.995), which represented the highest observed influence (in absolute value) of a motivation on a group’s behavioral intention.

6. Discussion

The results that emerged from the analysis of the data collected on 184 Belgian individuals present similarities and divergences with those of previous studies conducted in other countries (e.g. Chiappa et al., 2020). This is more particularly the case for the results related to the first research question, as no hypotheses were established for the second one.

First, the findings suggest that economic benefits positively influence Belgian consumers with respect to their intention to use Airbnb, thus representing a significant motivation. In other words, it is suggested that Belgian consumers perceive Airbnb as cheaper than traditional accommodations and providing value for money, which represent one of the reasons why they want to use the famous platform. This corroborates the results of the scientific literature on the SE and P2P accommodation, whose studies all showed (to the best of my knowledge) the significant impact of economic benefits either in the participation in collaborative consumption or more particularly to the use of Airbnb. Additionally, as Airbnb is considered to be an innovation (Guttentag et al., 2018), the present thesis confirms one of the statements of the diffusion of innovations theory, according to which a lower price during the diffusion process increases the rate of adoption (Rogers, 1995). However, unlike studies such as Tussyadiah (2015), Mahadevan (2018) and Tran & Filimonau (2020), economic benefits were not proved to be the dominant driver of Belgian consumers.

Then, the present thesis' findings also suggest that home benefits exert a positive influence on the choice of Belgian consumers to use Airbnb. That means that the great amount of space, the access to household amenities (e.g. a kitchen) and the homely feel Airbnb accommodations can provide encourage Belgian consumers to use the platform for their travels. Such findings confirm what was already demonstrated in numerous studies on the elements that drive and deter consumers from using P2P accommodation/Airbnb, including Tussyadiah (2016), So et al. (2018), Guttentag et al. (2018), Mahadevan (2018), Tran & Filimonau (2020), Chiappa et al. (2020). Hence, the present findings are in contradiction with those of Gong & Zheng (2018) which did not show a significant impact of home benefits. They are also utterly opposed to the findings of Ahmed et al. (2020) which even demonstrated that home benefits exerted a negative effect on consumers' overall attitude towards Airbnb and thus on their intention to choose the platform.

In this study, economic and home benefits are not the only motivations that were proved to significantly influence the choice of Belgian consumers to resort to Airbnb. Yet, they are the only ones which had a positive impact: social appeal indeed turned out to exert a significant negative effect on respondents' intention to opt for the platform. The explanation of this contradictory result might lie in the distrust barrier which turned out to have a greater negative influence on respondents who relatively agreed with the social appeal items; more details on this explanation are given later in this discussion. In any case, the present thesis' results do not support findings of Tussyadiah (2015), Tussyadiah & Pesonen (2018) and Mahadevan (2018) according to which the use of P2P accommodation is driven notably by the desire to have interactions with hosts and local residents as well as support the local economy. However, the results correspond to those of Chiappa et al. (2020), So et al. (2018) and Gong & Zheng (2018) in that the latter did not demonstrate a positive effect of social interactions and support to locals on the intention to use Airbnb.

As for the three other motivations tested (i.e. authentic local experience, novelty-seeking and sustainability), it turned out that none of them exerted any significant impact whatsoever on the global sample's respondents. Among those three factors, sustainability was proved to be the most insignificant. In other words, the choice of Belgian consumers to use Airbnb for their trips is not truly

driven by desires to stay in a non-touristy residential location, have access to insider tips, do something new and lessen their detrimental impact on the environment. Nonetheless, a reservation regarding the meaning of the insignificance of sustainability as motivation should be made. Indeed, as it can be seen in appendix K, the average score for the first sustainability item (i.e. "Staying with Airbnb is environmentally-friendly."; mean = 3.14) was lower than the one for the second item (i.e. "I would like to reduce the negative impacts of travel on the environment."; mean = 3.55). This observation supports my reflection made earlier in this document according to which consumers might be willing to be more sustainable while not thinking that Airbnb can help them be so.

With respect to the literature, the findings thus contradict Guttentag et al. (2018), whose results indicated that local authenticity was a reason to choose Airbnb, and Mahadevan (2018) who additionally suggested that staying in a non-touristy location and receiving local tips were drove the use of P2P accommodation. They also contradict Mahadevan (2018) as the latter indicated that novelty-seeking enhanced the satisfaction with the use of P2P accommodation. Still with regards to novelty-seeking, the findings seem not to be in accordance with the conceptual framework of Hirschman (1980) which indicated a positive relationship between novelty-seeking and innovativeness. Indeed, given this framework and the fact that Airbnb is considered an innovation (Guttentag et al., 2018), one could thus infer that it requires innovativeness to use the platform, and thus a desire for novelty; but the present study does not prove it. Furthermore, the diffusion of innovations theory of Rogers (1995) suggested that compatibility of an innovation with consumers' beliefs and values increases its rate of adoption. Yet, growing concerns and values of people around sustainability (Gansky, 2010 quoted by Tussyadiah, 2015) did not translate here into an increased intention to use Airbnb. Finally, this study on Airbnb does not corroborate findings of Tussyadiah (2015), Tussyadiah & Pesonen (2018) and Mahadevan (2018) which suggested that the use of P2P accommodation is also motivated by a wish of travelers to consume resources more sustainably. Nevertheless, the findings of this thesis correspond to those of other studies (So et al., 2018 and Gong & Zheng, 2018 for insignificance of authenticity; Chiappa et al., 2020, So et al., 2018 and Ahmed et al., 2020 for insignificance of novelty-seeking; Guttentag et al., 2018 and Chiappa et al., 2020 for unimportance of sustainability).

As to the barriers to the use of Airbnb encountered by the Belgian respondents of this study, slightly ambiguous results came out from the analysis because of not negligible correlations between the variables embodying the four barriers tested (i.e. lack of trust, insecurity, privacy and contamination). These correlations may mean that insecurity, privacy and contamination concerns go hand in hand with a lack of trust in the host(s) and the platform. Anyway, it required to keep only one of them in the multiple regression model in order to obtain more accurate estimates of the different variables. The lack of trust barrier was selected to remain in the model as it was considerably correlated with the other deterrents, had a higher average score than the others (mean = 2.72; see Fig 4 in section 5.3.2.) and is more representative of the other variables (e.g. lack of trust in host(s) may imply insecurity and privacy concerns whereas insecurity is not especially linked to insecurity). Distrust in the host(s) and Airbnb itself was proved to be a significant barrier to the use of Airbnb for Belgian consumers. These findings support those the existing SE and P2P accommodation literature, except Gong & Zheng (2018) whose results suggested the opposite. Given the positive relationships of distrust with insecurity, privacy and contamination, one could think that these various concerns are also barriers encountered by Belgian consumers; while it cannot be proven in this thesis, it is nonetheless a possibility to keep in mind.

One remarkable observation made when analyzing the results was that motives such as authentic local experience and sustainability had an average level of agreement above the scale mid-point (e.g. mean = 3.40 for authentic local experience; mean = 3.34 for sustainability; see Fig 4 in section 5.3.2.)

whereas they were not proved to be significant motivations. For these motivations, it means that the respondents who relatively agreed with their related items did not exhibit a higher score for behavioral intention than the respondents who were neutral or relatively disagreed with the same items. Two hypotheses can be made on the former respondent group: either they are truly driven by these motivations but deterred to a much greater extent by barriers such as distrust so that their behavioral intention does not increase; or they think these motivations drive them whereas it is actually not the case. Indeed, Wegner & Gilbert (2000) quoted by Forgas et al. (2005) stated that more and more studies indicated already at that time that individuals usually do not know what really motivates them to adopt a given behavior and even give erroneous explanations of the reasons they act the way they do.

As said at the beginning of this chapter, this thesis' findings point out that consumers coming from different countries and cultures share some similarities but also differences in what motivates them to use Airbnb. For example, the Canadian and American respondents of Guttentag et al.'s (2018) survey were driven by factors such as the authentic experience whereas Belgian participants in this study were not. Similarly, Australian respondents of Mahadevan (2018) were motivated to resort to P2P accommodation by the possibility to have insider tips and stay in non-touristy locations (i.e. two elements being part of the authentic local experience construct in this thesis), as opposed to Belgian respondents of this study. Another example is the insignificance of the lack of trust as a barrier for Chinese consumers to the use of Airbnb found by Gong & Zheng (2018). Therefore, this thesis supports allegations of Chiappa et al. (2020) and Tran & Filimonau (2020) about the existence of cultural differences that influence the attributes which drive and deter consumers of different nationalities to use Airbnb.

In addition to the investigation of which motivations and barriers to the use of Airbnb are encountered by Belgian consumers, this thesis also investigated whether their motives and barriers (actually consisting of the lack of trust) vary depending on their sociodemographic characteristics[29] (i.e. the topic of the second research question). It turned out that different segments of consumers based on criteria such as age, income, etc. were indeed many times not driven and deterred by the same factors.

First, notable divergences were observed when the sample was segmented by the age. Indeed, the desire to have an authentic local experience (i.e. a motivation tested as insignificant in the analysis of the whole sample) was proved to have a positive effect on individuals aged 30 years old or younger. However, they were not driven by home benefits, unlike respondents aged 51 years old or older who were relatively highly motivated by this kind of benefits. The motivation-based segmentation study of Guttentag et al. (2018) gave similar results: among the five Airbnb user groups detected, there were the "Home Seekers" who were strongly attracted by home benefits and were older than 40 years old. Their results and those of this thesis thus suggest that younger people may tend to look for true experiences rather than the comfort provided by home benefits as opposed to people aged older than 50 who might seek relaxation and comfort when going on vacation. Moreover, respondents older than 50 also experienced the highest negative impact of distrust on their behavioral intention (among all segments based on all sociodemographic characteristics combined). This suggests that this age group of the population may be inherently warier then younger ones.

The segmentation according to the gender did not show many differences between women and men. The only notable divergence is that female respondents experienced a higher lack of trust towards the host(s) and the platform than male respondents, which suggests that women may be more careful than men. These findings are different from those of Mahadevan (2018) who found that women

[29] As a reminder, there were no hypotheses made regarding this research question.

differed from men in that they were more concerned by sustainability matters. However, they are consistent with those of Buchan et al. (2008) who investigated differences between women and men regarding their propensity to trust others in an investment game and found that men trust more than women.

When the divergences in respondents' motivations and barriers were analyzed based on the education level, it was noticed that home benefits hugely appealed to individuals with a high school degree at most (they represented the group with the second highest influence of home benefits, among all segments based on all sociodemographic characteristics combined). This contradicts the results of Guttentag et al. (2018) which indicated that the cluster named "Home Seekers" (discussed a little earlier) was constituted of the most well educated respondents among the sample. Moreover, the Belgian respondents with the highest degree (i.e. master's degree or PhD) exhibited a relatively strong lack of trust compared to the other two education-based groups. Therefore, findings suggest that consumers with the lowest education value comfort the most when traveling, while consumers with the highest education are relatively more mistrustful than the others. This thesis thus presents results regarding education level opposed to those of Chiappa et al. (2021) who did not find any significant divergences in the barriers of consumers based on the education of respondents.

The sociodemographic-based segmentation analysis also compared motivations and barriers of employees, workers and freelances (representing one group) with those of students (representing the other group). It appeared that the first group's intention to use Airbnb was positively impacted by economic and home benefits, whereas the second group was not significantly driven by any of the motivations tested in the regression. The fact that students' behavioral intention was not driven by economic benefits is at first sight particularly counterintuitive. However, it is in fact due to a slightly too high p-value (=.056>.05; see appendix O) which led to a statistically insignificant influence of this motive on students' behavioral intention. This slightly high p-value is itself due to the frequency distribution of the economic benefits variable for the student segment which was not normal (see appendix Q) and thus led to estimates that were not accurate enough. If the distribution had been normal, it is very likely that economic benefits would have been proved to influence students as well (given that they already had a B = 0.325 for a p-value = .056). Nevertheless, the actual results presented are not in accordance with the motivation-based segmentation study of Chiappa et al. (2020), who noticed a considerable portion of students in the segment called "Pragmatic authenticity seekers" which was characterized by a motivation essentially induced by economic and home benefits. Employees, workers and freelances were also proved to be relatively more deterred by a lack of trust than students, which suggests that students are relatively less-risk averse. This does not correspond to the segmentation findings of Chiappa et al. (2021) which indicated that professional status was not a significant differentiator of consumers' hurdles to the use Airbnb.

The examination of the multiple regression results based on the financial status of the respondents highlighted two interesting differences, more particularly concerning those with a student job revenue. Note that the three income-based groups were labeled as having either an average, above average or student job revenue; respondents with a lower income were not numerous enough to take them into account for the segmentation analysis. First, results indicated that participants earning a student job revenue (i.e. students but not all of them) were not driven by economic benefits. The rationale behind this observation is exactly the same as for the profession-based segment of students, i.e. a non-normal frequency distribution of the economic benefits variable for the segment composed of respondents with a student job revenue (see appendix Q). This similarity is quite straightforward to understand, knowing that 44 students out of 62 (i.e. 71%) reported to earn a student job income. As no studies in the existing literature offered their participants the possibility to indicate that they had a student job revenue, there is no findings with which this result can be compared. Then, the second

difference between participants with a student job revenue and the others is that the former represented the one and only segment (among all segments based on all sociodemographic characteristics combined) whose intention to use Airbnb was significantly driven by a desire to lower the negative impact on travel. The fact that the profession-based segment of students was not environmentally-driven whereas the income-based segment of respondents with a student job revenue is an astonishing result. It suggests that students who do not pay their travels with their own money are less concerned about sustainability than those with a student job. Finally, the income-based segmentation also unveiled a relatively high lack of trust among respondents with a household income above average. This can be explained by the fact that the majority of these respondents were the most well educated (57.4%; see appendix R), and the most well educated were proved to have a relatively high lack of trust too. Therefore, the analysis found some differences between groups of individuals with different household incomes, which does not support the findings of Chiappa et al. (2021) which indicated that only the age was a significant differentiator.

The analysis of the multiple regression results according to the number of companions with whom respondents often travel only uncovered that those who travel with at least two other people are deterred by a lack of trust as opposed to the others who travel in pairs. Among the former group, there are those who travel with children, and these respondents were proved to be exhibit a relatively strong distrust towards the host(s) and Airbnb (see next paragraph), which can explain those findings. Additionally, it turned out that like participants aged 30 or younger, respondents who travel with only one other person were significantly motivated by the authentic local experience. This is consistent with the results of Guttentag et al. (2018) which indicated that the cluster called "Collaborative Consumers" was made up of Airbnb users who were motivated by several factors including local authenticity and traveled with the lowest number of companions. Moreover, respondents as part of this thesis who indicated to travel with only one person were also driven by home benefits, which thus indicates that this segment looks for both comfort and true experiences.

As to respondent groups based on the type of person they usually travel with, two notable differences were noticed. In the one hand, participants who are used to travel with their spouse or partner were motivated by economic and home benefits (especially by the latter) whereas those who are used to go on trips with their child(ren) or friend(s) were not. An intuitive explanation would be that couples value more comfort and cocooning like in their home than consumers who go on a trip with their friends for example, which may represent a more dynamic, "festive" type of travel in which home benefits would not be considered much. In any case, these results corroborate those of Guttentag et al. (2018) which showed that Airbnb users motivated by home benefits (who the authors called the "Home Seekers") were the most likely to travel with their spouse/partner, and those motivated by economic benefits (the "Money Savers") were less likely to stay with children. Furthermore, respondents who usually travel with their child(ren) experienced a relatively important lack of trust that undermined their intention to use the platform, as said in the previous paragraph. Again, one can intuitively think that parents are more cautious and wary when they are accompanied by their child(ren), which could then lead to a higher lack of trust.

Last but not least, results of the regression were analyzed depending on whether the respondents were non-users, "first timers" (i.e. individuals who booked an Airbnb accommodation only once) or "repeat users" (i.e. individuals who rented at two accommodations or more since they started using Airbnb). It turned out that each of these three segments was only significantly influenced by one motivation (and were not significantly deterred by a lack of trust). First, "repeat users" were positively influenced by economic benefits, which is the exact opposite of Mahadevan (2018) who suggested that the utility of economic benefits decreases as the number of stays in a P2P accommodation increases. This might be because consumers who frequently use Airbnb better realize the savings they

make by lodging with Airbnb rather than traditional accommodation types like hotels. Then, non-users were proved to be heavily attracted by home benefits. This result suggests that the only attribute non-users considerably value but do not find in traditional types of accommodation (e.g. hotels) is the home benefits. As to the "first timers", their intention to use Airbnb was negatively impacted by social appeal, as for women (gender-based segment) and respondents aged 30 at most (age-based segment). These three respondent segments are thus "responsible" for the low (B = -0.166) but nevertheless significant negative influence of social appeal observed in the multiple regression performed on the whole sample. A potential explanation would be that as the distrust barrier had a significant negative influence on two of these three segments (i.e. women and respondents aged 30 at most; see Fig 9), this negative effect could prevail over the social appeal motivation that these respondents might initially value, resulting in a lower behavioral intention. As for the "first timers", there are in fact composed of 65.8% of women and 44.7% of individuals aged 30 or younger (see appendix S), thus the negative impact of social appeal on this segment might actually reflect the results mentioned just before regarding women and individuals aged 30 at most.

It is important to specify that when a given segment of the population (e.g. respondents with a high school degree at most) is significantly influenced by only one factor (e.g. home benefits), that does not mean that every individual of this segment is only influenced by this factor, given that the same individual can belong to several segments based on different sociodemographic characteristics (e.g. someone can have a high school degree while being aged 30 at most and being an employee).

Lastly, it is worth mentioning the fact that among all the segments based on the different sociodemographic characteristics analyzed, the behavioral intention of a couple of them (e.g. respondents aged 51 at least or with household income above average) was not significantly enhanced by economic benefits, which is generally considered by the existing literature as the dominant driver to the participation in the SE as well as to the more specific use of P2P accommodation. This (as well as the other differences discussed) shows the importance for Airbnb to adapt their marketing campaigns depending on the individuals they are targeting.

7. Conclusion

7.1. Short summary

In a nutshell, this thesis had two purposes. The first one was to determine what are the motivations and barriers encountered by Belgian consumers from the guest perspective. The second one was to investigate the differences in these motivations and barriers that exist between consumers based on their sociodemographic characteristics.

To this end, a review of the SE and P2P accommodation literature was first performed in order to retrieve motivations and barriers identified in previous studies and make hypotheses about their influence on the Belgian consumers' intention to use Airbnb. It also allowed to add a theoretical layer to the study, i.e. the theory of diffusion of innovations, in order to better justify the choice of some motivations and barriers on which to make hypotheses. As a result, the following motivations and barriers were selected to be tested (in order to answer the first research question): economic benefits, home benefits, social appeal, authentic local experience, novelty-seeking, sustainability, lack of trust, insecurity, privacy and contamination. In the context of the second research question, the literature review ended with a focus on the research papers which also examined the divergences in the motives and barriers (to the use of P2P accommodation) between distinct consumer segments. By doing so, their findings could be compared with those of this thesis afterwards.

Then, the present study used a quantitative research design to collect data, more specifically the survey method. The questionnaire encompassed 30 items intended to measure the different constructs (i.e. the motivations, barriers and behavioral intention) and sociodemographic questions to profile the sample and be able to segment it. These classification questions were related to the age, gender, education level, professional and financial status of respondents as well as the number of Airbnb accommodations they already rented, and the number and type of companions with whom they usually travel. The results, based on 184 surveys completed by both Airbnb users and non-users, suggest that Belgian consumers are only motivated to use the platform for its functional attributes, i.e. the economic and home benefits. In contrast, the other motives (i.e. social appeal, authentic local experience, novelty-seeking and sustainability) were proved to have no positive impact on behavioral intention in this study. As to the barriers, the findings suggest that Belgian consumers' intention to use the platform was negatively impacted by a lack of trust in the host(s) and in the platform. However, positive correlations between the variables representing the four barriers impeded the proper computation of the multiple regression model, which required to exclude the insecurity, privacy and contamination barriers from the analysis in order to obtain more accurate estimates. Therefore, the significance of these barriers could not have been proven.

As for the analysis at the segment level, a huge number of differences were observed. Among them, home benefits turned out to particularly appeal to four groups, namely: the consumers older than average, the least well educated individuals, those who travel with their partner, and non-users. The lack of trust strongly deterred the following segments: the consumers older than average, the most well educated individuals, the employed or self-employed consumers, those with a higher revenue, and consumers who travel with their children. Moreover, two motivations that were proved to be insignificant for the whole sample turned out to be significant for some segments. Indeed, the desire to have an authentic local experience motivated the youngest consumers and those who travel in pairs, while sustainability drove students who have a job to use Airbnb.

7.2. Managerial implications

The findings of this study provide managers of Airbnb and other P2P accommodation companies with useful insights regarding the way to address consumers. Nevertheless, these insights can still benefit to managers whose companies do not operate in the P2P accommodation sector but are still based on sharing (e.g. Uber which is a car-sharing company). Indeed, similarities exist between these SE companies. For instance, trust in others is required when it comes to share resources, e.g. a guest needs to trust the Airbnb host to make the booking of the accommodation possible, a person who is looking for a ride needs to trust the Uber driver to get in their car, etc.

On the one hand, the useful insights reflected in the findings regarding what motivates and discourages Belgian consumers in general give P2P accommodation companies' managers more than a hint on the principal components the message they convey to the Belgian market should contain. As a matter of fact, they should bring to the fore the economic and home benefits that their services can offer customers. As a reminder, the results of this study indicated that these two functional attributes were the only motivators of the participants to use Airbnb. Therefore, according to the findings, P2P accommodation firms' managers should for example not waste resources on the promotion of their potential environmental friendliness or the social dimension induced by their offerings in Belgium. Moreover, based on the findings of this thesis, managers should start engaging into practices

On the other hand, the study's analysis of the motivations and barriers at the segment level offers an even more nuanced picture of the content of the communications that P2P accommodation firms should have with consumers. Among the numerous differences spotted between various segments, the study suggests for instance that managers of P2P accommodation firms should emphasize even more the home benefits when targeting older consumers or non-users. Similarly, the findings indicate that marketing endeavors of P2P accommodation firms focusing on whole families (i.e. consumers who travel with children) should be designed in a way that perceptions of untrustworthiness of their services are reduced. Such insights are also valuable for Airbnb and other P2P accommodation firms' hosts (Lutz & Newlands, 2018). Indeed, they could refer to the findings of the present study to adapt their communication with their guests depending on their characteristics. For example, a host should give their young guests a lot of insider tips and highlight the different possibilities for them to have authentic experiences during their stay.

7.3. Theoretical implications

As two research problems were addressed by the present study, the latter enriches the existing literature on P2P accommodation services in two main ways.

First, it strengthens the current knowledge of scholars on the motivations and barriers to the use of P2P accommodation services from the guest perspective through the obtainment of such information for Belgian consumers. As a matter of fact, very limited research related to this topic has been conducted with Europeans (Chiappa et al., 2020) and even less with Belgian respondents (e.g. Hazée et al., 2020). This fulfils the requests of Chiappa et al. (2020) and Tran & Filimonau (2020) who asserted the importance to perform more studies of this kind in different countries given the influence that cross-cultural differences can have on purchase behavior (Um et al., 2006 quoted by Tran & Filimonau, 2020). The findings of this thesis highlights some similarities and differences with existing research. Economic and home benefits were found to be the only significant motivators of the Belgian respondents of this study, which were also motivations that appeared as dominant or among the main ones in previous studies (e.g. Tussyadiah, 2015; Tussyadiah, 2016; Mahadevan, 2018; Tran &

Filimonau, 2020). Similarly, the lack of trust was proved to be a considerable barrier to the use of Airbnb in previous research (e.g. So et al., 2018; Tussyadiah & Pesonen, 2018; Chiappa et al., 2021), as in the case of this thesis. In contrast, the hypotheses made in the study about the rest of the motivations (i.e. social appeal, authentic local experience, novelty-seeking and sustainability) were not supported whereas those were based on the existing literature (e.g. Guttentag et al., 2018; Tussyadiah, 2015; Tussyadiah & Pesonen, 2018). Therefore, these findings confirm the importance of cross-cultural differences reported by Chiappa et al. (2020) and Tran & FIlimonau (2020).

Then, this thesis went even beyond the gap related to the Belgian literature by performing an analysis of the motivations and barriers encountered by the Belgian participants in the study based on their sociodemographic characteristics. Indeed, existing research on the subject which has taken into account the heterogeneity of the sample and performed such segmentation on the latter is scarce (e.g. Mahadevan, 2018). This is the reason why no hypotheses were made about the differences that exist between different types of consumers. This thesis' findings still support the observations of other studies, for example the fact that home benefits appeal less to the young respondent groups than the older ones or that respondents who travel with few companions are likely to be motivated by the authentic local experience (e.g. Guttentag et al., 2018). However, the results were mainly different from those reported by the existing limited research. As an example among many others, Mahadevan (2018) found that women were more concerned by sustainability matters, whereas the findings of the present paper did not indicate such a difference but rather that female respondents experienced a higher lack of trust in the host(s) and the platform. Consequently, this thesis gives completely new and interesting insights on the way individuals may differ according to characteristics such as age, gender, education level, income or more uncommon ones such as the number of other companions with whom they travel, etc.

7.4. Limitations and suggestions for future research

The present research thesis entails several limitations. First, the survey phase received significantly less responses (i.e. 183) than similar previous studies. The representativeness of the sample was also not guaranteed, with a high portion of respondents being aged between 21 and 30, which had the highest behavioral intention, and an important majority of women. Consequently, it is likely that the findings are not as generalizable as those of previous research. Moreover, such a sample size may not have enabled a very accurate computation of the estimates in the multiple regression model, which may thus have led to too high p-values and thus insignificancy of a couple of variables which might have been significant otherwise. This is even more the case of the segmentation analysis given that multiple regressions were performed on smaller sub-samples. Indeed, some variables such as sustainability were slightly above the 0.05 level for some segments: with a larger sample size, they may have been tested as significant. Furthermore, most of the respondents were Walloon whereas the study was supposed to focus on Belgians, which should therefore imply having a substantial portion of Flemish respondents. Results obtained could have been different with more Flemish respondents, as one can guess that they might exist some cultural differences between Flemish and Walloon individuals; the generalizability of the results to the whole country is therefore questionable.

Moreover, the positive correlations between the variables of the barriers made it impossible to evaluate the real impact of these variables on the intention to use Airbnb. Therefore, a grey area remains on the relative importance of these variables, especially insecurity, privacy and contamination.

Then, as a student I was not able to provide potential respondents with some incentives (e.g. financial ones) to answer the questionnaire. Therefore, I had to restrict the number of the items to include in

the questionnaire were going to answer it completely without leaving before the end. An increased number of items would have nonetheless been useful so as to better measure the different variables at stake or even include additional ones.

Building on the limitations discussed here above, future research could perform a similar study but with more and/or other motivations and barriers to be tested. This could contribute in a significant way to the broadening of the literature. Then, the conduction of the same study as the present thesis but with a greater and more homogeneous sample in terms of age, gender and location (i.e. Flanders or Wallonia) of respondents is recommended so as to see whether the results presented in this paper are actually generalizable. Moreover, additional research on the topic should be conducted with respondents of other nationalities in order to continue to enrich the knowledge on the influence of cross-cultural differences on the intention to use P2P accommodation services.

8. Appendices

8.1. Appendix A. Qualtrics questionnaire

As almost 100% of the respondents answered the questionnaire in French, the French version is shown.

Start of Block: Introduction

Q0
Bonjour à tous ! Je m'appelle Pierre Neutjens et je suis étudiant en dernière année à HEC Liège. Dans le cadre de ma thèse de master, je souhaiterais analyser les éléments qui motivent et/ou démotivent les Belges à utiliser Airbnb pour leurs vacances, city trips, weekends, etc. En répondant à ce questionnaire, vous m'aideriez grandement à y parvenir !

Celui-ci est bien entendu 100% anonyme (votre nom ne vous sera pas demandé) et ne prend qu'en moyenne 7min - j'ai chronométré moi-même !

Tout ce que vous avez à faire est de lire attentivement les questions et de répondre le plus honnêtement possible (il n'y a pas de mauvaises réponses !).

Merci beaucoup pour votre participation !

End of Block: Introduction

Start of Block: Section 1

Q1 Connaissez-vous le concept d'Airbnb?

- ○ Oui. (1)
- ○ Non. (2)

Display This Question:

If Connaissez-vous le concept d'Airbnb? = Non.

Q2.1.
Airbnb est le leader mondial dans le secteur de l'hébergement et fait partie de « l'économie du partage » (« sharing economy » en anglais). Cette plateforme permet de louer n'importe quel type de logement (maison entière, appartement, chambre privée, etc.) auprès de particuliers, et ce partout dans le monde.

Display This Question:

If Connaissez-vous le concept d'Airbnb? = Oui.

Q2.2. Combien de fois avez-vous loué un logement sur Airbnb jusqu'à présent ?

- ○ 0 (1)
- ○ 1 (2)
- ○ ≥2 (3)

End of Block: Section 1

Start of Block: Motivations

Consignes de réponse *La suite du questionnaire contient des affirmations. Veuillez indiquer si vous n'êtes soit pas du tout d'accord, pas d'accord, neutre, d'accord ou tout à fait d'accord avec celles-ci.*

Economic benefits Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Séjourner dans un hébergement Airbnb rend les voyages plus abordables. (1)	○	○	○	○	○
Airbnb offre un bon rapport qualité-prix. (2)	○	○	○	○	○
J'utilise/j'utiliserais Airbnb pour réduire le coût de mon voyage. (3)	○	○	○	○	○

Home Benefits Pour mes voyages, j'utilise/j'utiliserais Airbnb ...

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
...pour avoir accès à des logements plus spacieux comme des maisons. (1)	○	○	○	○	○
...pour l'accès aux équipements ménagers. (2)	○	○	○	○	○
...pour la sensation d'intimité qu'Airbnb peut procurer. (3)	○	○	○	○	○

Social Appeal Pour mes voyages, j'utilise/j'utiliserais Airbnb ...

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
...pour avoir une interaction plus significative avec l'hôte/les hôtes. (1)	○	○	○	○	○
...pour faire connaissance avec les habitants des quartiers locaux. (2)	○	○	○	○	○
...parce que je veux que mon argent aille aux gens du coin. (3)	○	○	○	○	○

Authentic local exp Pour mes voyages, j'utilise/j'utiliserais Airbnb ...

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
...pour vivre une expérience locale authentique. (1)	○	○	○	○	○
...pour séjourner dans un lieu résidentiel non touristique. (2)	○	○	○	○	○
...pour avoir accès à des informations et des conseils de gens du coin. (3)	○	○	○	○	○

Novelty-seeking Pour mes voyages, j'ai commencé/je commencerais à utiliser Airbnb...

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
...parce que je pensais/pense que l'expérience serait excitante. (1)	○	○	○	○	○
...pour faire quelque chose de nouveau et différent. (2)	○	○	○	○	○

Sustainability Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Séjourner avec Airbnb est respectueux de l'environnement. (1)	○	○	○	○	○
Je souhaite réduire les impacts négatifs des voyages sur l'environnement. (2)	○	○	○	○	○

End of Block: Motivations

Start of Block: Barriers

Lack of trust Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Je ne fais pas confiance aux transactions en ligne avec Airbnb. (1)	○	○	○	○	○
Je crains que ma demande ou ma plainte concernant un logement ne soit pas traitée rapidement lorsque j'utilise Airbnb. (2)	○	○	○	○	○
Je crains que les informations figurant sur le site web d'Airbnb soient différentes de celles du logement réel. (3)	○	○	○	○	○
Je ne fais pas confiance à l'hôte/aux hôtes. (4)	○	○	○	○	○

Insecurity Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Je ne fais pas confiance aux normes de sécurité que je pourrais recevoir d'Airbnb. (1)	○	○	○	○	○
Séjourner dans un logement Airbnb signifie que je ne suis peut-être pas entre de bonnes mains. (2)	○	○	○	○	○
Je crains que l'hôte Airbnb ne commette un crime à mon égard (ex. violence, harcèlement, etc.). (3)	○	○	○	○	○

Privacy Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
J'ai peur de ne pas avoir assez d'intimité dans un logement Airbnb. (1)	○	○	○	○	○
Si j'utilise Airbnb, il y a une possibilité que mes informations personnelles soient divulguées à mon insu. (2)	○	○	○	○	○

Contamination Pour chaque affirmation, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Je trouve dégoûtant le fait que d'autres personnes aient pu séjourner dans un logement Airbnb avant mon arrivée. (1)	○	○	○	○	○
J'ai peur que le logement Airbnb ne soit pas bien nettoyé à mon arrivée. (2)	○	○	○	○	○
Le sentiment d'entrer dans la sphère personnelle de l'hôte/des hôtes me repousse. (3)	○	○	○	○	○

End of Block: Barriers

Start of Block: Behavioral intention

Behavioral intention Pour ces 2 affirmations, veuillez cocher la réponse qui vous convient:

	Pas du tout d'accord (1)	Pas d'accord (2)	Neutre (3)	D'accord (4)	Tout à fait d'accord (5)
Airbnb sera l'une des options d'hébergement que j'envisagerai pour mon prochain voyage. (1)	○	○	○	○	○
J'utiliserai Airbnb dans un futur proche. (2)	○	○	○	○	○

End of Block: Behavioral intention

Start of Block: Socio-demographic questions

Age Quel est votre âge ?

- ○ ≤20 (1)
- ○ 21-30 (2)
- ○ 31-40 (3)
- ○ 41-50 (4)
- ○ 51-60 (5)
- ○ ≥61 (6)

Gender Quel est votre sexe ?

- ○ Femme (1)
- ○ Homme (2)
- ○ Autre (3)
- ○ Je préfère ne pas le dire. (4)

Belgian nationality Avez-vous la nationalité belge ?

- ○ Oui. (1)
- ○ Non. (2)

Education level Quel est votre niveau d'études le plus élevé ? (en termes de diplôme déjà obtenu)

- ○ Diplôme d'études secondaires ou moins (1)
- ○ Bachelier (2)
- ○ Master / Doctorat (3)
- ○ Autre (4)

Professional status Quel est votre statut professionnel ?

- ○ Employé / travailleur / indépendant (1)
- ○ Étudiant (2)
- ○ À la recherche d'un emploi (3)
- ○ Retraité (4)
- ○ Autre (5)

Financial status En sachant que la moyenne belge de revenu est de +/- 20.000€ par habitant par an (source: StatBel), c'est-à-dire +/- 40.000€ par an pour un ménage composé de deux employés/travailleurs, comment qualifieriez-vous le statut financier de votre ménage ? (Si vous êtes étudiant et que vous financez vos voyages principalement par vos propres moyens, veuillez sélectionner « Revenus de job étudiant »).

- ○ Bien en dessous de la moyenne (1)
- ○ En dessous de la moyenne (2)
- ○ Dans la moyenne (3)
- ○ Au-dessus de la moyenne (4)
- ○ Bien au-dessus de la moyenne (5)
- ○ Revenus de job étudiant (6)

Backpacker
Vous décririez-vous comme un "routard" (quelqu'un qui voyage en sac à dos) en voyage ?

- ○ Oui. (1)
- ○ Non. (2)

Nb of companions Quel est le nombre approximatif de personnes avec qui vous voyagez le plus souvent ?

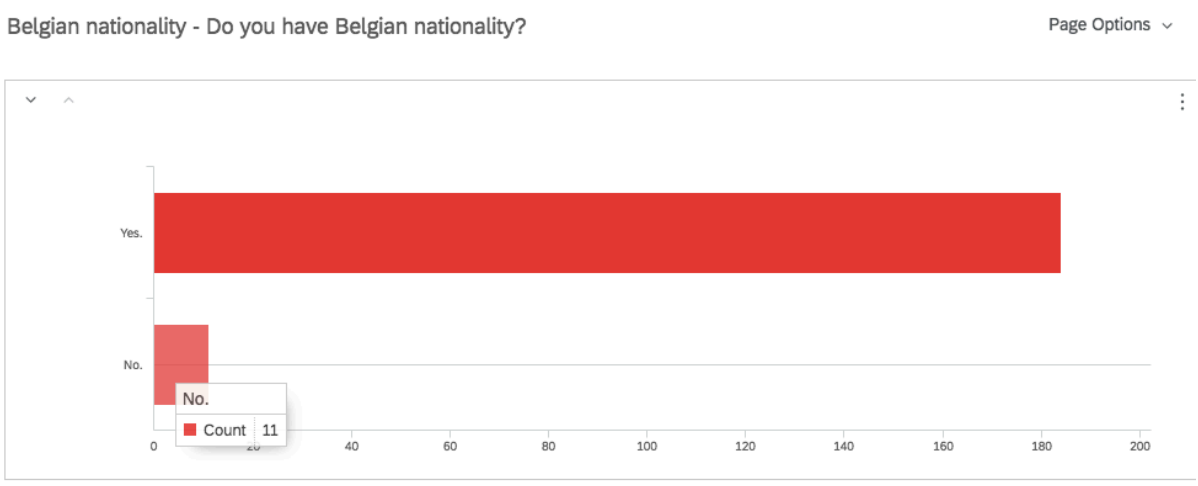
- ○ 0 (1)
- ○ 1 (2)
- ○ 2 (3)
- ○ ≥3 (4)

Companion type Quel est le type de personnes avec qui vous voyagez le plus souvent ?

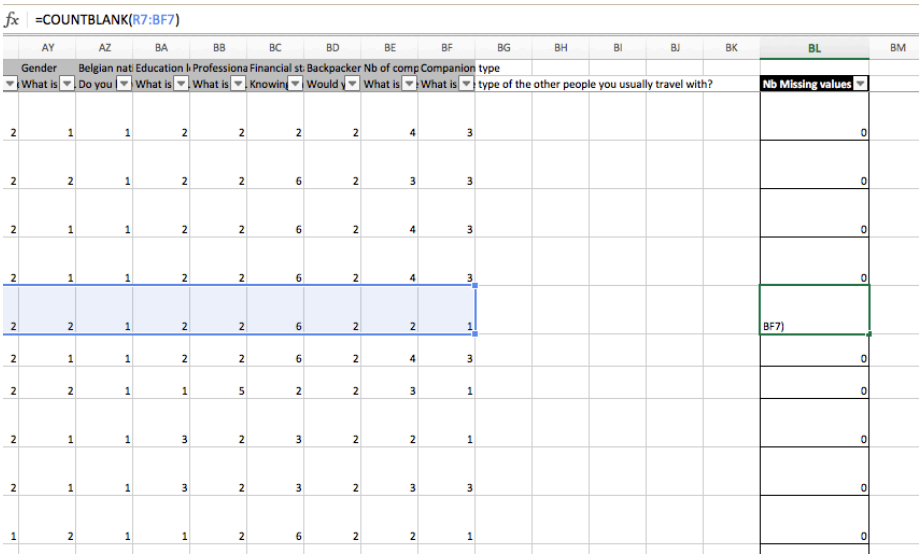
- ○ Conjoint / partenaire (1)
- ○ Enfant(s) (2)
- ○ Ami(s) (3)

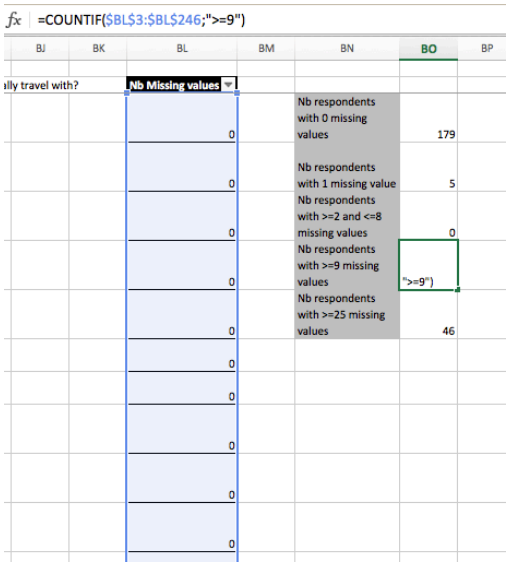
End of Block: Socio-demographic questions

8.2. Appendix B. Number of non-Belgians



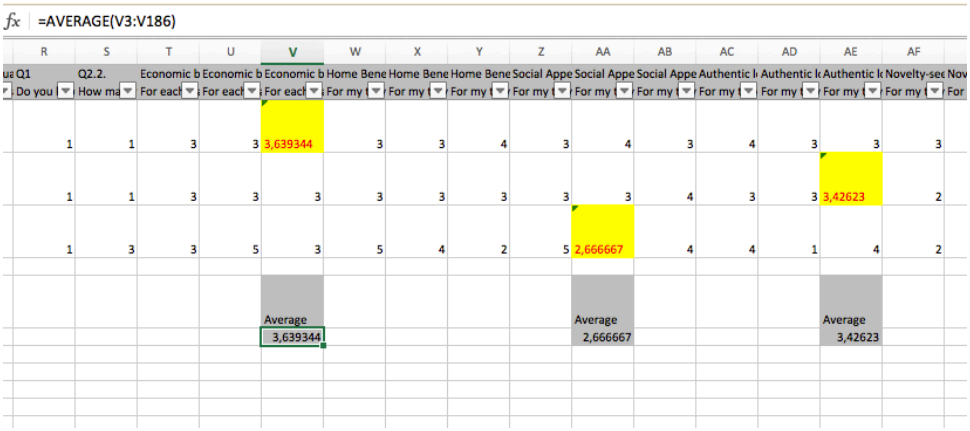
8.3. Appendix C. Calculation of the number of missing values

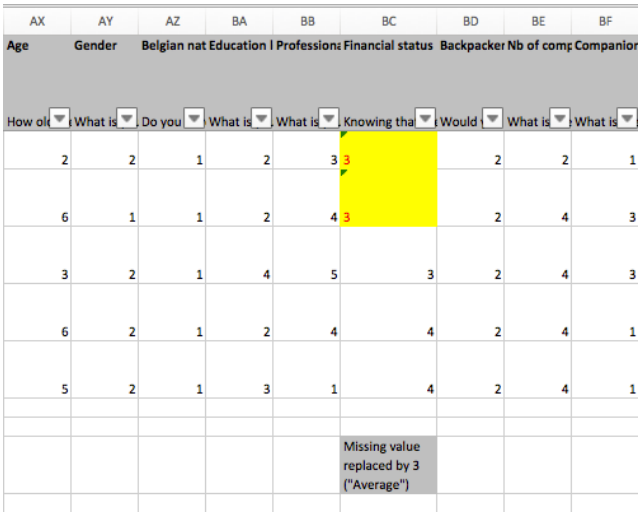




Nb respondents with 0 missing values	179
Nb respondents with 1 missing value	5
Nb respondents with >=2 and <=8 missing values	0
Nb respondents with >=9 missing values	60
Nb respondents with >=25 missing values	46

8.4. Appendix D: Replacement of missing values





8.5. Appendix E. Sample profile

Awareness of the concept of Airbnb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	177	96.2	96.2	96.2
	No	7	3.8	3.8	100.0
	Total	184	100.0	100.0	

Number of Airbnb accommodations rented

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	49	26.6	26.6	26.6
	1	38	20.7	20.7	47.3
	≥2	97	52.7	52.7	100.0
	Total	184	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤20	12	6.5	6.5	6.5
	21-30	75	40.8	40.8	47.3
	31-40	18	9.8	9.8	57.1
	41-50	34	18.5	18.5	75.5
	51-60	29	15.8	15.8	91.3
	≥61	16	8.7	8.7	100.0
	Total	184	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	128	69.6	69.6	69.6
	Male	56	30.4	30.4	100.0
	Total	184	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school degree or less	34	18.5	18.5	18.5
	Bachelor's degree	83	45.1	45.1	63.6
	Master's degree / PhD	60	32.6	32.6	96.2
	Other	7	3.8	3.8	100.0
	Total	184	100.0	100.0	

Professional status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee / worker / freelance	101	54.9	54.9	54.9
	Student	62	33.7	33.7	88.6
	Unemployed	2	1.1	1.1	89.7
	Retired	13	7.1	7.1	96.7
	Other	6	3.3	3.3	100.0
	Total	184	100.0	100.0	

Financial status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well below average	7	3.8	3.8	3.8
	Below average	17	9.2	9.2	13.0
	Average	48	26.1	26.1	39.1
	Above average	54	29.3	29.3	68.5
	Well above average	14	7.6	7.6	76.1
	Student job revenue	44	23.9	23.9	100.0
	Total	184	100.0	100.0	

Backpacker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	15.2	15.2	15.2
	No	156	84.8	84.8	100.0
	Total	184	100.0	100.0	

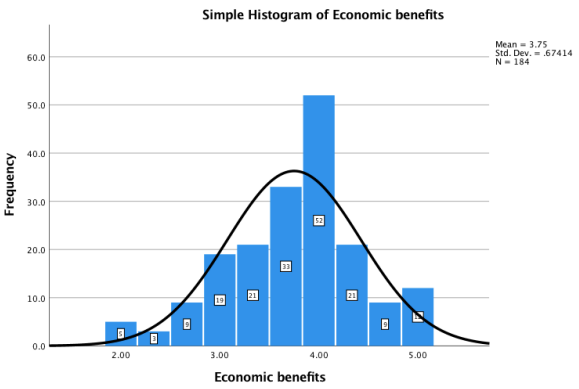
Usual number of companions

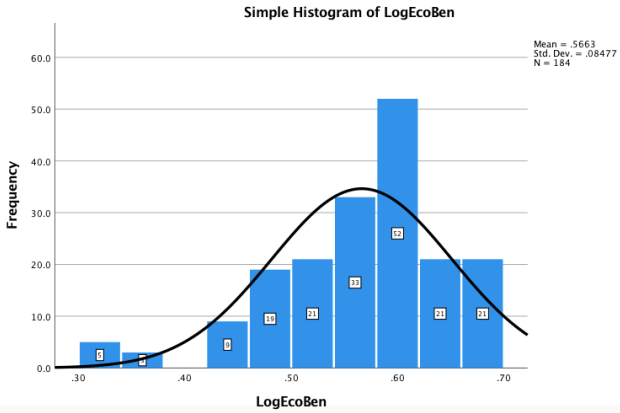
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	3.8	3.8	3.8
	1	55	29.9	29.9	33.7
	2	41	22.3	22.3	56.0
	≥3	81	44.0	44.0	100.0
	Total	184	100.0	100.0	

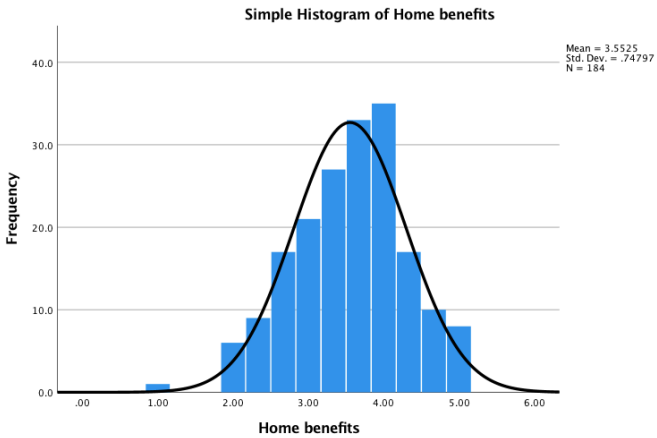
Companion type

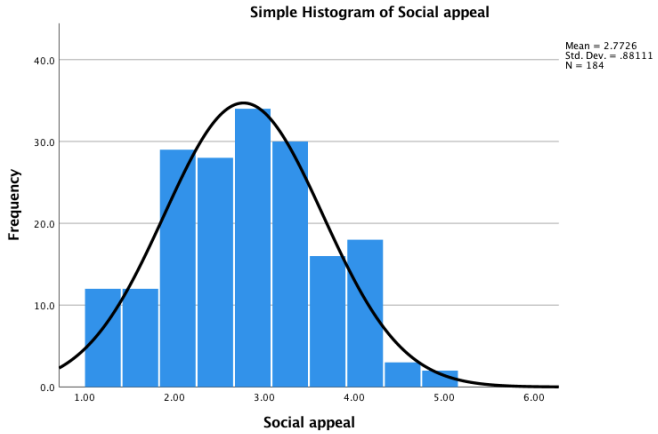
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spouse / partner	110	59.8	59.8	59.8
	Child(ren)	26	14.1	14.1	73.9
	Friend(s)	48	26.1	26.1	100.0
	Total	184	100.0	100.0	

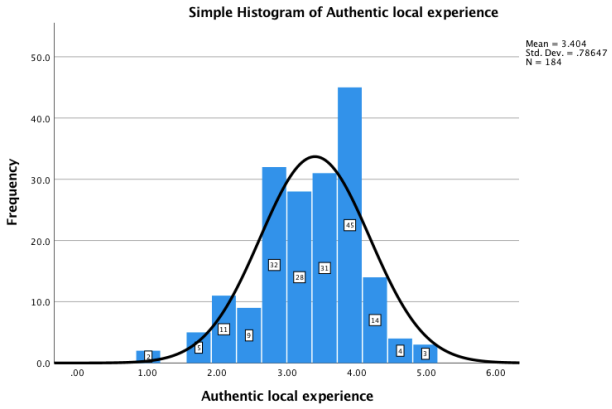
8.6. Appendix F. Frequency distributions for preliminary checks

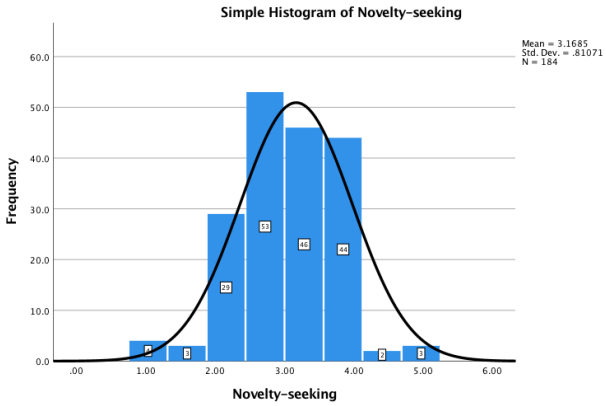


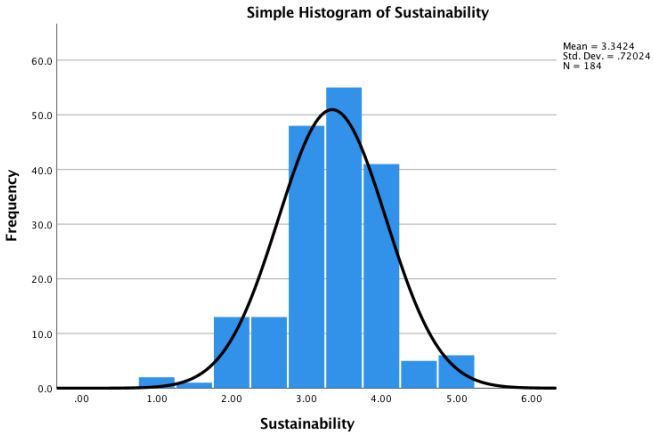


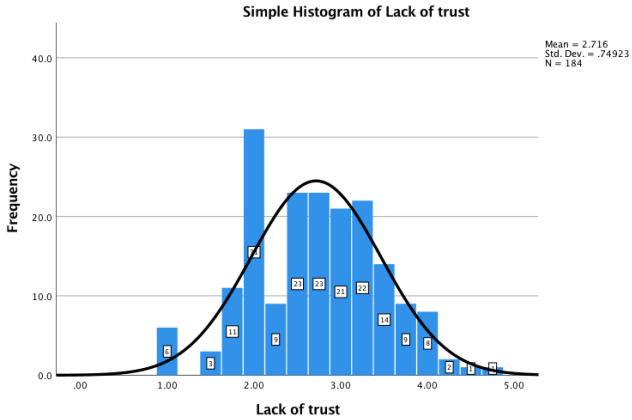


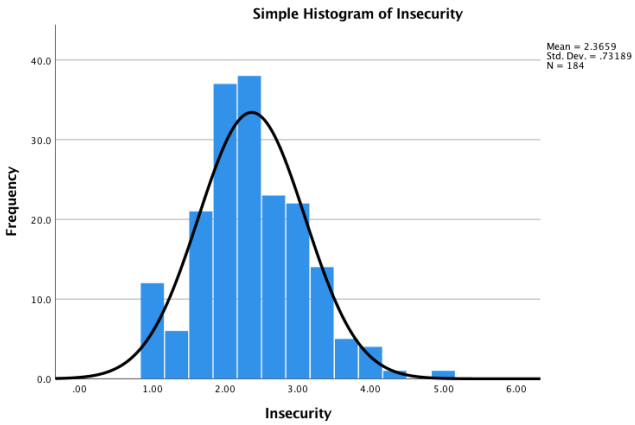


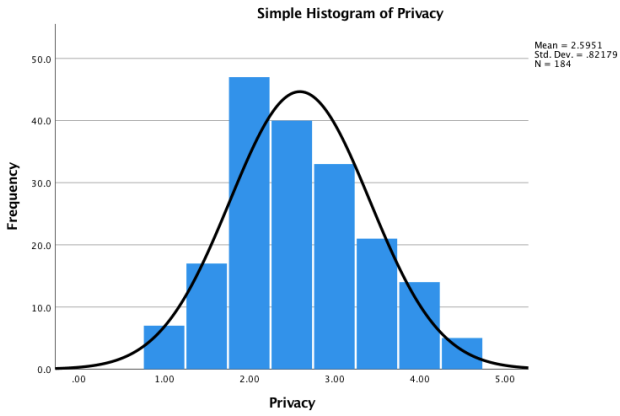

Simple Histogram of Authentic local experience
Mean = 3.404
Std. Dev. = .78647
N = 184
Frequency
Authentic local experience

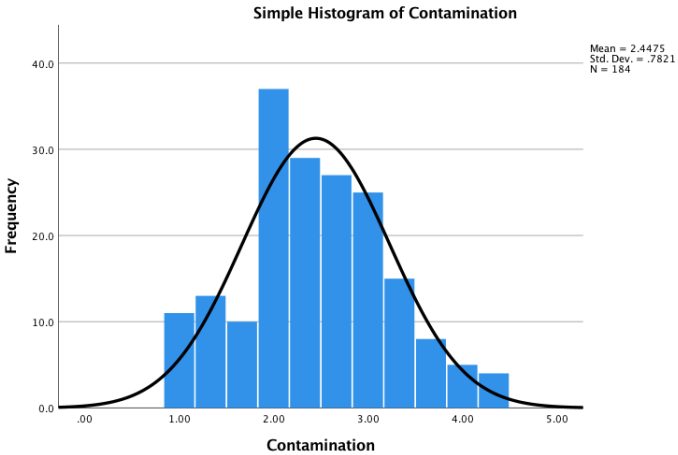

Simple Histogram of Novelty-seeking
Mean = 3.1685
Std. Dev. = .81071
N = 184
Frequency
Novelty-seeking

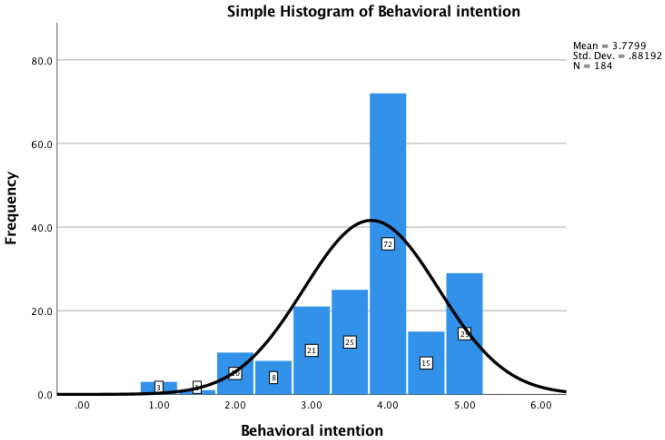

Simple Histogram of Sustainability
Mean = 3.3424
Std. Dev. = .72024
N = 184
Frequency
Sustainability

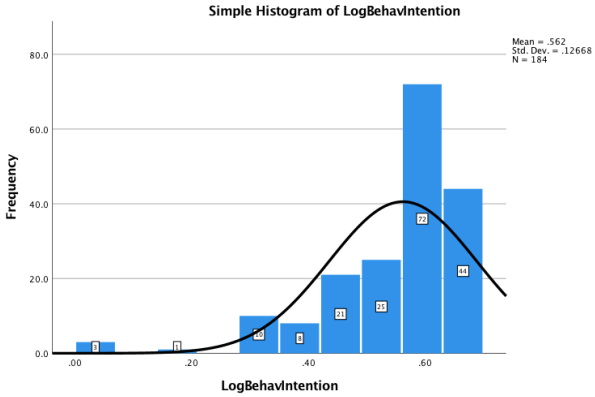

Simple Histogram of Lack of trust
Mean = 2.716
Std. Dev. = .74923
N = 184
Frequency
Lack of trust


Simple Histogram of Insecurity
Mean = 2.3659
Std. Dev. = .73189
N = 184
Frequency
Insecurity

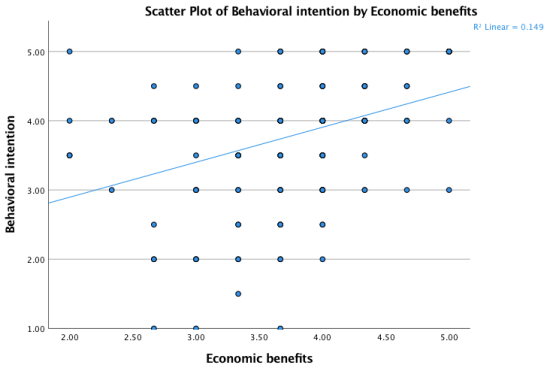

Simple Histogram of Privacy
Mean = 2.5951
Std. Dev. = .82179
N = 184
Frequency
Privacy

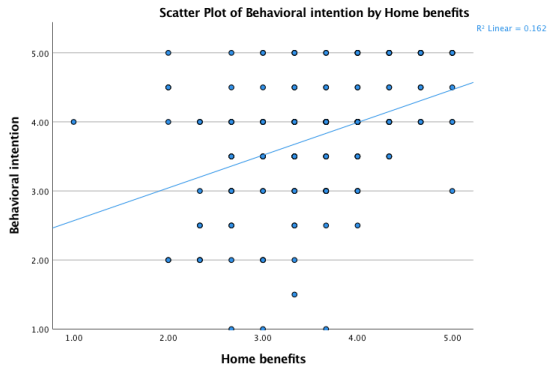

Simple Histogram of Contamination
Mean = 2.4475
Std. Dev. = .7821
N = 184
Frequency
Contamination

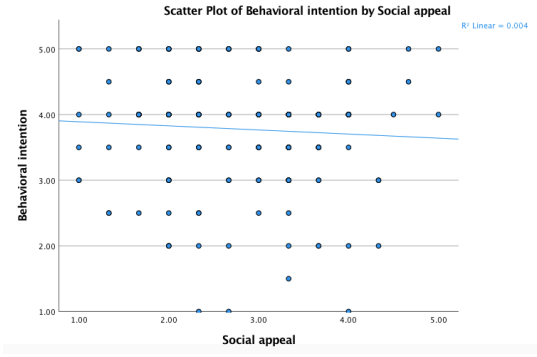

Simple Histogram of Behavioral intention
Mean = 3.7799
Std. Dev. = .88192
N = 184
Frequency
Behavioral intention

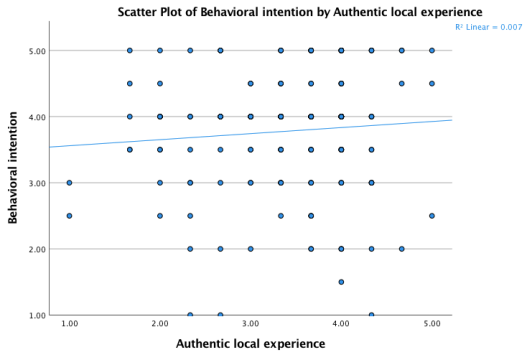


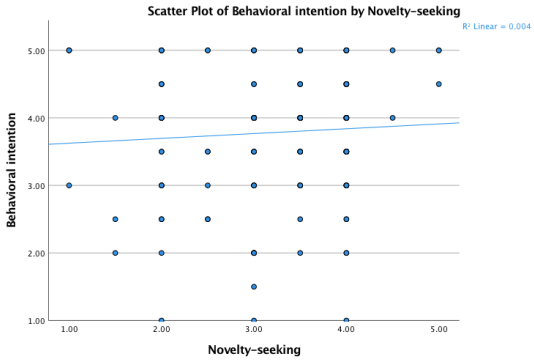
8.7. Appendix G. Scatter plots of behavioral intention by the different variables

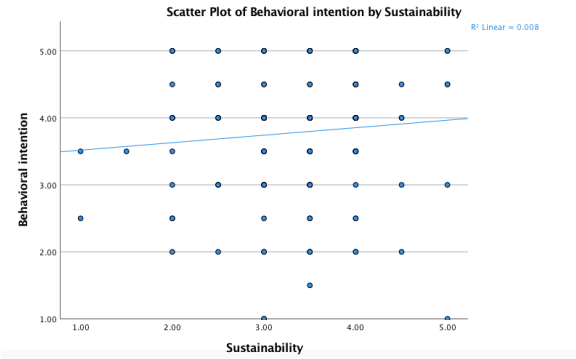


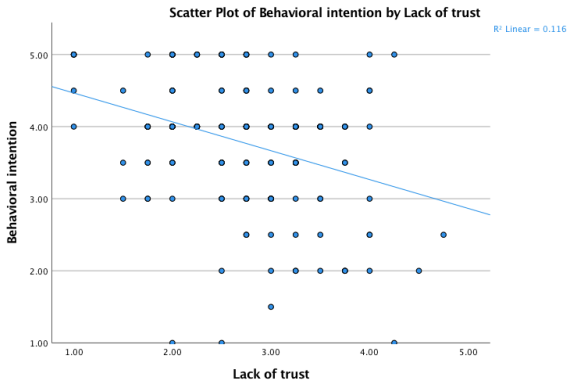


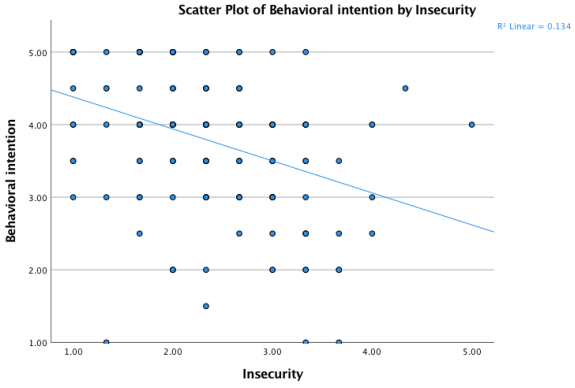


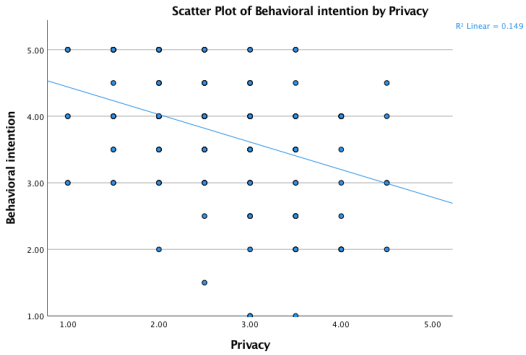


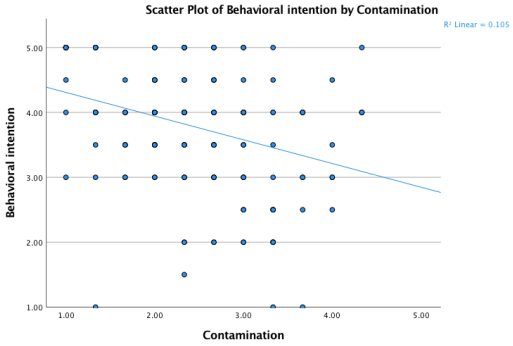












8.8. Appendix H. Cronbach's alpha coefficients from SPSS

Economic benefits' scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.764	3

Home benefits' scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.646	3

Social appeal's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.783	3

Authentic local experience's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.751	3

Novelty-seeking's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.800	2

Sustainability's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
		2

Insecurity's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.745	3

Lack of trust's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.754	4

Contamination's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.710	3

Privacy's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.608	.611	2

Behavioral intention's scale:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.851	2

8.9. Appendix I. Convergent validity check (correlations)

		Economic benefits_1	Economic benefits_2	Economic benefits_3
Economic benefits_1	Pearson Correlation	--		
	N	184		
Economic benefits_2	Pearson Correlation	.507**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Economic benefits_3	Pearson Correlation	.571**	.480**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

		Home Benefits_1	Home Benefits_2	Home Benefits_3
Home Benefits_1	Pearson Correlation	--		
	N	184		
Home Benefits_2	Pearson Correlation	.456**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Home Benefits_3	Pearson Correlation	.328**	.351**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

		Social Appeal_1	Social Appeal_2	Social Appeal_3
Social Appeal_1	Pearson Correlation	--		
	N	184		
Social Appeal_2	Pearson Correlation	.681**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Social Appeal_3	Pearson Correlation	.449**	.506**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

		Authentic local exp_1	Authentic local exp_2	Authentic local exp_3
Authentic local exp_1	Pearson Correlation	--		
	N	184		
Authentic local exp_2	Pearson Correlation	.464**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Authentic local exp_3	Pearson Correlation	.551**	.489**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

		Behavioral intention_1	Behavioral intention_2
Behavioral intention_1	Pearson Correlation	--	
	N	184	
Behavioral intention_2	Pearson Correlation	.741**	--
	Sig. (2-tailed)	<.001	
	N	184	184

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

		Sustainability_1	Sustainability_2
Sustainability_1	Pearson Correlation	--	
	N	184	
Sustainability_2	Pearson Correlation	.402**	--
	Sig. (2-tailed)	<.001	
	N	184	184

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

		Novelty-seeking_1	Novelty-seeking_2
Novelty-seeking_1	Pearson Correlation	--	
	N	184	
Novelty-seeking_2	Pearson Correlation	.666**	--
	Sig. (2-tailed)	<.001	
	N	184	184

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

		Insecurity_1	Insecurity_2	Insecurity_3
Insecurity_1	Pearson Correlation	--		
	N	184		
Insecurity_2	Pearson Correlation	.585**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Insecurity_3	Pearson Correlation	.378**	.518**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

		Lack of trust_1	Lack of trust_2	Lack of trust_3	Lack of trust_4
Lack of trust_1	Pearson Correlation	--			
	N	184			
Lack of trust_2	Pearson Correlation	.356**	--		
	Sig. (2-tailed)	<.001			
	N	184	184		
Lack of trust_3	Pearson Correlation	.269**	.456**	--	
	Sig. (2-tailed)	<.001	<.001		
	N	184	184	184	
Lack of trust_4	Pearson Correlation	.442**	.562**	.521**	--
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	184	184	184	184

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

		Privacy_1	Privacy_2
Privacy_1	Pearson Correlation	--	
	N	184	
Privacy_2	Pearson Correlation	.440**	--
	Sig. (2-tailed)	<.001	
	N	184	184

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

		Contamination_1	Contamination_2	Contamination_3
Contamination_1	Pearson Correlation	--		
	N	184		
Contamination_2	Pearson Correlation	.476**	--	
	Sig. (2-tailed)	<.001		
	N	184	184	
Contamination_3	Pearson Correlation	.463**	.408**	--
	Sig. (2-tailed)	<.001	<.001	
	N	184	184	184

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

8.10. Appendix J. Correlation matrix of the different variables

Correlations

		Economic benefits	Home benefits	Social appeal	Authentic local experience	Novelty-seeking	Sustainability	Lack of trust	Insecurity	Privacy	Contamination	Behavioral intention
Economic benefits	Pearson Correlation	--										
Home benefits	Pearson Correlation	.28**	--									
	Sig. (2-tailed)	.000										
Social appeal	Pearson Correlation	.001	.135	--								
	Sig. (2-tailed)	.985	.067									
Authentic local experience	Pearson Correlation	.122	.186*	.59**	--							
	Sig. (2-tailed)	.100	.011	.000								
Novelty-seeking	Pearson Correlation	.114	.157*	.40**	.51**	--						
	Sig. (2-tailed)	.123	.034	.000	.000							
Sustainability	Pearson Correlation	.125	.26**	.29**	.37**	.33**	--					
	Sig. (2-tailed)	.092	.000	.000	.000	.000						
Lack of trust	Pearson Correlation	-.10	-.11	-.02	-.02	.092	.043	--				
	Sig. (2-tailed)	.185	.152	.759	.765	.216	.560					
Insecurity	Pearson Correlation	-.16*	-.11	.001	-.02	.101	-.03	.75**	--			
	Sig. (2-tailed)	.029	.151	.987	.778	.172	.687	.000				
Privacy	Pearson Correlation	-.2**	-.2**	.066	.036	.060	-.03	.55**	.64**	--		
	Sig. (2-tailed)	.003	.001	.374	.627	.419	.664	.000	.000			
Contamination	Pearson Correlation	-.11	-.16*	-.09	-.12	-.01	-.08	.55**	.62**	.62**	--	
	Sig. (2-tailed)	.120	.027	.218	.102	.935	.264	.000	.000	.000		
Behavioral intention	Pearson Correlation	.39**	.40**	-.06	.082	.066	.091	-.3**	-.4**	-.4**	-.3**	--
	Sig. (2-tailed)	.000	.000	.400	.271	.377	.218	.000	.000	.000	.000	

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

8.11. Appendix K. Descriptive statistics (for all items)

	N	Minimum	Maximum	Mean	Std. Deviation
Economic benefits_1	184	2	5	3.81	.790
Economic benefits_2	184	2	5	3.80	.697
Economic benefits_3	184	1.00	5.00	3.6393	.95298
Home Benefits_1	184	1	5	3.65	.981
Home Benefits_2	184	1.0	5.0	3.543	.9457
Home Benefits_3	184	1	5	3.47	1.008
Social Appeal_1	184	1	5	2.65	1.096
Social Appeal_2	184	1.00	5.00	2.6667	1.08307
Social Appeal_3	184	1	5	2.99	.958
Authentic local exp_1	184	1	5	3.29	.935
Authentic local exp_2	184	1	5	3.49	.997
Authentic local exp_3	184	1.00	5.00	3.4263	.95458
Novelty-seeking_1	184	1	5	2.99	.830
Novelty-seeking_2	184	1	5	3.35	.946
Sustainability_1	184	1	5	3.14	.822
Sustainability_2	184	1	5	3.55	.898
Lack of trust_1	184	1	5	2.40	1.035
Lack of trust_2	184	1	5	2.84	.978
Lack of trust_3	184	1	5	3.12	1.085
Lack of trust_4	184	1	5	2.51	.868
Insecurity_1	184	1	5	2.49	.868
Insecurity_2	184	1	5	2.54	.957
Insecurity_3	184	1	5	2.07	.866
Privacy_1	184	1	5	2.51	1.030
Privacy_2	184	1	5	2.68	.906
Contamination_1	184	1	5	1.97	.849
Contamination_2	184	1	5	2.93	1.131
Contamination_3	184	1	5	2.45	.968
Behavioral intention_1	184	1	5	3.80	.957
Behavioral intention_2	184	1	5	3.76	.934
Valid N (listwise)	184				

8.12. Appendix L. 1st multiple regression model's results from SPSS

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.618	.507		5.167	<.001
	Economic benefits	.315	.085	.241	3.707	<.001
	Home benefits	.338	.079	.286	4.271	<.001
	Social appeal	-.159	.077	-.159	-2.068	.040
	Authentic local experience	.064	.094	.057	.680	.498
	Novelty-seeking	.066	.080	.061	.834	.406
	Sustainability	-.020	.084	-.016	-.235	.815
	Lack of trust	-.150	.110	-.128	-1.364	.174
	Insecurity	-.140	.125	-.116	-1.116	.266
	Privacy	-.080	.095	-.074	-.837	.404
	Contamination	-.079	.096	-.070	-.816	.416

a. Dependent Variable: Behavioral intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
1	.602[a]	.362	.325	.72431	.362	9.831	10	173	<.001

a. Predictors: (Constant), Contamination, Novelty-seeking, Economic benefits, Home benefits, Sustainability, Social appeal, Lack of trust, Authentic local experience, Privacy, Insecurity

b. Dependent Variable: Behavioral intention

8.13. Appendix M. 2nd multiple regression model's results from SPSS

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.212	.478		4.628	<.001
	Lack of trust	-.341	.074	-.290	-4.634	<.001
	Economic benefits	.343	.084	.262	4.055	<.001
	Home benefits	.357	.078	.303	4.571	<.001
	Social appeal	-.166	.077	-.165	-2.139	.034
	Authentic local experience	.065	.094	.058	.695	.488
	Novelty-seeking	.056	.080	.052	.703	.483
	Sustainability	.000	.084	.000	-.002	.998

a. Dependent Variable: Behavioral intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.583[a]	.340	.314	.73066	.340	12.945	7	176	<.001

a. Predictors: (Constant), Sustainability, Lack of trust, Economic benefits, Social appeal, Home benefits, Novelty-seeking, Authentic local experience

b. Dependent Variable: Behavioral intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.376	7	6.911	12.945	<.001[b]
	Residual	93.959	176	.534		
	Total	142.336	183			

a. Dependent Variable: Behavioral intention

b. Predictors: (Constant), Sustainability, Lack of trust, Economic benefits, Social appeal, Home benefits, Novelty-seeking, Authentic local experience

8.14. Appendix N. Relative importance of the predictors

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Home benefits	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lack of trust	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Economic benefits	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Behavioral intention

8.15. Appendix O. Regressions per sociodemographic-based segments

Coefficients[a]

Gender	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Female	1	(Constant)	2.150	.644		3.338	.001
		Home benefits	.394	.101	.307	3.909	<.001
		Economic benefits	.321	.103	.241	3.123	.002
		Social appeal	-.219	.099	-.213	-2.210	.029
		Authentic local experience	.119	.117	.100	1.017	.311
		Novelty-seeking	.077	.098	.068	.789	.431
		Sustainability	-.010	.109	-.007	-.089	.929
		Lack of trust	-.367	.088	-.316	-4.198	<.001
Male	1	(Constant)	2.135	.811		2.632	.011
		Home benefits	.301	.150	.290	2.012	.050
		Economic benefits	.390	.162	.307	2.412	.020
		Social appeal	-.092	.140	-.098	-.657	.515
		Authentic local experience	-.025	.179	-.024	-.137	.892
		Novelty-seeking	.050	.166	.050	.304	.763
		Sustainability	.029	.152	.027	.192	.848
		Lack of trust	-.295	.159	-.244	-1.852	.070

a. Dependent Variable: Behavioral intention

Coefficients[a]

Number of Airbnb accommodations rented	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
0	1	(Constant)	1.138	1.207		.943	.351
		Home benefits	.995	.204	.699	4.872	<.001
		Economic benefits	.233	.235	.129	.989	.329
		Social appeal	.061	.149	.055	.412	.683
		Authentic local experience	.009	.218	.006	.043	.966
		Novelty-seeking	-.214	.202	-.148	-1.056	.297
		Sustainability	-.324	.183	-.237	-1.770	.084
		Lack of trust	-.157	.163	-.114	-.964	.340
1	1	(Constant)	.257	1.196		.215	.831
		Home benefits	.351	.182	.276	1.926	.064
		Economic benefits	.439	.251	.298	1.746	.091
		Social appeal	-.424	.207	-.409	-2.044	.050
		Authentic local experience	.254	.239	.236	1.062	.297
		Novelty-seeking	.140	.161	.146	.867	.393
		Sustainability	.210	.195	.150	1.077	.290
		Lack of trust	-.176	.177	-.144	-.995	.328
≥2	1	(Constant)	2.665	.476		5.599	<.001
		Home benefits	.069	.080	.089	.868	.388
		Economic benefits	.233	.080	.285	2.906	.005
		Social appeal	-.059	.086	-.082	-.686	.494
		Authentic local experience	.131	.096	.176	1.368	.175
		Novelty-seeking	.005	.091	.007	.059	.953
		Sustainability	.120	.092	.149	1.298	.198
		Lack of trust	-.126	.092	-.134	-1.372	.173

a. Dependent Variable: Behavioral intention

Age	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
≤30	1	(Constant)	2.416	.641		3.769	<.001
		Home benefits	.179	.094	.187	1.899	.061
		Economic benefits	.308	.120	.250	2.569	.012
		Social appeal	-.241	.105	-.266	-2.303	.024
		Authentic local experience	.279	.110	.306	2.538	.013
		Novelty-seeking	-.019	.095	-.022	-.204	.839
		Sustainability	.097	.104	.097	.930	.355
		Lack of trust	-.288	.099	-.268	-2.906	.005
31-50	1	(Constant)	2.198	1.089		2.019	.050
		Home benefits	.353	.173	.262	2.038	.048
		Economic benefits	.374	.181	.272	2.063	.045
		Social appeal	-.045	.168	-.040	-.268	.790
		Authentic local experience	-.075	.204	-.061	-.369	.714
		Novelty-seeking	.067	.184	.052	.363	.718
		Sustainability	.021	.180	.014	.114	.910
		Lack of trust	-.414	.146	-.366	-2.838	.007
≥51	1	(Constant)	4.319	.955		4.522	<.001
		Home benefits	.571	.167	.411	3.415	.002
		Economic benefits	-.027	.160	-.020	-.170	.866
		Social appeal	.216	.156	.201	1.389	.173
		Authentic local experience	-.284	.242	-.220	-1.175	.247
		Novelty-seeking	.199	.171	.178	1.166	.251
		Sustainability	-.363	.200	-.287	-1.814	.078
		Lack of trust	-.720	.158	-.543	-4.556	<.001

a. Dependent Variable: Behavioral intention

Coefficients[a]

Education level	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
High school degree or less	1	(Constant)	2.900	1.527		1.899	.069
		Home benefits	.810	.269	.576	3.012	.006
		Economic benefits	.068	.331	.037	.206	.838
		Social appeal	.067	.259	.057	.260	.797
		Authentic local experience	-.481	.239	-.369	-2.013	.055
		Novelty-seeking	-.170	.205	-.163	-.831	.413
		Sustainability	-.014	.201	-.012	-.072	.944
		Lack of trust	-.110	.176	-.098	-.622	.539
Bachelor's degree	1	(Constant)	1.873	.783		2.392	.019
		Home benefits	.370	.107	.327	3.446	<.001
		Economic benefits	.312	.121	.242	2.576	.012
		Social appeal	-.200	.107	-.208	-1.875	.065
		Authentic local experience	.150	.152	.132	.983	.329
		Novelty-seeking	.123	.117	.109	1.054	.295
		Sustainability	.018	.130	.015	.140	.889
		Lack of trust	-.331	.116	-.267	-2.861	.005
Master's degree / PhD	1	(Constant)	2.680	.697		3.843	<.001
		Home benefits	.235	.138	.218	1.705	.094
		Economic benefits	.339	.128	.301	2.652	.011
		Social appeal	-.202	.134	-.213	-1.501	.139
		Authentic local experience	.258	.163	.263	1.579	.120
		Novelty-seeking	-.032	.160	-.029	-.202	.841
		Sustainability	.007	.160	.006	.045	.964
		Lack of trust	-.487	.132	-.422	-3.683	<.001

Coefficients[a]

Professional status	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Employee / worker / freelance	1	(Constant)	2.532	.568		4.455	<.001
		Home benefits	.405	.105	.323	3.843	<.001
		Economic benefits	.330	.101	.273	3.288	.001
		Social appeal	-.088	.095	-.089	-.925	.357
		Authentic local experience	-.108	.127	-.098	-.848	.399
		Novelty-seeking	.143	.108	.133	1.324	.189
		Sustainability	.007	.106	.006	.066	.948
		Lack of trust	-.503	.093	-.427	-5.386	<.001
Student	1	(Constant)	2.383	.976		2.441	.018
		Home benefits	.174	.125	.171	1.398	.168
		Economic benefits	.325	.167	.235	1.950	.056
		Social appeal	-.277	.149	-.272	-1.861	.068
		Authentic local experience	.262	.145	.256	1.814	.075
		Novelty-seeking	-.038	.126	-.039	-.302	.764
		Sustainability	.162	.140	.146	1.159	.252
		Lack of trust	-.315	.139	-.265	-2.260	.028

Coefficients[a]

Financial status	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Average	1	(Constant)	1.522	1.235		1.232	.225
		Home benefits	.474	.187	.351	2.540	.015
		Economic benefits	.396	.185	.300	2.139	.039
		Social appeal	-.040	.157	-.039	-.255	.800
		Authentic local experience	-.008	.197	-.006	-.040	.968
		Novelty-seeking	.167	.201	.119	.833	.410
		Sustainability	-.282	.186	-.212	-1.510	.139
		Lack of trust	-.162	.155	-.140	-1.043	.303
Above average	1	(Constant)	2.990	.757		3.948	<.001
		Home benefits	.394	.157	.318	2.507	.015
		Economic benefits	.263	.135	.216	1.952	.056
		Social appeal	-.035	.131	-.037	-.265	.792
		Authentic local experience	-.099	.187	-.092	-.530	.598
		Novelty-seeking	.096	.177	.087	.542	.590
		Sustainability	-.068	.149	-.057	-.458	.649
		Lack of trust	-.474	.133	-.402	-3.564	<.001
Student job revenue	1	(Constant)	1.711	1.139		1.503	.142
		Home benefits	.198	.129	.210	1.533	.134
		Economic benefits	.325	.180	.247	1.811	.078
		Social appeal	-.279	.197	-.243	-1.418	.165
		Authentic local experience	.200	.159	.203	1.256	.217
		Novelty-seeking	.030	.142	.032	.211	.834
		Sustainability	.368	.158	.319	2.326	.026
		Lack of trust	-.347	.164	-.276	-2.112	.042

a. Dependent Variable: Behavioral intention

Coefficients[a]

Number of companions	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
0	1	(Constant)	2.125	.000		.	.
		Home benefits	-.403	.000	-.413	.	.
		Economic benefits	-1.736	.000	-1.481	.	.
		Authentic local experience	-1.097	.000	-.784	.	.
		Novelty-seeking	5.824	.000	2.943	.	.
		Sustainability	-1.185	.000	-1.160	.	.
		Lack of trust	-1.167	.000	-.924	.	.
1	1	(Constant)	1.915	.798		2.398	.020
		Home benefits	.325	.156	.258	2.084	.043
		Economic benefits	.339	.143	.285	2.376	.022
		Authentic local experience	.471	.232	.429	2.034	.048
		Novelty-seeking	-.011	.147	-.010	-.072	.943
		Sustainability	-.185	.203	-.149	-.913	.366
		Lack of trust	-.278	.142	-.229	-1.949	.057
		Social appeal	-.248	.157	-.240	-1.573	.122
≥2	1	(Constant)	2.556	.653		3.913	<.001
		Home benefits	.350	.098	.304	3.576	<.001
		Economic benefits	.343	.115	.248	2.992	.003
		Authentic local experience	-.019	.110	-.017	-.172	.864
		Novelty-seeking	.052	.102	.047	.515	.608
		Sustainability	-.024	.100	-.020	-.240	.811
		Lack of trust	-.348	.094	-.294	-3.689	<.001
		Social appeal	-.143	.101	-.138	-1.411	.161

a. Dependent Variable: Behavioral intention

Coefficients[a]

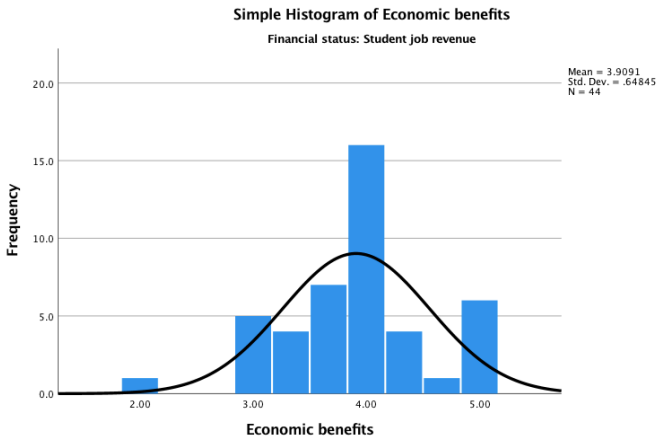
Companion type	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Spouse / partner	1	(Constant)	1.683	.572		2.943	.004
		Home benefits	.501	.109	.386	4.604	<.001
		Economic benefits	.377	.105	.296	3.598	<.001
		Social appeal	-.168	.103	-.161	-1.625	.107
		Authentic local experience	.124	.132	.111	.939	.350
		Novelty-seeking	.039	.111	.034	.353	.725
		Sustainability	-.127	.121	-.101	-1.047	.298
		Lack of trust	-.285	.097	-.239	-2.940	.004
Child(ren)	1	(Constant)	5.984	2.345		2.552	.020
		Home benefits	.375	.284	.297	1.320	.203
		Economic benefits	-.078	.345	-.053	-.226	.823
		Social appeal	-.136	.292	-.128	-.464	.648
		Authentic local experience	-.068	.361	-.049	-.188	.853
		Novelty-seeking	-.100	.437	-.072	-.229	.821
		Sustainability	-.269	.410	-.157	-.658	.519
		Lack of trust	-.550	.246	-.554	-2.238	.038
Friend(s)	1	(Constant)	2.284	1.391		1.642	.109
		Home benefits	.159	.132	.165	1.202	.236
		Economic benefits	.386	.205	.254	1.880	.067
		Social appeal	-.278	.150	-.309	-1.857	.071
		Authentic local experience	.073	.171	.068	.425	.673
		Novelty-seeking	.162	.133	.180	1.222	.229
		Sustainability	.167	.143	.158	1.174	.247
		Lack of trust	-.380	.182	-.286	-2.093	.043

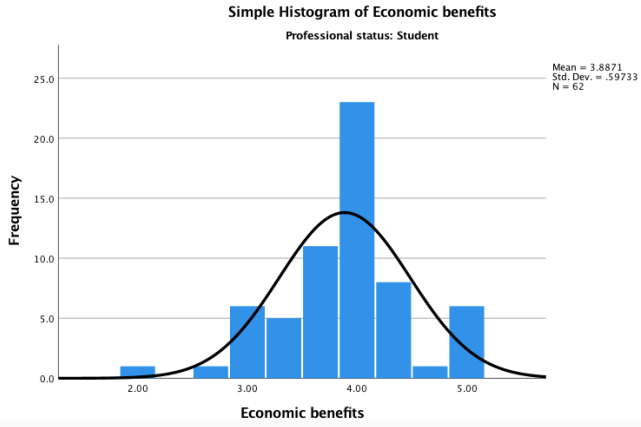
a. Dependent Variable: Behavioral intention

8.16. Appendix P. Descriptive statistics of the independent and dependent variables split by respondents' age

Age		Mean	Std. Deviation	N
≤30	Behavioral intention	4.0575	.76791	87
	Home benefits	3.7165	.80298	87
	Economic benefits	3.9464	.62438	87
	Social appeal	2.4943	.84582	87
	Authentic local experience	3.2989	.84302	87
	Novelty-seeking	3.2241	.86521	87
	Sustainability	3.4080	.76830	87
	Lack of trust	2.8592	.71498	87
31-50	Behavioral intention	3.5288	.90972	52
	Home benefits	3.3590	.67590	52
	Economic benefits	3.6987	.66095	52
	Social appeal	2.8718	.81156	52
	Authentic local experience	3.4103	.73391	52
	Novelty-seeking	3.0385	.70604	52
	Sustainability	3.2404	.63005	52
	Lack of trust	2.7019	.80446	52
≥51	Behavioral intention	3.5333	.91329	45
	Home benefits	3.4593	.65632	45
	Economic benefits	3.4296	.66143	45
	Social appeal	3.1963	.84782	45
	Authentic local experience	3.6000	.70568	45
	Novelty-seeking	3.2111	.81526	45
	Sustainability	3.3333	.72300	45
	Lack of trust	2.4556	.68939	45

8.17. Appendix Q. Students and student job revenue: frequency distributions of the economic benefits variable and descriptive frequencies





Financial status

Professional status			Frequency
Employee / worker / freelance	Valid	Well below average	3
		Below average	10
		Average	28
		Above average	47
		Well above average	13
		Total	101
Student	Valid	Well below average	2
		Below average	4
		Average	10
		Above average	2
		Student job revenue	44
		Total	62

8.18. Appendix R. Frequencies of education level depending on financial status

Education level

Financial status			Frequency	Percent
Average	Valid	High school degree or less	9	18.8
		Bachelor's degree	24	50.0
		Master's degree / PhD	12	25.0
		Other	3	6.3
		Total	48	100.0
Above average	Valid	High school degree or less	3	4.4
		Bachelor's degree	24	35.3
		Master's degree / PhD	39	57.4
		Other	2	2.9
		Total	68	100.0

8.19. Appendix S. Age and gender frequencies among “first timers”

Gender

Number of Airbnb accommodations rented			Frequency	Percent	Valid Percent	Cumulative Percent
0	Valid	Female	34	69.4	69.4	69.4
		Male	15	30.6	30.6	100.0
		Total	49	100.0	100.0	
1	Valid	Female	25	65.8	65.8	65.8
		Male	13	34.2	34.2	100.0
		Total	38	100.0	100.0	
≥2	Valid	Female	69	71.1	71.1	71.1
		Male	28	28.9	28.9	100.0
		Total	97	100.0	100.0	

Age

Number of Airbnb accommodations rented			Frequency	Percent	Valid Percent	Cumulative Percent
0	Valid	≤30	20	40.8	40.8	40.8
		31–50	13	26.5	26.5	67.3
		≥51	16	32.7	32.7	100.0
		Total	49	100.0	100.0	
1	Valid	≤30	17	44.7	44.7	44.7
		31–50	12	31.6	31.6	76.3
		≥51	9	23.7	23.7	100.0
		Total	38	100.0	100.0	
≥2	Valid	≤30	50	51.5	51.5	51.5
		31–50	27	27.8	27.8	79.4
		≥51	20	20.6	20.6	100.0
		Total	97	100.0	100.0	

9. List of resource persons

- Ms A.-C. Cadiat, my promoter;
- Ms C. Delcourt, who validated the topic of this thesis.

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