

Stakeholder Behaviors of Peer-to-Peer Accommodation: A Systematic Review (2008-2022)

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ABSTRACT

Focusing on multi-stakeholder consuming psychology and behavior research in peer-to-peer (P2P) accommodation, the authors conduct a systematic review of research over past 15 years (2008-2022) based on 360 papers in the WOS database. Through the perspective of service ecosystem, this paper aims to convey the structure of knowledge on this ever-evolving subject. The key stakeholders in the P2P accommodation ecosystem include consumers, hosts, platforms, the government, and community residents, and the authors sort through the psychology and behaviors of each in turn and provide a framework for research content to identify the connections among them. This paper fills the gaps of the existing literature reviews and proposes new directions for future research about P2P accommodation.

Keywords: P2P accommodation, stakeholder behaviors, systematic review, service ecosystem.

INTRODUCTION

The sharing economy is a phenomenon as events in which one or more people consume economic goods or services by engaging in joint activities with others (Belk, 2007; Ganapati & Reddick, 2018). P2P accommodation is one of the hottest trends representing the sharing phenomenon in the hotel and tourism industry (Sainaghi, 2020). P2P accommodation (i.e., Airbnb) has drastically changed travelers' consumption habits due to its excellent performance in offering authentic experiences and saving cost (Carroll & Kovacs, 2018; Kabadayi, Aksoy, Yazici, & Alan, 2022). At the same time, it is becoming increasingly prominent for P2P accommodation' adverse impact on the hotel industry, housing markets and communities (Xie & Kwok, 2017). Given the dual impact of P2P accommodation, it is attracting academic attention of diverse areas including tourism and hospitality, marketing, and information systems (Dolnicar, 2019; Klarin & Suseno, 2021; Vila-Lopez & Kuster-Boluda, 2022).

It is an appropriate time to comb the generated literature on P2P accommodation over the past 15 years. Although a few literature reviews on the sharing economy and P2P accommodation have been published, the following defects still exist in general: firstly, prior reviews concentrate on the common content of sharing economy or P2P accommodation, while a key topic focusing on consuming psychology and behavior of P2P accommodation is still lacking. Secondly, although past reviews have identified many research themes or clusters of current research, these themes are fragmented and we do not know whether they are independent or interrelated, making it difficult to understand P2P accommodation from a systemic perspective. To fill the gaps, this article demonstrates a systematic review focusing on consuming psychology and behavior research in P2P accommodation to answer the following research questions (RQs):

1. What is the current state of researches on consuming psychology and behavior in P2P accommodation (RQ1)?
2. What theories, contexts and methods were used in research in this domain (RQ2)?
3. What are the gaps and areas for future research (RQ3)?

This paper has three theoretical contributions. First, it focuses on the psychology and behavior of online P2P accommodation, an area that scholars have extensively studied but never systematically summarized. Second, the framework-based approach breaks through the limitations of previous research and investigates the current knowledge structure from a holistic perspective. Third, it identifies the opportunities for future research on sharing economy and P2P accommodation.

RESEARCH METHOD

This paper follows a framework-based approach to perform a systematic review of consuming psychology and behavior research in P2P accommodation. Literature process adopts Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) with four stages (identification, screening, eligibility, and including) (Moher, Liberati, Tetzlaff, Altman, & Group, 2009). In the first step, we used terms such as "peer-to-peer accommodation" or "sharing accommodation" on the Web of Science to search for journal articles published between 2008 and 2022 in February 2023. In the returned results, we excluded literature

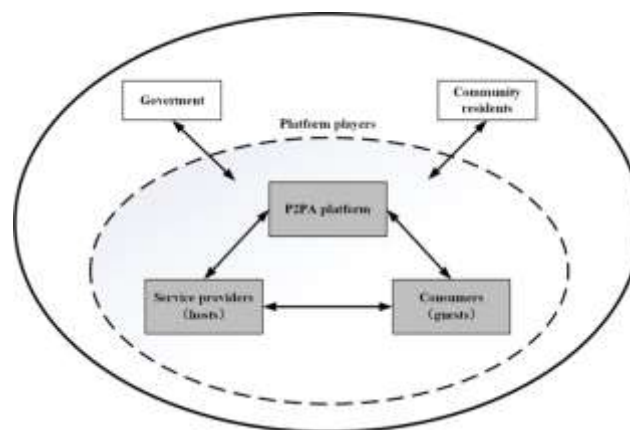
from significantly unrelated fields such as architecture and medicine, and preliminarily identified 1867 studies with P2P accommodation. In the second step, we reduced the number of samples to 1775 by screening from three aspects: research type, publication time, and duplicates. In the third step, we picked out the articles which were from journals that at least were at the rank of 2 in the ABS list (Association of Business Schools Academic Journal Quality Guide), checked their topic relevance manually, and got 360 articles. Finally, a keyword retrieval was conducted again in the target journals to guarantee the comprehensiveness of the data collection, and no missing research was found. Therefore, a total of 360 articles are used for the subsequent analysis.

THE STATE OF RESEARCHES

As many published studies related to platforms or the sharing economy have applied (Parente, Geleilate, & Rong, 2018; Xu, Hazée, So, Li, & Malthouse, 2021), this paper outlines a service ecosystem framework that incorporate multi stakeholders to systematically organize current research and identified several themes (see figure 2).

Actors Involved in The P2PA Platform Ecosystem

Through reading and summarizing the literature, we found that the current research on psychology and behavior in P2P accommodation mainly involves P2P accommodation platform provider, service providers, consumers, governments and community residents, who together constitute the P2P accommodation platform ecosystem (Figure 1). among them, the platform, hosts and consumers as direct participants in P2P accommodation activities together form the focal scale of the ecosystem, the government and community residents constitute the political, economic, and cultural environment in which P2P accommodation is rooted. They do not directly participate in, but affecting and being affected by P2P accommodation activities.



Source: This study.

Figure 1: Actors involved in the P2PA platform ecosystem.

Consumer Psychology and Behavior

The three-stage model of service consumption was applied to review the consumer psychology and behavior research in P2P accommodation (Tsotsou & Wirtz, 2015). In the pre-purchase stage, consumers first decide whether to participate in P2P accommodation, then initiate information search and evaluate several alternatives accordingly. For participation, we identify two main drivers: utilitarian motivation (i.e., economic benefits, home benefits) (Lu, Mody, & Andajigarmaroudi, 2020; So, Oh, & Min, 2018; Tamilmani, Rana, Nunkoo, Raghavan, & Dwivedi, 2022) and hedonistic motivation (i.e., the desire for authenticity, the need for social interactions, the enjoyment, pleasure, and reducing loneliness) (Farmaki & Stergiou, 2019; Guttentag, Smith, Potwarka, & Havitz, 2018; Paulauskaite, Powell, Coca-Stefaniak, & Morrison, 2017; So et al., 2018; Tamilmani et al., 2022). In addition, we also found two limiting factors (distrust and perceived risks) (Marth, Hartl, & Penz, 2022; So et al., 2018). For information searching and evaluating, existing literatures focused on understanding how host and listing related information that generated from platforms (P. Luo, Ma, Zhang, Liu, & He, 2021; Ma, Cui, Xiao, & Zhao, 2022), hosts (Cho, Park, & Kim, 2017; Li, Peng, Ma, & Zhou, 2022), and other consumers (Liu, Lai, Wu, & Luo, 2022) affect consumers' preference.

In the service encounter stage, consumers co-create value and co-produce a service while evaluating the service experience (Tsotsou & Wirtz, 2015). The consumers' interactions with service scenarios (Shi, Gursoy, & Chen, 2019; Suess, Kang, Dogru, & Mody, 2020), hosts (Zhang, Wang, & Cheng, 2020), and other consumers (Shi et al., 2019) have considerable effects on shaping consumer experience. However, the conclusion regarding the importance of the experience dimension is controversial (Sthapit & Jimenez-Barreto, 2018; F. Xu, La, Zhen, Lobsang, & Huang, 2019). Furthermore, previous studies suggested that consumers exhibit unethical and civilized behavior during sharing process (Peng, Wang, Huang, & Wang, 2022).

For the post-service stage, existing literature mainly focused on consumer satisfaction on sharing experience. Most scholars have identified the antecedents of satisfaction including enjoyment, economic benefits, social connections, reputation, trust, etc. (Shin, Fan, & Lehto, 2021; F. Xu et al., 2019; Ye, Chen, & Paek, 2022). In addition, some researchers pay attention to consumer loyalty (Priporas, Stylos, Vedanthachari, & Santiwatana, 2017; Shin et al., 2021), repurchase intention (C. H. Wang & Jeong,

2018; Ye et al., 2022), and rating and commenting behavior (Bridges & Vasquez, 2018; Y. Luo & Tang, 2019; Zhu, Lin, & Cheng, 2020).

Host Psychology and Behavior

Hosts take on the dual roles of accommodation resource providers and accommodation service providers. In the pre-purchase stage, the hosts first consider whether share their space. When hosts decide to participate in P2P platforms, they display the listings of shared rooms or houses and personal information, then accept suitable guests after receiving the booking request. In the existing literature, many studies on host participation have identified a series of promoting (J. Chung, Johar, Li, Netzer, & Pearson, 2022; Farmaki & Stergiou, 2019), hindering (Mahadevan, 2019; Teubner & Flath, 2019), and influencing factors (Gerwe, Silva, & de Castro, 2022). As for the marketing strategies, previous research suggests that the information disclosure of housing listings and hosts characteristic affect consumers' perception and purchase decision-making (Y. Chung & Sarnikar, 2022; Pera, Viglia, & Furlan, 2016; Tussyadiah & Park, 2018). In addition, professional and amateur hosts have different pricing strategies and check-in rules (Casamatta, Giannoni, Brunstein, & Jouve, 2022; Koh, Belarmino, & Kim, 2020; K. R. Xie & Mao, 2019). For screening P2P accommodation guests, it is thought to help reduce security risk (W. F. Wang, Su, Chan, & Qi, 2020), whereas it has also raised concerns about discrimination (Cui, Li, & Zhang, 2020).

In the service encounter stage, the host provides unique physical resources and human resources for the value creation in sharing accommodation. During the transaction, the host has self-perception of moral responsibility and guide hospital practice accordingly (Farmaki, Stergiou, & Kaniadakis, 2022), displaying different conversation, interaction, and affinity strategies (Qiu, Chen, Bi, Lyu, & Li, 2022; Scerri & Presbury, 2020), and they also have certain expectations for guests (Xue, Leung, & Ma, 2022).

In the post service stage, some studies have explored the attitude and behavior of hosts after sharing accommodation. For example, the rare researches have examined the effects of host-guest interaction on satisfaction (Moon, Miao, Hanks, & Line, 2019) and influencing factors of hosts re-entering market (Belarmino & Koh, 2022). In addition, host practices in the post-service phase also include police compliance (Park, Kwak, & Lee, 2019), generating reviews (Liang, Zhang, Li, Li, & Yu, 2021), and community supporting (Park et al., 2019).

Platform Behavior

The platform company plays a connecting role in the P2P accommodation service ecosystem, not only providing convenience and guidance for the sharing activities of both supply and demand side, but also being discussed and supervised by participants outside the platform. Previous research on P2P accommodation platforms mainly focuses on the following two aspects.

First, P2P accommodation platforms promote transactions to maximize profits. The platform tries to attract more users to join it. In the aspect of user management, trust is a very crucial factor (Tamilmani et al., 2022; W. F. Wang et al., 2020; Y. C. Wang, Asaad, & Filieri, 2020). Trust contains interpersonal, organizational and systems level (Calabro, Nisar, Torchia, & Tseng, 2022). Among them, establishing a reputation mechanism for interpersonal trust is a hot issue. Take Airbnb's simultaneous disclosure policy for example, scholars have discovered its impact on ratings, the number of comments, content, emotions, and adverse selection behavior (Fradkin, Grewal, & Holtz, 2021; Mousavi & Kexin, 2022). Monitoring mechanism is also a major measure of user management, which can significantly reduce users' perceived risk (Marth et al., 2022).

Second, some studies have focused on the platform's corporate social responsibility, which aims to relief the negative social impacts brought by P2P accommodation. For example, platform self-discipline has led to a reduction of crime rates (Han, Wang, Ahsen, & Wattal, 2021). At the same time, participating in environmental protection and advocating CSR can help restore trust and enhance platform reputation (Chuah, Rasoolimanesh, Aw, & Tseng, 2022).

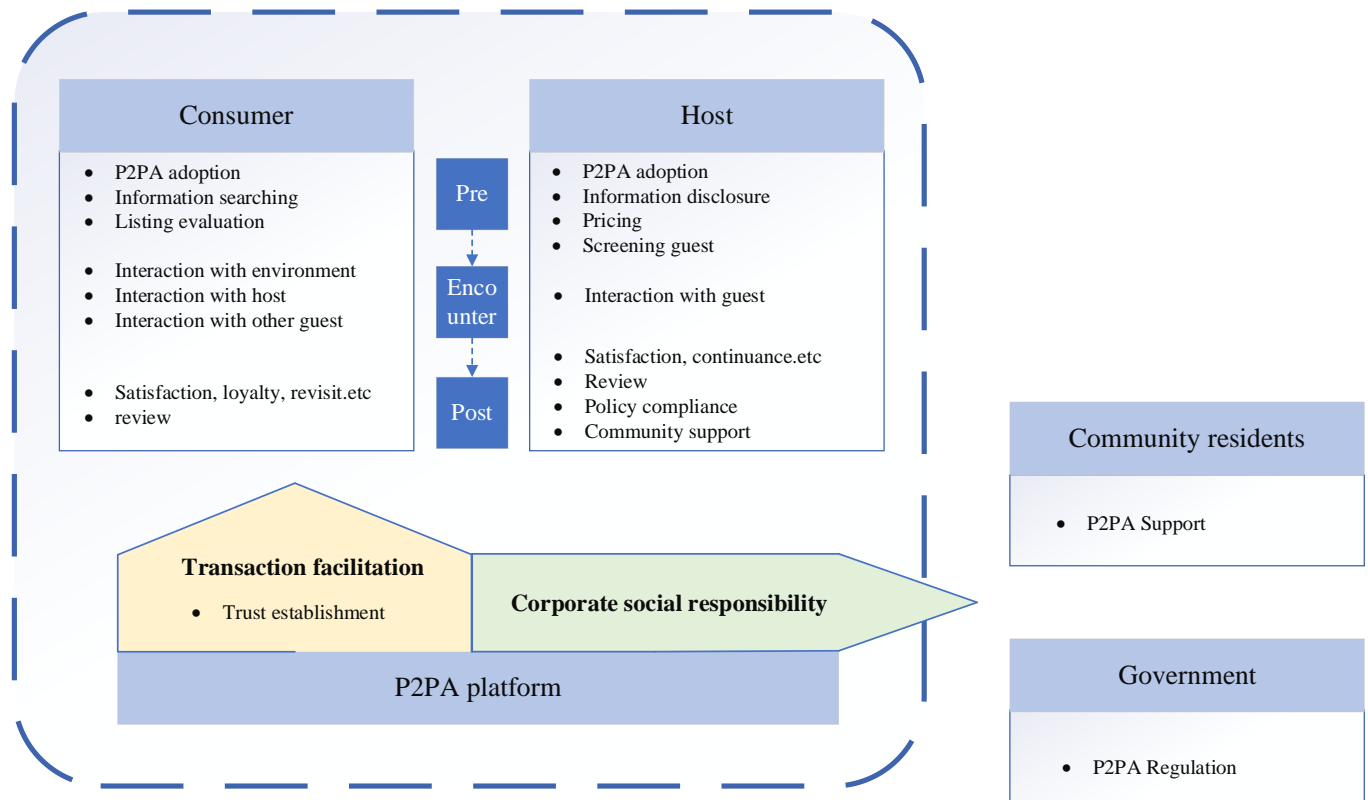
Government Behavior

In view of the impact that the development of P2P accommodation has had on the long-term rental, residential, and traditional hotel markets, as well as the nuisance that it has caused to the residents of the community, the governments of various countries and regions have introduced different regulatory policies to mitigate these negative impacts (Nieuwland & van Melik, 2020). Current research mainly focuses on the effectiveness of regulatory policies. Most studies have demonstrated the significant inhibitory effect of regulations on the supply and income of P2P accommodation (Chen, Huang, & Tan, 2021; Vinogradov, Leick, & Kivedal, 2020; Yeon, Kim, Song, & Kim, 2022). Some studies have investigated the effects of P2P accommodation regulation on other urban departments such as long-term rental, hotels, and real estate (Chen et al., 2021; Falk & Yang, 2021; Furukawa & Onuki, 2022). In addition, prior research pointed out that the implementation of regulation should be flexible and adapt to local conditions (Grimmer, Vorobjovas-Pinta, & Massey, 2019).

Community Residents' Psychology and Behavior

P2P accommodation has invaded residential areas and changed the daily life for many community residents. Scholars have investigated empirically the impacts of P2P accommodation on community residents. The research results show that residents have a perception of both positive and negative impacts in the economic, environmental, and sociocultural aspects (Jordan & Moore, 2018; Muschter, Caldicott, von der Heide, & Che, 2022; Stienmetz, Liu, & Tussyadiah, 2022). Most research consider that P2P accommodation have positive roles on community residents (Stergiou & Farmaki, 2020; Stienmetz et al., 2022). The

perceived positive (negative) impact directly promotes (suppresses) residents' support for Airbnb and the tourism industry (Makarand Mody, Suess, & Dogru, 2019; M. Mody, Suess, & Dogru, 2021). Besides, emotional solidarity between residents and visitors is also an antecedent to platform support (Suess, Woosnam, & Erul, 2020), and plays an important role in the host-guest relationship and residents' support to hosts (J. Y. Chung, 2017; Suess, Woosnam, et al., 2020).



Source: This study.

Figure 2: Summary framework of stakeholders' behavior research in P2PA.

THEORIES, CONTEXTS AND METHODS

Theories help scholars to search for answers to research-related questions and meeting their objectives. This review has found the usage of a large number of theories guiding the research on the psychology and behavior in P2P accommodation, presenting two characteristics. One is that the ratio of the number of articles utilizing a theory to the number of theories employed has reached 1.13:1, indicating that a large number of theories are rare. Scholars have innovatively incorporated specific theories into P2P accommodation research, thus expanding the scope of their application. However, viewed from another angle, it proves that research on the psychology and behavior in P2P accommodation excessively emphasizes the use of new theories, neglecting the advancement of existing theories. Prioritizing the breadth of research over its depth, hindering the development of higher-level knowledge. The other is that social exchange theory is the most popular theory, effectively explaining the interaction among individuals with overlapping interests. It is particularly used in studying residents' attitudes towards P2P accommodation, and along with Prospect theory and the theory of planned behavior, constitutes the top three most applied theories. Finally, there are still about half of the articles base on no theory and rely solely on literature to support their proposed assumptions, yet they are still accepted in mainstream academic journals. Additionally, no article has proposed a new theory or framework. It still seems difficult to devise original theories in the context of P2P accommodation.

This review considers two contexts across 360 studies: platform and region. Regarding platforms, most articles have taken Airbnb platform as the research background (80.21%). As a pioneer in the P2P accommodation industry, Airbnb has led the way over other platforms. And several mechanism reforms in the process of expansion provide unique conditions for the study of platform behavior. Up to now, Airbnb has reached a high level of maturity, boasting a vast collection of listings, reviews, identities, and other data related to hosts and consumers, making it a fertile source for scholars to conduct psychology and behavior research. Apart from Airbnb, a few papers consider its local competitors, such as Xiaozhu (4.69%) and Tujia (2.08%) in China. As a free P2P accommodation platform, Couchsurfing has always had a place in research involving sharing ethics, but these studies are relatively rare. In terms of geographical distribution, America accounts for the highest proportion of nearly half. Although the discussion rate of individual European countries is not high, they often appear together as a whole, accounting for a significant proportion. In these two areas where P2P accommodation first flourished, especially America, the birthplace of Airbnb, P2P accommodation has become commonplace and highly accepted by the public. Notably, studies based in China account for 19.44%, ranking second among individual countries, indicating that the rapid development of P2P accommodation in China is attracting attention.

The vast majority of studies on the consuming psychology and behaviors in P2P accommodation employ empirical methods, predominantly in four aspects: conceptual research, qualitative research, quantitative research, and mixed method research. Of all 360 articles included in this review, nearly two-thirds adopted quantitative research methods, among which structural equation model is the most preferred analysis method. We speculate that it is because the latent variables involved in psychology research cannot be accurately and directly measured, and structural equation model can make up for the shortcomings of limited applicability of traditional analysis methods. Regression-based methods are also widely used to analyze various quantitative data. There are still quite a few studies using qualitative research methods, and the text analysis method that includes topic analysis, content analysis, topic modeling etc. is the first choice. Although mixed method only accounts for a small proportion, it has gradually become a trend as it can maximize the achievement of research objectives by combining the advantages of qualitative and quantitative methods.

FUTURE RESEARCH

Based on an overview of current literatures, we identify several gaps in existing research and an agenda for future research. First, for the demand and supply sides participants of P2P accommodation ecosystem, research on consumer social interactions in the service encounter stage is relatively under-investigated and limited to the host-guest relationship. Future research could extend to how the interaction between consumers and different actors individually affects the consumer accommodation experience and how they work together. As for hosts, the current research deficit mainly centered on the ignorance of hosts' sharing experience. Future research should focus on this topic and how this elicits other attitudinal and behavioral responses such as satisfaction. Second, in regard to the platform, it is suggested that platform-oriented research should be broadened in the future through two paths: one being the downward management of platform users, and the other being the upward management of the enterprise's image. As intermediaries, platforms are responsible for facilitating, protecting, and regulating transactions. Future research could further explore how they optimize host-customer matching, eliminate discrimination, and reduce users' perceived privacy, security, and other risks. Third, research on the development of regulatory policies for P2P accommodation, or an examination of their effects, should consider timeliness and regionality. We recommend using mixed methods in the future to investigate specific regulation in a particular region and to expand the study of impact effects to social sectors such as public health and environmental protection. For community residents, Subsequent research should surpass current limitations of investigating only passive attitudinal or behavioral responses and stress the proactivity of community residents in influencing P2P accommodation activities. Finally, leaving aside the limitation of focusing on one subject, future scholars should also advance the depth of psychology and behavior research in P2P accommodation from a cross-subject and multi-subject perspective. One possibility is to expand research perspectives to explore multiple psychological and behavioral paradigms, especially on the propositions of trust establishment, interaction, experience construction, and value creation.

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