**UNDERSTANDING THE FACTORS AFFECTING PURCHASE INTENTION FOR PEER TO PEER RENTAL ACCOMODATION SERVICES: A study of the developing economy**

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**Declaration**

I declare that this thesis was composed by myself, that the work contained herein is my own

except where explicitly stated otherwise in the text, and that this work has not been submitted

for any other degree or professional qualification.

**Abstract**

**Purpose:** Shared accommodation services are becoming increasingly popular worldwide and have become a threat for the traditional hotel industry. The model for such services include a host sharing space in his house with guests at a much lower rate compared to traditional hotels. This becomes possible because of the presence of technological digital platforms, which intermediate this process of sharing. A number of different antecedents for Intention to use shared accommodation were before in previous research studies. However, most of the research was conducted in developed economies and such research in the context of developing economies is scarce. These economies are very different in terms of attitudes of consumers and their perceived level of risk since the cultural context is very different. Therefore, it made theoretical sense to test a model including the antecedents for Intention in the context of the Pakistani economy. The current research examines the role of Attitude towards shared accommodation, Perceived Risk, Self-Efficacy, Subjective Norms and Economic Benefit in affecting the Intention to use Shared Accommodation services. The present research goes one-step ahead of the previous research done in this area and examines the mediating role of Attitude and Economic Benefit to see which antecedent constructs causes variation in the Intention to use Shared Accommodation services with the mediating role of these constructs.

**Design/ Methodology/Approach:** The study was conducted using the data collected from 127 respondents from different age groups who were familiar with the concept of shared accommodation services. The proposed theoretical model was built on the antecedents of Intention to use Shared Accommodation services and the mediating role of Attitude and Economic Benefit was also investigated. Structural Equation modeling was performed on the data, using the SmartPLS 3 software. Socio-economic and demographic variables were also investigated.

**Findings:** 10 hypotheses were developed and tested, 7 of them were supported by the data. The statistical analysis reveals that Attitude towards Shared Accommodation, Subjective Norms and Economic Benefit result in statistically significant variation in Intention to use Shared Accommodation services. Furthermore, Attitudes mediate the relationship between Subjective Norms and Intention to use Shared Accommodation services. Attitude also mediates the relationship between Perceived Economic Benefit and Intention to use Shared Accommodation services. Furthermore, it was found that Income moderates the relationship between Self Efficacy and Intention to use Shared Accommodation services.

**Contribution of the research**: The current research is a pioneer study in investigating the antecedents for Intention to use Shared Accommodation services in the Pakistani context. The current study also theorizes the partial and full mediation of Perceived Economic Benefit and Subjective Norms and gives a better insight and superior understanding to why people develop an Intention to use Shared Accommodation services.

**Managerial/Social implications:** The study gives useful insights to platforms providing shared accommodation services regarding marketing and advertising their services. The policy makers need to focus on the role of influencers while advertising since consumers look up to the important people within their groups while making decisions regarding using such services.

**Key words:** Attitude, Economic Benefit, Subjective Norms, Self-Efficacy, Perceived Risk, Intention to use Shared Accommodation services.

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# Introduction

The concept of the shared accommodation is getting increasing attention over the past few years specifically because of the improvement in the area of information and technology, a greater degree of consumer awareness, the spread of collaborative web communities and the spread of social awareness this trend has gained strength (Sung &Kim, 2018). The sharing economy is an alternative social and economic movement that shares resources with the community so that waste and idle capacity is minimized. and resultantly the common interests increase in the society. The sharing economy is also referred to as “collaborative consumption”, “peer-to-peer economy” or “trust economy”. All the economic activities that than maximize utilization for commodities such as rooms, toys, bicycles ride or taxi services are included in this for example Uber and Careem. (Malhotra, A.; Van Alstyne, 2014). Technological digital platforms intermediate the process of sharing and bring the element of safety as well as effectiveness to the process (Rosa, 2016).The initial aim of these sharing activities was not to make a profit but only to maximize the utilization of idle resources. In the current age and era, the sharing economy has been conquering the consumer market with its unique offerings and social influence. By the year 2010 the sharing economy had reached a value of $100 Billion (Lamberton & Rose, 2012).

According to Stein (2015), there are at least 10,000 companies present in the sharing economy. Airbnb, one of the major pioneers in the house sharing market, holds the major share and Uber, which is a ride sharing company, is valued at $41.2 billion. According to Botsman (2018), one of the first academics to study the concept of collaborative consumption and has rightly pointed out that new technologies have allowed us to utilize capacity which would otherwise have been under-utilized. This paper focuses on the usage of the sharing economy for accommodation on a short-term basis.

According to a forecast by Statista (2017) by the year, 2020 mover 19 million adults will be using the shared accommodation services as an alternative to traditional hotels. The sharing economy means that the customer can be both the consumer as well as the provider of items or services. The idea of peer-to-peer services is not a new concept however with the increasing use of smart phones and improvement in the information technology the sharing economy has become a very viable business option (Zervas &Byers, 2013). The most popular sharing economy avenue in the lodging sector is Airbnb (Guttentag, 2018, Belk2014). With its strong track record it was declared as the most prominent accommodation option (Guttentag,2018). Airbnb is not only the competitor of other online travel agents but also for the traditional hotels like Marriot (Wang & Jeong,2018).

Looking at the picture from another perspective, it is widely known that being a part of the sharing economy as a visitor means that there are certain benefits which include lower costs, convenience and experience but the risks cannot be ignored.The common risks are related to quality, safety and security (Voggler & Stawinoga, 2018). Therefore, it is interesting to study how competitors adopt this innovation of using the sharing economy for lodging needs. (Sigala, 2017).

According to an analysis by it was found that Airbnb users were different from visitors staying in traditional accommodation (Voggler,2018;Sung&Lee,2018).The results revealed that Airbnb users liked destination experience and have a cost saving behavior. They are likely to be holidaymakers.

Understanding what the shared economy users care about is essential and provides important insights for the service providers while ensuring quality and comfort for the users. Previous research shows that when people have to choose for a hotel, the brand image, price, facilities, amenities, security, as well the location affects the purchase decision (Dolnicar &Otter, 2003).

Mody et al (2019) surveyed 630 customers who had used both traditional hotels and Airbnb shared accommodation service in the past and found that Airbnb outperformed the hotel experience. Therefore, it is interesting to investigate consumer’s motivation for using shared accommodation services.

Cheng & Jin (2019) conducted a study to investigate the attributes that influence Airbnb users’ experiences by analyzing the online review comments through the use of text mining as well as sentiment analysis. The online reviews given by previous users provide a basis for future users to base their decision on when choosing among different property options listed on the platform. The research identified that consumers have the same criteria to assess their stay while using the shared accommodation services as they would using a traditional hotel. However, the order of the attributes sought by the consumers vary. The main attributes which are important while using the sharing economy are the location, the amenities and the host. Consumer’s experiences of using shared accommodation services can be better or worse because of the flexibility these service providers offer since hotels are more standardized and it is easier to predict what the service would be like. Communication with the host becomes a very important factor for the users since they expect clear instructions for the check in and check out. The host-guest relationship and the professionalism of the host affects the experience of the user. The text mining results revealed that guests tended to use the name of the host in their reviews, this carries a personal touch; and this indicates that some users want a closer relationship with the host. The results of Cheng & Jin also reveal that any negative sentiment expressed by the consumers were because of noise, which is believable because homes are not designed the way hotels are, and a general element of noise is present because of the daily routine activities of a household (Cheng &Jin ,2019).

Mohlmann’s (2015) developed a model about the factors that affect choice of selecting a sharing option and tested it with the help of different quantitative studies done on the users of car sharing services and accommodation sharing services. The results of the study reveal that satisfaction and the users self-benefit again mainly determine the probability of selecting a particular sharing option. Results found that utility, trust and cost savings were essential motivations for using the shared accommodation by consumers of such services.

## Travel statistics in Pakistan

On December 2016, the total expenditure on international tourism was reported at 2.728 billion USD and this shows an increase from the previous number of 2.642 billion USD for Dec 2015. There has been variation in the expenditure from 1.753 billion USD in 2005 to 2.728 billion USD in 2016 however, the general trend has been increasing (World Bank WDI: Tourism Statistics, 2015). According to the Civil Aviation Authority of Pakistan, a total of 4,777,958 passengers from Karachi, 6,697,073 passengers from Lahore and 4,314,652 passengers from Islamabad travelled from these three airports from the period July 2017 until June 2018.

In the major cities of Pakistan, especially in the major cities of Lahore, Karachi and Islamabad, there are a number of vacant well-furnished rooms of different kinds and classes. While on the other hand the cost of a decent hotel accommodation is high and almost prohibitive for travelers who come from regional developing countries and even from within Pakistan.

## Motivation for the Study

The development of information and communication technology (ICT) has completely transformed the travel industry. Internet represents a completely new and different method for communication and has become a powerful communication channel. The developments in ICT have played a significant role in the phenomenon called “collaborative consumption” (Hammari & Ukknen, 2013).The sharing economy is having an impact on the global economy at an ever-increasing level. The sharing economy is significantly growing in the hospitality market and this is considered as one of the hottest trends within the industry Therefore, it is interesting to investigate the factors, which affect the customers’ decision to choose this kind of accommodation service (Tussadiyah etal, 2016). In this context, Airbnb, with around 4 Million listings around the world, is a relevant example of the shared economy business (Airbnb, 2017). Airbnb has more available rooms as compared to the big giants in industry like Marriot or Hilton .It is a very innovative business model and is considered as a “disruptive innovation” (Guttentag, 2018). Despite the success of the shared accommodation services, they have been considered as a controversial business activity. Many studies highlight the negative side of Airbnb in contrast to the positive aspects. In line with the previous research it has been found that sharing increases the housing prices and expels residents from tourist areas (Dogru,Mody,Suess,Boswijk,2016). Furthermore, this has also affected the local hotel room revenue **(**Zervas, Proserpio, & Byers, 2017). However, there is concern, regarding the extreme growth of informally rented out lodging as well as unfair competition for the hotel industry. There is also concern over a reduced level of employment and a lack of control over health and safety practices (Mody, 2017). This growth of this informal industry is one of the most serious threats for the traditional hotel industry (Williams& Horodnic, 2017). However, on the other side it is argued that factors such as the standard of the service, room cleanliness and security are only relevant to hotels and are likely to continue to be a differentiating factor for hotels. These two models are entirely different and do not compete for the same target market (Mody, 2017).

Many authors have focused on the positive side of the sharing economy. It is argued that even though the hotel industry is losing clients, Airbnb can actually be generating new demand **(**Forgacs & Dimanche, 2016).Accommodation sharing has presented people with a wider avenue of choices for opting for a lower priced and decent accommodation and this means it is more affordable for people to travel than it ever was. Airbnb guests are different from typical hotel guests so shared accommodation services might not be as harmful for the hotel industry as thought before (Dogru et al., 2017). Accommodation sharing has also found to have major economic, financial and social benefits. The sharing economy has a significant impact on the GDP and creates additional income for the hosts especially in neighborhoods not traditionally visited by tourists Deloitte (2017).

Considering the importance and rise of the sharing economy along with all the controversy associated with it, it is essential to look at the factors, which affect consumer’s intention to book an accommodation through such service providers.

## Purpose of the Research Study

`This study investigates an integrative model based on the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) to examine the factors, which affect intentions of Pakistani consumers to use shared accommodation services. A similar study was conducted on the Chinese as well as German consumers; however, the Pakistani context is different, because Pakistani consumers are likely to have a different set of values and traditions. Therefore, it would be interesting to test if the same model explains purchase intention of consumers of shared accommodation services in a developing and conservative economy like Pakistan.

The study focuses on the age group called millennials, commonly referred to as Generation Y. This market segment is an essential target group for multiple short-term rental avenues (Euromonitor International, 2016). The idea of sharing economy is line with the preferences of millennials who prefer authenticity, value for money, and new experiences rather than having possessions. They are known for using internet more frequently for travel planning (Xiang, Magnini, & Fesenmaier, 2015). According to Amadeus (2013), millennials (born between early 80’s and end of 90’s) are heavy travel consumers of the future; therefore, a better understanding about their preferences is likely to be useful for providers of such services. Multiple studies have pointed out a lack of insights about the behavior of millennials (Amaro, 2018). As a market segment, they are very different from the other generations and have different values, attitudes and behaviors because of different technological, socio cultural as well as economic factors within which they were born and grew up (Nusair, Bilgihan, & Okumus, 2013). Millennials are more likely to prefer car-sharing services such as Uber and Careem as compared to traditionally owning a car. They are also likely to rent accommodation through shared accommodation service providers such as Airbnb and Trip Advisor (Garikapati, Pendyala, Morris, Mokhtarian, & McDonald, 2016) rather than staying in hotels or motels.

## Statement of Problem

The aim is to analyze the antecedents of consumer’s intention to use shared accommodation services within the context of Pakistan. The theory of Reasoned Action (Ajzen & Fishbein,1980) provides the basis. Previous studies have identified Economic Benefits, Subjective Norms, and Attitude towards Shared Accommodation, Perceived Risk and Perceived Self-efficacy as antecedents that affect the Intention to use Shared Accommodation services. The mediating role of Attitude was also investigated. The moderating impact of gender was also explored on the relationship between Subjective Norms and the Intention to use Shared accommodation services.

## Assumptions of the Research Study

This current research is based on the assumption that the respondents participating in the survey filled out the survey questionnaire with complete honesty and shared their opinions openly and without any falsification. Secondly, the research assumes that the participants understand the items and the constructs clearly. Thirdly and lastly, it is assumed that the participants avoided giving biased responses.

## Research Questions

RQ 1. Does consumer’s attitude influence the intention to use the shared accommodation?

RQ 2. What is the relationship between Subjective Norms and the Intention to use shared accommodation?

a Whether the above-mentioned relationship is mediated by Attitude towards Shared Accommodation?

Fig 1.1

b. Whether the above-mentioned relationship is moderated by Gender of the consumer?

Gender

Fig1.2

c. Whether the relationship between Subjective Norms and Intention to use Shared accommodation is mediated by Perceived Economic Benefit and Attitude towards Shared Accommodation in a sequential manner?

RQ 3. Does consumers’ perceived risk of using shared accommodation influence the Intention to use Shared Accommodation services?

Fig 1.3

RQ 4. Do Perceived Economic Benefits influence consumers’ Intention to use Shared Accommodation services?

Fig 1.4

a.Whether the above mentioned relationship is mediated by Attitude?

Fig 1.5

RQ 5. Whether consumer’s perceived Self-Efficacy influences consumers’ Intention to use Shared Accommodation services?

a. Whether the above mentioned relationship is moderated by Income such that for lower income the relationship between Self-Efficacy and Intention will be stronger?

Income

Fig 1.6

## Definitions of Constructs

A number of different constructs were used in the study that have also been used in previous studies therefore their definitions according to these research studies are provided in the table below.

**Table 1.1 Definitions of Constructs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr.#** | **Construct** | **Definition** | **Author** |
| 1. | Attitude towards shared accommodation services | A favorable or unfavorable evaluative reaction toward something or someone exhibited in ones beliefs, feelings, or intended behavior. | (Myers, 1971) |
| 2. | Subjective Norm | The degree to which a consumer's important others (friends, family etc.) believe he or she should use the product. | (Venkatesh et al , 2012) |
| 3. | Perceived Risk | The felt uncertainty regarding possible negative consequences of using a product or service. | (Featherman & Pavlou, 2003)  (Tussayadiah&pesonen,2016) |
| 4. | Perceived Economic Benefits | The cognitive tradeoff between the perceived benefits of the offering and the monetary costs for using it. | (Tussayadiah&pesonen,2016)  (Guttentag,2018)  (Venkatesh etal, 2012) |
| 5. | Self -Efficacy | Self-efficacy, is the belief in one's capabilities to organize and execute courses of actions required to produce given attainments (Eastin&Larose,2000) | (Eastin&Larose,2000) |
| 6. | Purchase Intention | Purchase intention is defined as a consumers’ willingness to obtain an advertised product (Morris, Woo, Geason & Kim, 2002) | (Morris, Woo, Geason & Kim, 2002) |

# Literature Review and Hypothesis Development

## Introduction

The idea of the sharing economy is constantly evolving and is often used synonymously with “collaborative consumption” (Maraike et al, 2016). This term was first thought of by Felson and Speath (1978) and was defined as the idea of people sharing economic goods and services and engaging in joint activities. Eating a meal with a friend could be an example of joint consumption as defined by these authors. These concepts have evolved more recently (Botsman & Rogers, 2011) and now collaborative consumption includes a system of lending and sharing resources in lieu of a fee; therefore, there is now a monetary dimension to this process. Organizations such as Uber and Airbnb are following this business model successfully (Oskam &Boswijk, 2016, Belk,2014). These new models have been empowered through the growth of social media and p2p (peer-to-peer) platforms. The rise and importance of the internet has facilitated the process of sharing and now in the world of scarce resources the sharing economy seems like a sustainable consumption option (Mohlman, 2015; Guttentag,2018). The benefits from participating in the sharing economy are twofold: it is a cheap option for travelers who can save on travel costs as well as the hosts who benefit from additional income they can raise through his manner (Tussayadiah &Pesonen, 2016). According to Hamari et al, (2016) this model of sharing is also thought to be an attractive option for consumers who are more environmentally conscious since staying in shared accommodation means less wastage of water, less usage of energy and lower chemical waste (Airbnb,2014). Research also reveals that the option of using the sharing economy for accommodation sounds more appealing to people in the younger age bracket and this system is in line with their needs and demands, which include value for money, a digitized booking system and the opportunity to have unique experiences (Tussyadiah & Pesonen, 2015). Therefore, this study focuses on generation Y as being an important target group for shared accommodation platforms (Euromonitor International, 2016). Generation “Y” are those individuals who were born in the era 1981-1999 and represent 25% of the global population (Euro monitor, 2016).

A lot of studies have focus on extensive literature reviews in relation to P2P accommodations. The purpose was mainly to examine the research regarding the sharing economy from a general perspective. However Prayag and Ozanne (2018) carried out a systematic review of 71 articles related to P2P accommodations and included conference proceedings. The paper made use of a multi-level perspective which included three levels of the landscape, regime and niche. The approach identified broader themes according to which research was being carried out.

Belermino & Koh (2020) carried out a critical review of 107 peer reviewed articles collected from data bases such as: EBSCO host, JURN, Science Direct, and SCOPUS. They identified a number of different areas on which research mainly focused on, which included topics like consumer trust and mistrust, impact on the hotel industry, revenue management and owner motivation. A very important dimension of research was how consumers reviewed their stays through an online review system and the emerging theme of significance was that they valued connections and relationship more than perceived economic benefit (Belermino &Koh,2020)

## Theory of Reasoned Action (TRA)

The Theory of Reasoned Action posits that a person’s intention to perform a certain behavior directly influences their actual behavior. The intention in this case is a direct function of their attitude towards the behavior and the subjective norms (Fishbein & Ajzen, 1975). The theory further suggests that the more favorable the attitude and subjective norms are, the greater will be the perceived control and a person will have a stronger intention to perform the behavior.

### Attitude

The TRA holds that actual behavior can be predicted by behavioral intentions and furthermore behavioral intention is function of attitude which can either be positive or negative (Fishbein & Ajzen,1975). Subjective norm is the social pressure as perceived by an individual to perform expected behavior (Fishbein & Ajzen, 1975). Previous literature has found the acceptance of new technologies is influenced by intentions as well as attitudes of people who have never used new technology and those who never even intend to use it. Attitude is a key determinant of an individual’s behavior and determines his evaluation what the target behavior (Azjan,1991). Therefore, attitudes are the very basic elements, which determine what the holistic behavior would be in the end (Lee et al., 2009). If an individual has a favorable attitude towards a specific behavior then it is more likely that he/she would carry out that particular behavior (Ajzen, 1991).

Sanz (2010) examined the reasons why people did not purchase online tickets in a sample of 309 non-purchasing internet users. The participants were asked to rate their feelings, attitude and perceived trust. In a study by Morsoson and Joeng (2008) a group of students were asked to visit an online website for a hotel and were asked to simulate making an online reservation and later they were made to fill out a questionnaire regarding their attitude towards the website and future intention to use online services. The common findings of these studies reported that people had a negative attitude towards doing an online booking and had certain fears regarding online transactions. Therefore, it is understood that if users have a positive attitude towards a certain new technology then there would be a greater likelihood that they would adopt that technology (Ha & Stoel, 2009).

Those consumers who have a positive attitude towards a hotel or website were more likely to use it for an online transaction. From the perspective of the sharing economy, consumers’ attitudes have a strong impact on their intention (Amaro, 2015). Hamari et al. (2013) proposed that respondents’ positive attitudes positively influence their intentions to participate in the sharing economy.

Therefore based on all these findings the first hypothesis is proposed as:

***H1: A positive attitude towards shared accommodation positively influences intentions to book on a p2p platform***

### Subjective Norms

Subjective Norms or social influence is the degree of an individual’s perception that other people within his reference group think he should perform the behavior in consideration or not

(Ventakesh, 2012). According to previous research, the results regarding the influence of Subjective Norms on travelers\s intention to use shared accommodation services have been rather conflicting. Bigne etal (2010) and Lee etal (2009) confirmed through their research studies that subjective norms did influence intention to make online purchases. However, Pappas et al (2016), conducted studies with similar hypothesis but their results came out to be different. It is surprising that research about use of shared accommodation has not considered the influence of the people included in one’s reference group while testing the factors, which affect such collaborative consumption. However, one of the strongest influences on a particular individual’s behavior is the influence of his peers and what they think about the particular behavior in consideration. Research shows that millennials like to show their consumption related behaviors to their friends or the important people in their reference groups and like to have their approval, which acts as a sign that they belong to that group (Kim and Jang, 2014).

Morrison et al (2001) investigated the influence of friends and other people on the intent to travel online and used a factor named “Communicability”. He found that travelers have a greater likelihood of buying online travel services if they know that other people in their reference group are doing the same.

Li and Buhalis (2006) found that the same variable, communicability was not important while explaining the concept shopping online for travel services. The concept of subjective norm or (social influence) includes two components which include informational and normative influence. Informational influence occurs when individuals view information as evidence of reality; and normative influence occurs when people think in line with the expectations of others.

Subjective Norms include the influence of family, friends, colleagues and all individuals, which could be potential adopters. Word of mouth from peers can increase a consumer’s level of comfort about interacting with a virtual platform. If one believes that one’s peers use an online platform to perform a certain type of transaction then one is more likely to do the same (Suzzane& Amaro, 2013).

The internet has a huge impact as a cultural phenomenon and research shows that consumers perceive higher risk when considering buying online as compared to the traditional way of buying (Van den Poel & Leunis, 1999). The aim is then to lower this perceived risk; therefore, consumers look up to the others in their reference groups for guidance. Research indicates that consumers perceive difficulty in performing online transactions, which is related to their perceived self-efficacy (Tussadiayah, 2016)

Therefore, it was appropriate to include subjective norm in the study.

***H2: Subjective norms positively influences the intention to book on a p2p platform***

(Carolina Martins, 2014) conducted a study to investigate the adoption of internet banking. Seven-twenty-six students of a university were contacted through an email and with 249 valid cases the results were analyzed. The results showed that subjective norms had a statistically significant relationship with gender this was positive in nature .Therefore, it was found that women were influenced by others when making a decision about doing an online transaction.

According to previous research, women face a greater degree of concern when they take new decisions and then looking at other important people in their reference groups perform a particular behavior in question influence their decisions (Sun & Zhang, 2006).

***H3: The influence of subjective norms on purchase intention to book on a p2p platform will be moderated by gender such that it will be stronger for women***

**(**Hsu & Chiu, 2004) conducted a study to examine the influence of internet self-efficacy on consumer’s decisions regarding the use of e-commerce using the theory of planned behavior to validate their results. This study includes the relationship between Social Norms and Attitude since a number of previous studies regarding the usage of internet have shown that attitudes are influence by social norms.

(Kulviwat S,2007) examined the role of subjective Norms and the mediating role of attitudes to investigate whether this impacted consumer intention positively and made them adopt an innovation or not .Previous research suggests that attitude towards adoption acts as a mediating variable between subjective norms and behavioral intention. [Suki etal (2012)](https://www.sciencedirect.com/science/article/pii/S0148296308001768#bib32) found attitude fully mediates the impact of social influence on employee intentions to select a particular information system.Even though these studies were done in another context but the relationship between Subjective Norms and Attitudes has been confirmed in theory.

**H4: Attitude mediates the relationship between Subjective Norms and Intention to use Shared Accommodation services**

### Perceived Risk

Online shopping is generally perceived to carry a greater degree of risk compared to alternatives modes of shopping (Zhou, Dai, & Zhang, 2007). Perceived risk associated with online shopping is defined as travellers’ beliefs about the possible unfavorable outcomes from an online transaction (Nunkoo & Ramkisson, 2013). It is the uncertainty, which consumers feel regarding the possible negative consequences of using a particular product or service (Featherman & Pavlou, 2003).

Kuisma & Hiltunen (2007) investigated the relationship between consumer’s resistance toward internet banking and it’s connection with certain values withheld by them. They concluded that certain functional and psychological barriers arise from service, consumer, channel and communication. People preferred to stick to their old routine of using the ATM and felt insecure and uncertain about doing transactions on the internet.

Previous research shows that perceived risk is negatively related to online travel purchases (Amaro, 2015). Zhu etal (2019) has defined perceived risk as a possible loss which can be incurred while using such services such as bike sharing. The respondents reasoned that ride sharing application posed risks other than online booking and transaction, which include the actual experience. According to research, travelers may have concern regarding staying with a stranger (Guttentag, 2018). A commonly stated constraint factor stated by consumers when using shared accommodation is perceived risk. Perceived risk related to using shared accommodation services is an expectation of a possible loss and therefore it represents consumers’ beliefs in all the negative consequences that may happen when using shared accommodation services (Min et al, 2018)

Therefore, the following research hypothesis is proposed:

***H5: Perceived risk negatively influences intentions to book on a shared accommodation platform***

### Self -Efficacy

According to Bandura (1986) “self-efficacy is the belief in one’s capabilities to organize and execute the course of action required to produce given attainments”. Within the cognitive theory, self - efficacy is a form of self-evaluation that influences decisions about what behaviors to undertake and the amount of effort put forward when faced with problems and then finally the mastery of the behavior. Research also shows that self efficacy judgemnts are related to the attitude towards the specific behaviour. Attitude towards the specific behaviour reflects ones’s favourable or unfavourable feelings regarding the behavioural outcome. According to La Rose (2006) the stronger a person’s self efficacy beliefs are ,the more likely he is to try the desired outcome. Consumers sometimes perceive difficulties as well as risk when considering an online transaction, therefore they can be expected to use their cognitive resources in forming beliefs about the related attributes, and these beliefs then may lead to the development of an overall feeling or attitude towards the behavior under consideration.

Another study carried out by Li and Buhalis (2006) tested the impact of the self-efficacy dimension on the purchases of a group of travelers. The results showed that online travel purchasers had a higher level of self-efficacy compared to others. This indicates a positive relationship between self-efficacy and online travel purchases.

Lee &Chung (2010) investigated the adoption of internet banking in South Korea and found that self-efficacy played a very dominant role in the adoption of internet banking by consumers.

Tussyadiah (2016) investigated the drivers of the use of p2p accommodation services from the consumers ‘point of view. She reported that consumers’ lack of trust and their lack of self-efficacy about technology were the main factors, which hindered their use of these short-term shared rental services. Therefore in the current scenario this means that internent self efficacy is likely to be positively related to intention to use online services.

***H6: Self Efficacy has a positive impact on the intention to book on a p2p platform***

Research shows that a higher level of income causes internet users to have lower perceived risks while making online transactions and has an impact on the demand for goods and services sold through the internet . A lower level of income is a discouraging factor for online transactions and leads to a lower perception of self efficacy and low perception about ease of use. Thus people from different professional backgrounds may have different levels of income and therefore may have different attitudes regarding online transactions. (Holden & Rada ,2011)

Income moderates the relationship between self efficacy and income since generally a higher level of income gives a feeling of stability which makes an individual feel capable of doing things in a better way because there is lower financial vulnerabilty.

**H7: Income moderates the relationship between Self -Efficacy and Intention to book on a p2p platform such that the relationship of Self-Efficacy and Intention becomes stronger with lower income**

### Economic Beneﬁt

According to research, one of the important considerations of consumers while purchasing hotel rooms is the financial cost associated with it. (Amaro & Duarte, 2015). This also holds true for peer-to-peer (p2p) accommodation. There are certain clear cases where the economic benefit associated with shared accommodation services has been a main reason for the consumers using such sharing services. The economic benefits reaped from using the p2p accommodation are significantly appealing (Oskam&Boswijk, 2016;Tussyadiah & Pesonen, 2016)

Mohlmann (2015) tested a model about the important factors, which play a role in selecting an accommodation sharing option. Her findings reveal that users are attracted to the idea that collaborative consumption allows them to save money and therefore consumers view it as a better option compared to non-sharing alternatives. This holds true to a greater extent for younger individuals who have become more accustomed to using more things than they can have ever owned themselves.

There is a cost advantage associated with using sharing services which is a key determinant of usage by consumers (Lumberton and Rose,2012) The low price offered by accommodation sharing services such as Airbnb was an important consideration for consumers to select their accommodation option ; and this trend was reported to have affected the traditional hotel industry. Though some prominent sharing services such as Airbnb mostly emphasize the unique experience which they offer however many studies highlight the economic benefit as a major incentive when opting for shared accommodation (Guttentag etal, 2018). Research has indicated that P2P accommodations were priced 25% and 15% lower than traditional hotel rooms in Melbourne and Sydney respectively. The financial benefits due to the savings because of lower cost of accommodation lead to longer stays in shared accommodations than in ordinary hotels. These financial benefits also make expense on other goods and services much easier which would not have been possible otherwise. Such cost savings on accommodation also allow the individual to travel to a number of different places (Tussadiayh,2016).

**H8: Economic benefits associated with P2P accommodation positively influence the intention to book on a P2P platform**

Evidence provided from a study show that perceived benefits significantly affect business adoption (Zheng et al., 2010).(Lee,2009) in his study about the adoption of online banking included perceived benefit as an factor impacting the attitude towards online banking and found a significant relationship. Therefore, it is reasonable to infer that Perceived Economic Benefit leads to a positive Attitude towards Shared Accommodation services.

**H9: Attitude mediates the relationship between Perceived Economic Benefits and the Intention to use Shared Accommodation services**

**H10: Attitudes and Perceived Economic Benefits mediate the relationship between Subjective Norms and Intention to use Shared Accommodation services in a sequential manner**

**Theoretical Framework**

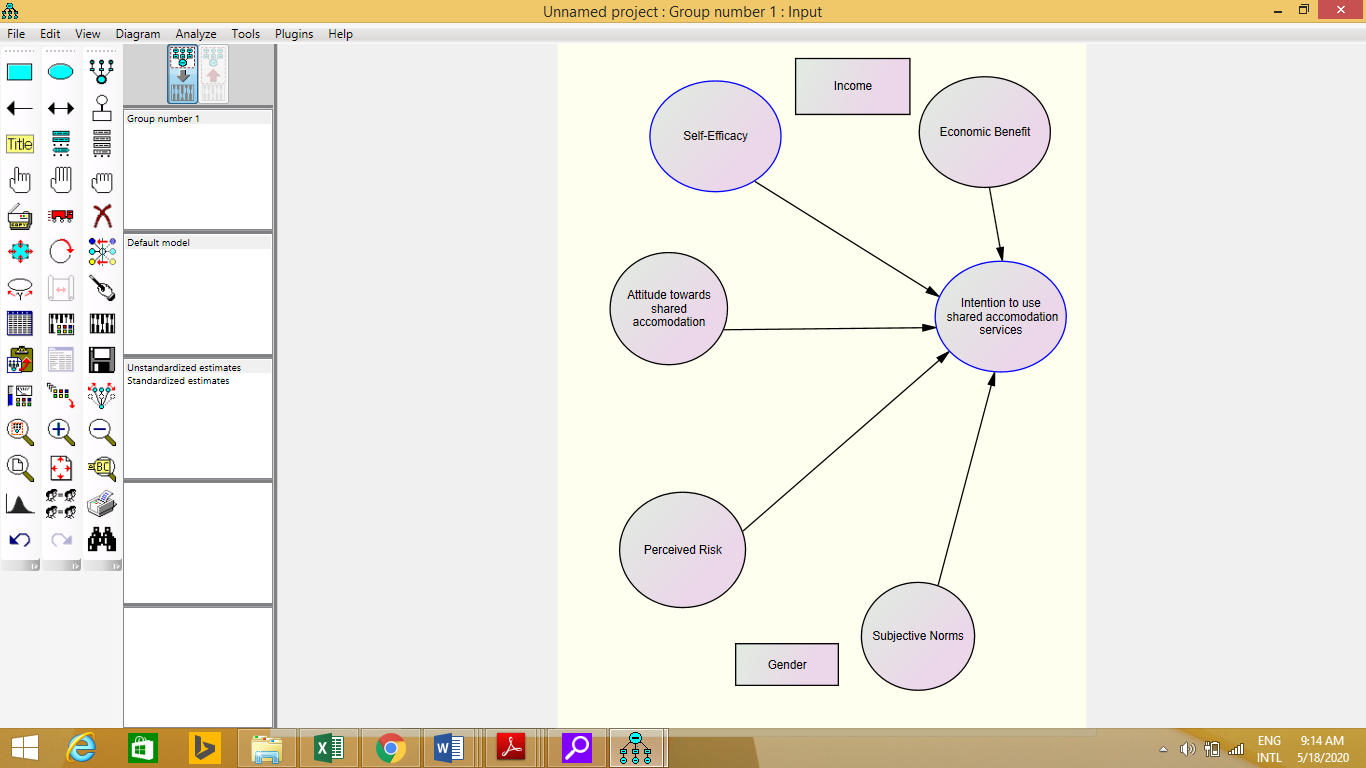


Fig 2.1

# Methodology

This part of the thesis examines the methodology used for the research and all the philosophical dimensions related to it. This section highlights the research strategy, the sampling technique, the method for gathering the required data and then the techniques for data analysis.

The main purpose is to explain the factors, which lead to the Intention to book on a P2P shared accommodation platform, hence the purpose. The research aimed to find out whether Self Efficacy and Intention to use Shared Accommodation were moderated by Income.

To answer research questions identified, a quantitative research approach was adopted. The hypothesis were developed from the existing literature therefore, the research follows a deductive approach towards the conclusion. The survey method using questionnaires was used for data collection. The data was collected at a single point in time therefore, the study is cross sectional in nature. The data is analyzed using confirmatory factor analysis and path analysis with SEM technique in Smart PSL3.

## Research Approach

The philosophical thought process of every researcher is rooted in his set of beliefs and opinions which he calls a paradigm .Consequently, the research approach adopted by the researcher is influenced by the philosophical thought process owned by him .A paradigm is the particular set of thoughts and ideas, which are distinctive from others. Paradigm includes ontology, epistemology and methodology Understanding of objective existence through perception and conception of reality is known as Ontology (Guba & Lincoln, 1994).

` Epistemology elaborates how knowledge will be obtained, expressed and used while addressing the relationship of the researcher and what is being researched. The underlying assumptions of Ontology and Epistemology guide the judgment of the researcher regarding the methodology (Lowhorn,2007).

In the current research study, the epistemological approach is applied to collect information concerning the research area since this approach is in line with the theoretical viewpoint. Saunder et al, (2007) elaborated three types of epistemological viewpoints including interpretivism, realism and positivism. The positivist theoretical perspective sets up the contextual background of this study. This approach preserves the knowledge in an objective way and is scientific and quantitative in nature. The most common method under the positivist approach is to review literature, highlight a relevant theory and form hypothesis (Guba & Lincoln, 1994; Johnson 2001)

## Quantitative Research Design

The researcher carries out the research using the design as a guidance. It clarifies the unit of analysis and the settings of the study. The research design serves the purpose of a strategy for the research paper to explore and get responses for the relevant research questions identified before Cooper and Schindler ,2001). Literature has suggested three different kinds of research designs, which are exploratory, descriptive and casual.

Exploratory research design requires the collection of background information regarding the research questions, which then leads to the formation of the hypothesis after an extensive literature review.

The first chapter of the current research focuses on the purpose and rationale of this research. The rationale of the research was to uncover the factors, which lead to the purchase intention for shared accommodation services. The next chapter focuses on the constructs, items and variables of the intention to book for shared accommodation.

Descriptive research design uncovers the specific attributes of the participants. The study uncovers some important characteristics of the users of shared accommodation services. Therefore this is descriptive in nature.

### Sample Research Tool

The research follows a deductive approach and the aim is to test the hypothesis formed through extensive literature review. The survey method was used using a questionnaire as the main data collection tool. This survey technique creates a close link with the opinions, judgments and feelings of the participants (Zikmund, 2003).This study is a cross sectional study since the data was collected at a single point in time

Survey method is usually preferred for research since it allows the researcher to gather significant information from a pool of respondents at a particular point in time. Secondly, this method of collecting data is cost effective. Thirdly, surveys enable respondents to maintain their anonymity therefore; the probability of getting honest opinions and accurate responses is higher as compared to other methods of collecting data like interviews. Lastly, surveys allow the researcher to make use of various statistical techniques, which makes data analysis easier.

The sampling technique was snowball sampling. This technique works like a chain referral. Initially those respondents were identified who were likely to have used shared accommodation services or were at least familiar with them. This was done by getting in touch with the actual users of shared accommodation services by getting access to their contact information through an experienced shared accommodation host within Pakistan. These respondents were later requested to get the questionnaire filled online from the people within their reference groups. This was convenient snowball sampling.

Data regarding age and gender were collected and a pretest was conducted by collecting data from 30 respondents in the beginning to fix any errors in the understanding of the questionnaire. However, no changes were made after the pretest. According to Hair et al (2014), it is appropriate to have 15-20 responses per variable. The questionnaire had 16 questions and according to an older research by Gorsuch (1983) the number of samples collected should be five times the number of questions and the minimum should be 100. The sample for the current study of 127 respondents included people from different professional and educational backgrounds and were well acquainted about the concept of shared accommodation therefore the sample was appropriate for the purpose of the study.

Furthermore, this study is a replication study done in a different cultural and contextual background and the original study by Amaro (2018) had a relatively small sample size.

## Measurement and scales

The study makes use of scales, which have been adopted through previous research done in the field therefore, they were well developed however the scale for Perceived Risk was adapted a bit and included an additional dimension regarding the risk involved with staying in a stranger’s house.The scales used are mentioned below.

**Attitude towards shared accommodation services:** 3-items scale developed by Nunkoo and Ramkissoon (2013) Hamari et al (2016)

**Subjective Norms:** 2-items scale by Venkatesh et al. (2012).

**Economic Benefit:** 2-items scale adapted from Amaro and Duarte (2015)

**Perceived Risk of using shared accommodation services:** 2 items scale developed by Nunkoo and Ramkissoon (2013). The third dimension regarding the element of risk involved with staying in a stranger’s house was added.

**Perceived self-efficacy:** 3-items scale developed by Koufaris (2002) and Vijayasarathy (2004)

**Intention to use shared accommodation rental services:** 3 items scale developed by Nunkoo and Ramkissoon (2013)

A Likert scale with five points was utilized to measure the degree of agreeableness of the respondents regarding the items included in the constructs. The values assigned to the various levels of agreeableness are as follows (1=strongly agree,5= strongly disagree)

**Table 3.1 Constructs**

|  |  |  |
| --- | --- | --- |
| **Operational Definition** | **Scale Items** | |
| **Intention to book**  Nunkoo and Ramkissoon (2013) | 1 | On my next trip, I would use Airbnb/Trip advisor/Booking.com for booking accommodation. |
| 2 | I would use Airbnb/Trip advisor/Booking.com for booking accommodations in the future. |
| 3 | I could see myself participating in the Airbnb/Trip advisor/Booking.com community (as a host or guest) in the future. |
| **Self-Efficacy**  Koufaris (2002)  Vijayasarathy (2004) | 1 | I feel capable of buying a product on the internet |
| 2 | I feel capable of ﬁnding shopping sites on the internet |
| 3 | I feel comfortable looking for information about a product on the internet |
| **Subjective Norms**  (Venkatesh et al., 2012). | 1 | People who are important for me would say that I should use Airbnb/Trip advisor/Booking.com |
| 2 | People whose opinions I value would prefer me to use Airbnb/Trip advisor/Booking.com |
| **Attitude towards Shared Accommodation**  Nunkoo and Ramkissoon (2013) | 1 | Using Airbnb/Trip advisor/Booking.com to book unique accommodations from local hosts is a good idea |
| 2 | Sharing resources like accommodations, knowledge and experiences within the shared accommodation community makes sense. |
| 3 | Renting unique accommodations from local hosts on Airbnb/Trip advisor/Booking.com is a better mode of consumption than traditional channels (eg hotels). |
| **Economic Benefit**  Adapted from Amaro and Duarte (2015) | 1 | I could save money when I book accommodations from local hosts on Airbnb/Trip advisor/Booking.com |
| 2 | Airbnb/Trip advisor/Booking.com allows me to book travel accommodations at cheaper prices than other travel accommodation websites. |
| **Perceived Risk**  Nunko&Ramkissoon (2013) | 1 | Sending personal information on Airbnb/Trip advisor/Booking.com is risky |
| 2 | Making payments online on Airbnb/Trip advisor/Booking.com is risky |
|  | Staying in a stranger’s house is risky |

## Analysis of Data

Analysis of the data collected was done using CFA in order to test the measurement model and to quantify reliability, convergent validity as well the discriminant validity of the latent factors/constructs. In order to analyze the relationship between the latent constructs Structural Equation Modeling (SEM) was used. It is a multivariate technique; researchers use it to estimate the relationships between multiple dependents, and independent constructs (Hair et al., 2014; Hair, Ringle, & Sarstedt, 2011).

Furthermore, SEM is done in two steps 1) the measurement model is tested through CFA 2) the structural model is tested through Path analysis of latent constructs (Gefen & Boudreau, 2000). The application of SEM analytical techniques are therefore popular in the statistical analysis of data specifically in the area of management and marketing research (Hair,2011). The current research tested the relationship between five latent independent constructs and one latent dependent construct and the use of SEM was the appropriate technique for the data analysis.

# 4. Results

## 4.1 Statistical Analysis

The main purpose was to check the rela8ibility and validity of the scales used in the research to measure the dependent and the independent constructs. The scales in the present study were used earlier in other studies however since they are being used in a new context of the Pakistani culture therefore testing the reliability and validity becomes a necessity before moving on to estimating structural models. After the validity and reliability of the measurement model was established then the structural model was estimated.

### 4.1.1Structural Equation Modeling

SEM allows the researcher to investigate and measure the relationships between latent constructs. SMART PLS 3 is a variance based SEM software. It also helps in checking the relationship of multiple constructs which are interrelated (Hair et al, 2011). In the present study SMART PLS 3was used to investigate the relationships between the indicators of each variable, through the use of confirmatory factor analysis (Hair et al, 2014).The dependent and the independent variables were estimated and this is referred to as the structural model or Path analysis. Perceived Economic Benefit, Attitude towards Shared Accommodation, Self-Efficacy, and Perception of Risk were independent variables included in the study and Intention to use Shared Accommodation was the dependent variable in the analysis.

All these relationships were measured at the 95% confidence interval and if the p value came out to be more than 0.005 then the hypothesis of no relationship (null hypothesis) was rejected.

### 4.1.2Confirmatory Factor analysis

Factor analysis is a tool which the researcher uses to identify the items, which are likely to be a good measure of the underlying construct. Even though all the scales have been used in previous studies it is important to see if these scales work equally well for the sample used in the current study. Since the scales have been used before, therefore performing exploratory factor analysis was not needed. CFA or (confirmatory factor analysis) was used to see how well each measured item relates to a latent construct (Hair, 2014)

### 4.2Measurement Model

Confirmatory Factor Analysis (CFA) assesses the validity and reliability of the measurement model (Hair et al., 2014), to ensure quantitative research is credible it is using reliable and valid constructs. In order to attain this goal reliability and validity tests were conducted (Mentzer &Flint,1995).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Constructs** | **Items** | **Factor Loadings** | **Cronbach's Alpha** | **Composite Reliability**  **>0.7** | **Average**  **Variance**  **Extracted (AVE)**  **>0.5** |
| **Attitude** | ATT1 | 0.710 | 0.708 | 0.823 | 0.610 |
| ATT2 | 0.920 |
|  | ATT3 | 0.534 |
| **Economic Benefit** | ECO1 | 0.868 | 0.762 | 0.892 | 0.805 |
| ECO2 | 0.926 |
| **Self-efficacy** | EFFIC1 | 0.890 | 0.836 | 0.901 | 0.753 |
| EFFIC2 | 0.899 |
| EFFIC3 | 0.812 |
| **Intention** | INT1 | 0.925 | 0.848 | 0.909 | 0.769 |
| INT2 | 0.920 |
| INT3 | 0.778 |
| **Subjective Norms** | NORM1 | 0.944 | 0.881 | 0.944 | 0.894 |
| NORM2 | 0.946 |
|  | Risk1 | 0.949 |  |  |  |
| **Risk** | Risk2 | 0.919 | 0.843 | 0.823 | 0.610 |

**Table 4.1 Constructs Items, Factor loadings, Reliability and Convergent validity Measures**

### 4.2.2 Reliability

Researchers use the concept of reliability to ensure the stability, uniformity and reproducibility of the measurement output (Sekaran, 2006).The results for reliability test of latent constructs are represented in table 4.1.

Cronbach’s alpha has been an old way of checking reliability however it is not a very desirable estimate since it does not include a correlated error of measurement (Bollen,1989).

For reliability tests, composite reliability has also been reported and it is “the degree to which the scale indicators share in their measurement of that latent construct”. In Table 4.1, it can be seen that the composite reliability for all the constructs is above 0.7. Convergent validity is tested using the AVE which is the average variance extracted. Convergent validity confirms whether the latent variable explain more than half of the variance of an indicator or not. According to Fornell and Larker(1981) if the AVE is greater than 0.5 then the discriminant validity of the construct is high. The table shows that the AVE for all the constructs is well above 0.5 therefore this indicates that all the constructs have convergent validity.

### 4.2.3 Validity

Validity is the strength or capacity of the scale to measure what was intended by the researcher (Zikmund et al, 2003). In the current research discriminant validity, which is a measure of how different all the constructs are from each other was measured using Fornell Lacker criteria, it uses AVE to check for discriminant validity. According to this rule for any particular latent construct the square root of The AVE should be bigger than its correlations. This means that the variance it shares with its own indicators should be higher than the variance it shares with the other latent constructs.

The AVE appears in the diagonal cells in the table of results and the values in the off diagonal columns are the correlations with the other constructs. If the diagonal values are larger than the off diagonal values under them, that shows that discriminant validity is present for that latent construct.

Results for Discriminant Validity are presented in table 4.2. They show that the latent constructs share more variance with their own indicators than with other latent variables in the structural model.

**Table 4.2 Validity (Fornell-Larcker Criterion)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Attitude** | **Economic Benefit** | **Intention** | **Risk** | **Self-efficacy** | **Subjective norms** |
| **Attitude** | 0.781 |  |  |  |  |  |
| **Economic Benefit** | 0.554 | 0.897 |  |  |  |  |
| **Intention** | 0.545 | 0.544 | 0.877 |  |  |  |
| **Risk** | -0.062 | 0.063 | 0.074 | 0.831 |  |  |
| **Self-Efficacy** | 0.306 | 0.323 | 0.288 | -0.048 | 0.868 |  |
| **Subjective Norms** | 0.486 | 0.464 | 0.570 | 0.102 | 0.182 | 0.945 |

Even though the Fornell Larcker rule is one of the acceptable methods of establishing discriminant validity, this approach has certain drawbacks too. An improved approach of establishing validity is through the use of Heterotrait-Monotrait (HTMT) ratio (Henseler, Ringle and Sarstedt, 2015)

This ratio is the comparison of Heterotrait and Monotrait correlations and is calculated by dividing the correlation of items of various constructs divided by the correlations of items of the same construct. This ratio should be smaller than 1 and if the value comes out to be < 0.9 that means discriminant validity holds for that particular latent construct.The results for HTMT ratio are presented in table 4.3

**Table 4.3 Validity HTMT (Heterotrait-Monotrait) Ratio**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Attitude** | **Economic Benefit** | **Intention** | **Risk** | **Self-efficacy** | **Subjective norms** |
| **Attitude** |  |  |  |  |  |  |
| **Economic Benefit** | 0.709 |  |  |  |  |  |
| **Intention** | 0.627 | 0.663 |  |  |  |  |
| **Risk** | 0.270 | 0.104 | 0.100 |  |  |  |
| **Self-Efficacy** | 0.429 | 0.410 | 0.343 | 0.163 |  |  |
| **Subjective Norms** | 0.562 | 0.565 | 0.685 | 0.160 | 0.210 |  |

### 4.4.4. Multicollinearity

In the case when two or more independent variables are correlated with each other, then the issue of mutli-collinearity arises and it might affect the standard errors. This can cause significance of relationships to become unreliable. To check whether the problem of multi-collinearity exists we look at the variance inflation factors which should be below 4.0 for all the constructs.

In Table 4.2 it can be observed that values of VIF are all well below 4.0.

**Table 4.4 Inner VIF (Variance inflation Factor) Values**

|  |  |
| --- | --- |
| **Independent Variable** | **Intention to use shard accommodation** |
| **Attitude** | **1.671** |
| **Economic Benefit** | **1.626** |
| **Risk** | **1.037** |
| **Self-Efficacy** | **1.149** |
| **Subjective Norms** | **1.432** |

### 4.4.5 Model Fit Indices SMSR (Standardized root mean square residual)

The fit of the measurement model (CFA) is measured by looking at the SRMR. This fit is the measure of difference between model implied correlation matrix and the observed correlation matrix.The extent of this difference is measured by SRMR, the lower this value, the better the model fit is. The acceptable value for a good model fit is below 0.08 and if it lower than this cut off value then the model has a good fit (Hu & Bentler,1998). d-uls, d-G are measures of discrepancy between the implied model and observed Model, and smaller values indicate a better fit.

NFI or the normed fit index shows the goodness of fit and is not affected by the number of parameters included in the model (Lohmöller ,1989).

From Table 4.5, it can be seen that the SRMR value for CFA model was 0.087 and after excluding the items whose factor loadings were <0.7, (shown in table 4.5) the value of the SRMR improves and comes down to 0.055 which is under the recommended range this shows a good model fit. d\_ULS is the squared Euclidean distance and d\_G is the geodesic distance as defined by Henseler(2015). The confidence intervals of these discrepancy results are provided by the bootstrap routine.

For our model in the current research, the values for these two parameters drop considerably after removing the items with lower factor loadings and thus this implies lesser discrepancy between the models implied correlation matrix and observed correlation matrix.

The recommended value of NFI is a value closer to “1”. The value of NFI improves from 0.653 to 0.884 and since this value is closer to “1”, this implies that the model fit is good.

**Table 4.5 Model Fit Summary**

|  |  |  |  |
| --- | --- | --- | --- |
| **Index** | **Recommended Values** | **Estimated values (Initial Model)** | **Estimated values (Final Model)** |
| **SRMR** | SRMR < .08 (Henseler et al. 2014) | 0.087 | 0.055 |
| **d\_ULS** |  | 1.021 | 0.319 |
| **d\_G1** |  | 0.483 | 0.183 |
| **Chi-Square** |  | 392.562 | 111.799 |
| **NFI** | NFI > 0.8 or closer to 1 (Lohmöller , 1989) | 0.653 | 0.884 |

**Table 4.6 Common Variance Method**

After the Common Variance Method is used only one factor is extracted and this factor should not explain more than 50% of the variance. In this case the total variance explain by one factor is 31.204% which is acceptable.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 5.305 | 31.204 | 31.204 | 5.305 | 31.204 | 31.204 |
| 2 | 2.766 | 16.269 | 47.473 |  |  |  |
| 3 | 1.718 | 10.105 | 57.577 |  |  |  |
| 4 | 1.126 | 6.625 | 64.203 |  |  |  |
| 5 | .971 | 5.713 | 69.916 |  |  |  |
| 6 | .901 | 5.299 | 75.214 |  |  |  |
| 7 | .790 | 4.644 | 79.859 |  |  |  |
| 8 | .659 | 3.878 | 83.736 |  |  |  |
| 9 | .586 | 3.449 | 87.185 |  |  |  |
| 10 | .453 | 2.663 | 89.849 |  |  |  |
| 11 | .398 | 2.343 | 92.191 |  |  |  |
| 12 | .309 | 1.820 | 94.011 |  |  |  |
| 13 | .286 | 1.684 | 95.695 |  |  |  |
| 14 | .250 | 1.471 | 97.166 |  |  |  |
| 15 | .192 | 1.131 | 98.297 |  |  |  |
| 16 | .178 | 1.048 | 99.345 |  |  |  |
| 17 | .111 | .655 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

## 4.5Structural Model

### 4.5.1Path Analysis

The structural model is analyzed using the path analysis which basically measures the relationships of the latent constructs (Shah & Goldstein, 2006). Path analysis helps in measuring and then explaining the relationships between the different latent constructs and and also explains the nature and structure of these relationships. The estimated path coefficients of the analysis are shown in table 4.6 and each path depicts a relationship specified in the hypothesis constructed in the beginning of the research. These scores are referred to as the path coefficients. An integral part of this structural equation modeling is the value of ((β).

The table 4.6 shows path coefficients along with the t values and the p values. Higher t value shows that the path is indicating a strong relationship and then the p value should be less than 0.05, betas for direct paths are reported with t stats, p value at 95% confidence interval.

**Hypothesis Testing: Attitude towards shared accommodation services**

***H1: A positive attitude towards shared accommodation positively influences intentions to book on a p2p platform***

Table 4.6 shows that the direct path from Attitude to Purchase Intention has a beta value of 0.275 and t-stats of 2.110, and so the p-value of 0.035 shows a significant relationship and thus it can be concluded that positive attitude towards P2P services has a significant influence on the Intention to use Shared Accommodation services . Thus keeping this statistical result in mind, we can accept hypothesis H1.

**Hypothesis Testing: Subjective Norms**

***H2: Subjective norms positively influences the intention to book on a p2p platform***

Table 4.6 shows that path from Subjective Norms to intention to use shared accommodation services has a beta value of 0.325 and t-stats of 4.697. The p-value of 0.000 proves that the relationship coefficient has a significant value and therefore it can be concluded that Subjective Norms result in a significant influence on the Intention to use Shared Accommodation services.

Therefore, looking at this significant statistical result, we can accept hypothesis H2.

**Hypothesis Testing: Perceived Risk**

***H5: Perceived risk has a negative influence on the intention to book on a shared accommodation platform***

Table 4.6 shows the path from Perceived Risk to intention to use shared accommodation services has a beta value of -0.031and t-stat of 0.469. The p-value of 0.639shows that the relationship coefficient has an insignificant value and it is concluded that variation in Perceived Risk does not impact intention to use shared accommodation services. Therefore, looking at this insignificant statistical result, we cannot accept hypothesis H5.

.**Hypothesis Testing: Self-Efficacy**

***H6: Self Efficacy has a positive impact on the intention to book on a p2p platform***

Table 4.6 shows that path from Self- Efficacy to intention to use shared accommodation services has a beta value of 0.80 and t-stats of 0.972. The p-value of 0.331shows that the relationship coefficient has an insignificant value or it can be concluded that Self-Efficacydoe snot affect the intention to use shared accommodation services. Therefore looking at this insignificant statistical result, we reject hypothesis H6.

**Hypothesis Testing: Economic Benefit**

***H8: Economic benefits associated with P2P accommodation positively influence the intention to book on a P2P platform***

Table 4.6 shows that path from Economic Benefit to intention to use shared accommodation services has a beta value of 0.211 and t-stats of 2.317.The p-value of 0.021 proves that the relationship coefficient has a significant value or it can be concluded that Perceived Economic Benefit results in higher intention to use shared accommodation services. Therefore looking at this significant statistical result, we accept hypothesis H8.

**Intention to use Shared Accommodation Services model with estimated path coefficients**

Intention to use Shared Accommodation Services= α + β1(Attitude) + β2(Economic Benefit) + β3(Self-Efficacy) + β4(Perceived Risk) + β5(Subjective Norms) + β6(Age) + β7( Religiousity) + β8(Life-style) + β9(Gender\*Subjective Norms) +β10(Self Efficacy\*Income) +Ɛ

Intention to use Shared Accommodation Services = α + 0.275(Attitude) + 0.211(Economic Benefit)+0.325(Subjective Norms)-0.286(Self Efficacy\*Income) +Ɛ

(Due to insignificant β value of Self-Efficacy and Perceived Risk and other control variables are not included in the final regression equation)

**Table 4.7 Path Analysis, Testing of Hypothesis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Construct** | **Relationship** | **β** | **t- stats** | **p-value** | **Supported** |
| **Attitude** | **ATT**  **INT** | **0.275** | **2.110** | **0.035** | **YES\*** |
| **Economic Benefit** | **ECON BEN INT** | **0.211** | **2.317** | **0.021** | **YES\*** |
| **Self-Efficacy** | **NORMS**  **INT** | **0.080** | **0.972** | **0.331** | **NO** |
| **Risk** | **RISK**  **INT** | **-0.031** | **0.469** | **0.639** | **NO** |
| **Subjective Norms** | **EFFIC**  **INT** | **0.351** | **4.697** | **0.000** | **YES\*** |
| **Self-Efficacy\*Income** | **Self-eff\*Inc INT** | **-0.286** | **2.410** | **0.016** | **YES\*** |
| **Subjective Norms\*Gender** | **Norms\*Gen INT** | **-0.027** | **0.445** | **0.657** | **NO** |

## 4.6Mediation Analysis

When the purpose of a researcher is to see how a particular variable ‘X’ exerts its effects on ‘Y’, it is often assumed that one or more intervening variable “M” is causally present between ‘X’ and ‘Y’. This intervening variable is called the “mediator” variable (Hayes & Preacher, 2005).

***H4: The relationship between Subjective Norms and Intention to use Shared Accommodation Services is mediated by Attitude.***

Table 4.7 shows the results after the mediation by attitude. The path coefficient of Subjective Norms to Intention to use Shared Accommodation Services in table 4.6 is significant therefore; the next step was to check the mediation of attitude in this relationship. The coefficient of the indirect effect is 0.167, which is significant, and therefore it is confirmed that mediation is present. When the mediator is placed between Subjective norms and Intention to use Shared Accommodation Services, we see that the coefficient between the dependent and the independent variable still remains significant and has p value of less than 0.005. Whereas the coefficient of Attitude -> Intention to use Shared Accommodation Services and Subjective Norms-> Intention to use Shared Accommodation Services remains significant, therefore, it is concluded that the relationship present between subjective Norms and the Intention to use Shared Accommodation Services intention is partially mediated by Attitude

*Fig 4.1*

0.345 \*

b1

0.484\* a1

0.378

0.403\*

c’1

**Table 4.8 Testing of Hypotheses (mediation) Subjective Norms**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Construct and**  **Hypothesis** | **Relationship** | **β** | **p-value** | **Supported** |
| **Subjective**  **Norms** | **Indirect effect**    Subjective Norms -> Attitude  -> Intention to use Shared Accommodation Services | 0.167 | (0.004) | **Mediation Present** |
| Attitude -> Intention to use Shared Accommodation Services (b) | 0.345 | 0.037 | **Partial mediation holds since the direct effect is significant too** |
| Norms -> Attitude (a) | 0.484 | 0.000 |
| Norms-> Intention to use Shared Accommodation Services (c’) | 0.403 | 0.000 |

***H5b: Attitude mediates the relationship between Economic Benefit and the Intention to use Shared Accommodation Services.***

Table 4.8 shows the results after the mediation analysis of Perceived Economic Benefit. The path coefficient of Perceived Economic Benefit to Intention to use Shared Accommodation Services in table 4.6 is significant therefore; the next step was to check the mediation of Attitude in this relationship. The coefficient of the indirect effect is 0.185, which is significant, and therefore it is confirmed that mediation is present. When the mediator is put between Perceived Economic Benefit and the Intention to use Shared Accommodation Services, we see that the coefficient between the dependent and the independent variable still remains significant and has p value of less than 0.005. Whereas the coefficient of Perceived Economic Benefit -> Intention to use Shared Accommodation Services and Attitude -> Intention to use Shared Accommodation Services remains significant, therefore, it is concluded that the relationship between Perceived Economic Benefit and the Intention to use Shared Accommodation is partially mediated by Attitude.

0.337\*

b2

0.550\*

a2

`

0.357\*

C’

*Fig 4.2*

**Table 4.8 Testing of Hypotheses (mediation) Attitude**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Construct and**  **Hypothesis** | **Relationship** | **β** | **p-value** | **Supported** |
| **Subjective**  **Norms** | **Indirect effect**    Perceived Economic Benefit -> Attitude-> Intention to use Shared Accommodation Services | 0.185 | (0.018) | **Mediation Present** |
| Perceived Economic Benefit ->Attitude (a2) | 0.550 | 0.000 | **Partial mediation holds since the direct effect is significant too** |
| Attitude -> Intention to use Shared Accommodation Services (b2) | 0.337 | 0.000 |
| Perceived Economic Benefit -> Intention to use Shared Accommodation Services (c2) | 0.357 | 0.000 |

***H10: Perceived Economic Benefit and Attitude mediate the relationship between Subjective Norms and Intention to use Shared Accommodation Services in a sequential manner***

Table 4.9 shows the results for sequential mediation analysis of Subjective Norms. The path coefficient of Subjective Norms to Intention to use Shared Accommodation Services in table 4.6 is significant therefore; the next step was to check the mediation of Economic Benefits and Attitude in this relationship. The coefficient of the indirect effect is 0.091, which is significant, and therefore it is confirmed that mediation is present. When the mediators are placed between Subjective Norms and Intention to use Shared Accommodation Services, we see that the coefficient between the dependent and the independent variable still remains significant and has p value of less than 0.005. Whereas the coefficient of Attitude -> Intention to use Shared Accommodation Services and Economic Benefit -> Intention to use Shared Accommodation Services remains significant, therefore, it is concluded that the relationship between Subjective Norms and the Intention to use Shared Accommodation Services intention is partially mediated by Attitude and perceived Economic Benefit in a sequential manner.

0.562\*

b3

0.347\*

d3

0.467 \* a3

0.406 \*

C3

**Table 4.9 Testing of Hypotheses (Sequential mediation) Subjective Norms**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Construct and**  **Hypothesis** | **Relationship** | **β** | **p-value** | **Supported** |
| **Subjective**  **Norms** | **Indirect effect**  Subjective Norms -> Perceived Economic Benefit -> Attitude  ->Intention to use Shared Accommodation Services | 0.091 | (0.000) | **Mediation Present** |
| Subjective Norms -> Perceived Economic Benefit (a3) | 0.467 | 0.000 | **Partial mediation holds since the direct effect is significant too** |
| Perceived Economic Benefit -> Attitude (b3) | 0.562 | 0.000 |
| Attitude -> Intention to use Shared Accommodation Services (d3)  Subjective Norms->  Intention to use Shared Accommodation Services (c3) | 0.347  0.406 | 0.004  0.000 |
|  |

## 4.7 Moderation Analysis

“In general terms, a moderator is a qualitative (e.g., sex, race class) or quantitative (e.g., level of reward) variable that affects the direction and or strength of the relation between an independent or predictor variable and a dependent or criterion variable.” (Baron & Kenny, 1986)

***H3: The influence of subjective norms on consumers’ purchase intention to book on a p2p platform is moderated by gender such that it is stronger for women***

Gender

**Fig 4.4**

Table 4.10 shows the results of the moderation of gender with Subjective Norms and the Intention to use Shared Accommodation. The path coefficient of the interaction term between Subjective Norms and Gender is -0.027(table 4.6). Since the p-value of 0.657 is insignificant therefore, the hypothesis is rejected and moderation is not present.

**Table 4.10 Moderation of gender with Subjective Norms and Intention to use Shared Accommodation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Relationship** | **β** | **`t-stats** | **p-value** |  |
| **Subjective Norms\*Gender** | **Norms\*gen INT** | **-0.027** | **0.445** | **0.657** | **Not supported** |

***H7: Income moderates the relationship between self-efficacy and the Intention to use shared accommodation services***

Income

**Fig 4.5**

Table 4.11 shows the results of moderation of Income with Self-Efficacy and Intention to use Shared Accommodation. The path coefficient of the interaction term between Self-Efficacy and Intention to use Shared Accommodation is -0.286. Since the p-value of 0.016 is significant therefore, the hypothesis is accepted and it is confirmed that moderation is present.

**Table 4.11 Moderation of Income with Subjective Norms and Intention to use Shared Accommodation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Relationship** | **β** | **`t-stats** | **p-value** |  |
| **Subjective Norms\*Gender** | **Self-Eff\*Inc INT** | **-0.286** | **2.410** | **0.016** | **supported** |

## 4.8 Descriptive Analysis of the Demographic Data

The survey questionnaire data was analyzed using SPSS. This software screens the data with respect to coding, treatment of any missing values and checks for the presence of any outliers. Furthermore, descriptive statistics including averages, frequencies, standard deviations and percentages were also calculated using SPSS. Descriptive analysis aids in summarizing the demographic profiles of the respondents and gives the required information which is a prerequisite for further statistical analysis (Sekaran, 2006).

### 4.8.1Descriptive: Respondents’ Personal Characteristics

#### **4.8.1.1Gender**

There were 90 males in a total of 127 respondents, making up 71% of the total respondents, and there were 37 females in total making up 29% of the respondents.

#### **4.8.1.2 Age**

The approximate age of the respondents ranged between 16 years to 58 years whereas the majority of the respondents ranged in the age bracket of 25-30 years, the largest percentage was of 28 years olds with a percentage of 14.2% and the smallest representation was of 16 and 20 year olds, who had a percentage of 0.8%.

#### **4.8.1.3Monthly Income**

When the participants were asked about their monthly income, 13 respondents reported an absence of income, which makes it 10.2% of the total respondents, while on the other hand the highest percentage of people reported to have a monthly income of 100,000 that is about 11% of the total sample.

### 4.8.4 Familiarity with Shared Accommodation Services

When the respondents were asked whether they were familiar with the concept of shared accommodation, the majority of the respondents 125 (98.4%) were familiar with it and only two respondents making only 1.6% of the respondents were unfamiliar with it.

### 4.8.2 Usage of Shared Accommodation Services

When the respondents were asked whether they had ever used shared accommodation services before the majority of the participants 75, (59.1%) responded that they had used it before while only 52 (40.9%) respondents said that they had never used it before.

### 4.8.3 Perception about life style

94 respondents reported that they had a very modern lifestyle, which made up 74.8% of the respondents whereas only 32 (25.2%) respondents claimed to have a conservative lifestyle.

### 4.8.4 Self-perception about Religiosity

A large majority of the respondents 72.4% were somewhat religious while the percentage of people who were extremely religious or not religiously were roughly made up the same percentage of 14.2% and 13.4% respectively.

|  |  |  |
| --- | --- | --- |
| **Categories** | **Frequency** | **Percent** |
| **Male** | **90** | **70.9** |
| **Female** | **37** | **29.1** |
| **Age** |  |  |
| **16-26** | **31** | **24.5** |
| **27-37** | **70** | **55.1** |
| **37-48** | **9** | **7.1** |
| **48-58** | **17** | **13.5** |
| **Income** |  |  |
| **0-100,000** | **28** | **22** |
| **100,000-150,000** | **15** | **11.8** |
| **1500,000-250,000** | **19** | **15** |
| **250,000-350,000** | **7** | **5.6** |
| **350,000-550,000** | **18** | **13.4** |
| **550,000-750,000** | **28** | **22.8** |
| **750000-900,000** | **12** | **9.4** |
| **Perception of lifestyle** |  |  |
| **Modern** | **95** | **74.8** |
| **Conservative** | **32** | **25.2** |
| **Perception of Religiosity** |  |  |
|
| **Not religious** | **17** | **13.4** |
| **Somewhat religious** | **92** | **72.4** |
| **Very religious** | **18** | **14.2** |
| **Familiarity with shared accommodation services** |  |  |
| **Familiar** | **125** | **98.4** |
| **Not Familiar** | **2** | **1.6** |
| **Total** | **127** | **100** |
| **Usage of shared accommodation services** |  |  |
| **Yes** | **75** | **59.1** |
| **No** | **52** | **40.9** |

**Table 4.12 Summary of the demographic profile of the respondents**

# 5. Discussion

In this section, the key findings of the research will be discussed under three subheadings.

* Research overview
* Descriptive results
* Discussion of hypothesis results

## 5.1 Research Overview

The main aim of this research was to look at the antecedents of the Intention to use Shared Accommodation services and get further insights regarding these antecedents to have a better understanding of these relationships. The current research one of the few studies performed regarding the usage of shared accommodation services in the Pakistani context. The study tested a model to analyze the factors, which effect intention to use shared accommodation services, and the model was based on the Theory of Reasoned Action (1975).

This research investigated the relationship of Attitude towards shared accommodation, Perceived Economic Benefit, Subjective Norms, Perceived Risk and Perceived Self-Efficacy on the Intention to use shred accommodation services.

Taking a closer look at the literature reveals that these variables had not been tested before within the Pakistani context, which is very different from the other countries in which research has been performed before. Developing economies are much different in terms of the demographic characteristics and the cultural values. Therefore, Subjective Norms seemed like a very interesting variable in the model given the local context. The use of shared accommodation services is a relatively new concept and the hypothesized idea was that people would be more willing to use shared accommodation services if the important people within their reference groups were doing the same. Therefore, subjective Norms were included in the model and a direct relationship with the Intention to use shared accommodation services was assumed.

The construct of Self-Efficacy had not been studied before in respect to the usage of shared accommodation services and since this involves an online transaction, an individual’s ability to make transactions online and look for concerned information online made sense to be a part of the model.

The idea of using shared accommodation services seems even more appealing because it is a significantly less expensive compared to all the traditional hotel options available. Therefore, the element of cost savings makes it easier for people to travel more than it was ever before (Amaro, 2018).Therefore economic benefit had a relationship with the dependent variable.

The risk element could not be excluded from the model since booking online for shared accommodation services has certain risks associated with it. Firstly, there is the risk of sharing personal information like the name, and residential details, credit card details, and most people are not comfortable sharing them. The second risk in the risk of making an online transaction, which again people dislike because it involves sharing the credit card details. Thirdly, there is the risk of staying in a stranger’s property, which could be a threat of the personal security of a person and could include a risk of life as well as a risk of belongings (Malazizi, 2018)

After establishing the nature of all the relationships of the independent variable with the dependent variable, the current study takes a step forward to examine whether any mediating relationships are present. It also checks the moderating impacts of demographic variables such as income and gender.

To achieve the research objective of the present study, an in-depth analysis of literature was done in chapter 2. The previous literature sheds light onto what has already been established and pointed out the areas which needed to be investigated further particularly in the context of an emerging economy. All the previous research regarding these relationship had been based in Western economies like Switzerland, United States, Korea, Taiwan and China and there was a dire need to investigate these relationships in a completely different cultural context (K Min, 2018).

The theoretical model presented show the variables that have been taken from a number of previous researches. Attitude, Subjective Norms, Perceived Risk and Economic Benefit have been taken from Amaro et al (2018) and the variable Self-Efficacy has been taken from Hsu & Chiu (2004)

Table 3.1 shows the constructs with the operational definitions and the developers of these constructs. Collectively six constructs were used in the research, out of which five were independent variable or the antecedents of Intention to use shared accommodation and the Intention to use shared accommodation was the dependent variable. The construct of Attitude and Economic Benefit were also used as mediators.

The study was in line with the positivistic approach of measuring behavior had a quantitative approach in which cross sectional data was collected. The purposive sampling method was employed to collect data and specifically the snowball technique was used. A group of people who were known to be familiar with the concept of Shared accommodation were approached and later they were asked to get the data filled from the people in their frame of contacts who were likely to be familiar with the concept of shared accommodation services. The people who were contacted in the first phase were actual guests from the data list of a shared accommodation host and then later they were asked to further help in circulating the questionnaire to their contacts who were likely to be familiar with shared accommodation services.

A sample size of 127 was achieved through the snowball technique. The primary analysis that reported the descriptive and frequencies of the demographic data and the frequencies of the indicators of the latent constructs were done using SPSS. Structural equation modeling was performed on Smart PLS 3. SEM was conducted in three steps, Confirmatory factor analysis, Path Analysis, and Mediation analysis.

CFA allows checking for reliability and validity of the scales. All the scales used had been developed by other researchers earlier but they were tested again for reliability and validity since the context of this study was different from the previous studies.

Four out of the five independent variables gave significant support of the proposed model. Attitude, Subjective Norms, Perceived Risk and Economic Benefit can cause variation in the Intention to use Shared Accommodation services. However, Self-Efficacy and perceived Risk have no significant relationship with the intention to use shared accommodation services. Additionally the relationship between Subjective Norms and the Intention to use shared accommodation services is partially mediated by Attitude towards shared accommodation services and Perceived Economic Benefit.

## 5.2Discussion of the descriptive results

The recommended sample size for any study is five times the number of indicators present in the latent constructs (Hair etal,2014). According to that the sample size of 127 respondents is appropriate for this study.

Looking at the demographic data collected, some very interesting insights were revealed. Firstly we see that most of the respondents were male (70%) as for far as the age is concerned majority of the respondents were in the age bracket of 25-28 years old. When the intention to use shared accommodation services was compared for males and females there were no significant difference in their intentions. Therefore, both genders had an equal possibility for opting to use shared accommodation services.

Similarly when looking at the perceived risk, it was very interesting to see that that both males as well as females perceived the same level of risk associated with the intention to use shared accommodation services. Another very interesting finding was that the respondents who were extremely religious had a lower intention to use shared accommodation services compared to respondents who were not religious or moderately religious. An explanation of this can be that there a certain degree of risk associated with staying in a stranger’s house and extremely religious people do not take risks.

Furthermore, it was seen that most of the respondents with a conservative lifestyle did not express an intention to use shared accommodation services compared to the ones leading a modern lifestyle. Since shared accommodation, services are a new concept, people with conservative mindsets take time to adjust to new things and may not accept new ideas and concepts easily.

## 5.3 Discussion of the hypothesis results

The summarized results of the relationships established and interesting insights from the results are presented in this section.

**A positive attitude towards shared accommodation positively impacts intentions to book on a p2p platform**

The results support the findings of other models based on intentions which have been identified in previous studies and Attitude was found to be significantly associated with the Intention to use Shared Accommodation services. However, the strength is weaker compared to other variables in the model .This is surprising result since a number of studies, which focused on purchasing travel online found attitude to be the strongest predictor of purchase intentions online (Pavlou & Fygenson,2006).

**Subjective norms positively influence the intention to book on a p2p platform**

The strongest predictor of intention to use shared accommodation services came out to be subjective norms. Reliability tests ensure that there is strong consistency amongst the items of the scale. Results show that when people make their decisions regarding opting for shared accommodation services or not, the judgment of the people who are the most important to them matters a lot. Furthermore, they look up to the people they value the most when making their decision choices. Pakistan falls under the category of Edwards Hall’s definition of a high context and collectivist society where people value relationships and spend time on relationships. They value norms and prefer conformity and harmony therefore the findings regarding a strong relationship between Subjective Norms and Purchase Intention have a strong theatrical background.

Furthermore, according to Hofstede’s insights Pakistan has a very low score of 14 on Individualism which again points out that it is a collectivist society where people tend to follow norms.

The research shows that Subjective Norms influence Attitudes, which in turn influence the Perceived Economic Benefit related to the use of Shared Accommodation services and this leads to the final intention to use Shared Accommodation Services.

Furthermore, mediation analysis reveals that subjective norms have a positive and partial contribution in developing the attitude towards shared accommodation services as shown in table 4.8. If respondents think that the people important to them hold a favorable opinion regarding shared accommodation services, then they had a greater likelihood to have a positive attitude towards using shared accommodation services.

Therefore, this research confirms the influence of Subjective Norms on the Intention to use shared Accommodation services and this relationship was found to be mediated by Attitude. Furthermore, the relationship between Subjective norms and the Intention to use Shared Accommodation services was not moderated by gender which shows that females are likely to use such services in the same manner as males. This finding is supported by theory as well, females use internet services as much as males do and therefore their perceived efficacy and capabilities are the same as for males.

**Perceived risk negatively influences intentions to book on a shared accommodation platform**

Risk plays a significant role in determining online purchase behaviors since it involves sharing personal details and making an online transaction, which most people generally find dubious. The risk involved in opting for using shared accommodation services was assumed to be high since this involves staying at a stranger’s house and therefore involves the risk to physical security and to material belongings.

The results do show a negative relationship between perceived risk and the Intention to use Shared Accommodation services however surprisingly this relationship is not statistically significant in nature.

These results can be explained theoretically. Most of these online platforms, which provide shared accommodation services, have a peer-to-peer rating system in which both the guests and the hosts give each other a rating and leave a public review. Despite the theoretical explanation, there is a future research direction for researchers to explore this relationship further.

Quality signals which are based on the reputation such as the ratings and evaluations done by third parties reduce any misconceptions by conveying information regarding quality to the potential buyers. With the growth of internet and technology, the reputation mechanisms can work better and since reviews are so important for customers, they reduce the uncertainties in their minds regarding their consumption experience (Lawani, 2019). It is understandable that when customers get a positive signal of quality judged through these online reviews they are likely to perceive less risk associated with shared accommodation services. Therefore, Perceived Risk and the Intention to use Shared Accommodation services were not related to each other.

It was hypothesized that gender moderates the relationship between Perceived Risk and the Intention to use Shared Accommodation services. However, the moderating effect is insignificant in this case. This implies that the risk perception of male and female users of shared accommodation services are not very different; though generally, we may believe females to feel more risk in using such services but that was not found in this study.

This hypothesis was based on previous research according to which women faced a greater degree of concern when they had to take new decisions (Sun & Zhang, 2006).Despite the apparent differences based on gender recent surveys suggest that more and more women use the internet now and any gender differences in this medium are now decreasing. Moreover, recent research did not find any significant differences between males and females with regard to internet use (Martin, 2013).

**Self Efficacy has a positive impact on the intention to book on a p2p platform**

In this context Self-Efficacy involves the belief in ones capabilty to perform an online transaction,and look for related prodcu tinfornation online.Self efficacy may not be an important issue in offline service envoronments however it is an important concept regading the adoption of interent based services. The complexity and knowledge barriers invloved with the use of technology make the role of self efficacy an important research issue.However the results(table 4.6) show an insignificat relationship between percievd self-efficacy and the intention to use shared accomodation services. This lack of relationship can have multiple explanations. One reason could be that since the concept of shared accommodation has gained increased popularity over the years and offers financial benefits in the form of lower rates therefore people opt for using these services despite having a low level of perceived self-efficacy. Secondly the unique accommodation options and the presence of variety is another factor which could be attractive for prospective customers and make them opt for this option .Widespread use of internet may have increased self-efficacy of respondents and therefore variations in Self-Efficacy were not causing variation in the Intention to do online booking for Shared accommodation services. Furthermore Self-Efficacy and the Intention to use Shared Accommodation services was moderated by Income and the results show a negative moderation which shows that when the income is low the relationship between self-efficacy and Intention strengthens.

**Economic benefits associated with P2P accommodation positively influence the intention to book on a P2P platform**

The economic benefit associated with P2PA has been highlighted as a very important factor in influencing the intention to use shared accommodation since these services are priced lower than the traditional hotel options (Joppe M ,2008) Any economic benefits associated from the savings due to a lower cost of accommodation leads to longer stays and allows for greater expenditure on other goods and services that would not have been possible and allows one to travel to more places (Tussyadiah ,2016). The current research confirms that Perceived Economic Benefit is positively linked with Intention to use shared accommodation services and this relation was found to be statistically significant. It also indirectly affects the intention by influencing attitudes. This is in line with the functionality theory of attitudes that whenever consumers perceive a benefit associated with a certain action they tend to form a positive attitude towards it.

**High level of Intention to use Shared Accommodation Services in the Pakistani context**

The research reveals that Pakistani consumers have a positive attitude for shared accommodation services and most of them showed a positive intention to use these services in the future. They have a high probability of opting for shared accommodation whenever they travel rather than opting for traditional hotels. The results indicate that Attitudes, Subjective Norms and Economic Benefit can cause significant variation in the intention to use Shared Accommodation services.

A comparison of the study with previous research is shown in Table 5.1;

**Table 5.1 Intention comparison with previous literature.**

|  |  |  |
| --- | --- | --- |
| **Name of the variable** | **Relationship found in literature** | **Results of current study** |
| **Attitude** | Positive relationship with Purchase Intention (Wang &Joeng,2018) | Positive relationship with Purchase Intention |
| **Subjective Norms** | Positive relationship with Purchase Intention (Amaro,2018) | Positive relationship with Purchase Intention |
| **Risks** | Negative relationship with Purchase Intention (Amaro,2018) | Negative relationship with Purchase Intention |
| **Economic Benefit** | Positive relationship with Purchase Intention (Mahadevan,2018) | Positive relationship with Purchase Intention |

Furthermore, it was interesting to see that when age, gender, income and were controlled for in the investigation, the relationships of the Subjective Norms and Economic Benefit remained statistically significant. Moreover, Perceived Risk and Self-Efficacy had no relationship established with the Intention to use shared accommodation services and even after including the control variables, the relationship remained insignificant. It can be deduced that the desire for using shared accommodation services holds despite variations in income and gender.

# 6. Conclusion

## 6.1 Summary of the findings

This research has found a direct positive relationship of Attitude with the Intention to use shared accommodation services, which are a relatively new concept in the cultural context of Pakistan. The results of the analysis give us interesting insights about the attitude and perceptions of the consumers in the local context. Using Shared accommodation entails a certain degree of risk since it involves staying in a stranger’s house. The inherent risk can be attributed to the host as well as the other guests on the premises of the shared accommodation facility. Even though it was assumed that Risk would be a deterrent towards Intention to use Shared Accommodation services, however the relationship between Risk and Intention came out to be insignificant and Risk was removed from the analysis. The respondents expressed a positive Intention to use shared accommodation services despite being aware of the risks associated with them.

Secondly, Perceived Self-Efficacy was assumed an important variable in the analysis since previous studies have shown that Self-Efficacy is an important factor when analyzing internet related transactions. Even though a positive relationship was established in the current research, it did not come out to be significant.

The most important predictor of Intention to use shared accommodation services was Subjective Norms. People value the opinions of the important people within their reference groups and trust their word of mouth (WOM) when using such services. Since our society is a collectivist society which follows conformity it would be a good idea to show people using shared accomodation services in advertisments, this will help people that it is a norm and more people will adopt it.

The research shows that Subjective Norms influence Attitudes, which in turn influence the Perceived Economic Benefit related to the use of Shared Accommodation services and this leads to the final intention to use Shared Accommodation Services.

## 6.2 Contribution of the research

The findings of the present study contribute to research on the intention to use shared accommodation in developing countries.

* Previous researches have recognized Subjective Norms as a significant variable, which influences the Intention to use Shared Accommodation services; however the current study additionally looks at the indirect effect of Subjective Norms on the Intention to use Shared Accommodation services by adding Attitude and Economic Benefit as mediating variables. Therefore, the study theorizes a partial mediation of Subjective Norms and gives a better understanding of why people opt for using shared accommodation services in developing countries.
* The current study was one of the few studies in including Self-Efficacy in the analysis of the antecedents of Intention to use Shared Accommodation services.
* The current research is a pioneer study in investigating the variation caused by Attitude, Perceived Economic Benefit, Subjective Norms, Self-Efficacy and Perceived Risk on Intention to use Shared Accommodation services in the context Pakistan. The study gives valuable insights by looking at these relationships from the perspective of a developing economy.

## 6.3 Implications of the research findings

The current study presents some useful insights for the marketers, which are presented below.

* In light of the findings of the research, the platforms providing shared accommodation services should focus on advertising efforts showing celebrities and common people using shared these services and the rationale behind that is that this will make people believe that using shared accommodation is a norm. Subjective Norms play a significant role in determining Intention to use Shared Accommodation services therefore it is important for customers to know that that the people around them also hold a favorable opinion regarding these services. Since our society is a collectivist society which follows conformity it would be a good idea to show people using shared accommodation services in advertisements, this will help people believe that it is a norm and more people will adopt it.
* Attitude is strongly associated with a positive purchase intention therefore marketers should focus on building positive attitudes by highlighting the positive aspects of using shared accommodation. This could include having the comforts of a home while being away from home, having company of a family as the host and the availability of fresh homemade and clean food.

## 6.4 Limitations of the current research

* The model used is not entirely exhaustive and there are a number of more relevant variables, which can be added to the model.
* The study analyses only the intention, which may not be a predictor of actual usage behavior.
* A behavioral study such as this should not only rely on survey method of data collection as interviews and focus groups can give even deeper insights about the motivations of consumers and their thought processes involved while using shared accommodation services.
* The sample size was relatively small.

## 6.5 Directions for future research

* The future studies should focus on using additional antecedents in the model like cultural dimensions as well personality type; they would give deeper insights about Intention to use Shared Accommodation services.
* Doing a cross-cultural analysis between a developing economy and a developed one would also reveal deeper insights about Intention to use Shared Accommodation services and how it differs in various economies.
* Actual usage behavior should be studied as the dependent variable in future.
* The relationship between perceived risk and intention to use shared accommodation services should be investigated further since it came out to be insignificant which was a bit unexpected.

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**Intention to book online for short term shared accommodation.**

Travelling is a lot easier now than ever before with the advent of online-shared accommodation platforms such as Airbnb, Trip advisor & Booking.com. These can be booked online and you get experience of the local area by staying with a local host while sharing their home at a price, which is very affordable compared to traditional hotels.

Are you familiar with the concept of shared accommodation?

Yes No

Have you ever used shared accommodation services?

Yes No

Gender: Male Female

Please give your approximate age such as 35yrs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please give your approximate monthly income such as Rs 70,000 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Self-perception about life style: Modern

Conservative

Self-perception about Religiosity: Very religious

Somewhat religious

Not Religious

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| For each of the items listed below please indicate how well it describes your attitude towards using shared accommodation services | **Strongly**  **Agree** | **Agree** | **Somewhat Agree** | **Disagree** | **Strongly**  **Disagree** |
| Using Airbnb/Trip advisor/Booking.com to book unique accommodations from local hosts is a good idea  Sharing resources like accommodations, knowledge and experiences within the shared accommodation community makes sense.  Renting unique accommodations from local hosts on Airbnb/Trip advisor/Booking.com is a better mode of consumption than traditional channels (eg hotels).  People who are important to me say that I should use Airbnb/Tripadvisor/booking.com  People whose opinions I value prefer me to use Airbnb/Tripadvisor/booking.com  I could save money when I book accommodations from local hosts on Airbnb/Tripadvisor/booking.com |  | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly**  **Agree** | **Agree** | **Somewhat Agree** | **Disagree** | **Strongly**  **Disagree** |
| Airbnb/Tripadvisor/booking.com allows me to book travel accommodations at cheaper prices than other travel accommodation websites.  I feel capable of buying a product on the internet.  I feel capable of ﬁnding shopping sites on the internet.  I feel comfortable looking for information about a product on the internet.  Sending personal information on Airbnb/Trip advisor/Booking.com is risky.  Making payments on Airbnb/Trip advisor/Booking.com is risky.  Staying in a stranger’s house is risky.  On my next trip, I would use Airbnb/Trip advisor/Booking.com for booking accommodation.  I would use Airbnb/Trip advisor/Booking.com for booking accommodations in the future.  I could see myself participating in the Airbnb/Trip advisor/Booking.com community (as a host or guest) in the future. |  | | | | |