ISCTE ⊕ Business School
Instituto Universitário de Lisboa

SHARING ECONOMY:

DRIVERS AND BARRIERS TO PORTUGUESE TRAVELERS USE

PEER-TO-PEER ACCOMMODATION RENTALS

Cláudia Patrícia Rodrigues Barbosa

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Supervisor:

Prof. Miguel Lage, Assistant Professor, ISCTE Business School, Department of Marketing,

Operations and Management

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ABSTRACT

Sharing economy has disrupted some traditional business models most precisely tourism and hospitality. Enabled by technological advances, economic and social changes, this growing movement is changing the way we consume.

Over the past couple of years', startups have flourished and showed to the industry that the future in this business is uncertain. These startups are empowering individuals to distribute and share access to excess capacity of accommodation. Examples of such companies are Airbnb, HomeAway, FlipKey (acquired by TripAdvisor in 2008), Tripping.com, VRBO, HouseTrip, VayStays, VaycayHero, Roomorama, 9flats, Travelmob, HomeEscape or Wimdu.

For instance, Airbnb nowadays allows people to have an accommodation at 2,3 million room inventory (Skift, 2016b) spread in more than 65.000 cities in 191 countries (Airbnb, 2017a). On other hand, we have Marriott International, the world's largest hotel chain, with 6.000 properties in 122 countries and 31.000 room inventory (Marriott, 2017). So, Airbnb's room inventory makes it bigger than the three largest hotel chains — Hilton, Marriott, and InterContinental — combined (Bloomberg, 2017). This digital disruption poses a huge question to the business: are these platforms creating a new market or replacing the existing one?

Due to the rise of businesses using the sharing economy concept, it is important to understand why consumers are adopting so enthusiastically these kinds of services. What are the main reasons that drive or hinder travelers from engaging in P2P accommodation rentals?

The present dissertation will explore sharing economy, especially in tourism and hospitality, and focus on what are the drivers that lead Portuguese travelers using P2P accommodation rentals.

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RESUMO

A economia partilhada veio revolucionar os modelos de negócio tradicionais, mais precisamente no setor do turismo e hospitalidade. Acionado pelos avanços tecnológicos, mudanças económicas e sociais, este movimento está a mudar a forma como consumimos.

Ao longo dos últimos anos, têm surgido inúmeras empresas que estão a provar à indústria que o futuro neste negócio é incerto. Estas empresas estão a dar *empowerment* a qualquer pessoa que possua excesso de alojamento e proporcionar-lhe uma contrapartida financeira. Exemplos destas empresas são: AirBnb, HomeAway, FlipKey (adquirida pelo TripAdvisor em 2008), Tripping.com, VRBO, HouseTrip, VayStays, VaycayHero, Roomflat, 9flats, Travelmob, HomeEscape ou Wimdu.

A título de exemplo, o Airbnb atualmente permite alojamento em 2,3 milhões de quartos (Skift, 2016b) espalhados em mais de 65.000 cidades em 191 países (Airbnb, 2017a). Por outro lado, a maior cadeia de hotéis mundial – Marriot Internacional – possui 6,000 propriedades, espalhadas por mais de 122 países e 31.000 quartos disponíveis (Marriott, 2017). Este exemplo serve para ilustrar a dimensão que uma plataforma de alojamento colaborativa como o Airbnb tem, pois sozinha possui mais quartos que as três maiores cadeias de hotéis juntas: Hilton, Marriott e InterContinental (Bloomberg, 2017). Esta disrupção digital coloca uma questão pertinente no setor: estas plataformas estão a criar um novo mercado ou a substituir o existente?

Apesar da economia partilhada ser um conceito bastante recente torna-se crucial perceber porque estão os consumidores a adotar, de forma tão entusiástica, este tipo de serviço. Assim, a presente dissertação pretende explorar a economia partilhada no setor do turismo e hospitalidade e validar quais são os principais drivers e barreiras que levam o consumidor português a utilizar plataformas de alojamento colaborativas.

Palavras-chave: Plataformas de alojamento colaborativo; Economia partilhada; Consumo colaborativo; Comportamento do consumidor.

Classificação JEL:
M31 - Marketing
M39 - Marketing e Publicidade: Outros

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1. INTRODUCTION

1.1. Relevance of the topic

Recently, a growing number of individuals are proposing to share temporarily with others what they own. This type of sharing is referred to as the 'sharing economy'. An evidence to the popularity of this trend is the fact that the term 'sharing economy' was introduced last year in Oxford English Dictionary with the following definition: "*an economic system in which assets or services are shared between private individuals, either free or for a fee, typically by means of the Internet*". According to the same source, this was one of the terms that have gained more linguist currency during 2015 (Oxford English Dictionary, 2015).

Sharing goods and services between individuals is nothing new. However, the development of the internet and the creation of online platforms has made sharing easier than ever. In the past decade, many companies managing such platforms have emerged on the market. **Sharing economy is changing the way people consume, the way companies are doing business** and this new phenomenon is one of the ten ideas that **will disrupt the world**, according to Time Magazine (2011). Sharing economy has been on an **exponential growth** over the last couple of years (Richard and Cleveland, 2016) and has been the subject of considerable interest to stakeholders and policy-makers across the globe (Juul, 2017).

Sharing economy companies generated 14,2 thousand million euros worldwide in 2014 and by 2025 the market could generate a potential revenue opportunity worth 318 thousand million euros worldwide (PwC, 2014). This new type of economy has created companies with a market value of around 16 thousand million euros, created more than 60 thousand jobs and raised 14,2 thousand million euros in funding (Venture Beat, 2015). Companies such as Uber, Airbnb, BlaBlaCar or the Portuguese Uniplaces, that raised 22,8 million euros in 2015 (TechCrunch, 2015), are good examples of this growing market. These startups are disrupting our common transportation models and revolutionizing the hospitality industry.

The emergence of these sharing platforms is forcing traditional stakeholders to re-evaluate their business models. For instance, Tesla is planning enter the car sharing market (Business Insider, 2016) and Choice Hotels International, an American hospitality holding, is launching a platform that will allow their customers to rent units from third-party vacation rental management companies (Hotels New Now, 2016).

For travel and hospitality businesses as well as tourism destinations, sharing economy creates opportunities and challenges. The explosive growth of **peer-to-peer (P2P) accommodation platforms presents a potential transformation in the competitive landscape of accommodation sector** (Richard and Cleveland, 2016). Understanding what drives travelers to use or avoid P2P accommodation rentals instead of conventional accommodation services is critical for tourism and hospitality companies when formulating their brand, market, positioning and overall experience offering.

1.2. Research problem

As new developments take place in sharing economy, there is still much to know about this growing trend. **Independent studies of sharing economy in the European Union and the impact on tourism and hospitality industry are still in its early stage** (Juul, 2017). Most of them have been published in the United States, where many platforms in sharing economy began their activity.

The traditional market for tourist accommodation involves tourists renting rooms from formal businesses, such as hotels, but **nowadays there are platforms that are shaking up this model by providing an online marketplace that allows the large-scale rental of spaces from one ordinary person to another.**

Following the definition provided by Belk (2014a) **this study focuses on P2P accommodation rentals** (such as Airbnb or HomeAway) which involves something closer to commercial hospitality and excludes P2P accommodation (such as Couchsurfing) and other forms of nonreciprocal, uncompensated social sharing practices. This kind of short-term rentals is what Botsman and Rogers (2010a) considered "collaborative consumption".

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Due to the emergence of this research topic this dissertation will apply an exploratory study on **drivers and barriers to the use of P2P accommodation rentals**, using responses from users and non-users of Portuguese travelers unlocking the following research questions (RQ):

RQ1: What are the motives to Portuguese travelers use P2P accommodation rentals?

RQ2: What are the motives to avoid these platforms?

RQ3: Which differences are between users and non-users regarding future intention?

By studying this, the hospitality industry will be able to: (i) understand what drives users to use P2P accommodation rentals; (ii) realize what are the barriers to avoid these platforms; (iii) understand what are the differences between users and non-users regarding future intention. **On one hand, hotel industry with these insights can design strategies to prepare for the growth of these business models**. On the other hand, **P2P accommodation rentals by realizing what are the motives to avoid them, can design strategies to reduce barriers. Also, by understanding the differences in future intention, can target campaigns to users and non-users by focusing on what they value most**. Some studies were made about drivers and barriers to use P2P services (Bardhi and Eckhardt, 2012; Bellotti *et al.*, 2015; Hamari *et al.*, 2015; Möhlmann, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016) but it is important to verify the results by applying this analysis in different contexts (e.g. different geographic locations and cultures) to provide support for the applicability and generalization of the current findings.

1.3. Dissertation structure

This dissertation is divided in five main sections: a) literature review; b) methodology; c) results presentation; d) conclusions and recommendations; e) limitations and future research.

The first chapter introduces the main topics to deliver a clear **theoretical background** that will clarify the main research. For doing this, definitions of sharing economy and the **impact of these sharing platforms on hospitality will be explored**. Besides that, recognized research on **motivations on using P2P accommodation rentals** will be analyzed. The second chapter will be about **methodology** and identification of the appropriate **research methods**. Third chapter will **analyze the data and compare results with literature review**, the fourth will take **conclusions and recommendations** and the final chapter will be focusing on **limitations of the study and future suggestions for research.**

2. LITERATURE REVIEW

This chapter aims to introduce relevant theory about state of the art of the research and findings of sharing economy, the impact that brings to tourism and, most important, insights about the drivers and barriers who use P2P accommodation rentals. This will help to clarify the research goals and overall investigation addressed in this dissertation.

2.1. Emergence of Sharing Economy

In recent years, the phenomenon of sharing economy has emerged in tourism marketplaces because this allows tourists and residents to share their homes, cars, meals and expert local knowledge (Guttentag, 2015; Sigala, 2014). Companies such as Airbnb and Uber developed **platforms that are giving empowerment to individuals to distribute and share access to excess capacity of accommodation** and **transportation** with one another (Tussyadiah, 2015). These models are becoming much more capital efficient than their business to consumer (B2C) counterparts because **they do not require any investment to acquire assets.** Instead, they rely on a **community to supply them**, typically in exchange for a **revenue share of the transaction** (Bauwens *et al.*, 2012).

To understand this emerging trend, it's important to define it. Sharing economy has originally been described by Weitzman (1986), who introduced sharing as an **alternative to purchasing**. Since then, the meaning of the term has been subject to change, not least due to the rise of the Internet. Today, the bidirectional communication and collaboration opportunities of **Web 2.0 enable sharing to be facilitated mostly via virtual contact** (Belk, 2014a).

Sharing economy is an **economic system based on sharing underused assets or services, for free or for a fee, directly from individuals, instead of buying everything we need, we share and use assets from others** (Botsman and Rogers, 2010a). The Organisation for Economic Co-operation and Development (OECD) describes sharing economy as *"new marketplaces that allow services to be provided on a P2P or shared usage basis"* (Juul, 2017: 2). The European Commission explains in its 2016 communication that the sharing economy *"refers to business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals"* (European Commission, 2016b: 3).

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Nowadays, the **sharing economy is also known as P2P economy** (Botsman and Rogers, 2010a) or **collaborative economy** (Dredge and Gyimóthy, 2015). Sharing economy is an umbrella for many terms that are defining the consumer behavior perspective such as "collaborative consumption" (Botsman and Rogers, 2010a), "collaborative commerce" (Richard and Cleveland, 2016) or "access-based consumption" (Bardhi and Eckhardt, 2012). **Researchers are using mostly the term collaborative consumption** (Albinsson and Perera, 2012; Belk, 2014b; Botsman and Rogers, 2010a; Hamari *et al.*, 2015; Möhlmann, 2015) that will be explored below.

2.2. Sharing economy: drivers and subdomains

In the perspective of Böckmann (2013) and Owyang (2014) the rapid rise of **sharing economy is driven by three main factors: societal, economic and technological drivers** (Figure 1). All these three sets of drivers act equally towards the creation and recognition of sharing economy and have turned sharing from a private or local behavior into a movement (Owyang, 2014).

Figure 1: Drivers of sharing economy

Societal drivers	• Increasing population density • Drive for sustainability • Desire of communication • Generational altruism
Economic drivers	• Monetize excess inventory • Increase financial flexibility • Access over ownership • Influx of Venture Capital Funding
Technological drivers	• Social networking • Mobile devices • Payment system
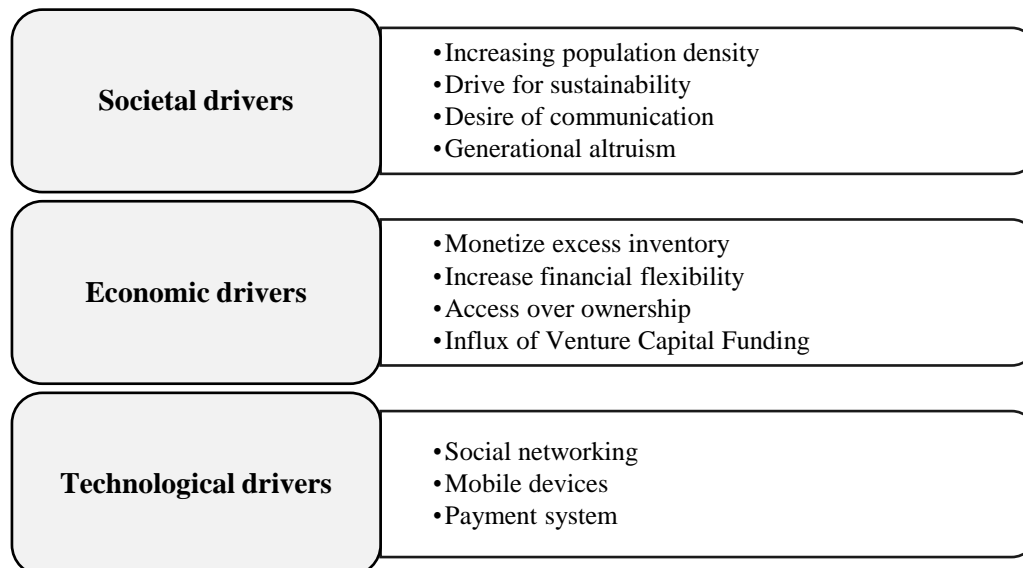
Source: Böckmann, 2013; Owyang, 2014.

The further those single drivers are developed and integrated into individual's everyday life the higher the degree of acceptation of sharing economy among the society (Böckmann, 2013). For example, as more people care for sustainability and perceive over-consumption as one of the threats to sustainable development, they will start to explore alternatives to purchasing a product

they might only need once. On the other hand, Botsman (2013) argued that there are **four drivers** that contributed and accelerated this economy (Figure 2).

Figure 2: Key drivers of sharing economy

Values Shift	• A connected society that is rethinking what ownership and sharing mean in the digital age.
Technological Innovation	• Social networks to payments to online identity systems and of course mobile devices create the efficiency and trust for these ideas to work at scale.
Environmental pressures	• The need to make much better use of finite resources.
Economic realities	• The growing realization that we need to think about wealth and assets through a new lens, and measure growth' in a more meaningful way.

Source: Botsman, 2013.

The drivers mentioned by these three authors Botsman (2013), Böckmann (2013) and Owyang (2014) **are basically the same, but with different classifications.** They all agree that the **main drivers that boost the growth of sharing economy are social, economic and technological** (Figure 3).

Figure 3: The factors driving the sharing economy

```
                    ┌──────────────┐
                    │ Social drivers│
                    └───────┬──────┘
                            │
┌──────────┐         ┌──────┴──────┐         ┌──────────────┐
│ Economic │─────────│   Sharing   │─────────│ Technological│
│ drivers  │         │   economy   │         │   drivers    │
└──────────┘         └─────────────┘         └──────────────┘
```
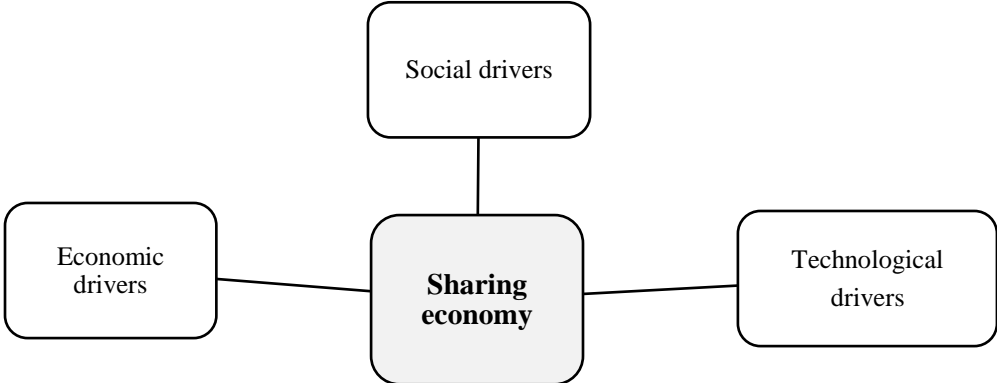
Source: Author's elaboration.

This recent phenomenon is providing content to scientific studies in different sub-domains that are co-related with the drivers or barriers to use P2P accommodation rentals. **Due to this dissertation focus in tourism and hospitality sector it is important to highlight: legal characteristics, psychological basis of sharing, access and ownership.**

2.2.1. Legal characteristics

Sharing economy business models often outpace relevant legislation. Consequently, have issues associated with general legality and taxes, mainly in the tourism and hospitality sector. Despite the popularity of some platforms, many rentals are illegal due to short-term rental regulations (Guttentag, 2015). This legality issues and corresponding tax concerns are discussed, with an overview of the current state of regulatory flux and a possible path for resolution (Juul, 2017).

In Europe, **some activities in the sharing economy have been regulated at local level**. Berlin has passed a law banning unregistered short-term rentals, and inspects properties to check if the law is correctly implemented. In Brussels, hosts must ask permission from the condominium and co-owners of the building. Amsterdam limits, for instance, the number of people (four) that the host can accept for one reservation (Juul, 2017). Furthermore, some cities (for example, Barcelona) require the host to be present during the rental period. **Portugal**, for instance, launched a new rental property that has effect since July 2017 where it is **mandatory to show the official rental license number of any property when its advertised online** (Property Guides, 2017). The targets are websites such as Airbnb, Booking and Homeaway.

The **European Parliament has not taken a formal position on the sharing economy**. In this context, sharing economy can be a social movement that solves pressing socio-economic global problems, or whether it is perhaps a business consultancy fad orchestrated by self-interested intermediaries and others who are positioned to gain (Dredge and Gyimóthy, 2015).

2.2.2. Psychological basis of sharing, access and ownership

Ownership, access, and sharing are emerging as key concepts across many fields and contexts. Keeping and sharing are not only fundamental to consumer behavior, but these basic interactions establish the various social ties linking both individuals and groups (Belk and Price, 2016). So, some scientific studies focus on motivations to use P2P services (Bardhi and

Eckhardt, 2012; Bellotti *et al.*, 2015; Hamari *et al.,* 2015; Möhlmann, 2015; Tussyadiah, 2015, 2016; Tussyadiah and Pesonen, 2016) and others on the definition of sharing (Belk, 2010, 2014a). However, these studies will be explored in other sections (Section 2.3 and 2.6).

2.3. Collaborative consumption

Belk (2014b: 1597) define collaborative consumption as "***people coordinating the acquisition and distribution of a resource for a fee or other compensation.***" Hamari *et al*. (2015: 2047), as the "***peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services***". Möhlmann (2015: 194) as "***the sharing activities in the form of renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space, or money.***" Albinsson and Perera (2012) argues that collaborative consumption, **includes contexts that does not involve monetary transactions** and where participants freely interact with one another. Botsman and Rogers (2010a: 71) as an "***economic model based on sharing, swapping, trading, or renting products and services, enabling access over ownership***". These last authors to organize and understand the forms of consumption of the in-numerous companies that belong to sharing economy, divided the collaborative consumption into **three main areas**: product service systems, redistribution markets and collaborative lifestyles.

Figure 4: Collaborative consumption system

	THE PROBLEM	THE SOLUTION
PRODUCT SERVICE SYSTEMS	Half of U.S. households own power drills, but most of them are used for only 6 to 13 minutes during their lifetime.	Zilok.com offers peer-to-peer daily rental of tools, camcorders, and other goods.
REDISTRIBUTION MARKETS	Americans discard 7 million tons of cardboard annually.	UsedCardboardBoxes. com "rescues" and resells boxes to movers.
COLLABORATIVE LIFESTYLES	Millions of houses and spare rooms around the world are sitting empty and have "idling capacity."	Airbnb.com, the "Match.com for travel," allows anyone from private residents to commercial property owners to rent out their extra space.

Source: Botsman and Rogers, 2010b.

The **product service systems** are collaborative consumption systems where people can pay for the benefit of the product without needing to own the product outright. Instead of owning the product, one is accessing the product's utility. The **redistribution markets** are examples of collaborative consumption where consumers move items that they no longer need, to someone or somewhere they are needed. The **collaborative lifestyle** is a system, where people can share resources, like money, skills and time.

It's interesting to understand that the definitions of Botsman and Rogers (2010a), Albinsson and Perera (2012), Hamari *et al.* (2015), Möhlmann (2015) **all agree that collaborative consumption include all kinds of sharing activities**. However, Belk (2014a) argues that **collaborative consumption must include a source of compensation**. This definition **excludes sharing activities in hospitality such as CouchSurfing** where all kinds of compensation are forbidden.

Therefore, it's important to understand the meaning of sharing. Belk (2010) defines sharing as the alternative to the private ownership that is emphasized in both marketplace exchange and gift-giving. In **sharing, two or more people may enjoy the benefits (or costs) that flow from possessing a thing**. We may share a vacation home, a car, a bike or even our Wi-Fi. To clarify what is true sharing and what is not, Belk (2014a) organized P2P platforms in two main keys:

1) **Pseudo sharing** is a business relationship that is masquerading as communal sharing and here we can find: Long-Term Renting and Leasing; Short-term Rental; Online Sites' "Sharing" Your Data; Online-facilitated barter economies.

2) **Digital sharing** is all about true sharing on the web 2.0. Here, we are talking about: Intentional Online Sharing of Ephemera; Online-facilitated offline sharing; P2P facilitate hospitality (such as Couchsurfing).

For Belk, P2P accommodation rental platforms are short-term rentals and Botsman and Rogers (2010a) considered them collaborative lifestyles. Most for-profit "sharing" businesses that Botsman and Rogers (2010a) use to exemplify "collaborative consumption" involve short-term rental rather than pure sharing (Belk, 2014b). **In this dissertation, the definition to be used is from** Belk (2014a) **that focus on short-term rentals, excluding platforms where no compensation is involved such as Couchsurfing.**

**2.4. Sharing economy in tourism and hospitality**

Over the past few years the sharing economy has grown tremendously, **disrupting the traditional tourism industry via the mass deployment of exponentially increasing capacity** (Richard and Cleveland, 2016), because it allows tourists and residents to share their homes, cars, and expert local knowledge, for instance, locals being tour guides (Sigala, 2014). This trend was the theme from the 2014 World Travel Market and the 2015 ITB (Internationale Tourismus-Börse) in Berlin, two of the most important global events in the industry, reflecting the increasing concerns about the impact of the sharing economy on traditional tourism industrial models and stakeholders.

Travelers who want to take part in the sharing economy have no shortage of choices when it comes to P2P accommodation rentals that connect individuals seeking to share their accommodations: Airbnb, HomeAway, FlipKey (acquired by TripAdvisor in 2008), Booking, Tripping.com, VRBO, HouseTrip, VayStays, VaycayHero, Roomorama or Wimdu are just a few examples.

The growing supply of marketplace platforms has been fueled by a strong demand from consumers. One study found that in Texas **for every 10% increase in Airbnb listings, hotel rooms revenue fell by 0.37%** and in **Austin the estimated revenue impact was from 8-10% for the most vulnerable hotels** (Zervas *et al.*, 2016). Another study found that **consumers are prepared to double their usage of this type of platforms** (Owyang, 2014). **This poses a critical question as to whether it creates a new market in the travel industry or replaces the existing one**. Rather than compete against the sharing economy, hotel chains can oversee this communal sharing and leverage the strength of their brands by extending them to P2P accommodation rentals (Richard and Cleveland, 2016) just like Choice Hotels International are doing.

The impact of the sharing economy on tourism has come to recent attention largely because of the speed at which it is growing and recent valuations of such companies as Airbnb and Uber (Dredge and Gyimóthy, 2015). Airbnb, founded in 2008 and the most well-funded travel startup, was valued in 2016 at 28,4 thousand million euros (Figure 5).

Figure 5: Global hotel groups market capitalization versus Airbnb

(in thousand million euros)
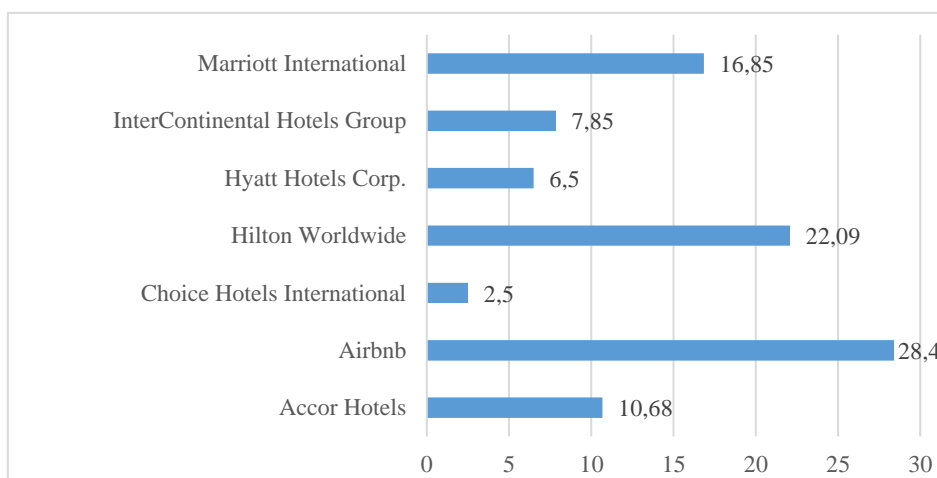
Source: Skift (2016a) and Google Finance (2016).

Nowadays, **Airbnb worth nearly six thousand million euros more than the next most valuable hospitality company,** Hilton worldwide, which has a market capitalization of 22,09 thousand million euros. **However, Airbnb unlike the others, owns no property.**

In one hand, **we have the industry concern**, but on the other hand we have **consumers that are enthusiastically adopting these kinds of services**. More than 30.000 internet users in sixty countries, including Portugal, 68% of consumers is willing to share or rent their personal items for payment and 66% of consumers is willing to use products and services from others (Nielsen, 2014).

Providing these numbers are true, Airbnb announced that the number of Portuguese travelers who used the platform to stay in their travels in 2016 has registered an exponential growth of 120%, with **264.000 Portuguese using Airbnb to stay around the world** (Airbnb, 2017b). This reinforces the consumer trend and the data mentioned before in Nielsen study. Airbnb also announced that Portuguese hosts received a record number of 1.650.000 customers from the four corners of the world in 2016, a growth of 84% when compared to 2015. The Portuguese capital continues to be the city that receives more Airbnb guests, with a total of 718 thousand travelers in the year 2016, representing a growth of 66% over the previous year. Oporto practically doubled (92%) the number of guests in 2016, making a total of 293 thousand travelers who used the accommodations available on Airbnb.

However, is the sharing economy really happening in the Portuguese hospitality scene? Are P2P accommodation rentals becoming an effective communication weapon for local accommodation? A study commissioned by AHRESP (the association that represents the Food and Beverage sector, the accommodation sector particularly in terms of Hospitality, rural tourism the Tourism Developments housing and accommodation) and Marketing FutureCast Lab in 2017 (AHRESP, 2017) unveils that for reservations, 45% of local accommodation use Booking followed by Airbnb (34%). Direct bookings only represent 9%. This fact probably shows that P2P accommodation rentals is a unique opportunity to local accommodation to have global exposure with a powerful search engine that can put them in front of potential customers, with small commission. Furthermore, nowadays it is mandatory to show the official rental license number of any property when it's advertised online (Section 2.2.1), so the theory of individuals sharing the excess of accommodation evangelized by Botsman (2013) is not happen, at least in Portugal.

2.5. Millennials

A Eurobarometer released in March of 2016 (European Commission, 2016a) showed strong consumer interest in the sharing economy: **52 % of respondents were aware of the services of sharing economy platforms** and **17 % had used such services at least once.** Respondents aged between 25 and 39 years (27 %) and those **who finished education aged 20 years or over (27 %) were the most likely to use these platforms.** This survey showed that younger and more **highly educated respondents who live in more urban areas and who are employed or self-employed** are much more likely than the average citizen to be aware of collaborative platforms (63%) and to have used the services of these platforms at least once (32%). **Portugal has the lowest proportion of individuals using the services of these platforms (only 3%).**

Following the results of Eurobarometer, we can understand that P2P accommodation rentals are more popular among millennial travelers. They are a powerful segment of today's travelers and their preferences and habits will help shape the future of travel preferences going forward.

A study conducted by PGAV Destinations (PGAV Destinations, 2011), compared all generations since 1925 and highlighted the key features and main differences of them all (Figure 6). Most travel businesses focus their marketing on Baby Boomers – a demographic group now represented by people between 50 and 68 years-old. However, now Millennials are outpacing

Baby Boomers in numbers and expenditure, and represent the next main wave of travelers, being the fastest growing segment of travelers worldwide. Millennials (also known as the Millennial Generation or Generation Y) were born in years ranging from the early 1980s to the late 1990s.

Figure 6: Main differences between four generations since 1925 to 1994

Silent Generation
Born 1925-1945
Population 42 million
New advertising medium TV
Key characteristics Conformers, hard workers,
technologically challenged, retirees
Current age: 69-89

Generation X
Born 1965-1979
Population 50 million
New advertising medium Internet
Key characteristics Latchkey kids, skeptical,
self-reliant, media- and technologically literate
Current age: 35-51

1925   1946   1965   1980   1994

Baby Boomers
Born 1946-1964
Population 78 million
New advertising medium FM Radio
Key characteristics Idealistic, collaborative,
experimental, rebellious
Current age: 50-68

Millennials
Born 1980-1994
Population 80 million
New advertising medium Social Media
Key characteristics Goal-oriented, team players,
technology masters loyal to family
Current age: 20-36

Source: PGAV Destinations, 2011.

According to this study, 58% of the Millennials say they travel for leisure with friends, which is nearly 20 points higher than older generations. **Relationships are vital to Millennials,** and they are highly influenced by others who help to select places to visit and things to do. **Through social media, they tell stories to one another, make recommendations and assessments often in the form of real-time descriptions of their experiences**. With their technology acumen, Millennials make quick decisions. They plan trips in far less time (75 days) than older generations (93 days). They are adept at accessing information online, where they can search for a deal, read the reviews, book it and go.

Millennials reject pre-made tours instead they want to be immersed in the local culture with an authentic local experience. **They want to visit the main attractions of the destination, but equally enjoy going to a coffee shop, meeting other Millennials while trying the local places, 78% prefer to learn something new, while 70% indicated they expect special places to offer immersive experiences.** Millennial travelers favor personalized activities when planning their trip to create a unique experience, aligned with their individual identity and that can be shared on their social network.

A report made by Airbnb show us that 60% of all guests who have ever booked on Airbnb are millennials, and the number of millennials who have booked on Airbnb has grown more than 120% in the past year (Airbnb, 2016a). This report also unveils the following insights: (i) **Travel is deeply important to millennials**. Most millennials would prioritize travel over buying a home or paying off debt; (ii) **Millennials say they're looking for something new when they travel** – more adventurous, local and personal. They want to **meet lots of people including locals, try food at local restaurants, discovering hidden local places, experiencing local hot spots and create their own itinerary**; (iii) **Millennials are passionate users of Airbnb and a substantial, growing part of Airbnb's community**.

2.6. Attitudes and motivations to use P2P accommodation rentals

A multitude of drivers have pushed sharing as one of the mainstream practices in many aspects of tourism and hospitality today (Cheng, 2016). Understanding why travelers use P2P accommodation rentals, his motivations and attitudes are crucial. **Motivation is a crucial part of the travel consumer behavior is the "reason underlying behaviour"** (Guay *et al.*, 2010: 712), is the driving force within individuals that impels them to action while attitude is regarded as a major determinant of behavior (Ajzen, 1991). Gnoth (1997) pointed out that in **understanding tourist motivation, attitude must be captured because motivation contributes to the understanding of the formation and change of an attitude (Katz, 1960).**

2.6.1. Attitude

Attitude is one of the critical, if not the most critical, topics of discussion in the **development of a model for tourist motivation and behavior** (Gnoth, 1997). Attitude is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object (Ajzen and Fishbein, 2000). In other words, attitude **refers to knowledge and positive or negative feelings about an object or activity** (Pride and Ferrell, 1991). When studying a recent phenomenon like sharing economy it's easy to expect a possible discrepancy between attitudes and behavior. Furthermore, attitude towards P2P rental accommodation is a well-established predictor of future participation intention (Tussyadiah, 2016).

The theory of planned behavior (TPB) developed by Ajzen (1991) identified conditions necessary to stimulate or modify an attitude, and suggested that such conditions would differ in accordance with the motivational basis of the attitude**.** One basic **condition for the arousal of an existing attitude is the activation of an individual's relevant need states. This theory suggested that motivation precedes attitude, and the former may influence the latter.**

Attitude are jointly defined by affect, behavior and cognition (Solomon *et al.*, 2010). ABC (**A**ffect, **B**ehavior, **C**ognition) model says that there is an interrelationship between A, B and C and that consumers, needing harmony in their life will change their way of thinking, feeling or acting in order to keep this harmony (Figure 7). This is called the principle of consistency that comes from the cognitive dissonance theory that says that individuals have an internal need to keep attitudes and beliefs in harmony.

Figure 7: ABC Model
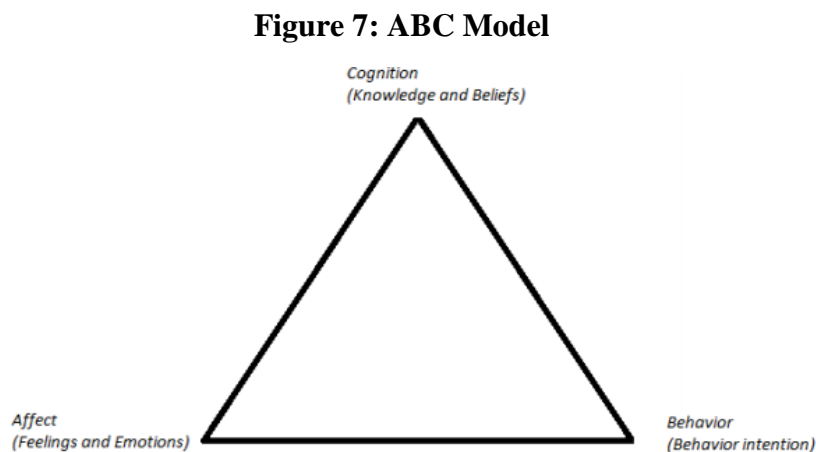
Source: Solomon *et al.*, 2010.

A relationship exists between the ABC model of attitude and the decision-making process of consumers. This relationship can be explained by the hierarchy of effects. The hierarchy of effect model describes these "stages that consumers go through while forming or changing brand attitudes and purchase intentions" (Smith *et al.*, 2008).

There are three levels in the hierarchy of effects: (i) High involvement hierarchy (C-A-B) that means that the consumer gathers the information, evaluate it and then behaves; (ii) Low involvement hierarchy (C-B-A) that means that the consumer evaluates after buying the product; (iii) Experimental/ hedonic hierarchy (A-B-C) that means that the consumer will focus on what he/she wants, buy it and then thinks (Solomon *et al.*, 2010). For instance, a traveler

will not use a P2P rental accommodation if he/she doesn't know any of them (lack cognition/knowledge). However, he/she **can have the cognition/knowledge, but it doesn't have any affect because** he/she **lacks trust, reputation or other factors that will be explored next**. These platforms are redefining travelers' attitudes.

2.6.2. Motivation

If motivation precedes attitude, it is crucial to understand it. **Motivation is a crucial part of the travel consumer behavior,** to research which are the motivations that impels travelers to participate on online **collaborative consumption studies** (Belloti *et al*., 2015; Tussyadiah and Pesonen, 2016; Hamari *et al*., 2015) **refer to self-determination theory** (Deci and Ryan, 1985). This theory argues that **consumer behavior can be explained by intrinsic motivation** that refers to doing an activity for the inherent satisfaction of the activity itself and **extrinsic motivation** that refers to the performance of an activity in order to attained some separable outcome (Figure 8).

Figure 8: Self-Determination Theory
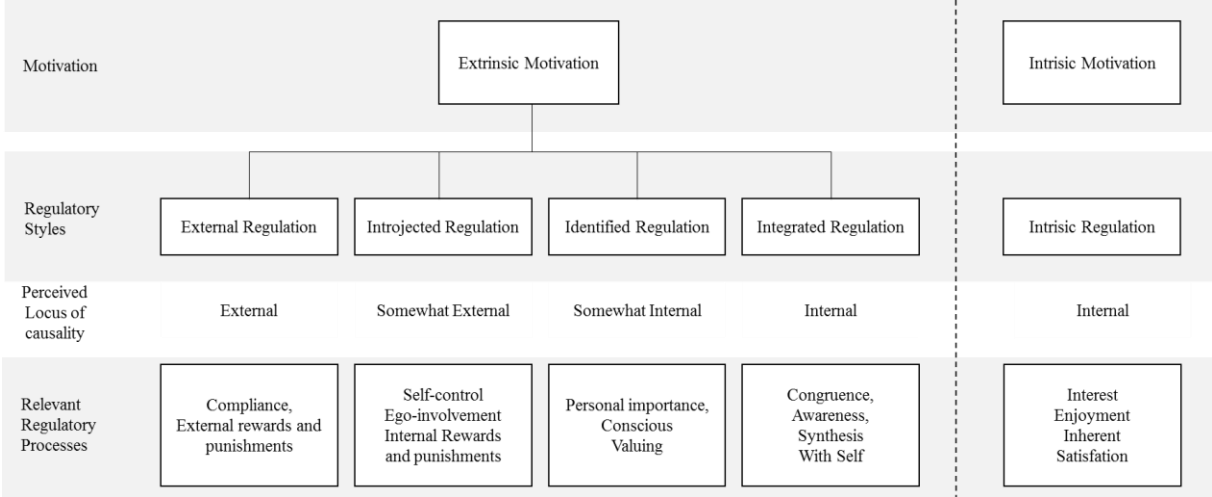
Source: Deci and Ryan, 2000.

In other words, **guests expect internal and external rewards from staying in P2P accommodation rentals**, and the idea of getting these rewards will lead to satisfaction and future intention Tussyadiah (2016). Belloti *et al.* (2015) argues that this theory is applicable to sharing economy participation because services seem to range from extrinsic motivations (for instance monetary rewards) to intrinsic drives such as curiosity or the simple enjoyment.

Social Exchange Theory (SET) is another concept that is used in some studies (Belloti *et al*., 2015; Kim *et al*., 2015; Tussyadiah, 2016) to explain what drives consumers using sharing economy. Shiau and Luo (2012) **states that people and organizations interact to maximize their rewards and minimize their costs.** This theory is characterized as an emotional evaluation (e.g. satisfaction with outcome quality, satisfaction with process quality) and a rational evaluation (e.g. trust, learning).

SET suggests that, based on subjective cost benefit analysis and comparison of alternatives, **individuals tend to choose the relationship that maximizes their benefits**. In sharing economy, economic factors such as costs and benefits cannot be reduced to a single quantitative exchange rate. The main principle of this theory – reciprocity – suggests that behavioral is formed when, for instance, guests perceive the benefits of using P2P rental accommodation (Tussyadiah, 2016). So, it's important to understand what consumers want when they intend to use this type of service.

Though this theme is recent, **there are few publications focusing on motives to use P2P services** (Bardhi and Eckhardt, 2012; Bellotti *et al*., 2015; Hamari *et al*., 2015; Möhlmann, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016). In order to find important insights for this research, **conclusions of each study will be explored.**

Bardhi and Eckhardt (2012) conducted interviews with Zipcar users, the world's largest car sharing and car club service, they identify the nature of car sharing along six dimensions such as temporality, anonymity, market mediation, consumer involvement, type of accessed object, and political consumerism. The authors found that users are motivated largely by self-interest and utilitarianism (e.g. reducing expenses and increasing convenience) for access-based car sharing. Furthermore, they demonstrated that consumers resist efforts from the company to engage in community building.

Hamari *et al*. (2015) researched the influence of intrinsic and extrinsic motivations on attitudes and behavioral intentions towards collaborative consumption on the online P2P service Sharetribe. Sharetribe is a Finnish startup aiming to help people connect with their community and to help eliminate excessive waste by making it easier for everyone to use assets more effectively by sharing them. For intrinsic motivations, the authors considered enjoyment and sustainability. For extrinsic motivations, they considered economic benefits and reputation. The

authors were able to show that behavioral intention to participate in collaborative consumption is positively correlated with enjoyment, economic benefits (saving money and time) and that reputation did not significantly affect behavioral intention. Moreover, they observe that some of the perceived sustainability was translated into behavioral intentions through attitude. In this special point, conclusions taken by Tussyadiah (2016) are different, the author argues that sustainability has a negative effect on intention of use and satisfaction. However, Hamari *et al*. (2015) focuses on P2P community waste management, where normal users prioritize sustainability, while Tussyadiah (2015) focus on P2P accommodation rentals.

The studies of Bardhi and Eckhardt (2012) and Hamari *et al.* (2015) were helpful to unveil what probably are the basic needs of the users' intention to use a P2P service (Figure 9).

Figure 9: Behavioral intention to use P2P services
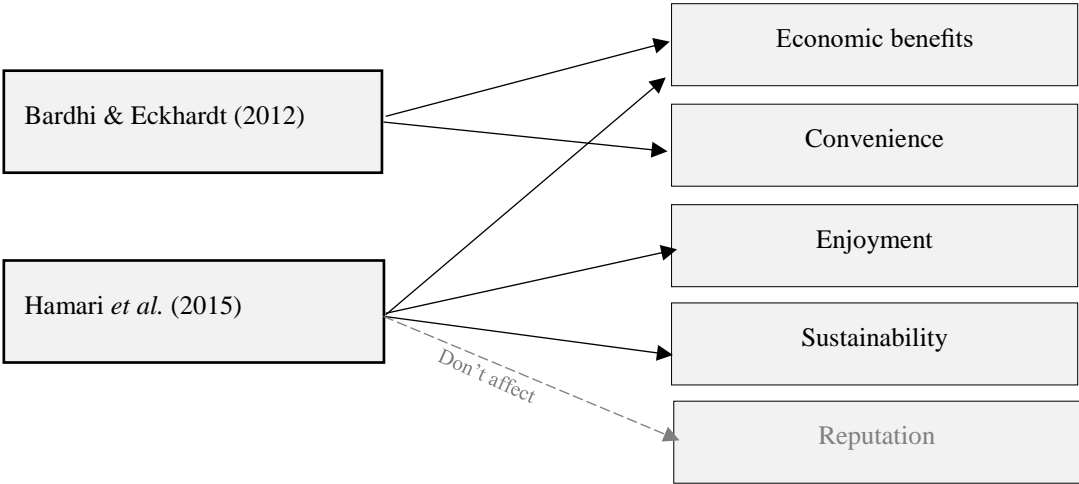
Source: Authors' elaboration.

Bellotti *et al*. (2015), Möhlmann (2015), Tussyadiah (2016) and Tussyadiah and Pesonen (2016) are the main authors publishing on drivers and barriers to use P2P accommodation rentals. They will be the major inspiration for the research drawing.

Bellotti *et al*. (2015) interviewed peer providers (such as hosts), peer consumers (such as guests), and service providers of different types of P2P services to measure their (perceived) motivations. They listed seven theoretically psychological roots such as: value/morality, status/power, empathic/altruistic, social connection, intrinsic/autotelic and trust. They understood that guests prefer a model that satisfy their instrumental needs by getting the service

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with convenience. Guests just want to get what they need to survive at a competitive price, with maximum convenience. Nonetheless, they found that while hosts tend to emphasize idealistic motivations, users are strongly driven by value and convenience.

Möhlmann (2015) developed a framework with 10 determinants of choosing a P2P accommodation rental such as Airbnb. The study reveals that the variables of costs savings, familiarity, trust, and utility influence the intention of use. In addition, familiarity and usage were estimated to have a significant and positive effect on the likelihood of choosing a sharing option again. Respondents predominantly were driven by rational reasons, focusing their self-benefit, when using a P2P accommodation rentals. Users pay attention to the fact that collaborative consumption helps them saving money and that the respective service is characterized by a high utility, in a way that it replaces adequately a non-sharing option.

Inspired by the study previously mentioned before, **Tussyadiah and Pesonen (2016)** made a study on drivers and barriers of P2P accommodation with American and Finnish travelers. The results unveil that the use of P2P accommodation rentals is driven by economic benefits, the desire for social relationship, to have a stronger community, the drive for social responsibility and sustainability, and to experience tourism destinations like locals. Whereas (lack of) trust, (lack of efficacy) and (lack of) economic benefits are identified as main drivers.

Finally, **Tussyadiah (2016)** examined factors of satisfaction and intention of P2P accommodation by measured enjoyment, social benefits, economic benefits, sustainability, amenities, locational benefits, satisfaction, future intention. The conclusions were that satisfaction of using P2P accommodation is determined by intrinsic motivation (e.g. when guests find their experience fun and enjoyable), the rewards from cost-savings and amenities offered by the property. The enjoyment factor serves as the strongest link to intention and satisfaction. Sustainability here has a negative effect on satisfaction and social benefits on intention.

Considering figure 10 we can easily understand what authors linked in each study and highlight what probably could be the major drivers/barriers.

Figure 10: Drivers/barriers to use P2P accommodation rentals

-- *Economic benefits*   -- Convenience   -- Trust   -- Social Benefits   – Sustainability   – Enjoyment   --Amenities
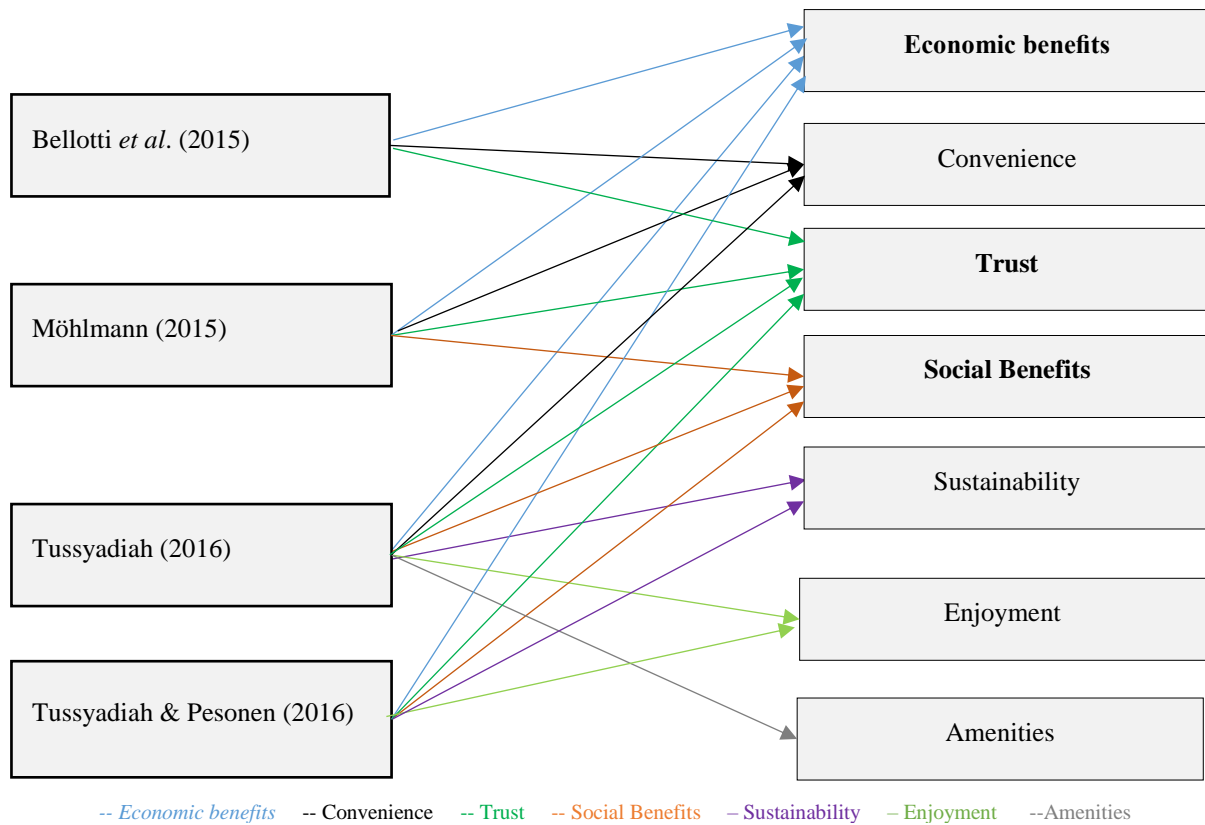
Source: Authors' elaboration.

After the conclusions of each study explored, it is **easy to understand what are the major drivers - that can be also barriers – to use P2P accommodation rentals in the literature**. This dissertation will focus on these **seven drivers/barriers (economic benefits, convenience, trust, social benefits, sustainability, enjoyment and amenities)** to better understand the motivations of users and non-users.

However, it is important to explore each one for unlocking interesting findings that will be helpful to answer the research questions and to find out what it is important to measure. The summary of these drivers/barriers in the literature, split by intrinsic or extrinsic motivations, is present in Table 1.

Table 1: Motivations to use collaborative consumption: summary from literature

	Drivers/barriers	Definition	Literature
a) Extrinsic motivations	Economic Benefits	Get more value with less cost.	Bardhi and Eckhardt, (2012); Bellotti *et al.* (2015); Böcke and Meelenb (2017); Botsman and Rogers (2010a); Guttentag (2015); Lamberton and Rose (2012); Hamari *et al.* (2015); Möhlmann (2015); Owyang (2014); Tussyadiah (2015, 2016); Tussyadiah and Pesonen (2016).
	Trust	Interpersonal trust (guest-hosts); trust toward technology and the company.	Botsman (2013); Botsman and Rogers (2010a); Cheng, 2016; Dredge and Gyimóthy (2015); Guttentag (2015); Hsu *et al.,* (2007); Jinyang, (2015); Möhlmann (2015); Olson (2013); Owyang (2014) Sigala (2015); Tussyadiah (2015); Tussyadiah and Pesonen (2016); Xiong and Liu (2004).
	Amenities	What is provided in addition to the service.	Guttentag, (2015); Tussyadiah (2016); Tussyadiah and Zach (2016).
b) Intrinsic motivations	Convenience	Useful	Bardhi and Eckhardt (2012); Bellotti *et al.* (2015); Tussyadiah (2016); Tussyadiah and Zach (2016).
	Enjoyment	Perceived enjoyment from participating.	Hamari *et al.* (2015); Tussyadiah, (2016); Tussyadiah and Pesonen (2016); Zekanović and Grzunov (2014).
	Sustainability	To travel more responsibly and to reduce negative impacts on the environment.	Botsman and Rogers (2010a); Hamari *et al.* (2015); Luchs *et al.* (2011), Möhlmann (2015); Sacks (2011); Tussyadiah, (2015,2016).
	Social Benefits	Develop meaningful social connections.	Botsman, 2013; Guttentag, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016, Tussyadiah and Zach, 2016

Source: Authors' elaboration.

a) Extrinsic motivations

Extrinsic motivations (economic benefits, trust) are linked to more studies (Table 1). Users participate in sharing economy because this allows them to access desired products and services at a lower cost with the highest convenience possible. People interact to maximize their rewards and minimize their costs (SET). Although amenities have less references, it is important to consider because Tussyadiah (2016) finds out that this motivation is linked to satisfaction and subsequent behavior to use the service again in the future.

- **Economic benefits**

Using P2P services is perceived as offering more value with less cost (Botsman and Rogers, 2010a; Lamberton and Rose, 2012), **users are motivated to participate for its economic benefits** (Bardhi and Eckhardt, 2012; Böcke and Meelenb, 2017; Hamari *et al.*, 2015). Most precisely in P2P accommodation rentals (Bellotti *et al.*, 2015; Möhlmann, 2015; Tussyadiah 2015, 2016; Tussyadiah and Pesonen, 2016) because it provides less costly and more convenient options for users and an extra income to owners, compared to a traditional offer (Owyang, 2014; Porter and Kramer, 2011). **Cost is predictably a major factor in hotel decisions, so it is unsurprising that P2P accommodation rentals relatively low costs appear to be a major draw** (Guttentag, 2015).

- **Trust**

Trust is mentioned in literature as one of the major barriers to use P2P services (Olson, 2013; Sigala, 2014; Jinyang, 2015; Guttentag, 2015) which includes the basic mistrust among strangers and concerns for privacy. Owyang (2014) suggests several challenges associated with trust from perceived disruption of existing regulation, lack of trust between P2P users, lack of reputation and standard, opposition from existing businesses, and uncertainty over the longevity of the business models. **Trust comes as an extrinsic motivation that is necessary for the widespread acceptance of P2P accommodation** (Möhlmann, 2015; Tussyadiah 2015; Tussyadiah and Pesonen, 2016). The role of the P2P accommodation rentals companies is to act as curators and ambassadors, creating platforms that will facilitate self-managed exchanges and contributions. This might involve developing the best possible gallery to showcase photos

of a space for rent, or an easy search engine to enable users to find what they want, or a well-designed reputation system that enabled users to get knowledge about strangers, thereby taking out anonymity out of transitions (Botsman and Rogers, 2010a). To use P2P accommodation rentals is to believe that it is safe to spend some time at the guest room of a perfect stranger. A high degree of trust is required because we are talking about human-to-human interaction, not a physical product. This generates countless relationships and social connectivity. Trust is crucial as "*peers often…need to manage the risk involved with the interactions (transactions) without any presence of trusted third parties or trusted authorities*" (Xiong and Liu, 2004:1). The **development of trust in the online context is essential to the success of P2P transactions**, and the centrality of its role can be traced to two factors: the impersonal nature of the online environment and the inherent information asymmetry in transacting online.

Trust **can be rooted from trust relations among users, trust relations between user and technology** (e.g. trust with the payment systems), and **trust relations between users and the company** (e.g. perceived uncertainty and regulatory issues) (Tussyadiah and Pesonen, 2016). Botsman and Rogers (2010a) mentioned the Russian proverb "Trust, but verify" so it's very **important to develop reputation or feedback mechanisms to enable a high degree of trust between strangers such as user recommendation systems** (Hsu *et al.*, 2007; Cheng, 2016), intelligent internet account and payment systems that provide easy invoicing (Böckmann, 2013). These types of services make it easier to establish trust between strangers, a crucial element when renting from one another.

Mazzella *et al.* (2016) described a methodology based on the six pillars called D.R.E.A.M.S (Declared, Rated, Engaged, Active, Moderated and Social) used by BlaBlaCar to create online trust in P2P platforms that resumes all that was mentioned before. The first pillar relies on users declaring information about themselves however, respecting right amount of disclosure. The second pillar refers to ratings, allowing others to provide feedback and for individuals to build their peer-review reputation. The third pillar is about creating engagement, P2P platforms should allow members to commit financially before experiencing the product or service so the transactions are made with higher feeling of safety. The following pillar is all about the active participation in the platform. This information will allow other users to see information regarding the participation in the platform (e.g. number of guests, time they take to respond). The fourth regards moderation, users feel more secure when they know that there is a third-party verification. The last pillar refers to the creation of online trust regarding social media,

the ability to link their profiles with existing social media profiles providing more information with a greater time frame.

- **Amenities**

Tussyadiah (2016) found that amenities are important attributes that contribute to intention of use P2P accommodation rentals and leads to satisfaction. The author argued that the **benefits from P2P accommodation amenities, representing utility and service quality, contribute to guest satisfaction and subsequent behavioral intention** to use the services again in the future. P2P accommodation rentals provide various benefits that come from staying in a residence. For example, some tourists may prefer the feeling of being in a home over a hotel, and hosts may be able to provide useful local advice. Guests will often access practical household appliances such as a full kitchen, a washing machine or a clothes dryer (Guttentag, 2015).

Market research by HomeAway **says that access to a kitchen, laundry and other home amenities are the number one reason that travelers choose not to stay in a traditional hotel**. Being able to cook if so desired was the second-biggest reason (Skift, 2013). On the other hand, market research made by Airbnb in November 2016 found that what guests appreciate the most are: local treats (such as small, regional gift for breakfast, local craft brews, books from the cities, local newspapers and magazines); practical stuffs (sunscreens, computer adapters, first aid kits, earplugs, beach kits, etc.); unusual and unique amenities (heated bathroom floors, massage chairs, and friendly pets) and kindness because when hosts expresses personality through little acts of thoughtfulness, can make a big impact (Airbnb, 2016b). P2P accommodation rental users appreciate staying in authentic (non-tourist) settings (Guttentag, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016).

b) Intrinsic motivations

Intrinsic motivations such as socializing and a sense of belonging, are also important because it satisfies consumers aspirations to become part of online or offline communities (Sacks, 2011). In this research the intrinsic motivations that are pointed out are: **convenience; enjoyment; sustainability; social benefits.**

- **Convenience**

Users of P2P accommodation rentals are strongly driven by value and convenience (Bellotti *et al*., 2015). Based on analysis of consumer reviews, Tussyadiah and Zach (2016) found that **convenience is an important driver.** Convenience is associated with location advantages in terms of proximity to other points of interest (e.g. distances to shops and restaurants) and transportation convenience (e.g. walking distance, access to public transit). Location is one of the most important hotel attributes, however as Tussyadiah (2016) finds out that was not significant in influencing guests' satisfaction or behavioral intention to use P2P accommodation rentals (Tussyadiah, 2016).

Since most P2P accommodation rentals are located in tourist areas, the vitality of the neighborhoods where these properties are located becomes important. This also confirms previous studies which suggest that staying at P2P accommodation offers the experiential value of being in authentic, non-tourist settings (Guttentag, 2015; Möhlmann, 2015) that be explored in social benefits.

- **Enjoyment**

A fundamental dimension of intrinsic motivation is the enjoyment derived from the activity itself (Deci and Ryan, 1985). Enjoyment has been regarded as an important factor in sharing-related activities, such as information system use, and information sharing on the Internet (Hamari *et al*., 2015). A study on the continued use of social networking services established that enjoyment is a primary factor, followed by the number of peers and usefulness (Lin and Lu, 2011). Tussyadiah (2016) mention that **enjoyment serves as the strongest link to intention and satisfaction on P2P platforms** and is an important factor also in other sharing-related activities (Hamari *et al*., 2015).

- **Sustainability**

Participation in P2P platforms is generally expected to be highly ecological and sustainable (Sacks, 2011). Botsman and Rogers (2010a) argues that consumers are more concerned with sustainability and are aware of the pressure that over-consumption can pose to the environment.

The idea of sharing idle capacity to reduce environmental concerns, the renewed belief in the importance of community and users being cost-conscious, move consumers towards the practice of sharing, openness and collaboration. **Sustainability in P2P accommodation rentals are linked to travel more responsibly and to reduce negative impact on the environment**. For consumers with a greater preference towards greener consumption, collaborative consumption can be considered a manifestation of sustainable behavior (Tussyadiah, 2015). However, Tussyadiah (2016) conclude that sustainability has a negative effect on satisfaction among guest in private rooms and insignificant to those who stay in the entire home/apartments.

Sustainability is important for guests who share space with hosts that emphasizes a sustainable lifestyle or environment-friendly practice in the property. This reason probably explains the results of Hamari *et al.* (2015) and why both authors had different conclusions in terms of sustainability.

- **Social benefits**

Previous research has suggested that social relationship, **sense of community and authentic experience in non-tourist areas indicate that what guests seek in P2P accommodation experiences may be different from what they seek in a hotel stay for instance** (Botsman, 2013; Guttentag, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016, Tussyadiah and Zach, 2016).

Botsman (2013) argue that accommodation **is driven by social motivations to get to know, interact and connect with local communities in a more meaningful way.** This social proofing exists for a reason. It is a primitive instinct and a cognitive shortcut that allows us to make decisions based on coping the actions or behaviors of others. Probably this was the trigger to Airbnb launching in 2016 the 'Airbnb Experience' (Meltzer, 2016) where they expanded their accommodations offering a new service allowing users the option to book immersive travel experiences, which includes city tours, peer reviews and recommendations, as well as meet with locals.

2.6.3. Overview

Attitude and motivation are connected (Figure 11). As mentioned before, **motivation precedes attitude to use or not use P2P accommodation rentals**. First, it is crucial to understand **what are the motivations of the travelers – extrinsic and intrinsic - to find out what triggers them to have an attitude. A traveler can have two attitudes: don't use P2P accommodation rentals or use.** If he doesn't use probably: (i) never heard about these platforms (lack of cognition); (ii) heard, but never visited one (lack of affect); (iii) been on one or more but never paid for the service (lack of affect). The reasons of lack of affect are connected to extrinsic and intrinsic motivations. If the traveler has the attitude to use P2P accommodation rentals it is because he has the cognition of how it works, the affect, and has the **behavior, which is motivated by economic, trust, amenities, convenience, sustainability or social benefits**.

Figure 11: Attitude and motivation throw P2P accommodation rentals
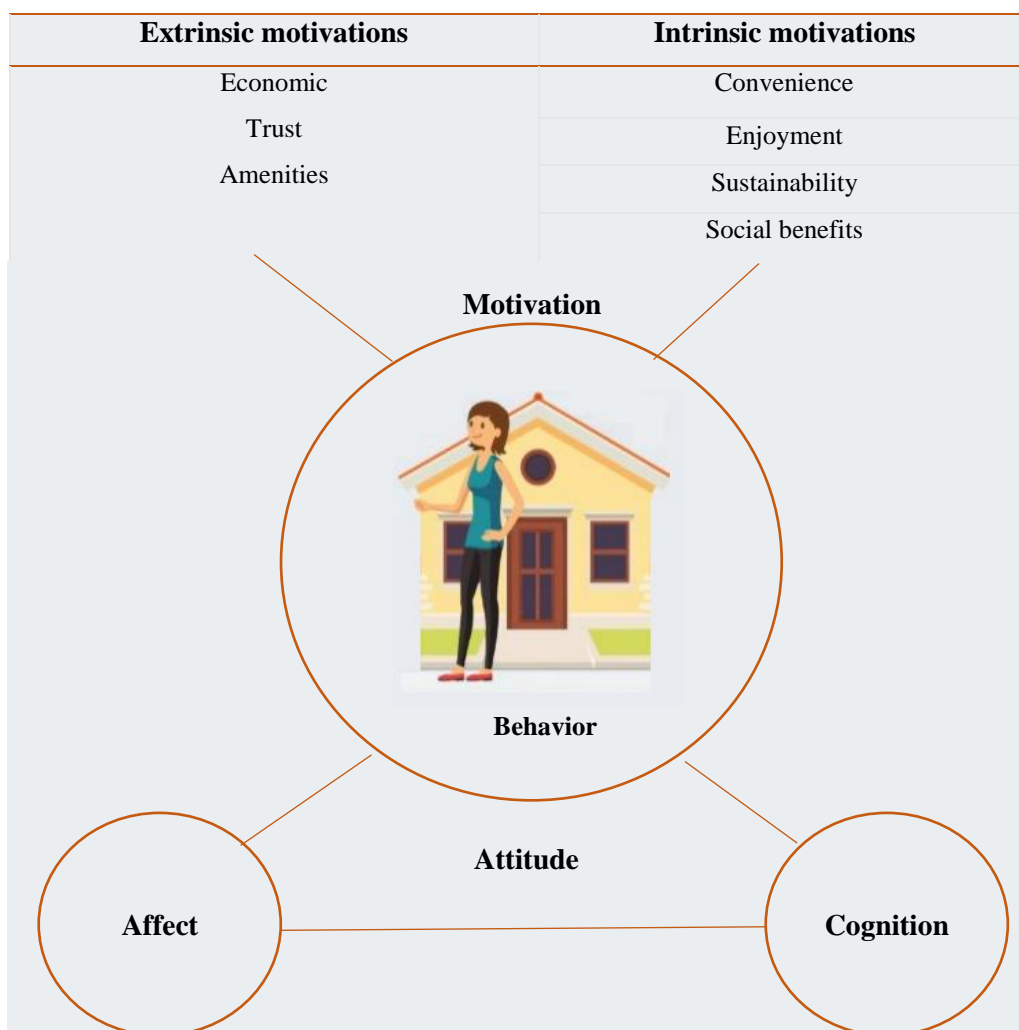
Source: Authors' elaboration

3. METHODOLOGY

This chapter, focuses on the methodological proceedings of this dissertation that led to the results and conclusions. This includes an explanation of the research approach, an identification of the data collection, the questionnaire design, clarification of the sampling techniques undertaken and the data analysis strategy.

3.1. Primary and Secondary Data

Good marketing research according to Churchill and Lacobucci (2010) should always start with secondary data. The first step that was taken to prepare and write this dissertation was the review of the previous research done on the chosen topic, although there were few. Secondary data was developed through the literature review (Chapter 2), contributing to understanding state of the art sharing economy in tourism and hospitality, attitudes and motivations to use P2P accommodation rentals. External sources have been used, such as academic journals from marketing, management, consumer research and psychology areas; books and other topic related articles and dissertations. As little previous research has been conducted regarding the exact research problem, primary data must be adhered to.

3.2. Research approach

Research designs detail the procedures needed for obtaining the information necessary to structure or solve marketing research problems. Research design can be classified into: (i) exploratory to provide insights and understandings; (ii) conclusive to test specific hypotheses and examine relationships (Malhotra and Birks, 2012). The specific aim of this dissertation is to understand the motivations of Portuguese travelers to use or avoid P2P accommodation rentals, unlocking the following research questions:

    RQ1: What are the motives to Portuguese travelers use P2P accommodation rentals?

    RQ2: What are the motives to avoid these platforms?

    RQ3: Which differences are between users and non-users regarding future intention?

Where there have been few previous studies to which a researcher can consult for information regarding a specific concern, Creswell (2003) describes such research as exploratory research.

Due to the recent emergence of this research topic and the limited empirical support, to answer the research questions this study used an **exploratory approach.**

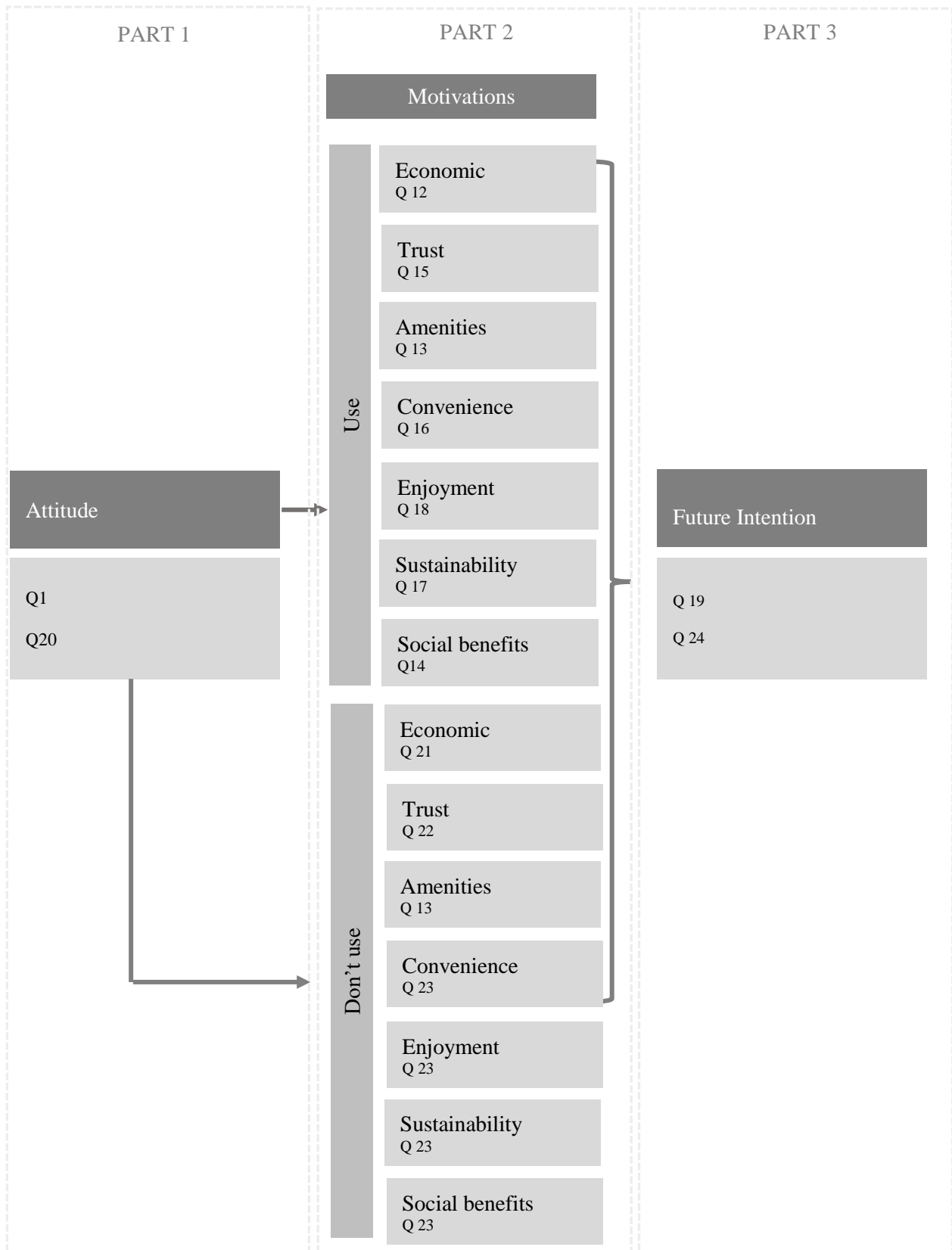### 3.3. Methods for Data Analysis

To gather the data required, this study followed a quantitative approach and questionnaires are the main means of collecting quantitative primary data in marketing research (Malhotra and Birks, 2012). Acknowledging to that, a questionnaire was employed as a data collection instrument, being available since July 31st until August 30th and was spread via snowballing in social networks. It was used an online context to apply the questionnaire because it has advantages in costs, speed and coverage. It is a convenience sample, although efforts were made to activate different starting points so to reach distinct sub-networks. To capture responses from Portuguese travelers, the questionnaire was translated into Portuguese (see Appendix 2).

a) Questionnaire design

We collected data by means of an online questionnaire by using Qualtrics. A list of motivational factors was developed from evidence as suggested in literature consisting of seven drivers and consequentially barriers: economic, sustainability, trust, amenities, convenience, enjoyment and social benefits (sources listed in Table 1). The questionnaire followed pre-existent questionnaires (see Appendix 1) such as Hamari *et* al. (2015), Tussyadiah and Pesonen (2016), Tussyadiah (2016) that were considered vital to answer the research questions. The questionnaire had three parts (Figure 12).

The first part of the questionnaire started by asking if participants had or had not used P2P accommodation rentals in the last two years, to **understand their attitude towards these services**. Responses were registered as a "Yes" or "No". Participants were directed to different sections of the questionnaire depending on their answer to this question. If the answer was negative the respondents had to answer the reasons underlying this attitude: (i) they do not know any type of these platforms (lack of cognition / knowledge); (ii) they know but never been there; (iii) they know but never paid for the service (lack of affect). For the last two choices, the respondents were asked for the second part of the questionnaire to find out what reasons they had for avoiding P2P accommodation rentals.

Figure 12: Questionnaire Structure

PART 1

PART 2

PART 3

Motivations

Use

Economic
Q 12

Trust
Q 15

Amenities
Q 13

Convenience
Q 16

Enjoyment
Q 18

Sustainability
Q 17

Social benefits
Q14

Attitude

Q1

Q20

Future Intention

Q 19

Q 24

Don't use

Economic
Q 21

Trust
Q 22

Amenities
Q 13

Convenience
Q 23

Enjoyment
Q 23

Sustainability
Q 23

Social benefits
Q 23

Source: Author's elaboration

The second part, was about motivations of use or to avoid these type of platforms. The respondents were asked to **answer several questions** concerning **economic factors, trust, amenities, convenience, enjoyment, sustainability and social benefits on a 6-point Likert scale** (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree, don't know/don't answer**). The "users" section contained 33 items** which translated potential drivers for using P2P accommodation rentals and the "**non-users" section contained 15 items**. The questions were equal in both sections, but in "non-users" they were formulated in a negative way. Some items were withdrawn from the "non-users" section because it only made sense that "users" answered them. **All the sources that were used to draw this study are in Appendix 1**. Plus, in this second part, the "users" were asked which P2P services they use, which brand is top of their mind and travel frequency.

In the third part, the users and non-users were asked to answer their **future intentions of use**. This variable was measured with a single item asking respondents if they will use P2P accommodation rentals in the future.

After presenting the study, offering the necessary guarantees of anonymity, confidentiality, and informing it is for academic purposes only, the respondents were asked questions for socio demographics, namely **gender, age, education, income levels, marital status, professional situation, household size, children in household and location.**

To ensure understanding and to avoid confusion, a pre-test was distributed to 30 respondents and was very helpful mainly because the concept of P2P accommodation rentals is not clear for everyone, although a definition was given. Some participants were answering the questionnaire thinking that this study also considered hotel booking, probably because Booking and TripAdvisor was an option and they didn't read the definition. Although both platforms have a P2P accommodation rental component, were withdrawn from the questionnaire for don't confuse the respondents.

3.4. Data analysis strategy

Taking into consideration that the research was targeting both motives for adhering and rejecting using P2P accommodation rentals we had to split the survey in two, according to a key-question: "Did you use P2P accommodation rentals in the last two years?". Following this,

the data analysis was deployed in two phases. Firstly, because one of the goals of the study was to ascertain the drivers for both users and non-users, we explored possible latent variables that act as drivers/barriers on the basis of the questionnaire. The suitable technique to achieved that was **Factorial Analysis**.

The validity of exploratory factor analysis was judged on the basis of KMO (at least .500, preferably .700 or more) and Bartlett test of sphericity (with a significant p value). If these values were acceptable we moved on to analyzed communalities for each item. All items with communalities below .500 were removed. The factor matrix was subjected to a Varimax rotation because was helpful in separating eventually emerging factors and allowed a clearer reading of factor loadings. As this was an orthogonal rotation, factors should be independent which implied that cross loadings were a matter of concerned. We identified cross loadings as any case with a loading greater than .40 in any factor other than the one it had the largest loading, but could not necessarily removed shared items if they fitted in the semantics of the factor they loaded the most. A possible consequence could be multicollinearity, but this could be addressed with VIF in ensuing analysis. A factor solution is acceptable as an expression of the real data if it is able to explain at least 70% of variance, after rotation. Alongside, we also required that each factor comprised items that expressed common semantics, thus showing facial validity. If all these conditions applied, we could state that the questionnaire is valid, measuring the construct we intended to.

Additionally, factors were required to be reliable. For this purpose, we analyzed each factor's Cronbach alpha that, according to Nounally (1978) should attained at least 0.70 although the same author states that in emerging scales, it is acceptable to work on a 0.60 reliability value. Once factors were founded, we calculated its mean as a linear compute in SPSS software.

The **second phase of data analysis** pertained to the purpose of answering the last research question about eventual differences between users and non-users as regards to their intention to change or keep their actual behavior towards P2P accommodation rentals considering also their drivers. To attained this, **we conducted ANOVA for each sample**, by comparing drivers' means for a group of users that stated their intention of use (group 1= will use; group 2= will not use again) and the same for a group of non-users (group 1= will adhere; 2= will remain away for P2P accommodation rentals).

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4. RESULTS

This chapter presents the results of the questionnaire draw to investigate the research questions formulated. A total of 674 adults – 362 users and 312 non-users - completed the survey and because the research is targeting the motives (drivers) and the reasons to reject (barriers) to use P2P accommodation rentals, the characterization of the respondents was split according a key-question: "Did you use P2P accommodation rentals in the last two years?".

4.1. Users

Table 2: Characteristics of users' respondents

Gender:	N	%	Household size:	N	%
Female	128	35,4%	1	64	17,7%
Male	152	42,0%	2	67	18,5%
N/A	82	22,7%	3	60	16,6%
Age:	**N**	**%**	4	56	15,5%
24 years or younger	39	10,8%	5	21	5,8%
25–34 years	132	36,5%	6	6	1,7%
35–44 years	78	21,5%	7	2	0,6%
45–54 years	23	6,4%	N/A	86	23,8%
55–64 years	5	1,4%	**Children in household:**	**N**	**%**
65 years or older	3	0,8%	0	173	47,8%
N/A	82	22,7%	1	50	13,8%
Education:	**N**	**%**	2	35	9,7%
Less than High Scool	1	0,3%	3	14	3,9%
High School	42	11,6%	4	2	0,6%
Bachelor degree	135	37,3%	5	1	0,3%
Master's Degree	91	25,1%	N/A	87	24,0%
Doctoral Degree	9	2,5%	**Location:**	**N**	**%**
N/A	84	23,2%	Azores	3	0,8%
Income:	**N**	**%**	Aveiro	4	1,1%
Up to 10.000 EUR	35	9,7%	Braga	3	0,8%
+ 10.000 - 20.000 EUR	92	25,4%	Coimba	4	1,1%
+ 20.000 - 40.000 EUR	77	21,3%	Evora	2	0,6%
+40.000 -80.000 EUR	40	11,0%	Faro	6	1,7%
+ 80.000 EUR	13	3,6%	Leiria	3	0,8%
N/A	105	29,0%	Lisbon	187	51,7%
Marital status:	**N**	**%**	Madeira	6	1,7%
Single	150	41,4%	Porto	13	3,6%
Married	116	32,0%	Santarém	2	0,6%
Divorced	14	3,9%	Setúbal	17	4,7%
Widow	0	0,0%	Viana do Castelo	10	2,8%
N/A	82	22,7%	Vila Real	1	0,3%
Professional situation:	**N**	**%**	Viseu	4	1,1%
Student	27	7,5%	Other countries	13	3,6%
Student worker	21	5,8%	N/A	84	23,2%
Self-employed	78	21,5%			
Employed worker	141	39,0%			
Unemployed	7	1,9%			
Retired	5	1,4%			
N/A	83	22,9%			

A total of 362 adults residing mainly in Lisbon district completed the survey, 35,4% of them are female and 42% male. **Respondents are relatively young, with 36,5% of them between the ages of 25 and 34 years** and **21,5% between age of 35 and 44 years**. It is important to note that the majority of respondents are younger than the median national age of 44 (Pordata, 2017). About 62,4% respondents have an academic degree - bachelor or master. About 46,7% have an annual income in the range of 10.000 EUR and 40.000 EUR and 60,5 % are self-employed or employed. When it came to marital status, 41,4 % are single and 32% are married, the household size is between one and three members (52,8%) and most of them has no children (47,8%) or just one (13,8 %).

When it comes to **travel frequency of users of P2P accommodation rentals**, **85,6 % of the respondents have traveled in leisure** (domestic and international) more than two times a year in the past two years. About 40,3 % used between two or five times P2P accommodation rentals and 23,5 % used only once. 143 of respondents (39,5%) stated they have taken between three nights and a week and 18,5% only used at least one or two nights. Among the users, 40,6 % didn't travel in business in the past two years and 26,5% travelled more than three times a year. However, **only 18,22 % used P2P accommodation rentals in business travel** (see Table 3). These stats allow us to conclude that these platforms are mainly used for leisure purpose.

The P2P accommodation rentals that are used by Portuguese travelers are **Airbnb** (54%), **Housetrip** (17,4%) and **HomeAway** (13,3%). Booking although has one component of P2P accommodation rentals was not considered in the question because during the questionnaire test most of the respondents think that this study also considered hotels booking. However, when asked the respondents which were the first **P2P accommodation rentals that came out immediately to their minds, Airbnb comes first with a major 76,2 %** and Booking came second with 13,3 %. Airbnb is the top of mind brand of Portuguese travelers when came to P2P accommodation rentals.

Another interesting finding to take by analyzing this data is that **most of users of P2P accommodation rentals use another type of P2P platforms such as transports** (66,3%), **crowdfunding** (13%) or **domestic and professional services** (10,5%).

Table 3: Travel Frequency of users in the past 2 years

Leisure	N	%	Business	N	%
Travel Frequency (Domestic & International):			**Travel Frequency (Domestic & International):**		
None	11	3,0%	None	147	40,6%
Once a year	19	5,2%	Once a year	40	11,0%
2–3 times a year	107	29,6%	2–3 times a year	52	14,4%
More than 3 times a year	203	56,1%	More than 3 times a year	96	26,5%
N/A	22	6,1%	N/A	27	7,5%
How many times have used P2P accomodation rentals:			How many times have used P2P accomodation rentals:		
None	30	8,3%	None	111	30,7%
Once	85	23,5%	Once	22	6,1%
2-5 times	146	40,3%	2-5 times	2	0,6%
6-10 times	35	9,7%	6-10 times	34	9,4%
More than 10 times	18	5,0%	More than 10 times	8	2,2%
N/A	48	13,3%	N/A	185	51,1%
Length of stay using P2P accommodation rentals:			Length of stay using P2P accomodation rentals:		
1-2 nights	67	18,5%	1-2 nights	26	7,2%
3 nights-1 week	143	39,5%	3 nights-1 week	28	7,7%
1 week-2 weeks	34	9,4%	1 week-2 weeks	5	1,4%
More than 2 weeks	39	10,8%	More than 2 weeks	7	1,9%
N/A	79	21,8%	N/A	296	81,8%
P2P accommodation rental top of mind:			**Other P2P platforms use:**		
Airbnb	276	76,2%	None	82	22,7%
Booking	48	13,3%	Transports	240	66,3%
HomeAway	10	2,8%	Domestic and professional services	38	10,5%
Others	9	2,5%	Crowdfunding	47	13,0%
N/A	19	5,2%	Others	11	3,0%
P2P accommodation rentals use:					
Airbnb	289	54,0%			
HomeAway	71	13,3%			
9flats	36	6,7%			
HomeEscape	3	0,6%			
Housetrip	93	17,4%			
Roomorama	2	0,4%			
Travelmob	1	0,2%			
Others	40	7,5%			

4.2. Non-users

A total of 312 adults residing in Lisbon district completed the survey, but here the sample is more geographically dispersed, 40,1% of non-users are female and 40,1% male. Respondents are younger than users, with 29,8% of them above of 24 years and 19,2% between age of 24 and 34 years. **About 60,6% respondents have completed high school or has a bachelor degree**. About 40,3% has an annual income in the range of 10.000 EUR and 40.000 EUR and 36,5 % are self-employed and 23,7% students. When it came to marital status 51,6 % are single and 23,4 % are married, the household size is between three and four members (44,5%) and most of them has no children (42,6%) or just one (17,6 %).

Table 4: Characteristics of non-user's respondents

Gender:	N	%	Household size:	N	%
Female	125	40,1%	1	47	15,1%
Male	125	40,1%	2	44	14,1%
N/A	62	19,9%	3	70	22,4%
Age:	**N**	**%**	4	69	22,1%
24 years or younger	93	29,8%	5	12	3,8%
25–34 years	60	19,2%	6	3	1,0%
35–44 years	28	9,0%	N/A	67	21,5%
45–54 years	54	17,3%	**Children in household:**	**N**	**%**
55–64 years	11	3,5%	0	133	42,6%
65 years or older	3	1,0%	1	55	17,6%
N/A	63	20,2%	2	50	16,0%
Education:	**N**	**%**	3	4	1,3%
Less than High Scool	2	0,6%	4	1	0,3%
High School	86	27,6%	N/A	69	22,1%
Bachelor degree	103	33,0%	**Location:**	**N**	**%**
Master's Degree	49	15,7%	Azores	2	0,6%
Doctoral Degree	7	2,2%	Aveiro	1	0,3%
N/A	65	20,8%	Braga	6	1,9%
Income:	**N**	**%**	Castelo Branco	2	0,6%
Up to 10.000 EUR	49	15,7%	Faro	2	0,6%
+ 10.000 - 20.000 EUR	75	24,0%	Guarda	1	0,3%
+ 20.000 - 40.000 EUR	51	16,3%	Leiria	5	1,6%
+40.000 -80.000 EUR	13	4,2%	Lisbon	133	42,6%
+ 80.000 EUR	6	1,9%	Madeira	7	2,2%
N/A	118	37,8%	Porto	8	2,6%
Marital status:	**N**	**%**	Santarém	5	1,6%
Single	161	51,6%	Setúbal	26	8,3%
Married	73	23,4%	Viana do Castelo	33	10,6%
Divorced	13	4,2%	Viseu	11	3,5%
Widow	1	0,3%	Other countries	3	1,0%
N/A	64	20,5%	N/A	67	21,5%
Professional situation:	**N**	**%**			
Student	74	23,7%			
Student worker	21	6,7%			
Self-employed	28	9,0%			
Employed worker	114	36,5%			
Unemployed	9	2,9%			
Retired	2	0,6%			
N/A	64	20,5%			

4.3. Research questions

After the description of the users and non-users of P2P accommodation rentals we are in conditions to answer the research questions.

RQ1: What are the motives to Portuguese travelers use P2P accommodation rentals?

To touch on what are the main drivers to use P2P accommodation rentals we used a factor analysis, with extraction of factors using principal component analysis followed by varimax rotation. Due to low communalities, we had to remove six items expressed in Table 5.

Table 5: Low communalities (users)

AM4 - ... the property offers local amenities.
AM5 - ... the property offers practical materials during the stay.
AM6 - ... the property has equipment's (full kitchen, washer or dryer).
AM7 - ... the property has unusual characteristics (e.g.: accept animals).
TR1 - ... it's safe.
TR2 - ... i'm concerned about privacy.

The resulting factorial solution was valid. The Meyer–Olkin measure of sample adequacy (.879) and Bartlett's test of sphericity and Bartlett's test of sphericity ($\chi 2$ =4638,29, p<.001) indicate that the included variables have excellent characteristics in order to conduct the study (Table 7).

Table 6: KMO and Bartlett's Test (users)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,879
Bartlett's Test of Sphericity	Approx. Chi-Square	4638,268
	Df	351
	Sig.	,000

The principal component analysis of all the 27 variables shows us that each one has variance superior to 50% with seven factors explaining 75 % variance after rotation (Table 8).

Table 7: Communalities (users)

Communalities Extraction Method: Principal Component Analysis.	Initial	Extraction
EB1 - ... allows me to save money.	1,000	,779
EB2 - ... it's cheaper than staying at hotels.	1,000	,785
EB3 - ... makes lower my travel cost.	1,000	,738
AM1 - ... get more quality compared to the traditional offer.	1,000	,678
AM2 - ... makes me feel at home unlike the traditional offer.	1,000	,662
AM3 - ... the property is of high quality.	1,000	,717
SB1 - ... allows me to get insider tips on local attractions.	1,000	,734
SB2 - ... allows me to have a more meaningful experience.	1,000	,747
SB3 - ... allows me to develop social relationships.	1,000	,811
SB4 - ... help me connect with locals.	1,000	,837
SB5 - ... allows me to meet people.	1,000	,793
TR3 - ... i trust the host(s).	1,000	,538
TR4 - ... i trust the online platform to execute the transaction.	1,000	,785
TR5 - ... i trust the platform and know that it meets legal and regulatory issues.	1,000	,644
TR6 - ... have reputation mechanisms that help build trust between strangers	1,000	,679
CVN1 - ... it's close to transportation.	1,000	,719

Communalities (users): continuation

Communalities Extraction Method: Principal Component Analysis.	Initial	Extraction
CVN2 - ... it's close to restaurants.	1,000	,878
CVN3 - ... it's close to shops.	1,000	,778
CVN4 - ... it's close to tourist attractions.	1,000	,706
SUS1 - ... helps reduce the consumption of energy and other resources while traveling.	1,000	,697
SUS2 - ... allows me to a more socially responsible traveler.	1,000	,851
SUS3 - ... helps reduce the negative impacts of travel on the environment.	1,000	,819
SUS4 - ... is a more sustainable way of travel.	1,000	,793
EN1 - ... is fun.	1,000	,775
EN2 - ... is enjoyable.	1,000	,712
EN3 - ... is exciting.	1,000	,777
EN4 - ... is interesting.	1,000	,803

Table 8: Total Variance Explained (users)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	% cumulative	Total	% of Variance	Cumulative %
1	8,800	32,592	32,592	8,800	32,592	32,592	3,902	14,453	14,453
2	2,818	10,436	43,027	2,818	10,436	43,027	3,218	11,917	26,370
3	2,666	9,875	52,902	2,666	9,875	52,902	3,195	11,835	38,204
4	1,859	6,883	59,786	1,859	6,883	59,786	2,959	10,958	49,162
5	1,536	5,690	65,476	1,536	5,690	65,476	2,580	9,557	58,720
6	1,466	5,429	70,905	1,466	5,429	70,905	2,373	8,788	67,507
7	1,091	4,040	74,945	1,091	4,040	74,945	2,008	7,438	74,945

Extraction Method: Principal Component Analysis.

The rotated component matrix revealed seven dimensions. By looking at Table 9, we can see that: **Social Benefits** is Component 1 (SB1; SB4; SB3, SB2, SB5); **Convenience** is Component 2 (CVN2; CVN3; CVN1; CVN4); **Sustainability** is Component 3 (SUS3; SUS2; SUS4; SUS1); **Enjoyment** is Component 4 (EN1; EN4; EN3; EN2); **Trust** is Component 5 (TR4; TR6; T45; TR3); **Economic Benefits** is Component 6 (EB2; EB1; EB3) and **Amenities** is Component 7 (AM1; AM3; AM2). All these components were the drivers identified in the literature review. In the questionnaire, each motivation was unfolded on several questions that were coded according where they belonged (E.g.: Questions about social benefits were codified with SB1; SB2 and so on).

Table 9: Rotated Component Matrix for users (Rotation converged in 7 iterations)

	Component						
	1	2	3	4	5	6	7
SB1 - ... allows me to get insider tips on local attractions.	,837	-,006	,062	,140	,099	,001	,027
SB4 - ... help me connect with locals.	,836	,143	,189	,197	,139	-,008	,156
SB3 - ... allows me to develop social relationships.	,809	,068	,274	,245	,080	,050	,087
SB2 - ... allows me to have a more meaningful experience.	,794	,023	,131	,162	,090	,051	,250
SB5 - ... allows me to meet people.	,780	,102	,282	,235	,138	,058	,132
CVN2 - ... it's close to restaurants.	,096	,903	,185	,104	,012	,083	,028
CVN3 - ... it's close to shops.	,095	,851	,176	,082	-,020	,079	-,014
CVN1 - ... it's close to transportation.	,058	,821	,106	,111	,092	,049	,083
CVN4 - ... it's close to tourist attractions.	-,008	,811	,095	,134	,055	,056	,121
SUS3 - ... helps reduce the negative impacts of travel on the environment.	,215	,124	,852	,133	,043	,007	,108
SUS2 - ... allows me to a more socially responsible traveler.	,247	,197	,835	,174	,139	,037	,052
SUS4 - ... is a more sustainable way of travel.	,209	,139	,810	,168	,084	,084	,176
SUS1 - ... helps reduce the consumption of energy and other resources	,121	,194	,762	,186	,103	,116	-,074
EN1 - ... is fun.	,263	,121	,168	,802	,103	,048	,083
EN4 - ... is interesting.	,290	,144	,167	,796	,124	,031	,144
EN3 - ... is exciting.	,242	,122	,262	,787	,055	-,050	,104
EN2 - ... is enjoyable.	,146	,146	,115	,737	,210	,163	,208
TR4 - ... i trust the online platform to execute the transaction.	,095	-,098	,013	,093	,839	,201	,118
TR6 - ... have reputation mechanisms that help build trust between strangers	,073	,066	,046	,082	,798	,077	,132
TR5 - ... i trust the platform and know that it meets legal and regulatory issues.	,122	,009	,151	,178	,714	,230	,108
TR3 - ... i trust the host(s).	,206	,242	,178	,074	,589	-,035	,226
EB2 - ... it's cheaper than staying at hotels.	-,026	,024	,018	,066	,139	,869	,072
EB1 - ... allows me to save money.	-,026	,090	,038	,109	,213	,843	,030
EB3 - ... makes lower my travel cost.	,141	,132	,131	-,038	,052	,824	,008
AM1 - ... get more quality compared to the traditional offer.	,112	,014	,150	,066	,221	,054	,766
AM3 - ... the property is of high quality.	,237	,150	,011	,139	,275	-,112	,729
AM2 - ... makes me feel at home unlike the traditional offer.	,170	,077	,035	,262	,064	,174	,723

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

The next step was to measure the reliability of each factor. For this questionnaire, all the seven factors had good scores, indicating that the reliability of the scale used in this research are acceptable. The first factor comprises five items concerning "social benefits" and have excellent Cronbach alpha (.918). The second factor comprises four items concerning "convenience" and have good reliability (Alpha=.888). The third factor has four items concerning to "sustainability" also with good reliability (Alpha=.898). The forth factor has four items regarding "enjoyment" (Alpha=.892), the fifth is about "trust" (Alpha=.808) both with four items and good reliability. The sixth factor is about "economic benefits" with good Cronbach

alpha (.918) and the last one concerns "amenities" with acceptable reliability (Alpha=.733), both with three items. **So, all motives that were studied in literature review are valid to explain the drivers for Portuguese travelers to use P2P accommodation rentals.**

After this analysis, we are in a condition to state that the use **P2P accommodation among respondents is driven by the social benefits,** which is consistent with Böckmann (2013), Botsman (2013) and Owyang (2014) suggestion on the social drivers of sharing economy (see Figure 3). This means that Portuguese travelers want to get to know, interact, and connect with local communities in a more meaningful way, to experience tourism destinations as a local, and to contribute to residents. This component accounts for 14,45% of the variability in all seven motives. The second factor suggests that users want to get **more convenience as possible**, for them staying close to tourist attractions, transports, restaurants and shops are important. Interesting to find that Portuguese users **worry about sustainability questions** with this factor emerging in third place, also consistent with Botsman and Rogers (2010a) and Botsman (2013) suggesting that people want to make better use of resources. **Enjoyment** comes out in fourth. **These four motives explain 49,16% of variance, remembering that all are intrinsic motivations. Trust** comes out in fifth place, **economic benefits** in sixth place and **amenities** found in the accommodation comes out in the last place. **These last three motives concern intrinsic motivations, explaining 25,78% of the variance.** Together, both intrinsic and extrinsic motivation, explain as mentioned before 74,94% of the variance.

RQ2: What are the motives to avoid these platforms?

To answer this question, it's important to first understand the experience with P2P accommodation rentals of non-users. Watching table below we can see that 23,08% of 312 non-users never heard about these platforms, an impressive number of 51,28% have heard but never visited one and 23,4% never paid for the service.

Table 10: Experience with P2P accommodation rentals of non-users

	N	%
Never heard of	72	23,08%
I've heard of it but never visited one.	160	51,28%
I've been on one or more platforms, but I've never paid for the service.	73	23,40%
N/A	7	2,24%

To the non-users that heard about these platforms and to touch on what are the main barriers to use P2P accommodation rentals was used the same method as above to users - a factor analysis, with extraction of the factors using principal component analysis followed by varimax rotation. The factor analysis showed a valid (KMO=0,807, Bartlett's test of sphericity $\chi 2$ =868,920, p <.001) four-factor solution explaining 69.6% of variance after rotation (see table 13). We removed one item (i.e. "don´t obey legal and regulatory issues) due to poor communality.

Table 11: KMO and Bartlett's Test (non-users)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,807
Bartlett's Test of Sphericity	Approx. Chi-Square	868,920
	Df	91
	Sig.	,000

Table 12: Communalities (non-users)

Communalities Extraction Method: Principal Component Analysis.	Initial	Extraction
NEB1- ... doesn't allow me to save money.	1,000	,700
NEB2- ... it's more expensive than staying at hotels.	1,000	,814
NEB3 - ...makes my travel cost expensive.	1,000	,774
NAM2 - ...i received less quality compared to the traditional offer.	1,000	,645
NTR1 - ... it's not safe.	1,000	,704
NTR4 - ... concerned about privacy.	1,000	,759
NTR2 - ... don't trust host(s).	1,000	,625
NTR3 - ... don't trust the online platform to execute the transaction.	1,000	,681
NTR5 - ... don't know how they work.	1,000	,643
NTR6 - ... don't have have reputation mechanisms that help build trust between strangers.	1,000	,652
NAM1 - ... the property does not offer the same amenities as the tradicional offer.	1,000	,732
NSUS1 - ... it's not the most sustainable way to travel.	1,000	,664
NCVN1 - ... in terms of convenience/location is not the better option.	1,000	,750
NEN1 - ... it's not enjoyable.	1,000	,607

The rotated component matrix revealed four dimensions however, seven dimensions were analyzed in this dissertation. By looking at Table 14, we can see that: **Trust** is Component 1 (NTR5; NTR3; NTR2; NTR6); **Economic Benefits** is Component 2 (NEB2; NEB3; NEB1). Component 3 mixes two items concerning amenities and two other concerning trust. Judging on its specific nature, we reason this factor concerns quality, privacy and safety issues, therefore focuses on **Quality** (NAM2; NTR1; NTR4; NAM1).

The last Component is focused on convenience, sustainability and enjoyment. It is a mixed factor which common denominator seems to be more on the distal nature of these indicators to someone who has never used such service, then in any common semantic category. Therefore, we will name it "**Proxies of hear-saying**" to Component 4.

The first factor comprises four items concerning "trust" and has a good Cronbach alpha (.805). The second factor comprises three items concerning "economic benefits" and has good reliability (Alpha=.842). The third factor mixes two items concerning amenities and two other concerning trust also has an acceptable factor (Alpha = .760). The last factor "proxies of hear-saying" is reliable too (alpha=.738).

Table 13: Total Variance Explained (non-users)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	% cumulative	Total	% of Variance	Cumulative %
1	5,011	35,796	35,796	5,011	35,796	35,796	2,866	20,469	20,469
2	1,976	14,115	49,911	1,976	14,115	49,911	2,384	17,028	37,497
3	1,525	10,894	60,804	1,525	10,894	60,804	2,299	16,421	53,919
4	1,237	8,834	69,639	1,237	8,834	69,639	2,201	15,720	69,639

Table 14: Rotated Component Matrix for non-users (Rotation converged in 4 iterations)

	Component			
	1	2	3	4
NTR5 - ... don't know how they work.	,794	,060	,001	,090
NTR3 - ... don't trust the online platform to execute the transaction.	,770	,069	,056	,284
NTR2 - ... don't trust host(s).	,742	,089	,238	,101
NTR6 - ... don't have reputation mechanisms that help build trust between strangers.	,708	-,001	,372	,107
NEB2- ... it's more expensive than staying at hotels.	,059	,897	,048	,054
NEB3 - ...makes my travel cost expensive.	-,002	,847	,211	,110
NEB1- ... doesn't allow me to save money.	,150	,807	,097	,129
NAM2 - ...i received less quality compared to the traditional offer.	,012	,162	,755	,221
NTR4 - ... concerned about privacy.	,459	,214	,707	,047
NTR1 - ... it's not safe.	,431	,191	,693	-,028
NAM1 - ... the property does not offer the same amenities as the traditional offer.	,016	-,122	,601	,597
NCVN1 - ... in terms of convenience/location is not the better option.	,310	,101	-,053	,801
NSUS1 - ... it's not the most sustainable way to travel.	,046	,127	,111	,796
NEN1 - ... it's not enjoyable.	,262	,209	,344	,613

After these analyses, we are in a condition to state that the reasons to avoid **P2P accommodation among respondents is driven by distrust** towards the hosts, the online platform used to communicate and execute money transactions, reputation mechanics and missing information about those platforms work, which is consistent with the issue raised by Tussyadiah and Pesonen (2016). **The second barrier is about costs**, travelers chose not to use P2P accommodation because it did not generate sufficient cost savings to be considered valuable. This is consistent with the previous literature on commercial sharing systems suggesting that consumers will only participate if the benefits outweigh the effort of collaborative consumption (Lamberton & Rose, 2012). **The third barrier is concerned about quality** of the accommodation regarding questions of amenities, privacy, and safety. These three reasons explain 54% of the variance and are **all connected to extrinsic motivations.**

Another finding that exists is, a **significant part of the respondents that doesn't know P2P accommodations rentals, unveiling that companies need to work their brand awareness.** Another significant insight is that 51,28% (Table 10) **never established an affective relationship with these platforms because they have never been to one and so never tried. Companies should act to break these barriers mentioned previously to gain more users/customers.**

RQ3: Which differences are between users and non-users regarding future intention?

To help us clarify the question we made a characterization of the sample according to utilization of P2P accommodation rentals in the past two years and future intention of use.

The **users** that state their intention to continue using were named the **"Likelihood"** and those whose intention is to discontinue using were named the **"Disappointed"**. The **non-users** that state their intention to use P2P accommodation rentals in the future were named "**Prospects**" and those who didn't, named **"Unlikelihood"** (Figure 13).

Regarding to **users**, we will compare what are the major drivers of **"Likelihood"** and **"Disappointed".**

Figure 13: Sample characterization according the use and future intention of P2P accommodation rentals
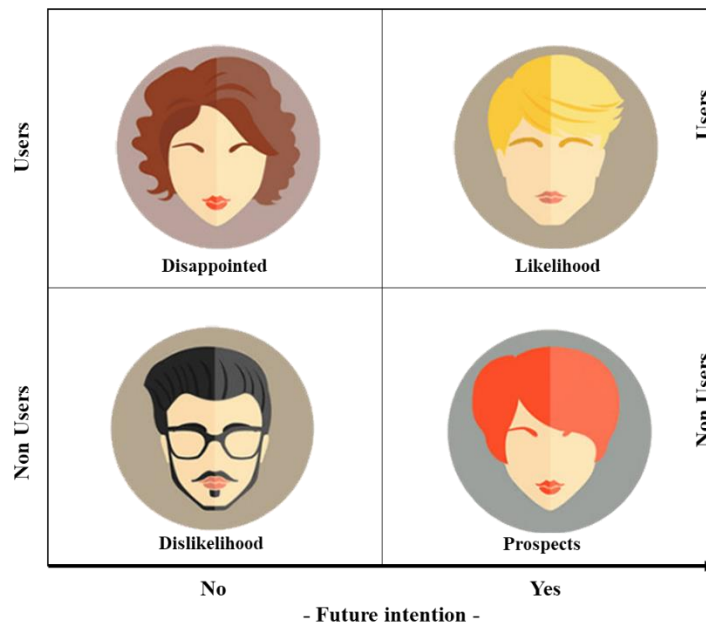
Source: Author's elaboration.

Table 15: Descriptive statistics of "Likelihood"

	N	Minimum	Maximum	Mean	Std. Deviation
Costs_users	269	1,00	5,00	3,8736	,76548
Trust_users	270	1,00	5,00	3,8667	,62387
Enjoyment_users	272	1,00	5,00	3,5395	,76781
Sustainability_users	269	1,00	5,00	3,0641	,86755
SocialBenefits_users	272	1,00	5,00	3,5772	,85868
Convenience_users	269	1,00	5,00	3,1413	,74877
Amenities_users	268	1,00	5,00	3,3993	,70031
Valid N (listwise)	257				

In the future, you will be continuing using P2P accommodation rentals? - Yes

Table 16: Descriptive statistics of "Disappointed"

	N	Minimum	Maximum	Mean	Std. Deviation
Costs_users	3	1,00	4,00	2,8889	1,64429
Trust_users	3	1,25	4,00	2,5000	1,39194
Enjoyment_users	3	2,00	3,75	2,9167	,87797
Sustainability_users	3	1,75	2,00	1,9167	,14434
SocialBenefits_users	3	1,00	3,60	2,6000	1,40000
Convenience_users	3	2,00	4,00	3,0000	1,00000
Amenities_users	3	1,00	3,67	2,3333	1,33333
Valid N (listwise)	3				

In the future, you will be continuing using P2P accommodation rentals? – No

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Table 17: ANOVA for users "Likelihood" and "Disappointed"

		Sum of Squares	df	Mean Square	F	Sig.
Costs_users	Between groups	2,877	1	2,877	4,782	,030
	Within groups	162,443	270	,602		
	Total	165,320	271			
Trust_users	Between groups	5,542	1	5,542	13,832	,000
	Within groups	108,575	271	,401		
	Total	114,117	272			
Enjoyment_users	Between groups	1,151	1	1,151	1,948	,164
	Within groups	161,304	273	,591		
	Total	162,455	274			
Sustainability_users	Between groups	3,906	1	3,906	5,228	,023
	Within groups	201,748	270	,747		
	Total	205,654	271			
SocialBenefits_users	Between groups	2,834	1	2,834	3,797	,052
	Within groups	203,739	273	,746		
	Total	206,572	274			
Convenience_users	Between groups	,059	1	,059	,105	,746
	Within groups	152,257	270	,564		
	Total	152,316	271			
Amenities_users	Between groups	3,371	1	3,371	6,742	,010
	Within groups	134,502	269	,500		
	Total	137,873	270			

There is no statistically significant difference between "Likelihood" and "Disappointed" concerning to the drivers' **enjoyment** ($p = .164$), **social benefits** ($p = .052$) and **convenience** ($p = .746$), regarding that are all intrinsic motivations.

However, **there is a statistically significant difference** in terms of **costs**, "believers" has a mean (3.87) superior to "disappointed" (2,89) with a test ($F_{(1, 270)} = 4.782$, $p < .05$). Concerning to **trust**, "believers" has a mean (3.87) also superior to "disappointed" (2,50) with ($F_{(1, 271)} = 13,832$, $p < .05$). In **sustainability questions**, occurs the same situation "Likelihood" has a mean (3,06) superior to "Disappointed" (1,92) with ($F_{(1, 270)} = 5,228$, $p < .05$) and with **amenities** with ($F_{(1, 269)} = 6,742$, $p < .05$).

These findings allow to understand that **the reasons that "Disappointed" will not use P2P accommodation rentals in the future is regarding essentially extrinsic motivations** – costs, trust and amenities. They think won't handle money safely, probably had problems concerning

to trust or amenities. The sustainability concerns are what is more different between groups, suggesting that "Disappointed" don't think it is relevant. On the other hand, we have "Likelihood", and as the name suggests, they are users that are loyal and find all the motives important. Both agree that the experience that these platforms allows is relevant.

Regarding to **non-users**, we will compare what are the major drivers of "Prospects" and "Unlikelihood".

Table 18: Descriptive statistics of "Prospects"

	N	Minimum	Maximum	Mean	Std. Deviation
Distrust_nonuser	104	1,00	4,25	2,8269	,83759
Cost_nonusers	100	1,00	5,00	2,4233	,82587
Quality_nonusers	102	1,00	4,50	2,9804	,85862
Proxies_nonusers	102	1,00	4,67	2,4673	,71332
Valid N (listwise)	95				

In the future, you plan using P2P accommodation rentals? - Yes

Table 19: Descriptive statistics of "Unlikelihood"

	N	Minimum	Maximum	Mean	Std. Deviation
Distrust_nonuser	50	1,00	4,75	3,1250	,84704
Cost_nonusers	51	1,00	5,00	2,8105	,98264
Quality_nonusers	52	2,00	5,00	3,6635	,65283
Proxies_nonusers	49	1,00	5,00	3,0272	,75411
Valid N (listwise)	46				

In the future, you plan using P2P accommodation rentals? – No

ANOVA showed that there is a **statistically significant difference between "Prospects" and "Unlikelihood" in all drivers.** Namely, that the "Unlikelihood" report higher level of **distrust** in the P2P accommodation rentals than "Prospects" with ($F_{(1, 152)} = 4.245$, $p < .05$). Specifically, "Unlikelihood" average 3.15 while "Prospects" average 2.83. Concerning to **costs**, "Unlikelihood" has a mean inferior (2,81) to "Prospects" (2,43) with ($F_{(1, 149)} = 6,513$, $p < .05$). The **quality** also reports a discrepancy between both, remembering that relates to amenities, privacy, and safety. Here, who intended to use these platforms in the future – the "Prospects" – has an inferior mean (2,98) than "Unlikelihood" (3,66) with ($F_{(1, 152)} = 23,392$, $p < .05$). Regarding that the statements in the questions were expressed in a negative way, so the interpretation of the means are the opposite to the drivers.

Table 20: ANOVA for non-users "Prospects" and "Unlikelihood"

		Sum of Squares	df	Mean Square	F	Sig.
Distrust_nonuser	Between groups	3,000	1	3,000	4,245	,041
	Within groups	107,416	152	,707		
	Total	110,416	153			
Cost_nonusers	Between groups	5,062	1	5,062	6,513	,012
	Within groups	115,802	149	,777		
	Total	120,864	150			
Quality_nonusers	Between groups	16,070	1	16,070	25,392	,000
	Within groups	96,196	152	,633		
	Total	112,266	153			
Proxies_nonusers	Between groups	10,376	1	10,376	19,647	,000
	Within groups	78,688	149	,528		
	Total	89,064	150			

These findings allows us to understand that the reasons that "Unlikelihood" will not use P2P accommodation rentals in the future is regarding essentially intrinsic motivations – lack of trust, costs and quality, which is the opposite of the "Prospects". The intrinsic motivations cannot be measured in a concise way because we are focused on non-users – persons that never tried these platforms and probably based the opinions of what others said – these were named "Proxies".

5. CONCLUSION AND RECOMMENDATIONS

The P2P accommodation rentals are gaining traction in the hospitality marketplace, and Portuguese travelers are increasingly choosing them, though there was a significant quantity that knew these platforms, but had never been to one or didn't pay for the service. As mentioned before this new type of accommodation is boosted by new technologies so it is normal that they don't reach everyone. Rogers (2003), argued in his diffusion of innovation theory that the passage of time is necessary for innovations to be adopted, they are rarely adopted instantaneously. Probably the diffusion of P2P accommodation rentals will take more time to reach a group of consumers who are typically in the late majority and/or laggards.

The results suggest **that P2P accommodation rentals attracted most of all millennials**, highly educated that travel often in leisure and live in urban areas and who are self-employed or employees. This insight is consistent with the Eurobarometer done in 2016 and Airbnb study (Airbnb, 2016a). The platform on the top of the mind for Portuguese travelers is Airbnb although they use others: Housetrip and HomeAway. The users are conscious about these new business models, using other kind of platforms such as transport (e.g. Blablacar, Uber, Cabify, eCooltra) or crowdfunding (e.g. Indiegogo, Kickstarter, PPL, Seedrs).

Drawing from this research we can state that the **motivations for Portuguese travelers to use P2P accommodation rentals are: social benefits, convenience, sustainability, enjoyment, trust, costs and amenities.** Those motivations are connected to intrinsic motives – the value of the experience – and extrinsic motives – the performance of the platforms. As said before**, to change attitudes we must understand what drives the users.**

From the seven motives to use P2P accommodation rentals, **social benefits** come first which indicates that **Portuguese travelers value social interactions with locals and hosts, knowing people, experience tourism destinations like locals and cultural exchange.** They want to be able to find more ways to contribute to the communities where they stay as a guest and meet new people (Botsman, 2013). Tussyadiah and Pesonen (2016) found that these motives are also the major driver of American and Finnish traveler's. This supports Hamari *et al*. (2015) suggestion, stating that P2P accommodation rentals provides access to MacCannell's (1973) concept of "back regions", offering tourists with authentic and immersive experiences and intimacy relationships. **P2P accommodation rentals provides tourists with hospitality that**

they cannot receive from hotels and other accommodation traditional offers. It is more authentic, hence, valuable (Tussyadiah and Pesonen, 2016). Möhlmann (2015) argued that social benefits and community belonging would positively influence the likelihood of choosing a sharing option again so **this motive is a plus to track in the industry.**

When talking about convenience this study focused on **location advantages** in terms of proximity to points of interest and transportation. **Portuguese travelers want short walking distances to restaurants, shops, tourist attractions as well as near transports.** This motive is the second motivation for Portuguese travelers choose a P2P accommodation rental and since this is one of the **top criteria while choosing a hotel** (Karlsson and Dolnicar, 2016) **it is unsurprising that location appear to be a major advantage.** However, Tussyadiah (2016) mentioned that locational benefits is insignificant in intention behavior, but in this study the insight is opposite.

This study reinforces the conclusions taken by Hamari *et al.* (2013) and Möhlmann (2015) that mentioned that **sustainability** is a key determinant of intention of sharing and is the opposite taken by Tussyadiah (2016) that mentioned travelers don't choose P2P accommodation rentals for environmental reasons. Here, **Portuguese travelers think that by using P2P rental accommodations they will be more sustainable** and reinforces the theory that alternative forms of green, ethical or sustainable consumption is becoming increasingly important (Albinsson and Perera, 2012).

Portuguese travelers also value the enjoyment inherent within using a P2P accommodation rental. For Tussyadiah (2016) this serves as the strongest link to intention and satisfaction on P2P platforms and is an important factor also in other sharing-related activities (Hamari *et al.*, 2015). It is an unsurprising finding because of the major importance that users have given to social benefits and all the experience inherent within choosing this option.

The use of P2P accommodation rentals is driven also with **trust.** This means that **Portuguese users trust in the platforms to do the money transaction, they agree the reputation mechanisms are important to establish trust between strangers (host-guest) and think that these services obey the legal issues.** These findings are aligned with the literature (Botsman and Rogers, 2010a; Belloti *et al.*, 2015; Guttentag, 2015; Möhlmann, 2015; Tussyadiah, 2016; Tussyadiah and Pesonen, 2016). This motive is important **because trust is as an essential**

determinant of the intention of use (Möhlmann, 2015) and lack of trust is a huge barrier as we can see below.

As suggested in the literature and the media, P2P accommodation rentals appeal to consumers as a low-cost alternative to the conventional accommodation services (Botsman and Rogers, 2010a; Belloti *et al*., 2015; Guttentag, 2015; Lamberton and Rose, 2012; Möhlmann, 2015; Tussyadiah, 2015, 2016; Tussyadiah and Pesonen, 2016). Portuguese **users use P2P accommodation rentals because they believe is cheaper than staying in a hotel, allowing users to save money by lowering their travel cost.**

Portuguese travelers also think that **amenities offered by the property are significant.** Guests seek economic rewards from staying in a property with high-quality amenities (Tussyadiah, 2016).

This study demonstrates that all these seven motivations are relevant for Portuguese travelers for choosing P2P accommodation rentals. However, their attitude to use these platforms **realigning on more on intrinsic motivations (social benefits, social benefits, convenience, sustainability, enjoyment) than extrinsic motivations (trust, economic benefits).** Remembering that intrinsic motivations explained 49,16% of variance and intrinsic motivations 25,78%. Portuguese travelers want an enjoyable immersive experience with the best convenience, are concerned about the sustainability questions, however with best cost. In other words, based on subjective cost benefit analysis and comparison of alternatives, **Portuguese travelers choose the relationship that maximizes their benefits**, which confirms SET theory.

P2P accommodation rentals do not appeal to everyone. Some travelers want to stay in traditional accommodation. The non-users of the study are younger than the users, with a low income, lower in classifications and more dispersed from urban areas. Following the motivations that were focused upon, we can state that the barriers of using the P2P accommodation rentals are: **lack trust, costs and quality. All these are inherent to the performance of the platforms, so the main motivations to avoid these platforms are extrinsic where it is normal if we considered that the non-users never used the service.** Another important finding is the lack of knowledge of these platforms and how they operate, remembering that 23,08% of 312 non-users never heard about them, an 51,28% have heard but never visited and 23,4% never paid for the service.

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The **major barrier is the lack of trust**, which includes distrust towards the host and technology (i.e. mistrust between strangers, concerns of safety and privacy). This **finding is aligned with the previous literature suggesting consumers' concerns regarding safety and security** with tourism and hospitality services involving online transactions and payment (Tussyadiah and Pesonen, 2016). Tussyadiah (2016) find that significant negative correlation between trust factors and future intention that makes trust between strangers and towards online platform a substantial obstacle in collaborative consumption. **And non-users when asked if they will use these platforms the major it said no probably because of the reasons mentioned before.** This factor is significantly correlated with the fact that there are a significant number of consumers having limited knowledge about (or are unaware of) this alternative accommodation.

We can conclude that the drivers of using **P2P accommodation rentals are more connected to intrinsic motivations and barriers to extrinsic motivations.** To change the attitudes, P2P accommodation rentals and hotel industry need to look and work towards the Portuguese traveler's motivations and try to figure how they can increase value to his users/guests or capture new customers. Remembering that "Disappointed" will not use P2P accommodation rentals in the future because of performance questions (costs, trust and quality) which is consistent to the barriers identified in the second research question and the "Prospects" showed more trust to use them in the future. The "Likelihood" will continue to use and "Unlikelihood" won't even give it a chance.

Based on these findings, several marketing and managerial implications for P2P accommodation rentals can be suggested in order to and change attitudes such as:

– **Increase awareness and familiarity by highlighting the aspects of community with this business model among consumers**. Since P2P accommodation services are built around social network platforms and social benefits is a major drive, P2P accommodation rentals companies can take advantage of social media to educate consumers about their services. This can be done by distributing organic and paid content (e.g. social media advertising) as well as encouraging and users to share their experiences with their social networks (Tussyadiah and Pesonen, 2016).

– **Establish partnerships with others P2P services**, another finding in this study is that users of P2P accommodation rentals also use other P2P services. Partnerships with transportation platforms (e.g. Über, Cabify) can enrich the experience of users.

- **Focus on developing platforms that increase trust among users** (e.g. with the inclusion of reputation scoring or other regulatory measures that work towards consumer protection) as well as increase users' trust on the web and mobile platforms: providing safe and secure transactions and data protection. Remembering that this is as an essential determinant of the intention of use and to help them they can use the methodology D.R.E.A.M.S. develop by Mazzella *et al.* (2016) described above on literature review.

- Cost is an important motivating factor, it is critical for P2P accommodation rental businesses **to convey the economic benefits to the consumers by emphasizing this competitive edge.** Particularly, the economic appeal should be targeted to younger demographics that appear to be the non-users.

On the hand, in response to this sprouting business model, hotels and other accommodation businesses need to rethink their strategies to stay competitive and avoid direct competition with these platforms. **Rather than risk cannibalization of existing brands or facing established competitors, offering a differentiated product within the sharing economy represents an opportunity** (Richard and Cleveland, 2015). Some solutions can be:

- **Increase personal interactions between guests and staff and/or introduce unique experiences in addition to their core services**. `Airbnb Experience´ is a good example of immersive experiences. Additionally, hospitality industry should also take advantage of their loyalty programmer (if have one) by building a community among club member. This way, the industry could offer added values that appeal to consumers' sense of community that is the major motive to use P2P accommodation rentals.

- **Creating their own platforms/marketplaces**: Choice Hotels, like mentioned before, created a vacation rental platform. Here, unlike the typical P2P accommodation rentals, guests won't interact with Choice directly, but with the vacation rental companies that they've partnered with.

- **Buying, investing or integrating competition into their business model platforms** such as the Avis Group that acquire the car sharing company Zipcar (Gelles, 2013). AccorHotels took a 30 percent equity share in Oasis Collections (a P2P accommodation rental platform that offers a "home meets hotel" solution) in 2016 (Accor Hotels, 2016) and months later, purchased luxury rental platform Onefinestay that previously had been invested by Hyatt hotels group (TechCrunch, 2016). These probably unveil that the strategy for some hotels to compete with P2P accommodation rentals can be entry into sharing economy.

– An alternative solution is **offering branded P2P rentals embedded within an existing platform** (e.g. Airbnb, Homestay or Wimdu). This alternative raises additional branding considerations related to co-branding that would need to be explored further. For example, co-branding adds an additional brand to the relationship between the core brand and the consumer, which could negatively impact brand equity as it dilutes the various connotations of the brand with new connections (Sigala, 2014; Richard and Cleveland, 2016). In addition to branding considerations, offering branded products via a third-party platform would be disadvantageous to hotel chains' ability to control the product and protect revenues, similar to the rise of online travel agents (Starkov, 2003).

6. LIMITATIONS AND FUTURE RESEARCH

This dissertation has some limitations, first this theme is very recent and there is not a lot of literature about the drivers and the barriers to use peer-to-peer accommodation rentals and in Portugal no scientific study was found. Second, when using a non-random sampling method – for time saving and money constraints – it is not possible to make generalizations from the sample to the population being studied.

To improve the value of this study it would be interesting to gather some qualitative data by completing a focus group with users and another with non-users. Besides that, it would be useful to do some interviews to P2P accommodation rentals managers and try to figure out what they think are the main drivers and barriers and compare with the actual results. However, Airbnb Portugal didn't show available.

The last limitation was concerned with the construction of the questionnaire. A construction forcing every respondent to complete a Likert Scale with six options maybe fails to measure the true attitudes and motivations of respondents. Also, it is not unlikely that people answers will be influenced by previous questions, or will heavily concentrate on one response side (agree/disagree). Frequently, people avoid choosing the "extremes" options on the scale, because of the negative implications involved with "extremists", even if an extreme choice would be the most accurate.

Future studies should explore the contribution of the different motivational factors on guests' satisfaction, attitude, intention, and behavior (Tussyadiah and Pesonen, 2016). Thus, how do these factors compare with those that are the most important when selecting a hotel (Guttentag, 2015). Also, it would be interesting to study what providers (hosts) of these services think are the drivers and barriers of users (guests) and compare the results. Due to the growth in Lisbon's tourism, it would be very interesting to estimate the impact of P2P accommodations rentals on the city hotel industry (Zervas *et al.*, 2016). For instance, how are these platforms impacting the occupancy levels and room rates?

For future research, it would be helpful too, to estimate users' loyalty to the P2P accommodation rentals much like tourists exhibit loyalty towards different hotel brands

(Guttentag, 2015). Likewise, how do positive or negative experiences with these platforms impact potential brand loyalty.

This study represents a first step into understanding what drives or hinder Portuguese travelers to use P2P accommodation rentals, but since this is a growing trend there is a lack of studies that can be addressed and the results of this dissertation should open a pathway for further research in the area.

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Appendix 1: Questionnaire construction

Q	Label	Item and Answer Options / Scale	Adapted from
1	**Attitude**	**Did you use P2P accommodation rentals in the last two years?** → Yes – Go to Q2 → No – Go to Q20	Own
2		**Which P2P accommodation rental immediately comes to your mind?**	Own
3		**Which of the following P2P accommodation rentals do you know?** → Airbnb → HomeAway → TripAdvisor → Roomorama → Booking → 9flats → Travelmob → HomeEscape → Wimdu → Outra. Qual?	Own
4		**Which of the following P2P accommodation rentals do you use in the last two years:** → Airbnb → HomeAway → TripAdvisor → Roomorama → Booking → 9flats → Travelmob → HomeEscape → Wimdu → Outra. Qual?	Own

5	**Travel Frequency**	**Travel frequency (Domestic & International) on leisure (in the past 2 years):** → None – Go to Q8 → Once a year → 2-3 times a year → More than 3 times a year	Tussyadiah and Pesonen (2016)
6	**Travel Frequency**	**How many times used P2P accommodation rentals on leisure (in the past 2 years):** → None – Go to Q8 → Once → 2-5 times → 6-10 times → More than 10 times	Tussyadiah and Pesonen (2016)
7	**Travel Frequency**	**Length of stay using P2P accommodation rentals on leisure (in the past 2 years):** → 1-2 nights → 3 nights-1 week → 1 week-2weeks → More than 2 weeks	Tussyadiah and Pesonen (2016)
8	**Travel Frequency**	**Travel frequency (Domestic & International) on business (in the past 2 years):** → None – Go to Q11 → Once a year → 2-3 times a year → More than 3 times a year	Tussyadiah and Pesonen (2016)
9	**Travel Frequency**	**How many times used P2P accommodation rentals on business (in the past 2 years):** → None – Go to Q11 → Once → 2-5 times → 6-10 times → More than 10 times	Tussyadiah and Pesonen (2016)
10	**Travel Frequency**	**Length of stay using P2P accommodation rentals on business (in the past 2 years):** → 1-2 nights → 3 nights-1 week → 1 week-2weeks → More than 2 weeks	Tussyadiah and Pesonen (2016)

11		**Other P2P platforms use:** → Transports (E.g.: Blablacar, Uber, Cabify, eCooltra) → Domestic and professional services (E.g.: Book in Loop, Fiveer, Studiotime, Zaask) → Crowdfunding (E.g.: Indiegogo, Kickstarter, PPL, Seedrs) → None → Others	Tussyadiah and Pesonen (2016)
12	**Economic benefits motivations**	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... allows me to save money. → ... it's cheaper than staying at hotels. → ... makes lower my travel cost.	Tussyadiah and Pesonen (2016) Tussyadiah (2016)
13	**Amenities motivations**	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → … get more quality compared to the traditional offer. → … makes me feel at home unlike the traditional offer. → ... the property is of high quality. → ... the property offers local amenities. → … the property offers practical materials during the stay. → … the property has equipment's (full kitchen, washer or dryer). → … the property has unusual characteristics (e.g.: accept animals).	Tussyadiah (2016) Guttentag (2015)
14	**Social motivations**	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... allows me to get insider tips on local attractions. → ... allows me to have a more meaningful experience. → ... allows me to develop social relationships. → ... help me connect with locals. → ... allows me to meet people.	Tussyadiah (2016)
15	**Trust motivations**	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... it's safe. → ... i'm concerned about privacy. → ... i trust the host(s). → ... i trust the online platform to execute the transaction. → ... i trust the platform and know that it meets legal and regulatory issues. → ... have reputation mechanisms that help build trust between strangers.	Tussyadiah and Pesonen (2016)

16	Convenience motivations	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... it's close to transportation. → ... it's close to restaurants. → ... it's close to shops. → ... it's close to tourist attractions.	Tussyadiah (2016)
17	Sustainability motivations	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... helps reduce the consumption of energy and other resources while traveling. → ... allows me to a more socially responsible traveler. → ... helps reduce the negative impacts of travel on the environment. → ... is a more sustainable way of travel.	Tussyadiah (2016) Tussyadiah and Pesone (2016) Hamari *et al.* (2015)
18	Enjoyment motivations	**I stay at a P2P accommodation rentals because…(1 to 6 numerical scale)** → ... is fun. → ... is enjoyable. → ... is exciting. → ... is interesting.	Hamari *et al.* (2015) Tussyadiah (2016)
19	Future Intention	**In the future, you will be continuing using P2P accommodation rentals?** → ...Yes – Go to Q25 → ... No – Go to Q25	Own
20	Atitude	**Which of the following matches your experience regarding this type of platforms?** → Never heard of – Go to Q24 → I've heard of it but never visited one – Go to Q21 → I've been on one or more platforms, but I've never paid for the service. - Go to Q21	Own
21	Economic Motivations	**I don't stay at a P2P accommodation because …....(1 to 6 numerical scale)** → ... doesn't allow me to save money. → ... it's more expensive than staying at hotels. → ... makes my travel cost expensive.	Tussyadiah and Pesonen (2016)
22	Distrust Motivations	**I don't stay at a P2P accommodation because …....(1 to 6 numerical scale)** → ... it's not safe. → ... concerned about privacy. → ... don't trust host(s). → ... don't trust the online platform to execute the transaction. → ... don´t obey legal and regulatory issues. → ... don't know how they work.	Tussyadiah and Pesonen (2016)

		→ ... don't have reputation mechanisms that help build trust between strangers.	
23	**Convenience Enjoyment Sustainability Social Benefits Motivations**	**I don't stay at a P2P accommodation because… (1 to 6 numerical scale)** → ... i received less quality compared to the traditional offer. → ... the property does not offer the same amenities as the traditional offer → ... it's not the most sustainable way to travel. → ... in terms of convenience/location is not the better option. → ... it's not enjoyable.	Tussyadiah and Pesonen (2016)
24	**Future intention**	**In the future, you will use P2P accommodation rentals?** → Yes – Go to Q2 → No – Go to Q20	Tussyadiah (2016)
Socio demographics			
25	**Gender**	**Gender:** → Female → Male	
26	**Age**	**Year of birth:**	
27	**Marital Status**	**Marital status:** → Single → Married → Divorced → Widom	
28	**Job**	**Professional situation:** → Student → Student worker → Self-employed → Employed → Retired	
29	**Education**	**Education:** → Less than High School → High School → Bachelor degree → Masters degree → Doctor degree	

Q30		Location:	
Q31	Household size	Household size:	
Q32	Children in houseldold	Children in household:	
Q34	Income	Income: → Up to 10.000 EUR → + 10.000 - 20.000 EUR → + 20.000 - 40.000 EUR → +40.000 -80.000 EUR → + 80.000 EUR	

Appendix 2: Questionnaire

ISCTE ⬦ INSTITUTO UNIVERSITÁRIO DE LISBOA

DRIVERS E BARREIRAS NA UTILIZAÇÃO DE PLATAFORMAS DE ALOJAMENTO COLABORATIVAS

Este questionário pretende identificar quais são as principais razões que levam o consumidor português a utilizar as plataformas de alojamento colaborativas, conhecidas como p2p (peer to peer), e quais são as principais barreiras à sua utilização. O tempo estimado para o preenchimento do questionário é de 5 a 8 minutos.

As plataformas colaborativas são aquelas que permitem uma partilha de alojamento entre particulares (peer to peer) mediante uma contrapartida financeira. A título de exemplo: 9flats, Airbnb, Homeaway, HomeEscape, Housetrip, Roomrama, Travelmob, etc.. Neste estudo exclui-se plataformas de alojamento colaborativas não pagas como, por exemplo, o Couchsurfing.

As respostas ao questionário são totalmente anónimas, com carácter confidencial e serão utilizadas exclusivamente para fins académicos. Para alguma dúvida acerca do questionário e/ou informações adicionais sobre este estudo, por favor envie e-mail para a25759@iscte.pt.

Agradeço antecipadamente a sua colaboração.

Nos últimos dois anos utilizou **plataformas de alojamento colaborativas?**

As plataformas colaborativas são aquelas que permitem uma partilha de alojamento entre particulares (peer to peer) mediante uma contrapartida financeira.

Sim	Não

Que **plataforma de alojamento colaborativo** lhe vem imediatamente à cabeça?

[   ]

Que **plataformas de alojamento colaborativo** conhece?

Pode selecionar mais que uma opção.

| 9flats |
| Airbnb |
| HomeAway |
| HomeEscape |
| Housetrip |
| Roomorama |
| Travelmob |
| Outra. Qual? |

Que **plataformas de alojamento colaborativo** utilizou nos últimos dois anos?

Pode selecionar mais que uma opção.

| 9flats |
| Airbnb |
| HomeAway |
| HomeEscape |
| Housetrip |
| Roomorama |
| Travelmob |
| Outra. Qual? |

Qual é a frequência com que viajou a **lazer** (nacional e internacionalmente) nos últimos dois anos?

Não viajei

Uma vez

Duas a três vezes

Mais de três vezes

Quantas vezes utilizou **plataformas de alojamento colaborativo** em viagens em **lazer** (nacional e internacional) nos últimos dois anos?

Nenhuma

1 vez

2 - 5 vezes

6 - 10 vezes

Mais de 10 vezes

72

Qual foi a duração total das suas estadias utilizando **plataformas de alojamento colaborativas**, em viagens em **lazer** nos últimos dois anos?

1 - 2 noites

3 noites a 1 semana

1 semana a 2 semanas

Mais de 2 semanas

Qual é a frequência com que viajou em **trabalho** (nacional e internacionalmente) nos últimos dois anos?

Não viajei

Uma vez

Duas a três vezes

Mais de três vezes

Quantas vezes utilizou **plataformas de alojamento colaborativo** em viagens de **trabalho** (nacional e internacional) nos últimos dois anos?

Nenhuma

1 vez

2 - 5 vezes

6 - 10 vezes

Mais de 10 vezes

Qual foi a duração da suas estadias, utilizando **plataformas de alojamento colaborativas**, em viagens de **trabalho** nos últimos dois anos?

1 - 2 noites

3 noites a 1 semana

1 semana a 2 semanas

Mais de duas semanas

Que outras **plataformas colaborativas** utiliza?

Pode selecionar mais que uma opção.

Transporte (Ex: Blablacar, Uber, Cabify, eCooltra)

Serviços domésticos e profissionais (Ex: Book in Loop, Fiveer, Studiotime, Zaask)

Financiamento coletivo (Ex: Indiegogo, Kickstarter, PPL, Seedrs)

Outra. Qual?

Nenhuma

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... permite-me poupar dinheiro.	O	O	O	O	O	O
... é mais barato que ficar na oferta tradicional.	O	O	O	O	O	O
... reduz o custo da viagem.	O	O	O	O	O	O
... recebo mais qualidade comparando com a oferta tradicional.	O	O	O	O	O	O

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... faz-me sentir em casa ao contrário da oferta tradicional.	○	○	○	○	○	○
... a propriedade é de alta qualidade.	○	○	○	○	○	○
... a propriedade oferece amenities locais (Ex: pequeno-almoço com produtos locais, guias da cidade, jornais locais e revistas).	○	○	○	○	○	○
... a propriedade oferece materiais práticos durante a estadia (Ex: protetores solares, adaptadores de computador, kits de primeiros socorros,etc.).	○	○	○	○	○	○
... a propriedade possui equipamentos (cozinha completa, máquina de lavar ou secar).	○	○	○	○	○	○
.. a propriedade tem características incomuns (Ex: aceitam animais).	○	○	○	○	○	○

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... permite-me obter dicas de pessoas locais sobre as principais atrações turísticas.	○	○	○	○	○	○
... permite-me uma experiência mais rica.	○	○	○	○	○	○
... permite-me desenvolver relações sociais.	○	○	○	○	○	○
... facilita a interação com pessoas locais.	○	○	○	○	○	○
... permite-me conhecer pessoas.	○	○	○	○	○	○

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... é seguro.	○	○	○	○	○	○
... preocupo-me com questões de privacidade.	○	○	○	○	○	○
... confio no anfitrião/host.	○	○	○	○	○	○
... confio na plataforma para executar a transação.	○	○	○	○	○	○
... confio na plataforma e sei que cumpre as questões legais e regulamentares.	○	○	○	○	○	○
... possuem mecanismos de reputação que ajudam a criar confiança entre estranhos (por exemplo, sistemas de recomendação).	○	○	○	○	○	○

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... ajuda-me a reduzir o consumo de energia e outros recursos durante a viagem.	○	○	○	○	○	○
... permite-me ser um viajante socialmente responsável.	○	○	○	○	○	○
... ajuda a reduzir os impactos negativos das viagens no meio ambiente.	○	○	○	○	○	○
... é a forma mais sustentável de viajar.	○	○	○	○	○	○

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... é divertido.	◯	◯	◯	◯	◯	◯
... é agradável.	◯	◯	◯	◯	◯	◯
... é emocionante.	◯	◯	◯	◯	◯	◯
...é interessante.	◯	◯	◯	◯	◯	◯

Utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... está perto de transportes.	◯	◯	◯	◯	◯	◯
... está perto de restaurantes.	◯	◯	◯	◯	◯	◯
... está perto de lojas.	◯	◯	◯	◯	◯	◯
... está perto de atrações turísticas.	◯	◯	◯	◯	◯	◯

Vai continuar a utilizar **plataformas de alojamento colaborativas?**

Sim
Não

Qual das seguintes opções corresponde à sua experiência com **plataformas de alojamento colaborativas?**

Nunca ouvi falar.
Já ouvi falar mas nunca visitei nenhuma.
Já estive em uma ou mais plataformas, mas nunca paguei pelo serviço.

Não utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... não me permite poupar dinheiro.	○	○	○	○	○	○
... é mais caro do que ficar na oferta tradicional (Hotéis, alojamento local).	○	○	○	○	○	○
... não me reduz o custo da viagem.	○	○	○	○	○	○
... recebo menos qualidade comparando com a oferta tradicional (Hotéis, alojamento local).	○	○	○	○	○	○

Não utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... preocupo-me com questões de segurança.	○	○	○	○	○	○
...preocupo-me com a privacidade.	○	○	○	○	○	○
... não confio no(s) anfitriões.	○	○	○	○	○	○
... não confio nas plataformas para executar a transação.	○	○	○	○	○	○
... não cumprem questões legais e regulamentares.	○	○	○	○	○	○
... não tenho informação suficiente de como funcionam.	○	○	○	○	○	○
... não possuem mecanismos de reputação que me permitam criar confiança com estranhos.	○	○	○	○	○	○

Não utiliza **plataformas de alojamento colaborativas** porque...

	Discordo totalmente 1	Discordo 2	Não concordo nem discordo 3	Concordo 4	Concordo totalmente 5	NS/NR
... a propriedade não oferece as mesmas comodidades que os hotéis.	○	○	○	○	○	○
... não é a forma mais sustentável de viajar.	○	○	○	○	○	○
... em termos de conveniência/localização não é a melhor opção.	○	○	○	○	○	○
... não é agradável.	○	○	○	○	○	○

No futuro pensa utilizar **plataformas de alojamento colaborativas?**

Sim

Não

Género:

Feminino

Masculino

Em que ano nasceu?

Estado civil:

Solteiro(a)

Casado(a) / Em união de facto

Divorciado(a)

Viúvo(a)

Situação profissional:

Estudante

Trabalhador-estudante

Trabalhador por conta própria

Trabalhador por conta de outrem

Desempregado(a)

Reformado(a)

Habilitações:

Ensino Básico

Ensino Secundário

Licenciatura

Mestrado

Doutoramento

Concelho onde reside:

Número de pessoas no agregado familiar:

Total de crianças dependentes no agregado familiar:

Rendimentos anuais:

até 10.000 EUR

+ 10.000 - 20.000 EUR

+ 20.000 - 40.000 EUR

+40.000 -80.000 EUR

+ 80.000 EUR

NS/NR

Habilitações: