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Rethinking the Customer Experience: An Empirical Comparison of Airbnb and Hotels

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RETHINKING THE CUSTOMER EXPERIENCE: AN EMPIRICAL COMPARISON OF
AIRBNB AND HOTELS

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DEDICATION

This dissertation is dedicated to my husband Wei Zhang, who has supported,

encouraged, and loved me throughout this process.

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ABSTRACT

Experience is at the heart of the tourism and hospitality industry. One of the fundamental objectives of this sector is to create memorable customer experiences. For years, the sharing economy has been an essential industry phenomenon. Distinct from the traditional sector, Airbnb emerged as a disruptive innovation and a dominant online sharing-economy platform and has had a significant impact on the traditional industry. Despite growing interest in customers' experiences in tourism and hospitality, limited research has provided insight into what constitutes the customer experience with Airbnb, how it can be conceptualized, and how it should be measured. In addition, Airbnb is a major competitor to hotels and is increasingly taking market share from the hotel industry. Empirical research is currently lacking in terms of an in-depth understanding of how this type of customer experience influences consumer behavior, especially when comparing Airbnb and hotels. Thus, this study aims to understand the nature and multidimensional structure of customers' experiences with Airbnb. Further, this study examines the role of customers' experiences with Airbnb in building brand loyalty (i.e., to Airbnb) and destination loyalty along with the moderating effects of involvement and customer generations on the modeled relationships.

Guided by a definitive research paradigm, this study incorporated two phases of quantitative research: scale development and research-model testing. Specifically, Phase 1 was intended to develop and validate a measurement scale of customers' experiences with Airbnb. To achieve this objective, the author adopted Netemeyer et al.'s (2003)

four-step scale development procedure, which includes (1) defining the construct and content domain, (2) generating and judging measurement items, (3) conducting studies to develop and refine the scale, and (4) finalizing the scale. The developed scale was then used in Phase 2 to assess the conceptual research model and test hypothesized relationships. Two studies were conducted concurrently in Phase 2: Study 1 assessed the research model with an Airbnb sample, while Study 2 examined the model with a hotel sample. The findings of Studies 1 and 2 were then compared.

Scale development results provided empirical support for the proposed multidimensional factor structure of customers' experiences with Airbnb, scale reliability, and validity. Psychometric properties were further established by evaluating the scale across multiple samples (i.e., a confirmatory sample and validation sample). Followed by scale development, the hypothesized relationships between customers' experiences with Airbnb, arousal, hedonic emotions, utilitarian emotions, destination attachment, brand attachment, destination loyalty, and brand loyalty were assessed via structural equation modeling. Results from the Airbnb sample supported the significant roles of customers' experiences and emotions (i.e., arousal and utilitarian emotions) in cultivating customer attachment and loyalty to the brand Airbnb and to the destination. Similar results were found in the hotel sample. Furthermore, the model comparison demonstrated that the relationships between the customer experience and utilitarian emotions and between utilitarian emotions and destination attachment were each significantly stronger for the Airbnb group compared to the hotel group. By contrast, the relationships between utilitarian emotions and brand attachment and between destination attachment and destination loyalty were significantly stronger for the hotel group.

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This study makes several contributions to the literature. From a theoretical perspective, this research conceptualizes customers' experiences with Airbnb and provides a reliable and valid corresponding scale. The scale offers a foundation for the empirical development of a conceptual model of brand loyalty and destination loyalty formation in the lodging context. These results also promote a comprehensive understanding of the theoretical chain between customers' lodging experiences and emotional responses and indicate how these constructs subsequently drive brand loyalty and destination loyalty. From a practical standpoint, results from tests of the proposed conceptual model offer Airbnb providers pertinent marketing strategies and shed light on hotel managers' understanding of customer experience management in today's competitive hospitality landscape. Lastly, destination marketing organizations can gain knowledge from these findings to manage destination loyalty more effectively.

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CHAPTER 1

INTRODUCTION

1.1 RESEARCH BACKGROUND

The pursuit of real-time experiences represents a popular phenomenon in modern business, especially in tourism and hospitality (Keiningham, He, Hillebrand, Jang, Suess, & Wu, 2019). Traditional businesses such as hotels, restaurants, and taxi companies provide various services and experiences to customers. However, the emergence of the sharing economy (e.g., Airbnb and CouchSurfing in lodging, Lyft and Uber in transportation, and Feastly and EatWith in the restaurant sector) has provided unique alternatives to fulfill customers' needs (Wirtz, So, Mody, Liu, & Chun, 2019). These companies and platforms facilitate online transactions and services to provide customers "peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services" (Hamari, Sjöklint, & Ukkonen, 2016, p. 2047). Sharing economy transactions are often mediated by technology platforms that host systems to match service providers and customers (Eckhardt et al., 2019; Perren & Kozinets, 2018). Specifically, customers use these companies' digital platforms to access the sharing economy, but the companies do not own the associated cars, houses, or restaurants; what they own is the platform – and the algorithms – that help match potential private buyers and sellers (Allen, 2015). Companies' software models are based on self-regulation mechanisms, such as insurance for guests and hosts, a secure payment system, and reputation-based accountability. Entire communities and cities around the world are using network technologies to do

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more with less, by renting, lending, swapping, bartering, gifting, and sharing products on a scale never seen before (Botsman & Rogers, 2010; Ranjbari, Morales-Alonso, & Carrasco-Gallego, 2018). Therefore, peer-to-peer sharing economy platforms are defined as two- or more-sided (i.e., providers and users) online platforms that provide intangible (i.e., space and knowledge) and tangible resources and assets (i.e., cars and accommodations) to customers (Eckhardt et al., 2019; Wirtz et al., 2019).

Compared with the traditional industry, the peer-to-peer sharing business is unique in its market-level characteristics and market economics (Wirtz et al., 2019). In terms of market-level features, traditional businesses focus on transactions with customers, whereas the sharing economy mediates provider–consumer exchanges. For example, as two-sided platforms, peer-to-peer sharing business platforms enable service providers to identify suitable customers, oversee payments, and manage visitation schedules (Dolnicar, 2019). Peer-to-peer sharing business platforms also create value for customers by offering lower prices, better accessibility, greater flexibility, greater ease of use, and a "user-focused mission," including transparency and interactive communication (Clark, 2014; ITB, 2014; Tussyadiah & Pesonen, 2016). As Allen (2015) suggested, riding with Uber and staying with Airbnb are tangible experiences through which individuals can realize the immense benefits of free markets absent from government control.

Regarding market economics, most services and products provided by traditional businesses are standardized (Dolnicar, 2019). By contrast, peer-to-peer sharing business platforms offer consumers various choices. For instance, Airbnb presents a variety of accommodation options ranging from shared rooms, apartments, and villas to unique

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offerings such as boats and treehouses (Airbnb, 2019; Wirtz et al., 2019). As another

example, the ride-sharing platform Uber offers heterogeneous choices to meet users'

demands. By providing attractive and low-cost alternatives, peer-to-peer sharing

businesses are having a disruptive influence on traditional companies (Piscicelli et al.,

2018; Wirtz et al., 2019). To alleviate competition from peer-to-peer sharing businesses,

traditional firms have begun launching their own platforms. In one case, Marriott

International is expanding its business to the home-sharing arena to compete with Airbnb.

The platform Homes & Villas by Marriott International hosts more than 2,000 properties

all over the world, ranging from one-bedroom homes to castles (Glusac, 2019).

Emerging as a disruptive innovation and a dominant online sharing economy

platform, Airbnb, a paid online peer-to-peer accommodation platform (Dolnicar, 2019),

was launched in San Francisco in 2008. Its founders, Joe Gebbia and Brian Chesky,

started the company with the idea of renting out an air mattress in their living room

(Aydin, 2019). Soon after, a website was launched offering users short-term rentals,

breakfast, and business networking opportunities (Aydin, 2019). In 2016, the company

rolled out a new feature called "Trips," designed to provide tourists a one-stop shop for

travel arrangements (Deahl, 2018). This feature includes three areas (Experiences, Places,

and Homes) to offer accommodations along with local experiences. For years, tourists

have expressed growing dissatisfaction with standardized destination offerings and an

increasing desire for a deep connection to the destination community (Airbnb, 2016;

Lewis & Bridger, 2000). The emergence of Airbnb has satisfied tourists' needs; travelers,

especially Millennials, demand authentic experiences and meaningful interactions with

locals (Tussyadiah & Peasonen, 2016). As of 2019, Airbnb offered listings in over 191

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countries and had over 150 million users worldwide (Property Management, 2019). The company has captured a large portion of the accommodations market and is currently valued at US$31 billion based on the most recent private equity fundraising (Wirtz et al., 2019).

The rise of Airbnb has resulted in an emerging body of knowledge on the topic, covering areas such as the acceptance of online purchase technologies, risk, trust, regulations, and the reputation of sharing platforms (Chen & Xie, 2017; Ert, Fleischer, & Magen, 2016; Lamberton & Rose, 2012; Mao & Lyu, 2017; Mauri, Minazzi, Nieto-García, & Viglia, 2018); motivations to use Airbnb (Cheng & Jin, 2019; Gibbs, Guttentag, Gretzel, Morton, & Goodwill, 2018; Guttentag, Smith, Potwarka, & Havitz, 2018; Lalicic & Weismayer, 2018; So, Oh, & Min, 2018; Tussyadiah & Pesonen, 2016; Tussyadiah & Zach, 2017); constraints to using Airbnb (So et al., 2018; Tussyadiah & Pesonen, 2016; Tussyadiah & Zach, 2017); users' overall Airbnb adoption and participation intentions (Amaro et al., 2018; Boateng, Kosiba, & Okoe, 2019; So et al., 2018; Zhu, So, & Hudson., 2017); repurchase intentions (Liang, Choi, & Joppe, 2017, 2018; Mao & Lyu, 2017; Wang & Jeong, 2018); accommodation pricing strategies (Chen & Xie, 2017; Gibbs et al., 2018; Wang & Nicolau, 2017; Zhang, Jahromi, & Kizildag, 2018); value co-creation and co-destruction with Airbnb (Camilleri & Neuhofer, 2017; Johnson & Neuhofer, 2017; Sthapit & Jiménez-Barreto, 2018; Zhang et al., 2018); and the platform's impact on the hotel industry (Akbar & Tracogna, 2018; Blal et al., 2018; Cheng & Foley, 2018; Guttentag, 2015; Zervas et al., 2017). Although these studies have enriched the literature on Airbnb, little is known about the conceptualization and measurement of customers' actual experiences with the platform. Although the adoption

of Airbnb accommodations is increasing, empirical research on this emerging phenomenon is limited. Studies have largely focused on investigating theoretical relationships between various constructs (Mody et al., 2017; Tussyadiah, & Zach, 2017). Therefore, despite growing interest in the customer experience in tourism and hospitality (Agapito, Mendes, & Valle, 2013; Gentile, Spiller, & Noci, 2007; Oh, Fiore, & Jeoung, 2007; So & King, 2010), the multifaceted concept of the customer experience vis-à-vis Airbnb has not been thoroughly examined. To address this research gap, the present study aims to (a) conceptualize and operationalize the customer experience with Airbnb and (b) investigate its relationships with key components driving brand loyalty and destination loyalty.

Airbnb considers itself a trusted, worldwide platform on which people may list and purchase accommodations such as private rooms, shared rooms, and houses (Airbnb, 2019; Zervas, Proserpio, & Byers, 2017). It is also a distribution channel for authentic travel experiences and professional tourism accommodation businesses (Dolnicar, 2019). Society has gradually shifted towards the experience economy (Gilmore & Pine, 2002), in which people seek high-quality products and services as well as unique, memorable experiences (Guttentag, 2015). Airbnb satisfies customers' desires for something different from a hotel, inn, or motel, such as a more authentic or individualized experience and close contact with the people and destinations they visit (Carroll & Kovács, 2018; Molz, 2013). Now, Airbnb is widely recognized as the hotel industry's largest competitor (Mody, Suess, & Lehto, 2017; Tussyadiah & Pesonen, 2015) or greatest strategic threat based on the platform's consumption of an increasingly substantial proportion of the market share for accommodations (e.g., Haywood et al.,

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2019; Mody, Hanks, & Dogru, 2019; Tussyadiah & Pesonen, 2015). Airbnb is also negatively influencing local hotel revenue and financial performance (i.e., RevPAR, ADR, and occupancy rates), particularly among lower-end hotels (Dogru, Mody, & Suess, 2019; Zervas, Proserpio, & Byers, 2014). In response to these looming strategic challenges, hotels have become engaged in counteracting the threat of losing business (Varma et al., 2016). Unlike Airbnb, hotels have professional employees who provide and deliver standardized services to customers (Birinci et al., 2018). Thus, the literature and industry reports both suggest that future hotels must change and create new experiences for customers (Chauhan, 2018; Deloitte, 2016; Richard, 2017). Oskam and Boswijk (2016) noted that customers' experiences will be pivotal to the hotel industry's future success. As a result, scholars have begun calling for research comparing customers' experiences at Airbnb accommodations with other lodging types, such as hotels and bed and breakfasts, to provide the hospitality industry a more holistic understanding of this sharing economy sector (Amaro, Andreu, & Huang, 2018; Lee & Kim, 2018).

As the preceding discussion has highlighted, hotels often cannot compete with Airbnb on price, but they can compete on experiences (Mody et al., 2017). Studies have indicated that Airbnb generally outperforms the hotel industry on experience-oriented dimensions such as entertainment, education, escapism, and aesthetics (Mody et al., 2017). To improve key performance indicators and compete with Airbnb, hotels have started to emphasize unique amenities, offer personalized services, rebrand towards authenticity, and establish community hubs (Mody, 2016). It is therefore worthwhile to

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apply a measurement scale in a hotel context and assess hotels' performance on these experiential dimensions.

In the hospitality industry, customers have become more selective when choosing products and services (Ali, Yee, Imm, & Akhtar, 2018). Emotions have also been identified as a major driver of customer behavior (Ali et al., 2018; Fisk, Patricio, Lin, & Liang, 2011; Martin, O'Neil, Hubbard, & Palmer, 2008). As a two-sided peer-to-peer platform, Airbnb creates value for guests and hosts in each transaction (Kavadias, Ladas, & Loch, 2016; Reinhold & Dolnicar, 2018). For consumers, Airbnb is appealing because it offers lower prices, better accessibility, greater flexibility, and more ease of use compared to conventional lodging options, which collectively stimulate customers' utilitarian emotions (Lee & Kim, 2018; Prebensen & Rosengren, 2016; Tussyadiah & Pesonen, 2016). Airbnb also provides transparency and opportunities for interactive guest–host communication (Lin, Fan, Zhang, & Lau, 2019; Lyu, Li, & Law, 2018). Moreover, studies have shown that the emotional value of an accommodation experience is substantially enhanced by excellent hospitality hosting (Arrifin & Maghzi, 2012; Ariffin, Nameghi, & Zakaria, 2013; Sthapit & Jiménez-Barreto, 2018). These social interactions and unique experiences appeal to customers' hedonic emotions (Lee & Kim, 2018; Miao, Lehto, & Wei, 2014). The importance of hedonic and utilitarian emotions has been underlined in the tourism and hospitality literature; prior research has documented that hedonic and utilitarian emotions associated with tourism, dining, and lodging can influence customer satisfaction and loyalty (Dedeoglu et al., 2018; Kim, Jeon, & Hyun, 2012; Lee & Kim, 2018). These relationships have also gained attention in tourism and hospitality specifically, with scholars exploring the roles of the customer

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experience and customer emotions when investigating customer behavior. Nevertheless, little is known about how consumers' emotions differ across generations (Amaro et al., 2018) and across lodging types (e.g., Airbnb and hotels) based on a single conceptual model (Lee & Kim, 2018). Thus, this study aims in part to investigate these linkages and address the corresponding research gap.

Researchers have identified customer generations as an essential variable in moderating consumer behavior (Forgacs & Dimanche, 2016; Jin, Line, & Ann, 2015; Taylor, DiPietro, & So, 2018; Varma et al., 2016). The concept of generations is derived from generation theory (Li, Li, & Hudson, 2013), which holds that people of different generations have distinct values and characteristics that influence their behavior (Li et al., 2013). For example, studies have confirmed that due to exposure to technology, Millennials display different attitudes, values, and behavior than other generations (e.g., Baby Boomers and Generation X) (Nusair, Bilgihan, & Okumus, 2013). The Airbnb literature has revealed that Generation X prefers to stay in hotels than with Airbnb (Forgacs & Dimanche, 2016). Meanwhile, scholars have noted that Airbnb has disrupted the hotel sector, especially among Millennials (Varma et al., 2016). Although such research has underscored the importance of customer generations in consumer behavior, the moderating role of customer generations has not been investigated conceptually, particularly in the Airbnb sector. Therefore, the moderating role of customer generations is evaluated in this study. This assumption is reasonable in that many studies have pointed out that customer generations greatly affect customers' emotions and behavior.

In addition to the moderating role of customer generations, past studies have used several variables to segment lodging customers, including on the basis of socioeconomic

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variables (e.g., age, gender, education, and income), accommodation types (e.g., a shared room or entire house), level of involvement (i.e., high vs. low involvement), and travel purposes (i.e., business vs. leisure travel) (Lee & Kim, 2018; Lee & Kim, 2018; Yang, Lee, Lee, & Koo, 2018; Wong & Li, 2015). Among these, involvement has long been considered a critical concept in consumer behavior (Flynn & Goldsmith, 1993). Involvement has been found to contribute to the success of marketing activities and strategies (Malär, Krohmer, Hoyer, & Nyffenegger, 2011). In this vein, consumer characteristics such as level of involvement and generations enable marketers to identify appropriate strategies to satisfy customers based on personal behavior (Lee & Kim, 2018; Kim & Park, 2010). This study therefore seeks to examine the moderating roles of involvement relative to Airbnb and hotel patronage.

In the lodging sector, Airbnb is substantially changing customers' consumption patterns, with the social and economic appeals of this new phenomenon influencing destination selection, travel frequency, length of stay, and the range of activities in which travelers engage at tourism destinations (Tussyadiah & Pesonen, 2016). The hallmark of Airbnb Experiences indicates that customers are beginning to chase more local and authentic experiences while developing a new sense of attachment to a destination (Airbnb, 2019; Lalicic & Weismayer, 2017). For example, research suggests that Airbnb has positive effects on destinations, such as increasing customers' expenses, promoting the popularity of unknown neighborhoods, and enhancing customers' perceptions of a specific destination (Lalicic & Weismayer, 2017). Furthermore, Airbnb provides social interaction opportunities such as conversing and participating in activities with locals, which have been found to enhance tourists' destination attachment (Pizam, Uriely, &

Reichel, 2000). Through Airbnb, tourists can enjoy much closer contact with destinations (Lalicic & Weismayer, 2017). These accommodation experiences positively affect tourists' perceptions of cognitive and affective destination image (Shi, Gursoy, & Chen, 2019).

Customers' experiences with Airbnb encompass a central feature of destination evaluation (Mody et al., 2017; Shi et al., 2019; Tussyadiah & Pesonen, 2015). The customer experience has been found to contribute to customers' satisfaction with and loyalty to trips and destinations (Crosby & Johnson, 2007; Voss, Spangenberg, & Grohmann, 2003; Yang, Tan, & Li 2019), constituting a powerful driver of future behavioral intention including attachment and loyalty toward destinations and brands (Crosby & Johnson, 2007; Weiler & Jennings, 2006; Wirtz, Kruger, Scollon, & Diener, 2003; Yuksel, Yuksel, & Bilim, 2010). Thus, the concepts of destination attachment and destination loyalty are introduced in this study.

Destination attachment refers to emotional bonds to geographic areas (Lee & Shen, 2013). Research has revealed that authentic accommodation experiences result in high place attachment and high customer loyalty to destinations (Mody et al., 2019; Ram, Bjork, & Weidenfeld, 2016; van der Heide & Minca, 2015; Yi, Lin, Jin, & Luo, 2017). However, the linkage between destination attachment and accommodation experiences in Airbnb has been largely ignored in prior studies. Drawing upon the extant literature, this study aims to investigate understudied relationships between tourists' accommodation experiences and destination attachment in terms of Airbnb.

To integrate the abovementioned constructs and variables (i.e., customers' experiences with Airbnb along with customers' emotions, destination attachment,

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destination loyalty, brand attachment, and brand loyalty), an appraisal-emotional responses-coping behavior framework was adopted (Bagozzi, 1992). This framework suggests that customers' cognitive feelings (i.e., experiences with Airbnb) influence their emotional responses (i.e., emotions) and in turn shape their behaviors (i.e., customer attachment and loyalty). Chapter 2 provides a detailed discussion of this framework and how it guides this investigation.

In sum, to better attract and satisfy customers, accommodation providers (e.g., Airbnb providers and hotel managers) must understand their customers from an experiential perspective. Also, the question of whether customers' lodging experiences affect customers' emotions, especially in the context of Airbnb, remains unanswered. Based on the preceding justification and the appraisal-emotional responses-coping behavior framework (Bagozzi, 1992), this study aims to address these questions. The following section outlines this study's research purposes and specific research questions.

1.2 RESEARCH PURPOSE AND RESEARCH QUESTIONS

As mentioned above, this study aims to extend relevant literature by assessing the experiential nature of Airbnb, especially the measurement of customers' experiences with Airbnb accommodations. Moreover, to better understand customers' subsequent behavior relative to their experiences with Airbnb, customers' affective responses including their emotions (e.g., arousal, hedonic emotions, and utilitarian emotions) and the effects of such emotions on destinations and brands warrant consideration. Therefore, the purposes of this study are (a) to develop a reliable and valid scale to measure the customer experience with Airbnb, (b) to investigate how customers' experiences with Airbnb influence customers' emotions as well as their attachment and loyalty toward

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accommodation brands (i.e., Airbnb and hotel brands) and destinations, (c) to assess the moderating roles of involvement (i.e., high vs. low involvement) and customer generations (i.e., Baby Boomers, Generation X, and Millennials), and (d) to examine differences in model relationships between Airbnb and hotel groups.

To achieve these research purposes, the following research questions will be addressed:

RQ1: How is the customer experience with Airbnb conceptualized?

RQ2: How should the customer experience be measured in the context of Airbnb?

RQ3: To what extent do customers' experiences with Airbnb influence customers' emotions?

RQ4: To what extent do customers' emotions with Airbnb influence their attachment and loyalty toward destinations and the Airbnb brand?

RQ5: To what extent do these relationships differ between levels of customer involvement?

RQ6: To what extent do these relationships differ between customer generations?

RQ7: To what extent do these model relationships differ between Airbnb and hotel groups?

1.3 SIGNIFICANCE OF THE STUDY

Despite the importance of the customer experience in tourism and hospitality, knowledge of customers' experiences with Airbnb and how such experiences should be measured remains sparse (Mody et al., 2017). The absence of such knowledge results in a limited understanding of how customers' experiences with Airbnb contribute to various behavioral outcomes.

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As highlighted in the previous discussion, customer attachment and loyalty, especially destination attachment and loyalty, are worthwhile to investigate. Although the literature has implied that the customer experience affects brand attachment and loyalty (Kang, Manthiou, Sumarjan, & Tang, 2017; Ramaseshan & Stein, 2014), no studies have considered the roles of customers' experiences with Airbnb in building destination attachment and loyalty. The well-documented benefits of destination attachment and loyalty, and the importance of a memorable and unique experience, underline the need for a clearer understanding of customers' experiences with Airbnb. Guided by the abovementioned research questions, this study makes a significant contribution to the tourism and hospitality literature.

This study expands relevant research theoretically and practically. From a theoretical perspective, it enriches the literature by conceptualizing customers' experiences with Airbnb and developing a reliable and valid measurement scale to measure the overall construct of the customer experience, thus providing a foundation for future research. Such knowledge could be applied to other sharing economy settings such as Away from Home and Vacation Rentals by Owner. Second, by empirically testing the conceptual model, this study extends theoretical understanding of how customers' experiences with Airbnb affect tourists' attachment and loyalty toward a specific destination and the Airbnb brand. Results contribute to the tourism and hospitality literature by providing a comprehensive framework of tourists' destination loyalty and brand loyalty. Third, this study applies the developed measurement scale in a hotel context to compare the model relationships between hotels and Airbnb and to further enrich the literature by investigating how customers' experiences with hotels influence

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their attachment and loyalty toward a destination and toward that hotel brand. Therefore, this study provides a robust measurement of the customer accommodation experience along with a logical framework to illustrate the role of customers' experiences with Airbnb in cultivating brand loyalty and destination loyalty. Findings serve as a foundation for subsequent research into customers' experiences with Airbnb.

The study also has practical significance. The development of a scale to measure customers' experiences with Airbnb is useful to Airbnb providers and brand managers who strive to build customer attachment and loyalty. By testing the proposed scale in a hotel context, this study offers a valuable tool for hotel managers to compete with Airbnb and focus on enhancing the customer experience in their properties. Also, by investigating the conceptual model, this study provides insight into the relationships between customer experience, emotion-related variables, customer attachment, and loyalty to Airbnb providers and hotel managers. Last but not least, destination marketers can learn how to guide destination marketing organizations (DMOs) in collaborating with Airbnb providers to meet tourists' expectations and thus enhance customer attachment and destination loyalty. In summary, hotel managers and operators, Airbnb providers, and destination developers and marketers should consider how customers' experiences can influence future behavioral intention. Collectively, the most notable benefit of this study is the ability to define, conceptualize, and measure the customer experience and subsequently build loyalty. These actions provide strong justification for investing in more effective customer experiences in the hospitality industry.

1.4 DELIMITATIONS OF THE STUDY

This study is subject to the following delimitations, which constrain the research scope. First, the sample was delimited to adult consumers (i.e., individuals over the age of 18) who had stayed with Airbnb or hotels in the United States within the past 6 months. Customers from other accommodation sectors (e.g., bed and breakfasts or home-sharing) who may have had similar experiences were excluded.

The second delimitation is the literature selection, which also narrowed the study scope. Literature from various disciplines was reviewed and used as a theoretical foundation for this research; extant work from tourism and hospitality, psychology, and marketing was reviewed to guide this study. Moreover, this study only examined positive customer emotions (e.g., arousal, hedonic emotions, and utilitarian emotions); negative experiences and emotions were excluded from this study, which further limited the scope of this research.

1.5 LIMITATIONS OF THE STUDY

This study has several limitations that need to be addressed. The first is the lack of generalizability across countries and regions. This study only collected data in the United States; therefore, findings cannot be generalized to worldwide customers. Another limitation is that this study was intended to measure customers' Airbnb experiences during prior trips. Thus, respondents needed to recall past experiences, which may have invoked memory bias.

Second, this study set out to investigate relationships between customers' experiences with Airbnb and customers' emotions, attachment, and loyalty. Potential moderator constructs, such as customer involvement and generation, were also

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investigated. The measurement of these constructs could have increased the complexity of the model and the questionnaire length, which may have influenced the survey response rate due to reading fatigue.

Third, this study's cross-sectional design, in which survey data were gathered from the same respondents at one time point, may have resulted in common method variance. In addition, all variables were measured through self-report surveys; thus, inflated inter-item correlations may have emerged due to common method variance.

1.6 CONCEPTUAL DEFINITION OF TERMS

To provide a stronger backdrop for the conceptual framework of this study, Table 1.1 presents definitions of relevant constructs and key terms. The terms "hedonic emotion" and "utilitarian emotion," "arousal," "involvement," "generations," "brand attachment," "destination attachment," "brand loyalty," and "destination loyalty" are well established and common in prior studies; the following definitions were adapted from previous literature for use in this research. Specifically, the definitions of "hedonic emotion" and "utilitarian emotion" were adapted from Batra and Ahtola (1991) and Ding and Tseng (2015). The definition of "arousal" was adapted from Oh et al. (2007). The definition of "brand attachment" was adapted from Esch et al. (2006), while that of "destination attachment" was adapted from Yuksel, Yuksel, and Bilim (2010). The definition of "brand loyalty" was adapted from Oliver (1999), while "destination loyalty" was adapted from Dick and Basu (1994). With respect to "involvement," the definition in this study was adapted from Zaichkowsky (1985). The definition of "generation" was adapted from Li, Li, and Hudson (2013). Furthermore, the definition of "home benefits" was adapted from So et al. (2018), while that of "personalized service" was adapted from

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Lyu et al. (2018). The definitions of "social interaction" and "authenticity" were adapted

from Lyu et al. (2018) and Sharpley (1994), respectively.

Table 1.1 Definitions of Constructs and Key Terms

Construct/Term	Definition
Home benefits	Functional attributes of a home, including the home environment, physical utility, and security (So et al., 2018; Wang & Jeong, 2018).
Personalized service	Services that guests can obtain from hosts, including essential services, personalized services, and surprise (Lyu et al., 2018).
Social interaction	Interactions between guests and hosts and customers and customers (Lyu et al., 2018).
Authenticity	A sense of uniqueness that originates from the local culture (Sharpley, 1994).
Hedonic emotions	Hedonic emotions arise from the actual experience of using a product or service (Batra & Ahtola, 1991; Ding & Tseng, 2015).
Utilitarian emotions	Utilitarian emotions are derived from products' and services' functions (Batra & Ahtola, 1991).
Arousal	One's physiological response to a stimulus (Oh et al., 2007).
Brand attachment	A sense of security and commitment between a consumer and a brand (Esch, Langner, Schimitt & Geus, 2006). This bond is explained by a memory network that involves thoughts and feelings about the brand and the brand's relationship to the self.
Brand loyalty	A customer's deeply held commitment to rebuy or re-patronize a preferred brand consistently in the future (Oliver, 1999).
Destination attachment	The process through which an individual forms an emotional relationship to a place (Yuksel, Yuksel, & Bilim, 2010).
Destination loyalty	A customer's attitude and future loyalty behavior toward a product, brand, or service (Dick & Basu, 1994).
Involvement	"A person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342).
Generations	"All of the people born and living at about the same time, regarded collectively" (Wikipedia). Each generation usually spans 20–25 years, and generational cohorts yield particularly valuable information (Li, Li, & Hudson, 2013; Schewe & Meredith, 2004; Schewe & Noble, 2000).

1.7 ORGANIZATION OF THE DISSERTATION

Guided by the aforementioned research purposes and research questions, this

dissertation is structured as follows.

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Chapter 1 provides an overview of this study, including a statement of the problem, the research purposes and research questions, significance, study delimitations and limitations, and conceptual definitions of essential terms. Chapter 2 presents a comprehensive review of the literature on the customer experience in marketing, management, and tourism and hospitality. The theoretical framework of appraisal-emotional responses-coping behavior, related constructs and variables, and previous conceptual and empirical findings regarding customers' lodging experiences are also addressed. Based on that discussion, a conceptualization of the customer experience with Airbnb, the scale's accompanying measurement model, the overall research model, and hypotheses are proposed.

Chapter 3 provides an overview of the research methodology, including a discussion of the research paradigm, research procedures, and data collection methods adopted in this study. Chapter 4 describes the research methods and results of the Phase 1 study. Phase 1 focused on scale development procedures, guided by a four-step approach: (1) defining the construct and content domain; (2) generating and judging measurement items; (3) conducting studies to develop and refine the scale; and (4) finalizing the scale using different samples.

Chapter 5 presents the methods and empirical analyses of the research model and the proposed hypotheses. Two studies (i.e., Studies 1 and 2) were performed concurrently. Study 1 was intended to empirically assess the theoretical relationships among constructs with the Airbnb sample, while Study 2 aimed to examine the model with a hotel sample. Subsequent analyses included confirmatory factor analysis to assess

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the measurement model and analysis of a structural model to address the research hypotheses. The reliability and validity of the survey scale were also assessed.

Chapter 6 discusses and summarizes the study findings, delineating the relationships within the proposed conceptual model. Implications and conclusions of the research are also described. Finally, the study's limitations and future research directions are presented. The final section includes a list of references and appendices. Figure 1.1 depicts the organization of this study.

1.8 CHAPTER SUMMARY

This initial chapter has provided an introduction to this study by outlining the research background, overall research objectives, research questions, and definitions of key constructs. Additionally, this chapter has highlighted the importance, justification, and significant contributions of the study. To provide a thorough foundation for this dissertation, a relevant literature review and the theoretical frameworks underlying the research are presented in the next chapter.
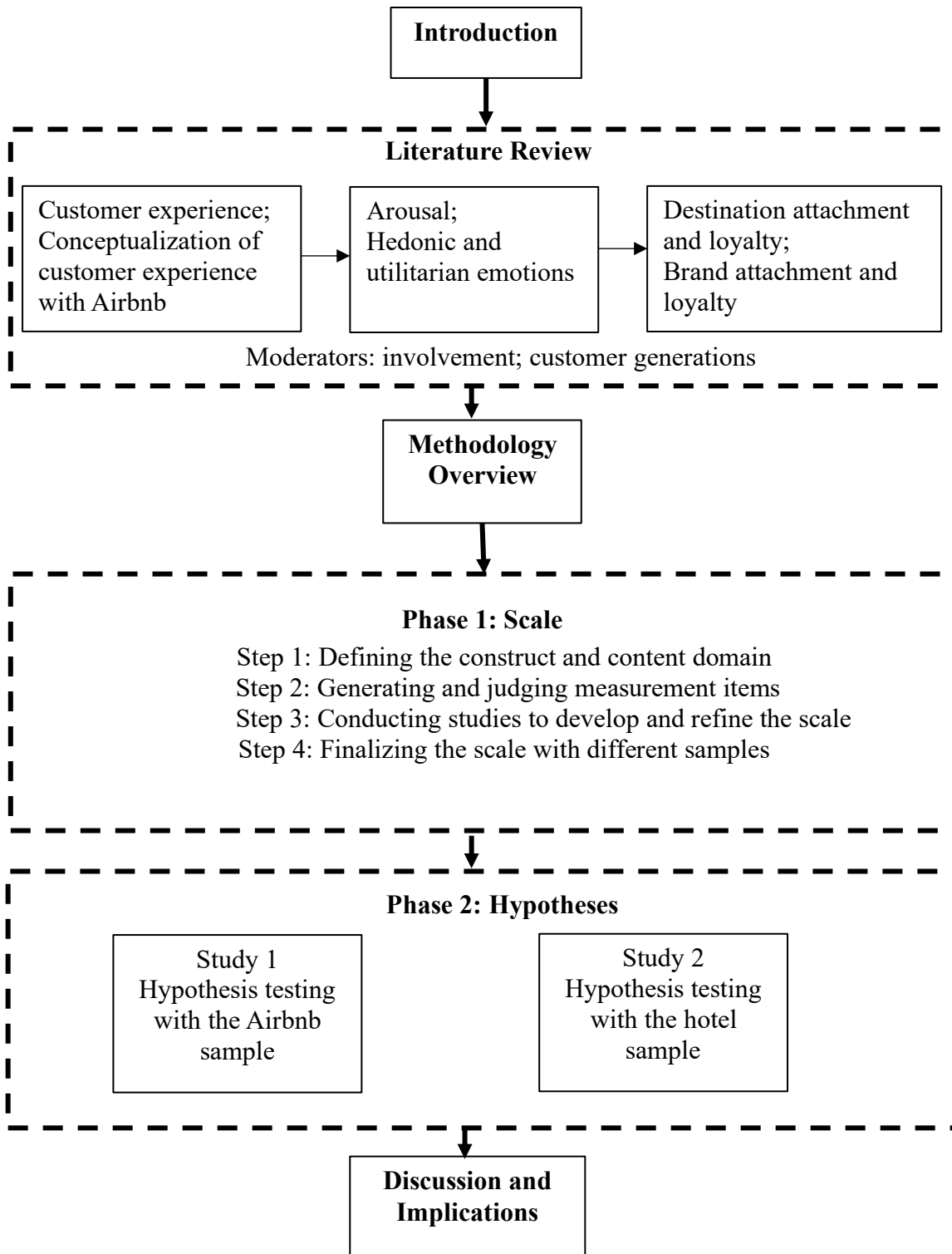
Figure 1.1 Organization of this Dissertation

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CHAPTER 2

LITERATURE REVIEW

To establish a theoretical foundation for this study, this chapter provides a comprehensive review of the literature pertaining to customers' experiences with Airbnb and the dimensionality of the overall construct. The review opens with a discussion of the customer experience followed by its conceptualization and a framework of the multifaceted customer experience with Airbnb. Then, this chapter takes a comprehensive approach by adopting the appraisal-emotional responses-coping behavior framework as the theoretical foundation of the conceptual model. Key consequences of the customer experience with Airbnb are identified, resulting in an overall research model with conceptual relationships that serve as the basis for hypotheses to be empirically tested.

In addressing the research gaps identified in Chapter 1, this chapter introduces the concept of the customer experience in the recently emerged Airbnb context, drawing on the customer experience literature to establish a comprehensive understanding of customers' experiences with Airbnb. Four dimensions underlying the theoretical construct of the customer experience with Airbnb are also identified. Finally, a conceptualization of the customer experience with Airbnb is proposed, followed by the presentation of a conceptual model including the theoretically based consequences of customers' experiences with Airbnb (e.g., customers' emotions, attachment, and loyalty).

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2.1 CUSTOMER EXPERIENCE

The marketing literature has generally conceptualized the customer experience in addition to investigating customers' subsequent behaviors associated with this experience. Definitions of the customer experience vary contextually. According to Holbrook and Hirschman (1982), the customer experience includes leisure activities, enjoyment, and emotional responses. Following Schmitt (1999), Pine and Gilmore (1998) distinguished the customer experience from products and services and defined it as "events that engage individuals in a personal way" (p. 100). Such a definition reflects the development of the experience economy (Gilmore & Pine, 2003). Similarly, Shaw and Ivens (2005) posited that the customer experience represents a psychological construct that "originates from a set of interactions between a customer and a product, a company, or part of its organization" (p. 16). Most recently, Schmitt, Brakus, and Zarantonello (2015) holistically defined the customer experience and suggested that every exchange of a service or product leads to a customer experience. This experience incorporates customers' cognitive, emotional, sensory, spiritual, and social reactions and responses to all interactions with organizations (Gentile, Spiller, & Noci, 2007; Verhoef et al., 2009). Other marketing scholars have proposed similar definitions of the customer experience (e.g., Berry, Carbone, & Haecke, 2002; Gentile, Spiller, & Noci, 2007; Meyer & Schwager, 2007). These definitions consistently underscore the role of interaction in the customer experience.

From theoretical and practical perspectives, the customer experience is considered a multidimensional construct comprising behavioral, sensorial, cognitive, emotional, and social components (Schmitt, 2003; Veroef et al., 2009). The interaction between a

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customer and a product or service is essential in shaping customers' experiences. In addressing the importance of customer interactions, researchers have defined the customer experience as "the internal and subjective responses to any direct or indirect contact with a company" (Meyer & Schwager, 2007, p. 2). Shaw (2005) referred to the customer experience as "an interaction between a customer and an organization. It is a blend of an organization's physical performance, the senses stimulated, and emotions evoked, each intuitively measured against customer expectations across all moments of contact" (p. 51). Scholars have put forth various arguments to establish a comprehensive understanding of the customer experience; however, the customer experience is a dynamic and subjective concept that depends on the circumstances of interaction as well as the consumption context (Jain, Aagja, & Bagdare, 2017; Lemon & Verhoef, 2016). Due to the nature of the customer experience, interpretations differ based on individuals' backgrounds and interests.

The customer experience lies at the heart of the tourism and hospitality industry (Mody et al., 2017; Shi et al., 2019). Numerous studies have investigated the dimensions of this experience (Clemes et al., 2011; Hemmington, 2007; Ismail, 2011; Khan & Rahman, 2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Otto & Ritchie, 1996; Oh et al., 2007; Rageh & Melewar, 2013; Ren et al., 2016; Walls, 2011; Zhang et al., 2018). These studies are summarized in Appendix A. For example, Knutson et al. (2009) identified dimensions of the hotel experience and found this experience to consist of four factors: benefit, convenience, incentive, and environment. More recently, Khan and Rahman (2017) developed a scale to measure hotel brand experiences, including five dimensions: hotel location, hotel stay and ambiance, hotel staff competence, hotel

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website and social media experience, and guest-to-guest experience. Similarly, five experiential dimensions were identified in the boutique accommodation sector in New Zealand, including unique character, personalized service, hominess, quality, and value-added (Mcintosh & Siggs, 2005). Relatedly, Ren et al. (2016) proposed four dimensions of the customer experience with budget hotels in China, namely tangible-sensorial experience, staff relational and interactional experience, aesthetic perception, and location.

The nature of Airbnb distinguishes itself from full-service hotels, budget hotels, and even boutique hotels. For instance, Airbnb offers more convenient locations and a generally more home-like environment than full-service hotels (Tussyadiah & Pesonen, 2016; Prebensen & Rosengren, 2016). Full-service hotels have professional employees who provide standardized services to customers (Birinci et al., 2018). However, in the context of Airbnb, service quality is uncertain because hosts are neither trained nor professional service providers (Birinci et al., 2018). This uncertainty may influence customers' experiences with Airbnb due to the variability of service. Furthermore, according to Li (2008), budget hotels provide limited services, basic accommodation services, and low costs. Nevertheless, in Airbnb, customers have multiple accommodation choices ranging from a shared room to a luxury villa or even a treehouse (Airbnb, 2019; Wirtz et al., 2019). Hosts can provide customized services based on customers' needs and demands. Airbnb is also distinct from boutique hotels. The literature suggests that boutique hotels are design-led hotels that offer customers high-tech facilities and unique services (Aggett, 2007). As the preceding review on the customer experience suggests, this experience is dynamic and varies by consumption

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context (Jain, Aagja, & Bagdare, 2017; Lemon & Verhoef, 2016). The dimensionality of the customer experience in full-service hotels, budget hotels, and boutique hotels therefore cannot be directly applied to the new consumption experience offered by Airbnb.

Despite inconsistent conceptualizations of the customer experience, studies have demonstrated several common themes such as the physical environment (Clemes et al., 2011; Khan & Rahman, 2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Rageh et al., 2013; Ren et al., 2016; Walls, 2011; Zhang et al., 2008), human interaction (Clemes et al., 2011; Hemmington, 2007; Khan & Rahman, 2017; Otto & Ritchie, 1996; Ren et al., 2016; Walls, 2011; Zhang et al., 2009), and personalized services (Mcintosh & Siggs, 2005; Otto & Ritchie, 1996; Rageh et al., 2013). In addition, despite not yet having been highlighted in the hospitality literature, authenticity is becoming a critical component of the customer experience due to its popularity and relevance in the accommodation sector (Dolezal, 2011; Mody et al., 2020; Mura, 2015; Wang, 2007). Furthermore, authenticity reflects the nature of Airbnb accommodations, which provide original local experiences instead of reproductions (Blal, Singal, & Templin, 2018). Thus, authenticity is considered a critical aspect of customers' experiences with Airbnb and should be investigated further. To provide a comprehensive understanding of the customer experience as it relates to Airbnb, four themes will be discussed in the ensuing sections.

2.2 CONCEPTUALIZATION OF CUSTOMER EXPERIENCE WITH AIRBNB

2.2.1 Physical Environment (Home Benefits)

The physical environment (home benefits) is an essential aspect of customers' experiences with Airbnb (Lyu, Li, & Law, 2018; Wang & Jeong, 2018). Researchers

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have found that more than 85% of people choose Airbnb because of its home benefits (Guttentag, 2015), noting that the physical environment (Knutson et al., 2009), amenities (Cheng & Jin, 2019; Tussyadiah, 2015; Wang & Jeong, 2018), and physical utility (Guttentag, 2015; So et al., 2018) are especially appealing. Camilleri and Neuhofer (2017) highlighted several essential elements of value co-creation at Airbnb accommodations, such as location, quietness, and the local environment. More recently, So et al. (2018) found that home benefits, such as a "homely" feeling and home-like amenities, directly influenced customers' overall attitudes toward Airbnb. Similarly, Cheng and Jin (2019) suggested that amenities and hosts are key influences in Airbnb customers' experiences. In their study, "amenities" referred to Airbnb facilities, the room, and the nighttime environment, including the general house environment, room design, décor, and cleanliness (Cheng & Jin, 2019). Compared to hotels, Airbnb users can choose from a shared airbed to a luxury villa and are permitted to use basic tools such as the property's kitchenware, washer, and dryer during their stay. These functional home attributes are crucial to customers' experiences with Airbnb (Guttentag, 2015).

The home benefits dimension is supported by atmospherics theory. Proposed by Kotler (1973), atmospherics theory posits that the environment influences customers' cognitive, affective, and behavioral responses. The term "atmospherics" is used to describe the layout and design of the surrounding environment in affecting customers; such considerations are intended to promote customers' purchase intentions (Kotler, 1973). This theory emphasizes the influence of the physical environment on customers' experiences and purchase decisions and has been adopted in various studies. For example, So et al. (2018) suggested that Airbnb atmospherics constitute stimuli shaping

the customer experience, further recommending that hosts should improve atmospherics for customers. Therefore, home benefits have been cited as an important underlying dimension of the customer experience with Airbnb.

2.2.2 Social Interaction

Another dimension identified in the customer experience literature is social interaction, referring to interactions between customers and hosts, customers and the community, and customers themselves (Lin et al., 2019; Lyu et al., 2018). Social interactions between hosts and customers have been consistently highlighted as a prime component of hospitality phenomena in commercial and non-commercial settings (Chan, 2006; Cheng & Zhang, 2019; Heuman, 2005; McNaughton, 2006). Social interaction is a crucial part of the customer experience and a core dimension of customers' experiences with Airbnb in particular (Mattila & Enz, 2002; Tussyadiah & Pesonen, 2016; Yannopoulou, Moufahim, & Bian, 2013). For instance, research on Airbnb suggests that guest–host interaction is essential in informing the customer experience (Guttentag, 2015; Ren et al., 2016). Specifically, Airbnb customers are more likely to communicate with their hosts via social media prior to visiting (Camilleri & Neuhofer, 2017; Lyu et al., 2018). In addition to inquiries, Airbnb users can contact their hosts for help exploring destinations and to share experiences (Lin et al., 2019). Furthermore, a shared house through Airbnb provides opportunities for guest–guest interaction (Tussyadiah, 2016). These interactions and relationships between guests have been shown to contribute to a pleasant experience (Huang & Hsu, 2010; Lyu et al., 2018).

Need to belong theory supports the inclusion of social interaction as a dimension of customers' experiences with Airbnb. The theory holds that people need to be loved

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and socially accepted (Baumeister & Leary, 1995; Leary, Kelly, & Schreindorfer, 2001). Airbnb offers an opportunity for customers to address this need by gaining host-guided experience (Kim, Yoon, & Zo, 2015; Mody et al., 2017). For example, a customer who desires social belonging is more likely to participate in social interaction. Social interaction therefore constitutes an important dimension of customers' experiences with Airbnb.

2.2.3 Authenticity

Another noteworthy dimension of the customer experience is authenticity, referring to a sense of uniqueness derived from local culture (Sharpley, 1994). In the context of the sharing economy, researchers have consistently highlighted authenticity as a critical dimension of customers' experiences with Airbnb (Birinci et al., 2018; Lyu et al., 2018; Wang, 1999), especially for Millennials (Amaro et al., 2018). For example, Birinci et al. (2018) compared the advantages and disadvantages of hotels and Airbnb and found that an authentic experience is one of Airbnb's key advantages. Also, Mura (2015) demonstrated that Malaysian homestay customers seek authenticity. Paulauskaite et al. (2017) studied Airbnb customers and discovered that uniqueness, interactions with local culture, and hosts each contributed to customers' perceptions of authenticity. Most Airbnb accommodations are in residential communities rather than "non-touristy" areas (Guttentag, 2015). Easy access to the local community enables Airbnb customers to gain a more "local" experience by living like a local (Guttentag, 2015). Airbnb also promotes the idea of "meeting the locals" and "living as the locals do" to provide customers an authentic experience (Guttentag, 2015; Lonely Planet's Barcelona guidebook).

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Self-determination theory provides the theoretical basis for authenticity. According to this theory, when customers' actions reflect their true self (i.e., when customers are self-determining), they are authentic (Ryan & Deci, 2000). Thus, authenticity is crucial in conceptualizing customers' experiences with Airbnb.

2.2.4 Personalized Service

Researchers have acknowledged personalized service as an indicator of customers' experiences with Airbnb (Forgacs & Dimanche, 2016; Jang, Choi, Jeon, & Kang, 2019; Lin, Fan, Zhang, & Lau, 2019; Mao & Lyu, 2016; Mody et al., 2017; Sun, Zheng, Schuckert & Law, 2019). In the service area, personalization refers to interactions between different parties (Tseng & Piller, 2011) and "tailored service, or service that attempts to address the unique needs of individual customers" (Ford, 1999, p. 343). For example, different from hotels, Airbnb customers must communicate with hosts prior to arrival to confirm check-in times or self-check-in procedures. Customers may also ask hosts about locations, reminders, or local suggestions in addition to engaging in casual conversation. Such communication may enable service providers to identify a customer's needs and tailor their services to satisfy specific customer demands, thus offering personalized service (Sun et al., 2019). Travelers often seek personalized accommodation experiences that reflect the local culture of a destination (Lalicic & Weismaver, 2017). Similarly, Nyheim et al. (2015) revealed that customers respond positively to accommodations that deliver services based on their names, preferences, and other personal information. Although the sharing economy is developing rapidly, research and reports have suggested that recent Airbnb owners (i.e., remote hosts) are often absent from their properties and therefore never meet their guests (Ma, Hancock, Lim, &

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Naaman, 2017). However, personalized service is considered an essential dimension in this study, as hotels are increasingly competing with Airbnb in terms of personalization and customization (Horizon Hospitality, 2019; Mody & Gomez, 2018). In addition, the nature of brand loyalty has shifted from long-term relationships to consumers' needs for personalization (Mody & Gomez, 2018). As such, personalized service is a reasonable dimension to consider.

Self-identity theory provides theoretical support for the personalized services dimension, indicating *why* people desire personalized products and services (Blom & Monk, 2003; Marathe & Sundar, 2011). From this perspective, consumers wish to be unique and seek various ways to differentiate themselves from others. For instance, Airbnb customers particularly appreciate hosts recognizing their names upon arrival, providing free pick-up at the airport, and offering a house tour (Lyu et al., 2018). Therefore, personalized service is considered an essential dimension of customers' experiences with Airbnb. The preceding sections outline underlying dimensions of the customer experience with Airbnb; the following section proposes the conceptual framework related to customers' experiences with Airbnb.

2.3 CONCEPTUAL FRAMEWORK OF CUSTOMER EXPERIENCE WITH AIRBNB

The prior review of the literature on the customer experience suggests that customers' experiences with Airbnb represent an important topic, highlighting the need to examine the measurement of this theoretical construct as well as its relationship with related constructs within a wider nomological network. This extensive literature review provides a multidimensional conceptualization of customers' experiences with Airbnb,

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comprising the underlying dimensions of home benefits, social interaction, authenticity, and personalized service (see Table 2.1).

Table 2.1 Potential Dimensions of Customers' Experiences with Airbnb

Dimension	Conceptual Definition	Theoretical Foundation	Relevant Literature
Home benefits	The functional attributes of a home, including home environment, physical utility, and security.	Atmospherics theory (Kotler, 1973)	Camilleri & Neuhofer (2017); Guttentag (2017); Lyu et al. (2018); So et al. (2018); Wang & Jeong (2018)
Personalized service	Tailored service, or service that attempts to address individual customers' unique needs.	Self-identity theory (Blom & Monk, 2003)	Blom & Monk (2003); Lyu et al. (2018); Marathe & Sundar (2011)
Social interaction	The interaction between guest and host and customer and customer.	Need to belong theory (Baumeister & Leary, 1995; Leary et al., 2001)	Edbring et al. (2016); Kim et al. (2015)
Authenticity	A sense of uniqueness originating from the local culture (Sharpley, 1994)	Self-determination theory (Ryan & Deci, 2000)	Birinci et al. (2018); Lyu et al. (2018); Wang (2007)

To measure the latent construct of the customer experience with Airbnb, the nature of this construct (i.e., reflective model or formative model) must be considered (Netemeyer, Bearden, & Sharma, 2003). In a formative model, indicators lead to the latent construct, whereas in a reflective model, the latent construct leads to indicators. In this study, customers' experiences with Airbnb are thought to lead to the proposed construct dimensions, including home benefits, social interactions, authenticity, and personalized service. Therefore, the customer experience with Airbnb is proposed as a reflective model in this research. According to Hair et al. (2006) and Netemeyer et al. (2003), all indicators in a reflective model are expected to covary. For example, when

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customers engage in more positive social interactions with hosts when staying with

Airbnb, they should perceive a more authentic and unique (personalized) experience.

Figure 2.1 illustrates the potential relationships in the measurement model of the

customer experience with Airbnb based on the corresponding conceptualization.
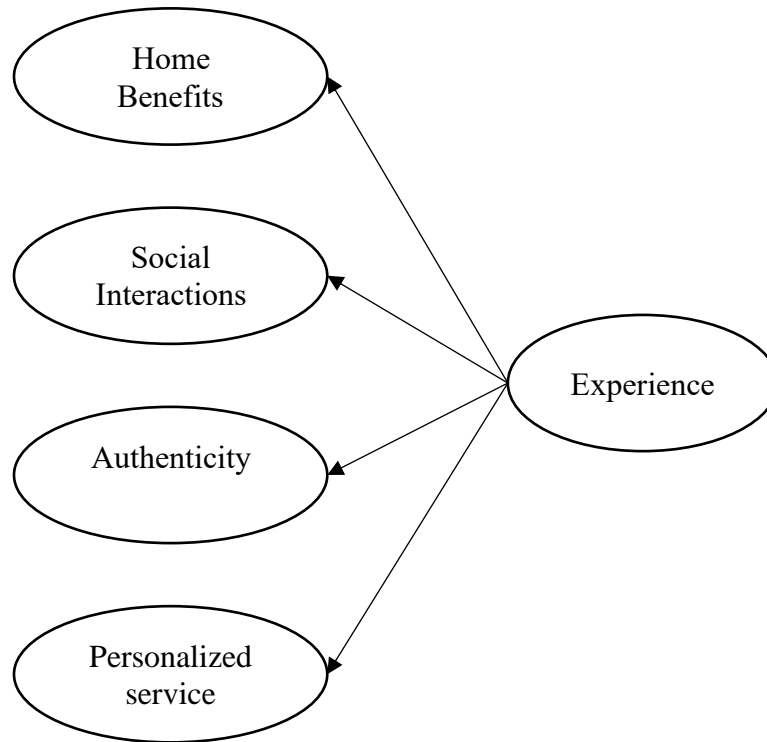
Figure 2.1 Proposed Measurement Model of Customer Experience with Airbnb

The preceding discussion provides insight into the conceptualization and

measurement of customers' experiences with Airbnb. However, the effects of customers'

Airbnb experiences on customers' emotions and future behavioral intentions remain

unclear. The roles of customers' emotions in tourism and hospitality have received

expansive research attention (Gnoth, 1997; Goossens, 2000; Prayag, Hosany, & Odeh,

2013) and have been considered crucial in stimulating customer behavior (Ali et al.,

2018). Previous research on emotions has shown that emotions determine customers'

post-consumption behaviors. For instance, customers' emotions have been investigated in

the contexts of festivals (Grappi & Montanari, 2011), restaurants (Han & Jeong, 2013), and theme parks (Bigne, Andreu, & Gnoth, 2005). Collectively, these studies suggest that positive customer emotions lead to customer satisfaction, attachment, and loyalty. However, empirical research on customer emotions in the Airbnb sector is sparse, especially in terms of how customers' experiences influence emotions across lodging types (e.g., Airbnb and hotels). As presented in Chapter 1, a key aim of this study is to investigate the impact of the customer experience with Airbnb on customers' emotions. As a result, the following section provides a discussion of customer emotions, including hedonic emotions, utilitarian emotions, and arousal. To provide a clearer understanding of the conceptual model and associated hypothesized relationships considered herein, a theoretical framework was adopted to guide this investigation.

2.4 COGNITIVE-AFFECTIVE-BEHAVIORAL FRAMEWORK

The cognitive-affective-behavioral framework suggests that customers' cognitive feelings influence their emotional responses and in turn their behavior (Bagozzi, 1992; Lazarus, 1992). To better understand the conceptual nature of customers' experiences with Airbnb, this study incorporates customers' emotions, attachment, and loyalty into a conceptual model to understand the linkage of the customer experience with other essential constructs. This framework was adopted from Lazarus (1992) and Bagozzi (1992) and serves as the foundation for the hypotheses in this study. Guided by this framework, this section discusses relevant cognitive, affective, and behavioral aspects, respectively.

Emotional responses are affected by one's appraisal of internal and situational conditions (Lazarus, 1991). Lazarus (1991) proposed a sequential relationship between

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emotional responses and intentions, suggesting that appraisal influences emotional responses, and these responses subsequently influence customers' coping behaviors. Based on this, Bagozzi (1992) explained how customers' attitudes can influence their intentions.

To better explain the relationship between attitudes and intentions, Bagozzi (1992) introduced the concept of the outcome-desire unit. According to Bagozzi (1992), an outcome refers to an event that happens to a customer, an event that a customer produces, or an event that can influence a customer's future. A desire refers to a conative state that approaches or avoids something. Based on these definitions, Bagozzi (1992) further defined outcome-desire units as particular classes of appraisals involving some significance for a customer.

Bagozzi's (1992) framework was adopted to depict the conceptual linkages in this study (Figure 2.2). The illustration includes three sequential columns: appraisal processes, emotional reactions, and coping responses. In the first column, appraisal processes represent the cognitive stage of the cognitive-affective-behavioral model. As discussed above, appraisal processes refer to appraisals of planned or unplanned outcomes in the past or present, consisting of two subcases: outcome-desire conflict (i.e., a customer having an unpleasant experience when staying with Airbnb) and outcome-desire fulfillment (i.e., a customer having a pleasant experience when staying with Airbnb).

Cognitive (Appraisal)	Affective (Emotional Response)	Behavioral (Coping)
Experience	Customer Emotions (Arousal, Hedonic Emotions, & Utilitarian Emotions)	Destination Attachment & Loyalty Brand Attachment & Loyalty
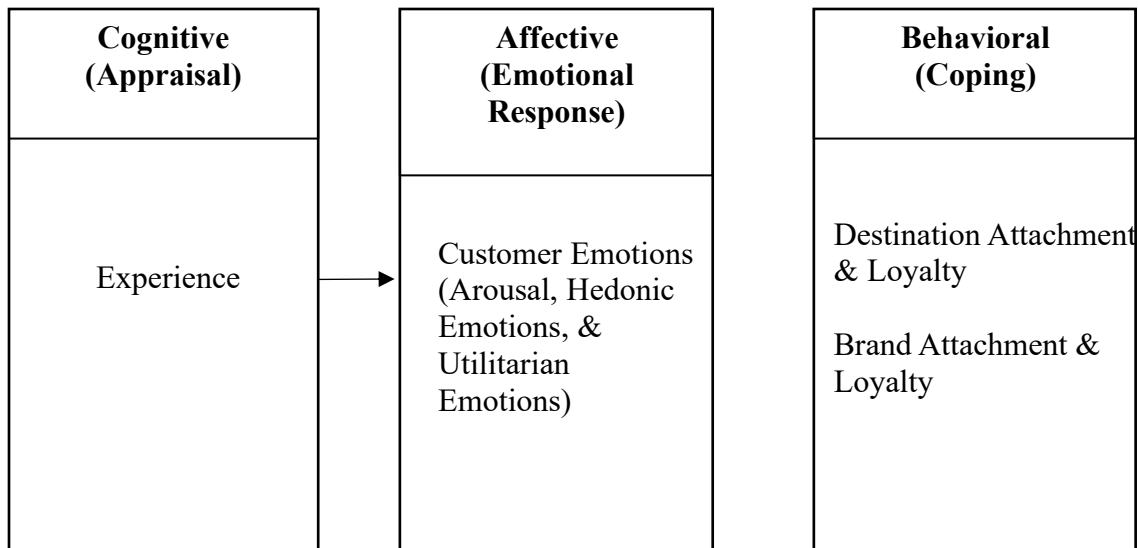
Figure 2.2 Cognitive-Affective-Behavioral Relationship Framework

Appraisal processes lead to the second column, emotional reactions, capturing the affective stage of the cognitive-affective-behavioral framework. Emotional reactions depend on appraisal processes. Outcome-desire conflict evokes dissatisfaction, whereas outcome-desire fulfillment results in satisfaction (Bagozzi, 1992). Subsequently, these emotional reactions lead to the third column, coping responses, which encompass the behavioral stage of the cognitive-affective-behavioral framework.

This framework has been applied in tourism and hospitality to explore how customers' cognitive appraisals of experiences influence their emotional responses and then their behavior (Breitsohl & Garrod, 2016; Chen & Phou, 2013; Su & Hsu, 2013). For example, this framework has been used in heritage tourism to investigate how service fairness (cognitive appraisal) leads to customers' emotions and satisfaction (affective) and how these emotions and satisfaction subsequently elicit customer loyalty toward heritage sites (behavior) (Su & Hsu, 2013). More recently, Breitsohl and Garrod (2016) suggested that customers' cognitive evaluations of a destination (cognitive appraisal) lead to emotions (affective) and then foster word of mouth and loyalty (behavior). Therefore,

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under Bagozzi's (1992) framework, when customers stay with Airbnb/hotels and have actual lodging experiences (cognitive appraisal), these experiences are expected to result in emotional responses such as arousal, hedonic emotion, and utilitarian emotion. Subsequently, these emotions lead to behavioral intentions including attachment or loyalty to brands and destinations (coping behavior). The next section discusses emotional arousal.

2.5 AROUSAL

The concept of arousal is derived from psychology, referring to organisms ranging from low (deep sleep) to high (intense excitement) (Gaertner & Dovidio, 1977). High levels of arousal result in positive behavior, such as helping others (Gaertner & Dovidio, 1977). A review of the literature shows that arousal has been conceptualized in several ways (e.g., Kastenholz et al., 2017; Loureiro & Ribeiro, 2014; Oh et al., 2017). For instance, in the marketing field, arousal refers to "the extent to which a person feels enthused and active during the consumption experience" (Loureiro & Ribeiro, 2014, p. 454) and has been considered a response to the customer experience (Kastenholz et al., 2017). In tourism, arousal reflects a physiological response to a stimulus (Oh et al., 2017). Oh et al.'s (2017) definition has been widely accepted in tourism and hospitality and used to evaluate customers' positive emotions.

In examining the relationship between the customer experience and arousal, scholars have found that positive customer experiences lead directly to positive emotions such as arousal (Güzel, 2014; Hosany & Witham, 2010; Kastenholz et al., 2018; Mody et al., 2017; Oh et al., 2017). For example, Pine and Gilmore's experience dimensions, brand experience, theme park experience, and rural tourism experience have been found

to exert direct effects on arousal (Hosany & Witham, 2010; Kastenholz et al., 2018; Mody et al., 2019; Oh et al., 2017).

In addition to the direct relationship between the customer experience and arousal, research has indicated that arousal evoked by experiences, and the degree of such arousal, is a significant determinant of behavior (Ding & Tseng, 2015; Donovan & Rossiter, 1982; Hwang & Seo, 2016; Mody et al., 2017; Oh et al., 2017). This relationship can be explained by arousal theory, which indicates that high-state arousal contributes to behavior (Reisenzein, 1994). Furthermore, Donovan and Rossiter (1982) suggested that arousal is a significant mediator between environmental stimuli and consumer behavior. Hwang and Seo (2016) found similar evidence, namely that emotions mediate the relationship between experiential stimuli and customers' responses. As an example, arousal can mediate the relationship between brand experience dimensions and customer loyalty (Ding & Tseng, 2015). Therefore, arousal has been recognized as an outcome of the customer experience and directly influences loyalty and attachment (e.g., Donovan & Rossiter, 1982; Hwang & Seo, 2016; Mody et al., 2017; Oh et al., 2017).

2.6 UTILITARIAN EMOTIONS AND HEDONIC EMOTIONS

Hedonic emotions and utilitarian emotions are also recognized as emotions and determinants of attachment. Concepts belonging to the hedonic and utilitarian dimensions arise from consumers' attitudes and have been investigated in sociology, psychology, and marketing (Batra & Ahtola, 1990; Hirschman & Holbrook, 1982; Voss et al., 2003). The traditional marketing literature asserts that customers are utility-driven and utility maximizers; that is, consumers maximize financial rewards and minimize costs during transactions (Bettman, Luce, & Payne, 1998).

An emotion is a mental state derived from cognitive appraisals of events or thoughts (Ding & Tseng, 2015). In contrast to attitudes, emotions may not be consistent, and customers may experience different emotions when they purchase a specific brand or product in different environments. Batra and Ahtola (1990) indicated that consumers purchase products and services due to hedonic and utilitarian motivations. Hedonic emotions arise from actual experiences using products or services and are triggered by intrinsically motivated behaviors such as leisure activities, games, and sports (Ding & Tseng, 2015; Voss, Spangenberg, & Grohmann, 2003). This definition implies that staying with Airbnb enables customers to communicate and interact with hosts, which in turn evokes hedonic emotions (Lee & Kim, 2018). Conversely, utilitarian emotions are derived from the functions of products or services in fulfilling consumers' functional goals (Ding & Tseng, 2015). The utilitarian attributes of staying with Airbnb may depend on whether customers' needs and demands are satisfied. For instance, when staying with Airbnb, customers have access to a home-like environment and facilities, which is a primary reason why consumers choose these accommodations (Guttentag, 2015).

Scholars have established that experiences can directly lead to hedonic and utilitarian emotions (Ding & Tseng, 2015). Ding and Tseng (2015) supported this relationship by considering a conceptual framework to investigate how experiences trigger and enhance hedonic emotions, which then promote loyalty. Similar findings were reported by Lee and Kim (2018) and Voss et al. (2003), further substantiating the relationship between experience and emotions.

Hedonic and utilitarian emotions have been found to lead to attachment and loyalty. Studies have shown that if customers demonstrate positive emotions resulting

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from their experiences, then these consumers may become emotionally attached to the provider (Hou, Lin, & Morais, 2005). Similarly, Holbrook and Hirschman (1982) noted that consumers tend to express attachment and loyalty toward brands that inspire hedonic emotions. Empirical research has also indicated that customers can develop emotional attachments to specific brands and places (Morgan, 2010). In summary, hedonic and utilitarian emotions are both considered consequences of the customer experience and drivers of attachment and loyalty (e.g., Holbrook & Hirschman, 1982; Hou et al., 2005). Therefore, as the objective of this study is to examine linkages between customers' experiences with Airbnb, customers' emotions, and the sense of attachment toward places and brands, the following sections review pertinent literature on the constructs of brand attachment and place attachment.

2.7 ATTACHMENT

Attachment captures the relationship between a person and an objective (Bowlby, 1979) and is considered a basic human need (Bowlby, 1979). Customers can be deeply tied to a brand (Thomson, MacInnis, & Park, 2005) or a place (Orth et al., 2012). Robins, Caspi, and Moffitt (2000) suggested that the characteristics of consumers and brands determine brand attachment. A positive and memorable experience may lead to attachment to a brand and a destination (Orth et al., 2012). The following sections present a discussion of destination attachment and brand attachment.

2.7.1 Destination Attachment

In past studies, researchers have used terms such as "place attachment" (Prayag & Ryan, 2012; Williams & Vaske, 2003), "place bonding" (Hammitt, Backlund, & Bixler, 2006), "sense of place" (Stedman, 2003), "community attachment" (Kasarda & Janowitz,

1974), "sense of community" (Sarason, 1974), "place dependence" (Stokols & Shumaker, 1981), and "destination attachment" (Wang, Liu, Huang, & Chen, 2019) to characterize the strong connection between a person and a place; however, "place attachment" and "destination attachment" are used most often. Hidalgo and Hernandez (2001) noted a consensus around the term "destination attachment," hence its adoption in the present study.

Based on previous research (Hidalgo & Hernandez, 2001; Hummon, 1992; Low, 1992; Shumaker & Taylor, 1983), destination attachment has been proposed as a three-dimensional framework composed of person, place, and process (Scannell & Gifford, 2010). The person dimension reflects individually or collectively determined meanings because place attachment occurs at a group level and an individual level. The place dimension underlines the place characteristics of attachment, whereas the process dimension includes components such as affective, cognitive, and behavioral aspects of attachment. The nature of destination attachment reflects the process through which an individual forms an emotional relationship to a destination (Yuksel, Yuksel, & Bilim, 2010). As such, Kyle, Graefe, and Manning (2005) extended the notion of place attachment by incorporating affective and social components. Destination attachment has been identified as a second-order construct consisting of three dimensions: place dependence, place identity, and affective attachment (Gross & Brown, 2008; Yuksel, Yuksel, & Bilim, 2010).

Destinations provide settings for travelers' activities. According to the literature (Gross & Brown, 2008; Yuksel et al., 2010), place dependence refers to functional attachment to a destination, such as based on a destination's available facilities and

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activities. The dimension of place dependence thus captures travelers' evaluations of places such as how well the settings, facilities, or activities provided meet visitors' functional needs (Brocato, 2006). Place identity is described as "those dimensions of self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals, and behavioral tendencies and skills relevant to this environment" (Brocato, 2006, p. 155). Place identity is thought to increase an individual's sense of belonging to a destination (Tuan, 1980). Affective attachment is conceptualized as emotional bonding within a destination (Jorgensen & Stedman, 2001). Scholars have suggested that customers' experiences with brands can influence their emotional attachment to the brand and even the destination (Orth et al., 2012). Similar findings have been reported by Cardinale, Nguyen, and Melewar (2016), Loureiro (2015), Tsai (2016), and Vada, Prentice, and Hsiao (2019), who provided robust evidence of the sequential chain of attachment and loyalty. One important objective of the current study is to investigate how customers' experiences with Airbnb influence their brand (i.e., Airbnb) and destination attachment and in turn affect their destination and brand loyalty. Thus, a discussion of brand attachment, brand loyalty, and destination loyalty is provided in the ensuing sections.

2.7.2 Brand Attachment

Brand attachment describes relationships between consumers and brands (i.e., Airbnb) that influence consumer behavior (Thomson, MacInnis, & Park, 2005). Thomson et al. (2005) defined brand attachment as "an emotion-laden bond between a person and a brand characterized by deep feelings of connections, affection, and passion." In

psychology, the theory of brand attachment indicates that the stronger one's attachment to a brand, the more likely one is to maintain a connection to that brand (Bowlby, 1980).

Numerous studies have defined brand attachment and embraced attachment theory as a fundamental theoretical framework (Belaid & Behi, 2011; Grisaffe & Nguyen, 2011; Hudson, Roth, Madden, & Hudson, 2015; Mick & DeMoss, 1990; Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010; Thomson et al., 2005). For example, Belaid and Behi (2011) held that brand attachment indicates consumers' affective tendencies toward a brand, further suggesting that consumers express emotional states (e.g., love or passion) toward a brand. More recently, Japutra, Ekinci, and Simkin (2014) divided brand attachment into three dimensions, including emotions, self-connections, and importance. They also identified experience as one determinant of brand attachment.

Prior research has investigated the antecedents of brand attachment in different contexts (Bahri-Ammari et al., 2016; Japutra et al. 2014), such as customer satisfaction, trust, past experience, and congruence (Bahri-Ammari et al., 2016; Borghini et al., 2009). These antecedents are believed to foster a lasting relationship between customers and brands (Borghini et al., 2009). Also, customers' actual experiences promote the development of cognitive and affective bonds between a brand and the self (Borghini et al., 2009). Studies in experiential marketing have shown that consumers' memorable experiences can contribute to emotional and cognitive connections to a brand (Schmitt, Rogers, & Vrotsos, 2004; Thomson, Macinnis, & Park, 2005). Relatedly, in a service context, researchers have acknowledged brand attachment as the outcome of long-term relationships developed through service experiences (Levy & Hino, 2016). In sum, brand

attachment is formed via affection toward brands (Thomson et al., 2005) and high repeat satisfaction with brands (Orth, Limon, & Rose, 2010).

2.8 LOYALTY

Loyalty is another common behavioral outcome of the customer experience. Loyalty refers to one's deep commitment to repurchasing a product or service in the future (Oliver, 1999). According to Jacoby and Chestnut (1978), loyalty can be conceptualized from three perspectives: behavioral, attitudinal, and composite. The earliest measurement of loyalty was based on consumer behavior. However, Day (1969) argued that behavioral loyalty fails to distinguish between being spuriously and intentionally loyal. Thus, attitudinal and composite loyalty were further proposed to measure loyalty.

Loyal customers are less price-sensitive and more likely to pay a price premium (Lau & McKercher, 2004; Oliver, 1999). Marketers have therefore sought to develop and enhance customers' loyalty to brands (Bolton, Kannan, & Bramlett, 2000; Hudson et al., 2015; Jani & Han, 2015; Nisco & Warnaby, 2014) and destinations (Antón, Camarero, & Laguna-García, 2017; Moore et al., 2015; Su, Hsu, & Swanson, 2017). For this reason, building loyalty is critical in helping organizations and destinations maintain a competitive advantage (Antón et al., 2017). The next section provides an overview of destination loyalty and brand loyalty.

2.8.1 Destination Loyalty

Researchers have incorporated the concept of loyalty into tourism destination marketing and management (Baloglu, 2001; Mazanec, 2000). Destination loyalty represents customers' attitudes and future loyalty toward a product, brand, or service

(Dick & Basu, 1994). It also conveys tourists' intentions to revisit a destination (Kim et al., 2009; Qu, Kim, & Im, 2011) and their willingness to recommend that destination (Chi & Qu, 2008; Yoon & Uysal, 2005). Similarly, destination loyalty has been measured using behavioral, attitudinal, and composite approaches. The behavioral measurement fails to explain why customers are willing to revisit a destination in the future; thus, the attitudinal approach has been proposed to explore customers' psychological commitment to a destination or brand. Backman and Crompton (1991) integrated behavioral and attitudinal approaches to propose a composite measurement. The concept of destination loyalty and its determinants have been thoroughly investigated in the tourism literature (Gursoy, Chen, & Chi, 2014).

2.8.2 Brand Loyalty

The importance of brand loyalty has been well documented in the marketing domain (Fournier & Yao, 1997). This construct is defined as a customer's deeply held commitment to rebuying or re-patronizing a preferred brand consistently in the future (Oliver, 1999). The unique experiences that customers gain from brands can cultivate brand loyalty. Relatedly, Jacoby and Chesnut (1978) suggested that loyalty is based on customers' behavior in purchasing the same brand continuously.

Various loyalty behaviors have been identified, such as repurchase intention (Cristau, 2001), word of mouth, and willingness to pay a premium (Adams & Salois, 2010; Perutkova & Parsa, 2010). Specifically, loyal customers have a strong desire to maintain a relationship with a given brand and are more willing to share their unique experiences with others (Cristau, 2001). Thus, companies try to build loyal relationships with consumers and maintain their existing customer base, which is a sound strategy for

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organizations to reduce their marketing budget (Bickart & Schindlerer, 2001). As Meng and Elliott (2008) suggested, today's business environment is highly competitive, and organizations need to retain loyal customers. For instance, hotels and airlines have long been offering loyalty programs, while Airbnb has launched a "Superguest" program to provide membership benefits to its most loyal customers.

As Chapter 1 highlighted, in addition to investigating conceptual relationships between customers' experiences with Airbnb and customers' emotions, attachment, and loyalty, the potential moderating roles of involvement and customer generations are assessed in this study. Thus, a discussion of these two moderating variables is presented in the following sections.

2.9 MODERATING VARIABLES

2.9.1 Involvement

Involvement has long been considered a critical concept in consumers' purchase behavior, marketing, and advertising (Flynn & Goldsmith, 1993; Varki & Wong, 2003). The concept also reflects diverse customer consumption behavior and outcomes (Varki & Wong, 200). Involvement has been defined as "a person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342). It also refers to the perceived importance of a product or of consumption itself (Greenwald & Leavitt, 1984; Guthrie & Kim, 2009). Research has demonstrated that customers' decision-making intentions are influenced by their level of involvement and relevance to products (Gursoy & Gavcar, 2003; Varki & Wong, 2003; Zaichkowsky, 1985).

In involvement-related research on purchasing behavior, scholars have developed various scales to investigate the outcomes and consequences of personal involvement

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(Laurent & Kapferer, 1985; Mittal, 1989; Mittal & Lee, 1981; Vaughn, 1980; Zaichkowsky, 1985). Among these, Zaichkowsky's (1985) Personal Involvement Inventory (PII) is the most widely adopted measurement. Zaichkowsky (1985) identified three antecedents that affect one's level of involvement: the characteristics of the person, the characteristics of the stimulus (the products or purchase itself), and the characteristics of the situation. Zaichkowsky's (1985) PII scale includes 20 context-free items to measure the motivational state of involvement. Mittal (1995) later found that the PII scale yielded better reliability and simplicity and suggested removing five items to form a new unidimensional scale.

With respect to tourism and hospitality, involvement has been adopted as a tool to predict the importance of products or purchases among customers (Gross & Brown, 2008; Hwang, Lee, & Chen, 2005). Since the concept of involvement was initially developed in marketing, various scholars have attempted to apply and conceptualize the concept in tourism and hospitality (Gross & Brown, 2006, 2008; Hwang, Lee, & Chen, 2005). For example, involvement has been identified as a moderator in attitude-behavioral relationship studies (Cooke & Sheeran, 2004; Lee & Kim, 2018); that is, when customers are highly involved with products or services, they tend to be more likely to develop attachment or loyalty to those products or services. The findings of such studies and the theoretical rationale provided in the literature support a moderating role of involvement in tourism and hospitality contexts.

2.9.2 Generations

Generational theory posits that each generation has experienced the same external influences and social events, which contribute to their similar life experiences (Li, Li, &

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Hudson, 2013). Each generation generally spans 20–25 years, and generational cohorts yield richer information (Li et al., 2013; Schewe & Meredith, 2004; Schewe & Noble, 2000). The most widely identified generations in the United States are Baby Boomers, Generation X, and Millennials (Generation Y). Studies have indicated that different generations possess distinct perceptions and values that shape their consumption behavior in terms of products and services (Jang, Kim, & Bonn, 2011; Meredith & Schewe, 1994; Schewe & Noble, 2000). Therefore, it is necessary to investigate the moderating role of customer generations in the context of Airbnb.

Baby Boomers were born between 1946 and 1964 (Bump, 2014) and are currently the largest spenders in the U.S. travel market (AAPR, 2018). Research has shown that Baby Boomers value community, self-actualization, and health and wellness more than other generations (Li et al., 2013; Pendergast, 2009). They are also more likely to seek memorable and authentic experiences, nostalgia, and convenience (Li et al., 2013). Baby Boomers particularly value the importance of accommodations, service quality, cleanliness, and friendliness of people more than other generations.

Generation X comprises individuals born between 1965 and 1976 (Bump, 2014). This generation is more loyal, independent, creative, and likely to adopt new situations and technology than Baby Boomers (Li et al., 2013; Pendergast, 2009). Millennials were born between 1977 and 1995, and they adopt new situations and technology even more rapidly than Generation X (Li et al., 2013). Specifically, Millennials are more likely to try new brands and products, whereas Generation X prefers a comfortable atmosphere with great value. These three generations have different consumption-related attitudes, values, and behaviors due to technological and economic factors (Nusair, Bilgihan, & Okumus,

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2013). Thus, the forgoing discussion provides a strong conceptual rationale for investigating generational differences in the context of the sharing economy.

2.10 HYPOTHESES DEVELOPMENT

Although scholarly inquiry into the sharing economy and Airbnb is increasing, empirical investigations to build a connection between Airbnb experiences and factors relevant to consumer connections (e.g., loyalty) remain lacking. To better understand the nature of such experiences, an integrated model must be developed to delineate the formation of destination loyalty and brand loyalty.

2.10.1 Hypothesis 1

According to previous research, emotions arise from evaluating an activity or an event, and tourism experiences can lead to negative or positive emotions (Dolcos & Cabeza, 2002; Oh et al., 2007). When evoked by positive experiences with Airbnb, arousal serves as a significant consequence of the customer experience (Güzel, 2014; Kastenholz et al., 2018). Specifically, travel experiences and hospitality experiences provide customers opportunities to explore new things and escape from reality, which are associated with positive emotions such as arousal (Anderson & Shimizu, 2007). Similarly, studies have shown that positive experiences lead to positive outcomes such as arousal and pleasure (Güzel, 2014; Hosany & Witham, 2010; Kastenholz et al., 2018; Mody et al., 2017; Oh et al., 2017). Therefore, it is reasonable to propose the following hypothesis:

H1: Customers' experiences with Airbnb are positively related to arousal.

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2.10.2 Hypotheses 2 and 3

Experience represents a significant contributor to hedonic and utilitarian emotions. Studies on emotions have indicated that when customers have positive experiences with their lodging or travel, they are more likely to be pleased with their overall experience (Ding & Tseng, 2015; Lee & Kim, 2018; Voss, Spangenberg, & Grohmann, 2003). A positive experience with Airbnb or hotels should thus evoke customers' positive emotions towards those organizations. Therefore, the following hypotheses are proposed:

H2: Customers' experiences with Airbnb are positively related to customers' hedonic emotions.

H3: Customers' experiences with Airbnb are positively related to customers' utilitarian emotions.

2.10.3 Hypotheses 4–6

Emotions have been identified as antecedents of destination attachment and brand attachment (Hosany et al., 2017; Morgan, 2010). According to Low and Altman (1992), destination attachment "involves an interplay of affect and emotions, knowledge and beliefs, and behaviors and actions in reference to a place" (p. 5). This definition indicates that positive emotions (e.g., arousal) and hedonic emotions arising from interactive experiences should evoke emotional attachment to a destination (Loureiro, 2015).

Relationship theory conveys that customers' affective experiences, such as arousal and pleasure, are positively related to brand attachment (Orth, Limon, & Rose, 2010). Arousal characterizes consumers' positive sentiments toward a brand (Patwardhan & Balasubramanian, 2011). For example, consumption-induced pleasure and arousal

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positively influence brand attachment, which further affect brand loyalty (Orth et al., 2010).

Studies have shown that hedonic and utilitarian emotions are essential predictors of customers' consumption behavior and future behavioral intentions (Babin, Darden, & Griffin, 1994; Batra & Ahtola, 1990; Bridges & Florsheim, 2008). Shahzad et al. (2019) pointed out that hedonic emotions are more important than utilitarian emotions in determining customer loyalty. In other words, customers are more loyal to brands that trigger hedonic emotions. This finding is in line with the appraisal theory of emotion, which suggests that certain person–environment relationships activate particular emotions (Lazarus, 1991). This theory has been widely adopted in the marketing literature to investigate the relationships among appraisal, consumption emotions, and post-consumption behavior (Bougie et al., 2003; Nyer, 1997; Soscia, 2007). Arousal and hedonic emotions have similarly been found to significantly influence consumers' future consumption behavior (Li, Dong, & Chen, 2012). Thus, it is reasonable to propose the following hypotheses:

H4a: Hedonic emotions are positively related to destination attachment.

H4b: Hedonic emotions are positively related to brand attachment.

H5a: Arousal is positively related to destination attachment.

H5b: Arousal is positively related to brand attachment.

H6a: Utilitarian emotions are positively related to destination attachment.

H6b: Utilitarian emotions are positively related to brand attachment.

2.10.4 Hypotheses 7–10

Loyalty has been identified as an outcome of customer behavior for decades (Brakus et al., 2009; Klaus & Maklan, 2013). Loyalty behavior includes various future behavioral intentions, such as positive word of mouth (Liang et al., 2018; Tussyadiah, 2016) and repurchase intention. The positive effect of destination attachment on destination loyalty has been well documented. Research suggests that positive emotional connections with a destination evoke customers' loyalty toward that destination (Yuksel et al., 2010). Also, researchers examining destination attachment have noted that place dependence and place identity positively influence customers' word of mouth, revisit intentions, and attitudinal loyalty (Lee, Kyle, & Scott, 2012; Lee & Shen, 2013; Xu & Zhang, 2016). The following hypothesis is therefore proposed:

H7a: Destination attachment is positively related to destination loyalty.

As indicated in previous research, strong attachment results in a strong connection with and loyalty to a brand (Bolton, Kannan, & Bramlett, 2000; Hudson et al., 2015). Strong attachment can be gained through ongoing consumer–brand interaction (Thomson et al., 2005). For example, some hotels build their own loyalty programs and provide incentives for repeat consumers (Bolton et al., 2000). To further enhance customers' attachment to a hotel, hotel managers should provide patrons a unique and tailored experience (Kang et al., 2017). Airbnb has introduced the "Superguest" program to reward their most loyal customers. Studies have also revealed that brand attachment positively influences consumers' loyalty and behavioral intentions (Esch et al., 2006; Japutra, Ekinci, & Simkin, 2014; Kang et al., 2017; Thomson et al., 2005); accordingly, the following hypotheses are proposed:

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H7b: Destination attachment is positively related to brand loyalty.

H8a: Brand attachment is positively related to destination loyalty.

H8b: Brand attachment is positively related to brand loyalty.

Researchers studying tourism destinations and brands have pointed out that tourism destinations offer a range of experiences, of which brand experience is only a part (Orth et al., 2012). Tourism destinations provide diverse ways to enhance customers' attachment to regional products such as arts and crafts, unique food, and one-of-a-kind accommodations (Iversen & Hem, 2008). Such attachment and attributional mechanisms bridge tourism destinations and place-based brands (Orth et al., 2012). Due to this destination–brand connection, customers may attribute their experiences to a place-based brand and corresponding tourism destination. Thus, it is suggested that

H9: Destination attachment is positively related to brand attachment.

H10: Destination loyalty is positively related to brand loyalty.

2.10.5 Hypothesis 11

Prior research has demonstrated that customers' decision-making intentions are influenced by their level of involvement and their product relevance (Gursoy & Gavcar, 2003; Varki & Wong, 2003; Zaichkowsky, 1985). Support for the moderating effect of involvement has appeared in the tourism and hospitality literature; for instance, when customers are more highly involved with Airbnb, their satisfaction with hedonic value is stronger (Lee & Kim, 2018). Furthermore, their level of involvement moderates relationships between the customer experience and brand attachment (Malär et al., 2011). The following hypotheses are therefore proposed:

H11a: The relationships between customers' experiences with Airbnb and (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions will be stronger for customers with higher levels of involvement.

H11b: The relationships between (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions between brand attachment and destination attachment will be stronger for customers with higher levels of involvement.

2.10.6 Hypothesis 12

As discussed in Section 2.9.2, customer generations exhibit distinct values, lifestyles, and consumption behavior. In the context of Airbnb, while Baby Boomers value home benefits and cleanliness over local and social benefits (Mahadevan, 2018), Millennials prefer authenticity, value for money, flexibility, and experiences over possessions (Amaro et al., 2018). Millennials are also more attracted by authentic experiences and "living like a local." They prefer Airbnb's sustainability philosophy and focus on cost more than other generational cohorts (Guttentag, 2019; Mahadevan, 2018). Thus, customers' experiences with Airbnb are expected to differ generationally. The following hypotheses are proposed:

H12a: The relationships between customers' experiences with Airbnb and (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions will be stronger for Millennials than for Baby Boomers and Generation X.

H12b: The relationships between (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions and brand attachment and destination attachment will be stronger for Millennials than for Baby Boomers and Generation X.

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2.10.7 Hypotheses 13–14

As presented in Chapter 1, Airbnb has been identified as the hotel industry's strongest competitor. Future hotels thus need to create new experiences for customers. This study aims to investigate whether the hypothesized relationships within the proposed model differ between Airbnb and hotel groups. Therefore, the final hypothesis is proposed:

H13: The hypothesized model relationships differ between Airbnb and traditional hotel groups.

2.10.8 Hypotheses Summary

In summary, the preceding sections presented the research hypotheses for this study. Figure 2.3 illustrates the hypothesized relationships between constructs. Specifically, Hypotheses 1, 2, and 3 propose that customers' experiences with Airbnb, consisting of home benefits, social interactions, authenticity, and personalized services, positively influence customers' hedonic emotions, arousal, and utilitarian emotions. Hypotheses 4a, 4b, 5a, 5b, 6a, and 6b address the roles of customer emotions (i.e., hedonic emotions, arousal, and utilitarian emotions) in influencing destination attachment and brand attachment. Meanwhile, Hypotheses 7a, 7b, 8a, and 8b suggest that attachment positively contributes to brand loyalty and destination loyalty. Hypotheses 11 and 12 are related to the respective moderating effects of involvement and customer generations. Finally, a comparison between Airbnb and hotels is captured in Hypothesis 13.

These hypotheses are summarized in Table 2.2 and illustrated in Figure 2.3.

Table 2.2 Proposed Research Hypotheses

Research Hypotheses	Statement
H1	Customers' experiences with Airbnb are positively related to arousal.

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H2	Customers' experiences with Airbnb are positively related to hedonic emotions.
H3	Customers' experiences with Airbnb are positively related to utilitarian emotions.
H4a	Hedonic emotions are positively related to destination attachment.
H4b	Hedonic emotions are positively related to brand attachment.
H5a	Arousal positively is related to destination attachment.
H5b	Arousal positively is related to brand attachment.
H6a	Utilitarian emotions are positively related to destination attachment.
H6b	Utilitarian emotions are positively related to brand attachment.
H7a	Destination attachment is positively related to destination loyalty.
H7b	Destination attachment is positively related to brand loyalty.
H8a	Brand attachment is positively related to destination loyalty.
H8b	Brand attachment is positively related to brand loyalty.
H9	Destination attachment is positively related to brand attachment.
H10	Destination loyalty is positively related to brand loyalty.
H11a	The relationships between customers' experiences with Airbnb and (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions will be stronger for customers with higher levels of involvement.
H11b	The relationships between (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions between brand attachment and destination attachment will be stronger for customers with higher levels of involvement.
H12a	The relationships between customers' experiences with Airbnb and (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions will be stronger for Millennials than for Baby Boomers, and Generation X.
H12b	The relationships between (a) arousal, (b) hedonic emotions, and (c) utilitarian emotions and brand attachment and destination attachment

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	will be stronger for Millennials than for Baby Boomers and Generation X.
H13	The hypothesized model relationships differ between Airbnb and hotel groups.
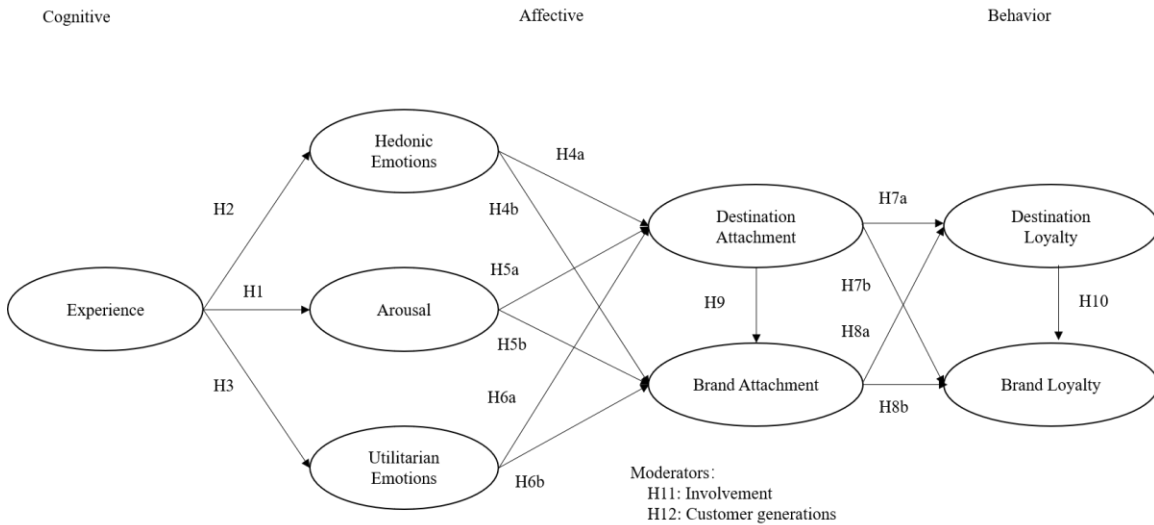
Figure 2.3 Conceptual Model and Hypotheses

2.11 CHAPTER SUMMARY

This chapter has provided a comprehensive review of the literature relevant to this study. More specifically, a conceptualization of customers' experiences with Airbnb, the theoretical framework guiding the study, as well as the antecedents of brand loyalty and destination loyalty were presented. From this review, a conceptual research model was proposed to illustrate how customers' experiences with Airbnb contribute to brand loyalty and destination loyalty. The moderating variables of involvement and generations were also discussed. Proposed theoretical linkages among constructs were presented in 13 hypotheses leading to the research design, which will be discussed in the next chapter.

CHAPTER 3

METHODOLOGY

Chapter 2 provided an extant literature review on customer experience with a focus on the emerging concept of customer experience with Airbnb and its conceptualization. Based on the conceptualization and literature review, a conceptual model was proposed to investigate how the customer experience with Airbnb contributes to the formation of destination loyalty and brand loyalty. To achieve the research purposes and research questions presented in Chapter 1, this chapter focuses on the research design of this study, including the research method and research procedure.

3.1 RESEARCH METHOD

Research has been considered as a systematic investigation or inquiry with data collection, data analysis, and results interpretation (Burns, 1997). Specifically, research refers to use an appropriate theoretical framework to "establish relationships between or among constructs that describe or explain a phenomenon by going beyond the local event and trying to connect it with similar events" (Mertens, 2005, p. 2). Distinct from a theory, the theoretical framework refers to a paradigm (Mertens, 2005). Within social science research, a set of practices or beliefs, logically related assumptions, or propositions that guide studies refers to a paradigm (Lincoln & Guba, 2005; Morgan, 2007). As Bryman (2001) suggests, a paradigm influences the design of research and the presentation of results. Two types of paradigm were identified in previous research (i.e., positivism paradigm and constructivism paradigm) (Lincoln & Guba, 2005), which provide a

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theoretical foundation to direct the research investigation and design (Broido & Manning, 2003; Morgan, 2007).

The positivism paradigm reflects "a deterministic philosophy in which cases probably determine effects or outcomes" (Creswell, 2003, p. 7). Following Mertens (2005), the positivism paradigm can be utilized in social science based on the assumption that the social world can be investigated as the natural science with specific research methods and explanations of a causal nature. The primary objective of the positivism paradigm is to test a theory in a new context or to predict related outcomes through observation or measurement (O'Leary, 2004). Thus, positivism researchers are more likely to rely on quantitative data collection methods and analysis.

As distinct from the positivism paradigm, the constructivism paradigm assumes that "the reality is socially constructed" (Mertens, 2005, p. 12), and the social world can be investigated through researchers' experience (Cohen & Manion, 1994). Typically, the research within constructivism paradigm does not begin with a theory. Instead, constructivism researchers "generate or inductively develop a theory or pattern of meanings" (Creswell, 2003, p.9). They are more likely to rely on qualitative data collection and analysis through participants' views or experiences of the situation being investigated (Creswell, 2003; Mackenzie & Knipe, 2006; Wiersma, 2000). The preceding description suggests that paradigm and research questions direct the data collection and analysis methods (i.e., quantitative, qualitative, or mixed methods).

The quantitative methodology takes a positivistic paradigm (Creswell, 2003; Mackenzie & Knipe, 2006) and focuses on the causal relationships between variables and constructs (Denzin & Lincoln, 2005). On the basis of theories, the quantitative

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methodology is inductive, which can be generalized to a broader population (Creswell, 1994). Qualitative methodology is an exploratory approach and investigates research questions through participants' views (Creswell, 1994; Lincoln & Guba, 2005). While quantitative methodology focuses on numbers and statistical indicators, qualitative research focuses on observations and experiences (Zikmund, Ward, Lowe, & Winzar, 2007). Thus, qualitative research allows scholars to obtain in-depth understanding and explanations of unfamiliar phenomena under investigation (Crouch & Housden, 2003).

Considering the nature and characteristics of both qualitative and quantitative research, a quantitative approach was considered appropriate to achieve the research purposes and research questions for this study. As presented in Chapter 1, this research aims to develop and validate a measurement scale for customer experience with Airbnb, as well as to assess a conceptual model of destination loyalty and brand loyalty formation through a statistical approach. Specifically, the current study aims to explore the causal linkages between constructs and variables. A series of hypotheses were proposed with key constructs within the nomological network, such as customer experience with Airbnb, arousal, hedonic emotions, utilitarian emotions, brand attachment, destination attachment, brand loyalty, and destination loyalty being investigated. Thus, given the research purposes and research hypotheses, a quantitative approach was selected as the most appropriate methodology (Creswell, 2003).

3.2 RESEARCH DESIGN

Based on the research purposes and research questions, this section provides an overview of the research procedure, which is summarized in Figure 3.1.

Phase 1: Development of Customer Experience with Airbnb

| Step 1: Defining the Construct and Content Domain
• Conducting an extant literature review
• Identifying appropriate definitions of underlying constructs
• Identifying the nature of the scale (i.e., reflective vs. formative) | Domain Specification | An Extant Literature Review |

| Step 2: Generating and Judging Measurement Items
• Generating an initial item pool
• Assessing content and face validity through panel studies
• Revising items and developing survey instrument | Item Revision | Panels |

| Step 3: Conducting Studies to Develop and Refine the Scale
• Conducting a pilot study
• Conducting exploratory factor analysis
• Assessing initial internal consistency and validity | Pilot Study | Sample from Amazon Mechanical Turk (MTurk) |

| Step 4: Finalizing the Scale
• Finalizing the scale with two samples (i.e., confirmatory sample vs. validation sample)
• Conducting confirmatory factor analysis on both samples
• Assessing reliability and validity
• Conducting invariance test
• Assessing dimensionality | Scale Development | |

Phase 2: Testing for Research Model

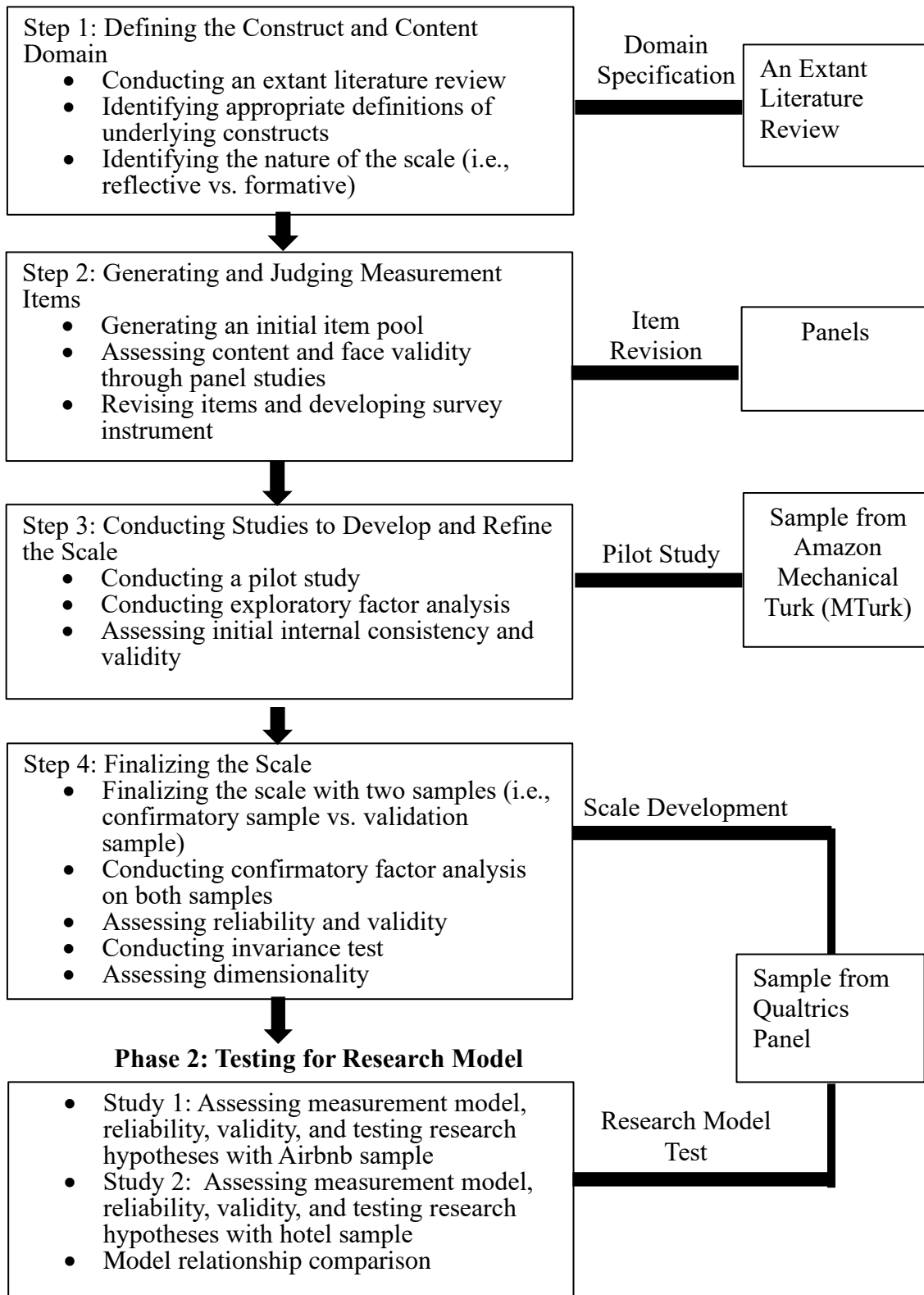| • Study 1: Assessing measurement model, reliability, validity, and testing research hypotheses with Airbnb sample
• Study 2: Assessing measurement model, reliability, validity, and testing research hypotheses with hotel sample
• Model relationship comparison | Research Model Test | Sample from Qualtrics Panel |

Figure 3.1 Procedures of Research Design (Adapted from So, 2013)

Figure 3.1 presents the procedure of the research design. To achieve the research purposes, a two-phase study was proposed, with Phase 1 focusing on conceptualization and measurement of the customer experience with Airbnb, and Phase 2 focusing on testing the conceptual model. The following sections present the overview of each phase.

3.2.1 Phase 1: Development of Customer Experience with Airbnb Measurement Scale

The objective of Phase 1 was to develop and validate the measurement scale of customer experience with Airbnb. In achieving this objective, this study adopted Netemeyer et al.'s (2003) four-step scale development procedure, which includes 1) defining the construct and content domain, 2) generating and judging measurement items, 3) conducting studies to develop and refine the scale, and 4) finalizing the scale. Step 1 focused on an extant literature review to identify the domain of the constructs and identify the appropriate defections of the constructs. Followed by the literature review, the justification was provided to identify the nature of the scale (i.e., reflective vs. formative). Step 2 attempted to generate an initial item pool through an extensive literature review. After that, panel studies were conducted to assess the content validity and face validity of the items and constructs. Items were refined and revised based on the panel studies. Step 3 focused on designing a pilot study and data collection from Amazon Mechanical Turk (Mturk). An exploratory factor analysis was conducted on the pilot data and resulted in items deletion. Initial reliability and validity were also assessed. With the data from Qualtrics online panel, Step 4 involved an assessment of the measurement model with the confirmatory sample and the validation sample through analysis of factor structure, internal consistency, convergent validity, and discriminant validity. Followed by the measurement model assessment, an invariance test, and a dimensionality test were

also conducted. Chapter 4 described research methods and empirical results from this phase.

3.2.2 Phase 2: Testing for Research Model

The objective of Phase 2 is to assess the conceptual research model and test the hypothesized relationships. To further validate the scale, other constructs were included in the conceptual model (i.e., arousal, brand attachment, destination attachment, brand loyalty, and destination loyalty) (see Figure 2.3). To achieve the research purposes presented in Chapter 1, two studies (i.e., Study 1 and Study 2) were conducted concurrently in Phase 2. Study 1 was intended to empirically assess the theoretical relationships among the constructs with an Airbnb customer sample, while Study 2 assessed the same model with a hotel sample. Subsequently, a comparison of Study 1 and Study 2 was conducted to assess the differences in model relationships between Airbnb and hotels. For each study, both first-order and second-order confirmatory factor analysis were conducted to assess the measurement model followed by the testing of hypothesized relationships through structural equation modeling. Internal consistency and validity (i.e., convergent validity and discriminant validity) were further assessed for both studies. Chapter 5 describes the method, data analyses, and empirical results of Phase 2.

3.3 CHAPTER SUMMARY

This chapter has described the research design for the current study. A justification of a quantitative study was presented, followed by an outline of the procedure of research design. In addition, this chapter presented the justification for selecting Airbnb and hotel as the research context. The next chapter presents the procedures, data analyses, and empirical results of the scale development.

CHAPTER 4

SCALE DEVELOPMENT

Having presented a review of the extant literature on customer experience in Chapter 2, and an overview of the methodology and research design for this study in Chapter 3, this chapter provides the detailed research procedure and empirical results of the scale development phase of this study, which addresses the research purposes and research questions outlined in Chapter 1. The following sections outline the scale development process (i.e., construct domain, item generation, refine, and finalize the scale).

4.1 SCALE DEVELOPMENT PROCEDURE

Creating a reliable and valid scale is the goal of scale development (Clark & Watson, 1995). Scholars have suggested various procedures of scale development (e.g., Churchill, 1979; DeVellis, 2012; Netemeyer, Bearden, & Sharma, 2003). These suggestions are slightly different depending on the research context, research purposes, and research questions. In the current study, a four-step procedure that Netemeyer et al. (2003) suggest was adopted to develop the measurement scale of customer experience with Airbnb. Specifically, this procedure focuses more on developing and validating the measure of latent social-psychological constructs (Netemeyer et al., 2003). Customer experience with Airbnb was proposed as a latent construct, which cannot be measured directly. Thus, Netemeyer et al.'s (2003) four-step procedure, emphasizing on the measure of latent social-psychological constructs, was considered appropriate for this

study. Furthermore, this study adopts suggestions and guidelines of several other well-established scale development procedures (Churchill, 1979; DeVellis, 2012). The four steps of scale development recommended by Netemeyer et al. (2003) include: 1) defining the construct and content domain, 2) generating and judging measurement items, 3) conducting studies to develop and refine the scale, and 4) finalizing the scale with different samples. The ensuing sections describe the specific research tasks involved in each of the four steps in detail.

4.1.1. Step 1: Defining the Construct and Content Domain

The first step in scale development is specifying the domain of construct (Churchill, 1979; Clark & Watson, 1995; DeVellis, 2012; Netemeyer et al., 2003). In this step, the importance of a well-defined construct cannot be overstated, as the validity of what is being measured rests mainly on its definition (Churchill, 1979). Researchers suggest that in this step, both construct underrepresentation and construct irrelevant should be avoided (Churchill, 1979; Hinkin et al., 1997). More specifically, construct underrepresentation refers to the situation in which the essential facets and domains have not been sufficiently captured, and the elements do not represent the domain effectively, such as narrow sampling of the domain (Kaplan & Saccuzzo, 2009; Schouwstra, 2000). Construct irrelevant is defined as the situation that irrelevant factors are included to measure the intended construct (Kaplan & Saccuzzo, 2009), which may affect internal validity negatively. Thus, it is critical to examine the conceptual specification of the construct and the content domain. Additionally, Netemeyer et al. (2003) suggest that the construct being measured requires multiple items to demonstrate the levels of the construct (Clark & Watson, 1995; DeVellis, 1991), as well as the theoretical

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underpinnings to support the construct. Thus, an extensive review of the literature was conducted in the fields of marketing, service management, and tourism and hospitality to specify the domain of customer experience with Airbnb. The review identified the conceptualization and definition of the constructs being measured (see Table 2.1 in Chapter 2).

In this step, the nature of constructs indicating the causal relationship between the underlying latent construct and measurement items (i.e., reflective indicators or formative indicators) should be considered (Netemeyer et al., 2003). Differences between reflective and formative indicators lie in both methodological and conceptual perspectives (Netemeyer et al., 2003). Specifically, from the conceptual perspective, the formative indicators contribute to the underlying latent construct, whereas in a reflective model, the latent construct causes the indicators (Netemeyer et al., 2003). From the methodological perspective, researchers such as Churchill (1979), DeVellis (1991), and Netemeyer et al. (2003) have suggested a number of step-by-step guidelines. However, the guidelines for formative indexes focus more on content specification, indicator specification, indicator collinearity, and external validity (Diamantopoulos & Winklhofer, 2001). Therefore, considering the differences between reflective indicators and formative indicators, as well as the reflective nature of customer experience (Clemes et al., 2011; Ismail, 2011; Hemmington, 2007; Khan & Rahman, 2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Otto & Ritchie, 1996; Oh et al., 2007; Rageh & Melewar, 2013; Ren et al., 2016; Schmitt, 2003; Veroef et al., 2009; Walls, 2011; Zhang et al., 2018), the measurement items were proposed as reflective indicators of their underlying constructs.

As the preceding discussion indicated that customer experience with Airbnb was proposed as a second-order latent construct, which can be explained and measured by four dimensions. The four-dimensional structure was considered appropriate as the conceptualization is consistent with the previous measurement of customer experience in general (Clemes et al., 2011; Hemmington, 2007; Ismail, 2011; Khan & Rahman, 2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Otto & Ritchie, 1996; Oh et al., 2007; Rageh & Melewar, 2013; Ren et al., 2016; Walls, 2011; Zhang et al., 2018). Thus, a second-order reflective model consisting of home benefits, authenticity, personalized services, and social interaction was proposed. Within the reflective model, the customer experience with Airbnb is believed to cause the four dimensions. After identifying the construct domain, the next step is to generate measurement items for each of the underlying dimensions, which are discussed in the next section.

4.1.2 Step 2: Generating and Judging Measurement Items

4.1.2.1 Item Generation

After defining the construct and content domain, Step Two is to generate and judge an item pool. According to Netemeyer et al. (2003), this step includes generating an item pool (i.e., items sources and number of items) and judging items for content and face validity. The primary goal of this step is to generate a sufficient pool for the proposed four dimensions of customer experience with Airbnb. In terms of item generation, Hinkin et al. (1997) suggest two approaches to generating items, namely, the inductive approach and the deductive approach. The inductive approach starts from an unfamiliar phenomenon and employs content analysis to classify the keywords or themes, whereas the deductive approach employs a theoretical definition to create items (Hinkin

et al., 1997). For this study, customer experience is a well-known concept and is well examined in previous studies (Clemes et al., 2011; Hemmington, 2007; Ismail, 2011; Khan & Rahman, 2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Otto & Ritchie, 1996; Oh et al., 2007; Rageh & Melewar, 2013; Ren et al., 2016; Walls, 2011; Zhang et al., 2018). Thus, the deductive approach was adopted to generate measurement items.

Building on Step One, all the items generated from Step Two should be within the construct and content domain and focus on judging the content and face validity (Netemeyer et al., 2003). Another consideration in Step Two is to edit the measurement items (i.e., wording) carefully, especially those that are negatively worded (Churchill, 1979; DeVellis, 2012). The following sections provide discussions of item generation for each dimension.

Measuring home benefits. Home benefits represent the functional attributes of a home, including home environment, physical utility, and security (Guttentag, 2016). Four items were adapted from Guttentag (2016) to measure home benefits as a dimension of customer experience with Airbnb. To suit the context of this study, the original items adapted from Guttentag (2016) were slightly modified. In addition, six items were borrowed from Johnson and Neuhofer (2017). In summary, ten items were generated to measure home benefits. "I like the home-like amenities" is an example of the measurement items.

Measuring social interaction. Social interaction refers to the interaction between guest and host, and customer and customer (Lyu et al., 2019). To measure social interaction, nine items were adapted from Mody et al. (2017), Stors and Kagermeier

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(2015), and Richards and Wilson (2006). "The hosts/local community interacted with me" is an example item to measure social interaction.

Measuring authenticity. Authenticity refers to a sense of uniqueness that origins from the local culture (Sharpley, 1994). To measure authenticity, ten items were adapted from Ramkissoon and Uysal (2011) and Mody et al. (2017). The items were modified to suit the context of this study. "I felt more like a local when I stayed with Airbnb" is an example of the measurement items.

Measuring personalized service. Personalized services refer to the tailored service or service that attempts to address the unique needs of an individual customer (Nyheim, Xu, Zhang & Mattila, 2015). To measure personalized service, ten items were adapted from Nyheim et al. (2015). "The hosts were able to tailor things to my specific interests" is an example item to measure personalized service.

Table 4.1 presents the initial pool of the measurement items.

Table 4.1 Source and Description of Initial Item Pool

Construct and Item Description	Total Items
Home Benefits (HB) Adapted from Guttentag (2016); Johnson and Neuhofer (2017) HB1. The design and decoration of the Airbnb accommodation were attractive. HB2. I feel a sense of harmony when I stayed with Airbnb. HB3. Airbnb offered a feeling of a real home for my trip. HB4. The price or cost of purchasing an Airbnb accommodation was important to me. HB5. I felt at home and relaxed. HB6. I liked the home-like amenities. HB7. The room design and decoration of Airbnb accommodation provided pleasure to my senses. HB8. Airbnb accommodations were reasonably priced. HB9. Using Airbnb when traveling delivered a sense of belonging. HB10. Airbnb accommodations were good value for money.	10

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Social Interaction (SI)
Adapted from Stors and Kagermeier (2015); Richards and Wilson (2006)

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SI1. The hosts/local community interacted with me.

SI2. The hosts/local community were genuinely friendly.

SI3. The hosts/local community were genuinely helpful.

SI4. Staying with Airbnb allowed for interaction with other guests.

SI5. I felt more engaged with the local community when I stayed with Airbnb.

SI6. Staying with Airbnb allowed for interaction with the local community.

SI7. My Airbnb experience provided me the opportunity to see or experience people from different ethnic backgrounds.

SI8. The hosts/local community were knowledgeable.

SI9. I felt an attachment to the local community.

Authenticity (AU)
Adapted from Ramkissoon and Uysal (2011); Mody et al. (2017)

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AU1. I felt more engaged with local community when I stayed with Airbnb.

AU2. Staying with Airbnb allowed me to engage with local people and local culture.

AU3. Airbnb offered me a unique, one-of-a-kind experience.

AU4. Staying at Airbnb allowed me to discover local attractions and offerings.

AU5. Airbnb gave me an opportunity to experience the real day-to-day life of locals.

AU6. I felt I was doing something new and different when I stayed with Airbnb.

AU7. I felt more like a local when I stayed with Airbnb.

AU8. I visited authentic local restaurants/ food outlets during my stay with Airbnb.

AU9. I felt that I was having a once in a lifetime experience when I stayed with Airbnb.

AU10. Airbnb provided a unique experience for me.

Personalized Service (PS)
Adapted from Nyheim et al. (2015)

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PS1. During my stay with Airbnb, local hosts provided me with personalized guidance.

PS2. I believe that the services provided by Airbnb were customized to meet my needs.

PS3. The hosts were able to tailor things to my specific interests.

PS4. My personal preferences were taken care of by the hosts.

PS5. The services from Airbnb made me feel that I was a unique customer.

PS6. Airbnb provided me with service and products that were tailor-made for me.

PS7. I faced unplanned and unexpected good experiences during my stay with Airbnb.
PS8. Overall, the service provided by Airbnb was tailored to my situation.
PS9. I received unexpected benefits/advantages during my stay with Airbnb.
PS10. The hosts were able to find solutions to fit my personal needs.

4.1.2.2. Content and Face Validity Assessment

After generating the items to measure their underlying constructs, the next consideration is to establish the content and face validity of the measurement items (also known as translation validity) (Netemeyer et al., 2003). Content validity refers to "the degree to which elements if an assessment instrument is relevant to and representative of the targeted construct for a particular assessment purpose" (Haynes et al., 1995, p.238), while face validity refers to the "mere appearance that a measure has validity" (Kaplan & Saccuzzo, 1997, p.132). Specifically, content validity can be improved by expert judgment (Netemeyer et al., 2003). As discussed, the initial item pool should be comprehensive and included a large number of relevant items. Based on the item pool, further judging procedures and psychometric analyses help delete unrepresentative items (Netemeyer et al., 2003). Similarly, face validity is assessed by a post hoc evaluation that the items in the scale measure the underlying construct adequately (Netemeyer et al., 2003; Rossiter, 2001). Thus, to establish face validity and content validity of the measures, a panel study was conducted to assess the measurement items of the four dimensions of customer experience with Airbnb.

4.1.2.3 Item Pool Review Panel

Following Anderson and Gerbing (1991) and Hinkin (1998), an item review document including the definition of each dimension and all the measuring items was

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distributed to five graduate students and two professors. Based on the given definition, each judge was asked to read each item and provide feedback on item wording and description. A few changes and modifications were made following the review panel (see Table 4.2).

Table 4.2 Changes Made to Initial Item Pool

Construct	Changes Made	Original Wording	Refined Wording
Home benefits	Deletion	HB4. The price or cost of purchasing an Airbnb accommodation was important to me.	N/A
	Deletion	HB8. Airbnb accommodations were reasonably priced.	N/A
	Deletion	HB10. Airbnb accommodations were good value for money.	N/A

4.1.2.4 Survey Instrument Design

Marketing studies often use single-point capturing scales such as a Likert-type scale (1934) and semantic differential scale (Osgood, 1952) as the scale format (Churchill & Brown, 2004; Russell, 2010; Themistocleous, Pagiaslis, Smith, & Wagner, 2019). Single-point capturing scales offer a number of response points for each statement and offer valuable information about respondents' perceptions and thoughts on a specific topic (Themistocleous et al., 2019). Likert scales ask respondents to indicate their relative degree of agreement concerning the statements (Russell, 2010). In contrast, semantic differential scales are set up by utilizing two polar adjectives (i.e., easy/difficult) at each end of the scale whereby respondents could rate an entity on the characteristic of interest (Themistocleous et al., 2019). Based on the survey questions of this study, a Likert-type

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scale was adopted due to its ease to use, construct, and to administer (Hawkins & Tull, 1994; Themistocleous et al., 2019). In terms of the Likert scale, one consideration is determining K, where K refers to the number of scale points (Russell, 2010). Psychometric studies have suggested that more scale points are better for obtaining information, but only up to seven points as additional points do not provide substantial information to the research (Byrne, 2009; Netemeyer et al., 2003; Russell, 2010). Furthermore, a neutral point should be included to allow respondents to indicate their uncertainty of the statement (Burns & Bush, 2000; Russell, 2010). Considering the preceding justification, a seven-Likert scale was selected for the measurement items used for this study.

4.1.3 Step 3: Conducting Studies to Develop and Refine the Scale

After defining the construct and generating an initial item pool, Step Three of the scale development process is conducting studies to develop and further refine the proposed measurement scale. A pilot test is an effective way for testing an initial proposed model (McMillan & Schumacher, 1989) as a pilot study to help reduce the number of items that are not meeting the psychometric criteria in the initial pool (Netemeyer et al., 2003). The data collection procedure and the results of the pilot study are presented below.

4.1.3.1 Data Collection Procedure

Following Netemeyer et al. (2003), for data collection, sample size, sample composition, and item reliability need to be carefully considered and determined for a pilot study. In terms of sample size, DeVellis (1991) suggest *N*=300, while Clark and Watson (1995) recommended *N*=100 to 200 will be sufficient. Thus, a sample size of 200

was determined to be sufficient for the pilot study. Regarding sample composition, convenient sampling is reasonable to consider for a pilot study (Netemeyer et al., 2003). Convenient sampling refers to the situation that any member of the target population who is available at the moment is approached (Mohsin, 2016). For this study, the pilot study was conducted through Amazon Mechanical Turk (MTurk), an online crowdsourcing system. MTurk is an essential tool for researchers to collect data rapidly and inexpensively, and is widely used to collect qualitative and quantitative data in the social sciences field (Buhrmester, Kwang, & Gosling, 2016). Scholars have demonstrated that MTurk participants distort research findings because they deceitfully claim their identities or behaviors in order to be paid for completing the surveys (Chandler & Paolacci, 2017; Wessling, Huber, & Netzer, 2017). However, research indicates that data collection via MTurk is reliable, and the MTurk participants are more demographically diverse than conventional Internet samples (Buhrmester et al., 2016; de Oliveira Santos & Giraldi, 2017). Once the survey is released to participants, researchers have real-time access to the incoming data and can verify the data quality before paying participants (Buhrmester et al., 2016). This advantage enables researchers to eliminate invalid and incomplete responses (Buhrmester et al., 2011). Therefore, other scholars have adopted MTurk as a reliable and valid mechanism to collect data in the area of tourism and hospitality (Lu, Cai, & Gursoy, 2019; Kirillova, Lehto, & Cai, 2017).

Furthermore, initial item reliability can be assessed with a pilot study (Netemeyer et al., 2003). Again, as the purpose of a pilot study is to delete the items not meeting the psychometric criteria, analysis of a pilot study (i.e., internal consistency, inter-item correlation, etc.) provides evidence for deletion (Netemeyer et al., 2003). Therefore, a

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pilot study with a convenience sample on MTurk was conducted. Respondents were asked to indicate the extent to which they disagreed or agreed with the items based on their most recent Airbnb experience. The sample included customers who had stayed with Airbnb in the past six months. To approach the qualified respondents, one screening question, "Have you stayed with Airbnb during your most recent trip in the past six months?" was used to identify eligible respondents. All items were measured on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

4.1.3.2. Pilot Study Results

After removing 109 incomplete responses, the final sample size included 191 respondents who have passed the screening and filter questions and complete the survey, resulting in a response rate of 63.7%. Following the approach suggested by Netemeyer et al. (2003), as well as recent scale development studies conducted by Lu et al. (2019) and Wen et al. (2018), the data were analyzed. Kaiser-Meyer-Olkin (KMO) of sampling adequacy and Bartlett's test of sphericity were calculated to ensure the adequacy of the sample and the appropriateness of exploratory factor analysis. KMO values for home benefits, social interaction, authenticity, and personalized services were .84, .91, .88, and .87, respectively. All the values were higher than the recommended level of .60 (Tabachnick & Fidell, 2001). Additionally, Bartlett's test of sphericity was 2592.86 (p<.01), indicating that exploratory factor analysis is appropriate for this study.

After checking the kurtosis and skewness values of the data, an exploratory factor analysis was conducted, and seven items (SI8, SI9, AU8, AU9, AU10, PS7, and PS9) with factor loadings lower than .40, and items with cross-loadings (i.e., one item was loaded on two factors with factor loading higher than .40) were eliminated (Field, 2013).

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With the assumption that the resulting factors are correlated, a factor analysis using the

maximum likelihood estimation method with oblique rotation was performed on the

remaining 30 items. After the factor extraction, a final four-factor solution with 30 items

explaining 69.61% of the total variance was achieved. As Table 4.3 shows, the

Cronbach's α value of each factor was higher than .70 (Hair et al., 2006), and all items

loaded on their intended factor. Table 4.3 shows the results of the exploratory factor

analysis for the pilot study.

Table 4.3 Exploratory Factor Analysis Results of Pilot Study

Dimension and Item Description	HB	SI	AU	PS	α
Home Benefits					.84
HB1. The design and decoration of my Airbnb accommodation were attractive.	.80				
HB2. I feel a sense of harmony when I stayed with Airbnb.	.70				
HB3. Airbnb offered a feeling of a real home for my trip.	.78				
HB5. I felt at home and relaxed.	.72				
HB6. I like home-like amenities when I stayed with Airbnb.	.73				
HB7. Using Airbnb when traveling delivered a sense of belonging.	.77				
Social Interaction					.91
SI1. The hosts/local community interacted with me.		.81			
SI2. The hosts/local community were genuinely friendly.		.85			
SI3. The hosts/local community were genuinely helpful.		.81			
SI4. Staying with Airbnb allowed for interaction with other guests.		.69			
SI5. I felt more engaged with the local community when I stayed with Airbnb.		.62			
SI6. Staying with Airbnb allowed for interaction with the local community.		.61			
SI7. My Airbnb experience provided me the opportunity to see or experience people from different ethnic backgrounds.		.58			

Authenticity		.88
AU1. I felt more engaged with local community when I stayed with Airbnb.	.72	
AU2. Staying with Airbnb allowed me to engage with local people and local culture.	.56	
AU3. Airbnb offered me a unique, one-of-a-kind experience.	.75	
AU4. Staying at Airbnb allowed me to discover local attractions and offerings.	.81	
AU5. Airbnb gave me an opportunity to experience the real day-to-day life of locals.	.67	
AU7. I felt more like a local when I stayed with Airbnb.	.80	
Personalized Services		.87
PS1. During my stay with Airbnb, local hosts provided me with personalized guidance.	.55	
PS2. I believe that the services provided by Airbnb were customized to meet my needs.	.71	
PS3. The hosts were able to tailor things to my specific interests.	.66	
PS4. My personal preferences were taken care of by the hosts.	.72	
PS5. The services from Airbnb made me feel that I was a unique customer.	.74	
PS6. Airbnb provided me with service and products that were tailor-made for me.	.63	
PS8. Overall, the service provided by Airbnb was tailored to my situation.	.81	
PS10. The hosts were able to find solutions to fit my personal needs.	.73	

Note. α=Cronbach's α.

The results of the pilot study provided evidence for the multidimensional structure of the customer experience with Airbnb. Having analyzed the results of the pilot study, Step Four is to finalize the scale with different samples.

4.1.4 Step 4: Finalizing the Scale

Step Four focuses on the procedures to finalize the scale with a broader sample and establish psychometric properties. As Netemeyer et al. (2003) suggest, to finalize the

scale, 1) a new study should be conducted to obtain the relevant samples; 2) an exploratory factor analysis should be conducted to check the consistency of the scale; 3) a confirmatory factor analysis should be conducted after exploratory factor analysis to confirm the multidimensional structure and to test the invariance across two subsamples (i.e., confirmatory sample and validation sample); and 4) validity and reliability of the scale should be examined. The following sections present the details of these procedures to finalize the scale.

4.1.4.1 Data Collection

In social sciences, surveys using a convenient sample are becoming increasingly popular (Boas, Christenson, & Glick, 2018; Van der Stede, Young, & Chen, 2005). Compared with other data collection methods (e.g., mail survey, telephone survey, etc.), an online self-administered survey has several advantages such as easy access to respondents, low cost, and high speed of data collection process, especially for large samples (Sheehan, 2001). Moreover, participants from online surveys are more demographically diverse than those drawn from other data collection methods as the Internet provides broad access to various groups and individuals (Buhrmester et al., 2011; Garton, Haythornthwaite, & Wellman, 1999). Thus, for the purpose of this study, a self-administered online survey was considered as an appropriate method to collect the required research data.

Sample size. To achieve robust research results, researchers have offered various rules for determining sample size (Bentler & Chou, 1987; Hair et al., 2006; Jackson, 2003). For this study, Jackson's (2003) rule of thumb was adopted whereby the minimum sample size is determined by the ratio of N:q, where N is the number of cases while q

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refs to the number of model parameters. According to Jackson (2003), 10:1 is an ideal ratio of N:q, and 20:1 is an ideal ratio. For this study, 60 (i.e., 27 regression weights, 27 variances, and 6 covariances) parameters were included in the measurement model of customer experience with Airbnb. Thus, a minimum sample size of 600 was considered to desirable. After determining the sample size, consideration of the study population and sampling framework is provided in the ensuing section.

Population and sampling frame. The target population of this study was those who have stayed with Airbnb during their most recent trip in the past six months. A sampling frame is a frame that "identifies every member of the population needs to be created" (Turk, Uysal, Hammitt, & Vaske, 2017). The sampling frame of this study was obtained from the Qualtrics online panel. An online panel distribution provides access to specific groups or individuals based on race, gender, and location and even based on their past experiences (i.e., whether have stayed with Airbnb before). Compared with other sampling frames, the Qualtrics online panel provides more representative and diverse respondents (Boas et al., 2018). The panel consists of registered respondents who aim to take online surveys in exchange for incentives (i.e., cash or gift cards) (Boas et al., 2018). Although more expensive than MTurk, the Qualtrics online panel offers fast and easy data collection and provides a more representative sample (Boas et al., 2018). Besides, Qualtrics is one of the largest survey hosting companies in the world and works with many leading industry partners to build large participant panels. The use of the Qualtrics online panel has been increasingly documented in other Airbnb studies (Mao & Lyu, 2017; Mody et al., 2017; So et al., 2018). Qualtrics, as the leading provider of consumer panel and survey hosting platform, has extensive experience finding target samples and

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monitoring the data collection process for researchers. Considering these benefits, online panel distribution through Qualtrics was considered most appropriate for this study.

Sampling techniques. Sampling refers to the process of extracting from a large population (Churchill & Lacobucci, 2005; Mohsin, 2016). A representative sample significantly enhances the generalizability of the findings of studies (Mohsin, 2016). There are two major types of sampling techniques: probability sampling and non-probability sampling (Mohsin, 2016; Zikmund, 2003). Specifically, probability sampling is used interchangeably as random sampling or representative sampling and refers to the situation that every member of the population has a non-zero probability of being included in the sample (Mohsin, 2016). This technique helps reduce the chance of systematic errors, minimize the chance of sampling bias, and enhance generalizability (Creswell, 2009; Mohsin, 2016). Conversely, non-probability sampling is also known as non-random sampling, which means that the selection of the sample is based on researchers' subjective judgment (Mohsin, 2016). Convenience sampling and quota sampling are typically non-probability sampling techniques (Bornstein, Jager, & Putnick, 2013; Mohsin, 2016). While various types of non-probability samplings are available, quota sampling was considered for this study due to the research purposes. Quota sampling is recommended when the population is heterogeneous and provides sufficient statistical power to identify group differences (Bornstein et al., 2013; Mohsin, 2016). Demographic information such as gender, age, race etc. is widely considered as a criterion for quota sampling (Mohsin, 2016). For the current study, through the Qualtrics online panel, a quota was set to get a gender-balanced sample with equal representation of different generations (i.e., Baby Boomers, Generation X, and Millennials). To

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approach the targeted respondents, a quota sampling technique was employed in order to obtain a more representative sample of adult customers (i.e., individuals over the age of 18) in the U.S. who stayed with an Airbnb during their most recent trip in the past six months. Three attention check questions were included to identify careless responses, as suggested by Goodman, Cryder, and Cheema (2013). Respondents who failed to check the screening question and attention check questions were eliminated from the sample. All the questions were set up as forced questions; thus, there was no missing data. Data were collected in July 2019 via the Qualtrics online panel. After two weeks, 789 responses were collected.

4.1.4.2 Results

Of the 789 completed surveys, 228 were removed owing to incomplete responses, resulting in a response rate of approximately 71.1%. The demographic profile of the sample using variables such as gender, age, educational level is presented in the following section.

4.1.4.2.1 Sample profile

The demographic profile of respondents was analyzed, and the results are presented as follows. Within the sample (*N*=561), gender was relatively evenly distributed, with slightly more female (55.6%) respondents in the sample. Regarding the distribution of age, 55.8% of the respondents were between age 21 and 30, 27.6% were between age 31 and 40, 11.2% were between age 41 and 50, 3.4% were between age 51 and 60, and 2% were over age 60. Most of the respondents were between 21 and 40 years old (83.4%). Thus, on this basis, a representative sample was obtained as Property

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Management (2019) found that Millennials account for about 60% of all the customers of Airbnb, roughly between the age of 23 and 38.

In addition, within the sample, 69.8% were Caucasian, 6.8% were African American, 6% were Hispanic, 11.3% were Asian, 0.5% were Native American and 2.6% were Multi-racial. With respect to educational level, 12.2% had High school diploma or lower, 38.4% had some college or Associate degree, 33.6% were with a Bachelor's degree, and 14.1% attained Master/Doctorate degree. Moreover, 16.6% of the respondents earned less than $20,000 in the year of 2017, 24.3% earned $20,000 to $40,000, 20.1% earned $40,001-$60,000, 12.4% earned between $60,001 and $80,000, 8.4% earned between 80,001 and 100,000, 10.2% earned between 100,001 and $150,000, and 5.7% earned 150,001 or above. Table 4.4 presents the detailed information of the respondents' demographic profile.

Table 4.4 Respondent Demographic Profile (N=561)

Demographic Items	Frequency (N)	Percentage (%)
Gender		
Male	239	44.4
Female	299	55.6
Age		
21-30	305	56.8
31-40	143	26.6
41-50	60	11.2
51-60	18	3.4
61-70	9	1.7
over 70	2	.40
Marital Status		
Single (never married)	266	49.4
Married/partnered	239	43.7
Widowed/Divorced/Separated	33	6
Ethnic Group		
Caucasian	382	69.8
African American	37	6.8

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Hispanic	33	6
Asian	62	11.3
Native American	3	0.5
Multi-racial	14	2.6
Other	7	1.3
Educational Level		
High school diploma or lower	67	12.2
Some college or Associate degree	210	38.4
Bachelor's degree	184	33.6
Master/Doctorate degree	77	14.1
2017 Annual Household Income		
Less than $20,000	91	16.6
$20,000-$40,000	133	24.3
$40,001-$60,000	110	20.1
$60,001-$80,000	68	12.4
$80,001-$100,000	46	8.4
$100,001-$150,000	56	10.2
$150,001-$200,000	18	3.3
$200,001-$300,000	7	1.3
$300,001 or above	6	1.1

After the examination of the demographic profiles of respondents, the next stage is preliminary data analysis, which includes non-responses bias, and common method variance.

4.1.4.2.2 Non-response bias

In survey research, non-response has been identified as a common issue affecting the generalizability of the study (Hawkins, 1975). Non-response refers to the failure to obtain responses from the qualified sample (Hawkins, 1975; Kish, 1965). Two principal types of non-response have been examined in the previous studies: total non-response and item non-response (Fraenkel & Wallen, 1993; Salant & Dillman, 1994). Specifically, total non-response refers to the situation that respondents fail to return the survey, whereas item non-response refers to the situation that respondents return incomplete

surveys (Fraenkel & Wallen, 1993; Salant & Dillman, 1994). Regarding two types of responses, researchers have offered a methodological approach to improve response rates, such as conducting follow-up surveys and sending reminder emails and statistical approaches to assess the issue of non-response bias (Hawkins, 1975; Hansen & Hurwitz, 1946). For the current study, the survey was set up on Qualtrics with a forced response option. Thus, assessment of item non-response was not considered necessary.

To assess the total non-response bias, following Armstrong and Overton (1977), non-response bias was assessed by comparing early responses (10%) with late responses (10%) on demographic variables and measurement items. The chi-square results indicated that there is no significant difference between early responses and late responses on demographic variables, and the results of the *t*-tests also indicated no significant difference in the measurement items. Thus, non-response bias was not evident in this study. Next, common method variance is examined.

4.1.4.2.3 Common method variance

Common method variance is widely considered as a potential problem in behavioral sciences (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Method variance refers to "the variance that is attributable to the measurement method rather to the construct of interest" (Fiske, 1982, p.81). Common method bias may exist in this study since self-administered online surveys were utilized, and the data on all the constructs were collected from the same respondents (Podsakoff & Organ, 1986). Multiple techniques have been suggested to assess common method variance, such as Harman's one-factor test, partial correlation procedure, and multiple method factors (Podsakoff et al., 2003), each method has its inherent limitations and advantages (Malhotra, Kim, &

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Patil, 2006; Podsakoff et al., 2003). Considering the research purposes, Harman's one-factor test (Podsakoff et al., 2003) and a chi-square difference test were conducted.

Harman's one-factor test refers to the technique to include all items from all of the constructs in the study into a factor analysis to determine whether the majority of the variance can be accounted for by one general factor (Podsakoff et al., 2003). Thus, all 27 items measuring four constructs were subjected to a single-factor analysis (Malhotra et al., 2006). The factor analysis of the items resulted in the extraction of four factors with eigenvalues greater than 1, and accounted for 76.3% of the variance. This analysis suggested that no one single factor underlying the data, indicating there was no significant common method bias in the dataset. Furthermore, a confirmatory factor analysis was conducted with all 27 items loading on one single factor, and was further compared with the proposed measurement model. The results of the chi-square difference test showed that the one single factor model was significantly worse than the original proposed measurement, which included four factors ($\Delta\chi^2$ (6) =6532.70, p<.001). The results suggested that there was no significant common method bias in the dataset. In summary, the two common method variance tests suggested that common method variance was not a major concern in the dataset. The next section examines issues of structural equation modeling.

4.1.4.2.4 Data screening

Before conducting structural equation modeling (SEM) analysis, research data should be examined to meet the assumptions of confirmatory factor analysis (Hair et al., 2006; Kline, 2011). The assumptions of confirmatory factor analysis require that 1) the observations were independent, and the variables were unstandardized, 2) no missing

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values, and 3) data were multivariate normal. The following sections discuss the results of data screening.

First, the data were collected from an online panel. Thus, all the observations were independent. As mentioned above, the respondents who failed to check the filter questions were excluded from this study. In addition, all the questions were set up as forced questions on Qualtrics, and as such, there were no missing values. For the univariate normality, the data were assessed by skewness and kurtosis value. The results showed that the kurtosis values of all the items were less than the critical ratio 5 (Kline, 2001), which confirmed that the data was univariate normal. Multivariate normality was also assessed by the values of multivariate kurtosis (Kline, 2001). Kline (2001) indicated that non-normality may exist when the value of multivariate kurtosis was greater than the critical ratio 5.

After data screening, to achieve construct reliability and validity, the entire sample (N=561) was randomly split into two subsamples (So et al., 2014) using SPSS random case selection: confirmatory sample (N=281) and validation sample (N=280) (Hinkin, 1995; Netemeyer et al., 2003). Particularly, the confirmatory sample was used to establish the psychometric properties of the measurement model, whereas the validation sample was used to test and confirm the generalizability of the developed scale. The following sections present the results of confirmatory factor analysis on the confirmatory sample (N=281) and validation sample (N=280), respectively.

4.1.4.3 Confirmatory Sample

A confirmatory factor analysis was conducted on the confirmatory sample to assess the measurement model. AMOS 23.0 was utilized to analyze the data. The initial

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confirmatory factor analysis was evaluated with all four latent factors correlated with each other as first-order factors. The results of the initial measurement model showed that 14 items were problematic due to their low factor loadings or covariance issues with other items. To purify as well as to abbreviate the proposed scale, these items were removed for further analysis after carefully examining the items and the definition of their respective construct. After an item was removed, the model was re-estimated. The model goodness-of-fit indices indicated a moderately fitted model: χ^2=368.02, df =98, χ^2/df=3.75, $p<$.01, comparative fit index (CFI) =.96, Tucker-Lewis index (TLI) =.95, normed fit index (NFI) = .95, root mean square error of approximation (RMSEA) =.08 (90% CI=.05, .06), and standardized root mean square residual (SRMR) =.05. Table 4.5 shows the cut-off values of each model fit index.

Table 4.5 Model Fit Index and Cut-off Values

Index	Cut-off Value	Reference
Comparative fit index (CFI)	≥.90	Hair et al., 2010; Kline, 2001; Hu & Bentler, 1999
Tucker-Lewis index (TLI)	≥.90	Hair et al., 2010; Kline, 2001; Hu & Bentler, 1999
Normed fit index (NFI)	≥ .9	Hair et al., 2010; Kline, 2001; Hu & Bentler, 1999
Root mean square error of approximation (RMSEA)	≤.08	Hair et al., 2010; Kline, 2001; Hu & Bentler, 1999
Standardized root mean square residual (SRMR)	≤.08	Hair et al., 2010; Kline, 2001; Hu & Bentler, 1999

4.1.4.3.1 Construct validity

According to Clark and Watson (1995), a major goal of scale development is to create a valid measure of a construct. Thus, construct validity should be assessed in this study. Construct validity refers to the degree of how a measure of an instrument can measure the constructs as it is expected to measure (Netemeyer, et al., 2003). As Cook

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and Campbell (1979) suggest, to assess construct validity, convergent, and discriminant

validity should be evaluated respectively.

Convergent validity. Convergent validity refers to the degree to which items

designed to measure the same construct are related (Netemeyer, et al., 2003). Convergent

validity was evaluated by inspecting the magnitude and statistical significance of the

factor loadings of the measurement items, as well as the average variance extracted

(AVE) of each factor (Netemeyer et al., 2003; Hair et al., 2006). As Table 4.6 shows,

standardized factor loadings for all items were greater than .70 (Hair et al., 2006), critical

ratios for all loadings exceeded the critical value of 2.57, and AVEs were all great than

.50, supporting the convergent validity (Netemeyer et al., 2003).

Table 4.6 Confirmatory Factor Analysis Results (Confirmatory Sample)

Dimension and Item Description	SL	C.R.	CR	AVE
Home Benefits			.94	.79
HB1. The design and decoration of my Airbnb accommodation were attractive.	.84	N/A		
HB3. Airbnb offered a feeling of a real home for my trip.	.84	21.37		
HB5. I felt at home and relaxed.	.93	25.69		
HB6. I like home-amenities when I stayed with Airbnb.	.94	26.14		
Social Interaction			.93	.78
SI1. The hosts/local community interacted with me.	.81	N/A		
SI2. The hosts/local community were genuinely friendly.	.90	21.92		
SI3. The hosts/local community were genuinely helpful.	.93	23.19		
SI4. Staying with Airbnb allowed for interaction with other guests.	.89	21.74		
Authenticity			.95	.84
AU2. Staying with Airbnb allowed me to engage with local people and local culture.	.88	N/A		
AU3. Airbnb offered me a unique, one-of-a-kind experience.	.94	29.60		

AU4. Staying at Airbnb allowed me to discover local attractions and offerings.	.96	31.22
AU5. Airbnb gave me an opportunity to experience the real day-to-day life of locals.	.89	25.97

Personalized Services			.93	.76
PS2. I believe that the services provided by Airbnb was customized to meet my needs.	.94	N/A		
PS5. The services from Airbnb made me feel that I was a unique customer.	.94	36.01		
PS6. Airbnb provided me with service and product that were tailor-made for me.	.73	19.23		
PS8. Overall, the service provided by Airbnb was tailored to my situation.	.87	28.93		

Note. χ^2=368.02, df=98, χ^2/df=3.75, p<.01, comparative fit index (CFI) =.96, Tucker-Lewis index (TLI) =.95, normed fit index (NFI) = .95, root mean square error of approximation (RMSEA) =.08 (90% CI=.05, .06), and standardized root mean square residual (SRMR) =.05, SL=standardized loadings, C.R.=critical ratios, CR= composite reliability, AVE=average variance extracted.

Discriminant validity. Discriminant validity "assesses the degree to which two measures designed to measure similar, but conceptually different, constructs are related" (Netemeyer et al., 2003, p.13). Discriminant validity was assessed by comparing the square root of the AVEs of each factor and inter-correlations with other factors (Fornell & Larcker, 1981). As Table 4.7 shows, the square root of the AVE of each factor is greater than their correlations with other factors. Thus, discriminant validity was established.

Table 4.7 Discriminant Validity Analysis from Confirmatory Factor Analysis

	1	2	3	4
1. Social interaction	**.89**			
2. Authenticity	.81	**.94**		
3. Home benefits	.43	.41	**.87**	
4. Personalized service	.78	.84	.53	**.89**

Note. The boldfaced diagonal numbers are the square root of the variance shared between the constructs and their measures. Off-diagonal numbers represent the correlations between constructs.

4.1.4.3.2 Construct reliability

Construct reliability is defined as the consistency of the measures (Hair et al.,
2006). In psychometric literature, two types of reliability were suggested: test-retest
reliability and internal consistency (Netemeyer et al., 2003). Specifically, test-retest
reliability focuses on the stability of the item responses over time (Netemeyer et al.,
2003), which is measured by the magnitude of the correlation between the same measure
across different estimation times (Netemeyer et al., 2003). In contrast, internal
consistency is concerned with item interrelatedness (Netemeyer et al., 2003), which is
measured by item-to-total correlations and Cronbach's coefficient alpha (Churchil, 1979;
DeVellis, 1991; Netemeyer et al., 2003). Furthermore, Netemeyer et al. (2003) indicated
that in social science research, test-retest reliability has not been assessed in scale
development as frequently as internal insistency. Thus, internal consistency was used to
assess the construct reliability. However, with the wide adoption of structural equation
modeling in social science, other estimations of internal consistency were also considered
(Fornell & Larcker, 1981; Netemeyer et al., 2003), such as the AVE and composite
reliability (Hair et al., 2006).

As shown in Table 4.6, Cronbach's α values of all factors were greater than the
cut-off value of .70 (Fornell & Larcker, 1981), with composite reliability (CR) values
ranging from .93 to .95. Additionally, the AVEs of all the constructs were above the
accepted cut-off value of 0.5 (Fornell & Larcker, 1981). The results provided evidence
for the internal consistency of the measurement items representing their underlying
constructs. In summary, the preceding analysis indicated that the proposed measurement
scale is valid and reliable.

4.1.4.3.3 Dimensionality

To confirm the appropriateness of the dimensionality of the scale, a comparison

between different dimensional models was examined (DeVellis, 2016; So et al., 2014).

Following King, Grace, and Funk (2012) and So et al. (2014), a confirmatory factor

analysis was first conducted with all 16 items loading on one factor. The one-factor

model demonstrated a worse model fit than the four-factor model with $\Delta\chi^2$=2179.78,

p<.01 (see Table 4.8). Additionally, a three-factor model was tested by merging the two

most highly correlated factors (i.e., social interaction and authenticity) into one factor and

allowing the other two factors unchanged. The three-factor model showed a worse model

fit than the four-factor model with $\Delta\chi^2$=466.55, *p*<.01 (see Table 4.8). Therefore, the

results of dimensionality analysis supported the appropriateness of the four-factor model.

Table 4.8 Model Comparisons for Dimensionality

Competing Models	χ^2	*df*	*p*-value	NFI	TLI	CFI	RMSEA
One-factor model	2547.80	104	.00	.65	.60	.65	.24
Three-factor model	834.57	101	.00	.88	.88	.90	.13
Four-factor model	368.02	98	.00	.95	.95	.96	.08

Note. NFI=normed fit index, TLI=Tucker-Lewis index, CFI=comparative fit index, RMSEA=root mean square error of approximation.

4.1.4.3.4 Criterion validity

In addition to the estimation of convergent validity and discriminant validity,

assessment of criterion validity is also suggested by Netemeyer et al. (2003). According

to Kaplan and Saccuzzo (1997), criterion validity is defined as the extent to which a

measure corresponds to another measure of interest. Thus, when developing a new

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measurement scale, criterion validity is required to examine the relationship between the new measure and related constructs (DeVellis, 2012; Netemeyer et al., 2003).

For this study, to assess the criterion validity, an additional outcome variable behavioral intention was incorporated with the customer experience with Airbnb. Prior research has shown that customer experience has an impact on behavioral intentions, including word of mouth and customer loyalty (Kim et al., 2012; Oh et al., 2007; Ren et al., 2016). Therefore, to test concurrent validity, customer experience with Airbnb was hypothesized to influence behavioral intentions significantly. The results of the model test showed that the model fit was accepted for the confirmatory sample (N=280) with χ^2=513.83, χ^2/df=3.50, p<.01, CFI=.96, TLI=.95, NFI=.94, RMSEA=.07 (90% CI=.05, 0.6), and SRMR=.06 (see Figure 4.1). The results suggested that customer experience with Airbnb is a significant predictor of behavioral intentions (β=.54, t=7.74, p<.001), explaining 29% of the variance. Therefore, the results show that the customer experience with Airbnbplays an important role in influencing customers' behavioral intentions, providing evidence of criterion validity.

Home
Benefits

Social
Interactions

Authenticity

Personalized
service

.91

.87

.92

.53

Experience

R square=.29

.63

Behavioral
Intention
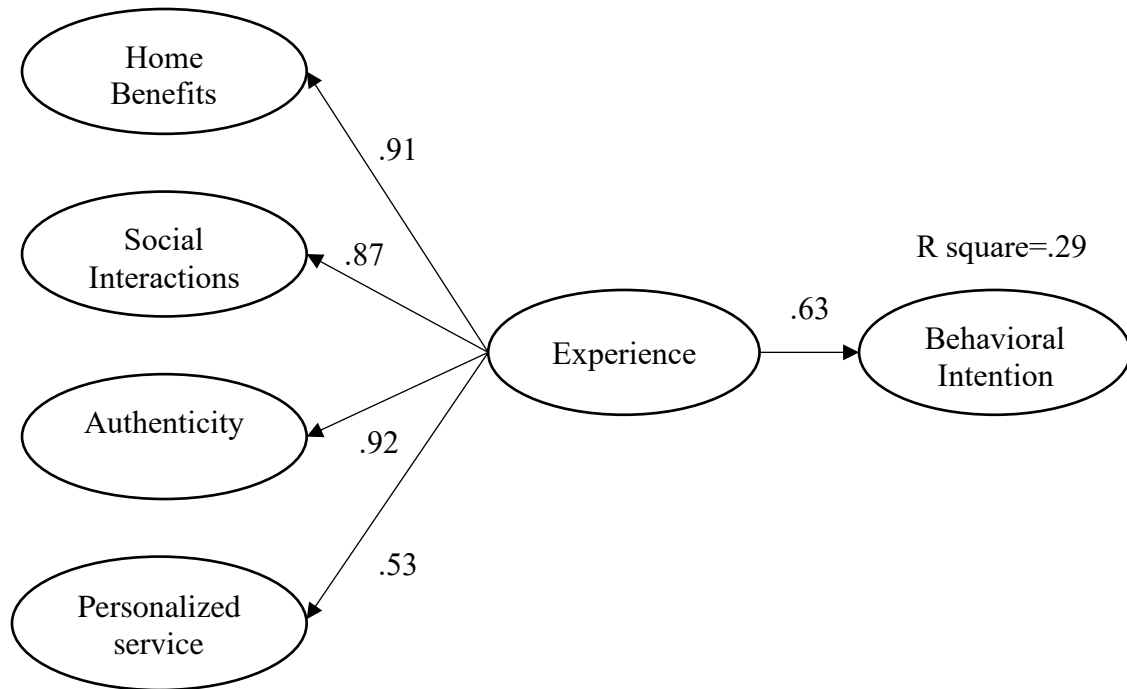
Figure 4.1 Results of Criterion Validity

The scale was also assessed with the validation sample after testing the

psychometric properties of the customer experience with Airbnb scale through the

confirmatory sample. The results of the validation sample are presented in the ensuing

section.

4.1.4.4 Validation Sample

In addition to the assessment of the confirmatory sample, a series of data analyses

were conducted on the validation sample (i.e., a subsample randomly split from the entire

sample) (DeVellis, 2012; Netemeyer et al., 2003). The rationale behind the use of

multiple samples was identified as helping reduce common method biases (Podsakoff et

al., 2003) and enhancing the generalizability of the scale (Netemeyer et al., 2003).

Considering the benefits of multiple samples, a further assessment of the measurement

model was conducted. Similarly, following the same data analysis procedure performed

in analyzing the confirmatory sample data, a confirmatory factor analysis was conducted

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on the validation sample (*N*=280) (see Table 4.9). Construct reliability and validity are

next to be assessed.

Table 4.9 Confirmatory Factor Analysis Results (Validation Sample)

Dimension and Item Description	SL	C.R.	CR	AVE
Home Benefits			.97	.88
HB1. The design and decoration of my Airbnb accommodation were attractive.	.76	N/A		
HB3. Airbnb offered a feeling of a real home for my trip.	.84	38.31		
HB5. I felt at home and relaxed.	.94	24.17		
HB6. I like home-amenities when I stayed with Airbnb.	.94	29.02		
Social Interaction			.94	.79
SI1. The hosts/local community interacted with me.	.81	N/A		
SI2. The hosts/local community were genuinely friendly.	.90	18.43		
SI3. The hosts/local community were genuinely helpful.	.93	20.93		
SI4. Staying with Airbnb allowed for interaction with other guests.	.92	20.99		
Authenticity			.97	.88
AU2. Staying with Airbnb allowed me to engage with local people and local culture.	.91	N/A		
AU3. Airbnb offered me a unique, one-of-a-kind experience.	.95	22.05		
AU4. Staying at Airbnb allowed me to discover local attractions and offerings.	.94	23.19		
AU5. Airbnb gave me an opportunity to experience the real day-to-day life of locals.	.94	22.74		
Personalized Services			.94	.80
PS2. I believe that the services provided by Airbnb was customized to meet my needs.	.95	N/A		
PS5. The services from Airbnb made me feel that I was a unique customer.	.94	35.13		
PS6. Airbnb provided me with service and product that were tailor-made for me.	.81	34.49		
PS8. Overall, the service provided by Airbnb was tailored to my situation.	.87	34.16		

Note. χ^2=464.99, df=98, χ^2/df=4.75, p<.01, CFI=.95, TLI=.94, NFI=.94, RMSEA=.09 (90% CI=.05, .06), and SRMR=.05, SL=standardized loadings, C.R.=critical ratios, CR=composite reliability, AVE=average variance extracted, N/A=not applicable.

4.1.4.4.1 Construct validity

Following the same procedure adopted in the confirmatory sample, construct validity was examined through the convergent and discriminant validity of the measured constructs (Netemeyer et al., 2003). As Table 4.9 shows, convergent validity was supported with all the retained items exhibiting standardized factor loadings of greater than .60 (Hair et al., 2006) and AVE values for all constructs exceeding .50 (Netemeyer et al., 2003). In addition, the critical ratios for all loadings were above the critical value of 2.57, supporting the convergent validity (Netemeyer et al., 2003).

Discriminant validity was examined by comparing the square root of the AVE to the inter-correlations between factors. The results indicated that the square root of the AVE for each factor was greater than its correlations with other factors, providing evidence for discriminant validity (Fornell & Larcker, 1981) (see Table 4.10).

Table 4.10 Discriminant Validity Analysis from Confirmatory Factor Analysis

	1	2	3	4
1. Social interaction	**.89**			
2. Authenticity	.82	**.92**		
3. Home benefits	.47	.40	**.97**	
4. Personalized service	.73	.76	.48	**.87**

Note. The boldfaced diagonal numbers are the square root of the variance shared between the constructs and their measures. Off-diagonal numbers represent the correlations between constructs.

4.1.4.4.2 Construct reliability

The reliability of the scale was assessed through AVE, composite reliability (CR), and Cronbach's Alpha (Fornell & Larcker, 1981; Hair et al., 2006). All four factors achieved the recommended level of construct reliability of .70 (Hair et al., 2006), with the estimates of CR ranging from .94 to .97, as shown in Table 4.9. The results also showed that for all the five factors, all AVEs were greater than .50 (Fornell & Larcker, 1981),

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supporting reliability (see Table 4.9). Overall, the preceding tests indicate that the scale was valid and reliable.

4.1.4.4.3 Criterion validity

Similar to the procedure of the confirmatory sample, criterion validity was further assessed with the validation sample. The results of the model test showed that the model fit was accepted for the validation sample (N=280) with χ^2=623.571, χ^2/df=4.24, p<.01, CFI=.95, TLI=.94, NFI=.93, RMSEA=.08, and SRMR=.08. The results suggested that customer experience with Airbnb is a significant predictor of behavioral intentions (β=.63, t=8.43, p<.001), explaining 29% of the variance. Thus, criterion validity was achieved. To provide additional support for the reliability and validity of the customer experience with Airbnb scale, an assessment of measurement invariance across the confirmatory sample and validation sample was considered necessary.

4.1.4.4.4 Factor invariance test

After assessing the construct reliability and validity on multiple samples (i.e., confirmatory sample and validation sample), a factor invariance test is required to investigate if the measurement model equivalent across multiple models (Netemeyer et al., 2003). The generalizability of the scale is enhanced if invariance exists across samples (Bollen, 1989; Marsh, 1995; Netemeyer et al., 2003). Furthermore, Netemeyer et al. (2003) suggest that a multi-group confirmatory factor analysis provides a solid test of measurement invariance (i.e., invariance of factor weights, factor correlations, and measurement errors) when parallel data exists across samples. For this study, the confirmatory sample and the validation sample are parallel; thus, a multi-group confirmatory factor analysis was considered appropriate to assess the measurement

invariance. Byrne (2009) suggested that there are various types of group invariance tests, including 1) measurement weights, 2) measurement weights and structural covariance, and 3) measurement weights, structural covariance, and measurement residuals. Among these tests, metric variance (i.e., factor loadings) was frequently considered as sufficient to confirm measurement invariance (Lee & Back, 2009; Netemeyer et al., 2003; So et al., 2014). Thus, a metric variance test was considered for the current study. Specifically, to examine the validity of the developed customer experience with Airbnb scale across confirmatory and validation samples, a metric invariance test was conducted using confirmatory factor analysis to assess whether the factor loadings of the four-dimensional measurement model are equivalent across the two subsamples. The results of both unconstrained model (model with non-fixed parameters) (χ^2 =833.02, df = 196, p<.001, TLI =.95, CFI =.96, RMSEA =.06) and constrained model (model with fixed parameters) (χ^2 =850.99, df = 212, p<.001, TLI =.95, CFI =.96, RMSEA =.06) suggested good model fit. The chi-square difference between the two models was non-significant, $\Delta\chi^2$ (16) =17.97, p>.05, indicating that the factor loadings were invariant across the confirmatory and validation samples (see Table 4.11).

Table 4.11 Results for Factor Invariance Test across Samples

Model	χ^2	df	p-value	TLI	CFI	RMSEA
Unconstrained model	833.02	196	.00	.95	.96	.06
Constrained model	850.99	212	.00	.95	.96	.06

Note. TLI=Tucker-Lewis index; CFI= comparative fit index; RMSEA=root mean square error of approximation

4.2 CHAPTER SUMMARY

This chapter provided the procedure and results of a multi-stage process of developing the measurement scale of customer experience with Airbnb. A total of 191

valid responses were used for the pilot study, which provided evidence for the psychometric properties of the measurement scale. To refine the measurement items, a new sample with 561 respondents was approached. The sample was randomly split into two subsamples (i.e., confirmatory sample and validation sample) to confirm and validate the measurement scale.

The four dimensions of customer experience with Airbnb (i.e., home benefits, social interactions, authenticity, and personalized service) showed evidence of construct validity (i.e., convergent validity and discriminant validity), concurrent validity, and construct reliability. These results indicated the consistency of the performance of the customer experience with Airbnb scale across multiple samples. In addition, the model comparison demonstrated that the four-dimensional model fit the data better than the other two competing models.

Having developed and validated the customer experience with Airbnb measurement scale, the next chapter provides the results for testing the proposed research hypotheses and the overall conceptual model in which the theoretical construct of customer experience with Airbnb plays a critical role.

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CHAPTER 5

HYPOTHESES TESTING

Chapter 4 described both the procedure and results of the development of a measurement scale to operationalize the construct of customer experience with Airbnb. This four-step scale development process provided strong evidence for the psychometric properties of the newly developed scale. This chapter presents the stages of data analysis and examination of the research hypotheses proposed in Chapter 2 with the Airbnb sample and hotel sample, respectively. To achieve this objective, two studies were conducted concurrently. Specifically, Study 1 was intended to empirically assess the theoretical relationships among the constructs with the Airbnb sample, while Study 2 aimed to assess the proposed model with a hotel sample. Subsequently, a comparison of Study 1 and Study 2 was conducted to assess the differences in model relationships between Airbnb and hotels. This chapter begins with the description of the measurement of the constructs included in the conceptual model, followed by the presentation of the results of the preliminary data analysis. Next, the measurement model was examined through confirmatory factor analysis before testing the proposed structural model through structural equation modeling. The moderating effects of involvement and customer generations are subsequently tested. Finally, a comparison of Study 1 and Study 2 was conducted to assess the differences in model relationships between Airbnb and hotels.

5.1 CONSTRUCT MEASUREMENT

Chapter 3 described that Step Four of the scale development process requires further validation with other relevant constructs in an integrated conceptual model. Specifically, measurement scales such as hedonic emotions, utilitarian emotions, arousal, brand attachment, brand loyalty, destination attachment, and destination loyalty were identified from previous literature (see Chapter 2) and were examined in this study. To ensure the reliability and validity of the measurement, all items were adapted from existing literature and carefully modified to suit the context of this study. All of the items were measured on a 7-point Likert scale, from 1=strongly disagree to 7= strongly agree, whereas involvement was measured on a seven-semantic differential scale. The details of the measurement for each of these constructs are provided in the following sections.

Measuring arousal. Arousal refers to the physiological response to a stimulus (Oh et al., 2007). Four items were adapted from Oh et al. (2007) to measure arousal. The scale has been used widely in tourism and hospitality studies (e.g., Bigné et al., 2005; Kastenholz et al., 2018; Loureiro, 2014), which yielded good scale reliability. Therefore, the scale was considered suitable for this study. The four items are shown below:

> My most recent Airbnb/ [Insert Name of Hotel] was…
> AR1. Interesting. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
> AR2. Enjoyable. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
> AR3. Exciting. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
> AR4. Stimulating. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring hedonic emotions. Hedonic emotions arise from the actual experience of using products or services (Batra & Ahtola, 1991; Ding & Tseng, 2015). Four items measuring hedonic emotions were adapted from Voss et al. (2003), with four items. The scale has been used widely in tourism and hospitality studies (e.g., Lee & Kim, 2018;

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Ryu, Han, & Jang, 2010), which yielded good scale reliability. Therefore, the scale was considered suitable for this study. The four items are shown below:

My most recent Airbnb/ [Insert Name of Hotel] was…
HE1. Good. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
HE2. Fun and pleasant. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
HE3. Truly a joy. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
HE4. Exciting. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring utilitarian emotions. The utilitarian emotions derive from products or services functions (Batra & Ahtola, 1991). Four items measuring for utilitarian emotions were adapted from Voss et al. (2003). The scale has been used widely in tourism and hospitality studies (e.g., Lee & Kim, 2018; Ryu, Han, & Jang, 2010), reporting good scale reliability. Therefore, the scale was deemed suitable for this study. The four items are shown below:

My most recent Airbnb/ [Insert Name of Hotel] was…
UE1. Convenient. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
UE2. Pragmatic and economical. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
UE3. A waste of money. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
UE4. Great. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring brand attachment. Brand attachment refers to a sense of security and commitment bond between a consumer and a brand (Esch, Langner, Schimitt & Geus, 2006). The brand attachment was measured as a second-order construct, which includes three dimensions affection (AF), passion (PA), and connection (CN) (Thomson et al., 2005). To measure affection, four items were adapted from Thomson et al. (2005). The items are provided below:

My feelings toward Airbnb as a brand can be characterized as:
AF1. Affectionate. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
AF2. Friendly. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
AF3. Love. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
AF4. Peaceful. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Three items measuring passion were adapted from Thomson et al. (2005). The

three items are shown below:

PA1. Passionate. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PA2. Delighted. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PA3. Captivated. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Similarly, three items measuring connection were adapted from Thomson et al.

(2005). The three items are shown below:

CN1. Connected. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
CN2. Bonded. Strongly disagree 1 2 3 4 5 6 7 Strongly agree
CN3. Attached. Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring destination attachment. Destination attachment refers to the process

that an individual forms an emotional relationship to places (Yuksel et al., 2010). Nine

items were adapted from Yuksel et al. (2010) to measure the second-order construct

destination attachment, including place dependence (PD), place affect (PA), and place

identity (PI). Specifically, place dependence is defined as a functional attachment to a

destination, such as the facilities and activities that are provided by destinations. Three

items were adapted from Yuksel et al. (2010) to measure place dependence. The items are

provided below:

PD1. I feel visiting [Insert Name of Destination] is part of my life.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PD2. I identify strongly with [Insert Name of Destination]
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PD3. Visiting [Insert Name of Destination] has a special meaning in my life.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Affective attachment is conceptualized as an emotional bonding within the

destination setting (Jorgensen & Stedman, 2001). Three items were adapted from Yuksel

et al. (2010) to measure place affect. The items are provided below:

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PA1. For what I like to do, I could not imagine anything better than the setting and facilities provided by [Insert Name of Destination].
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PA2. I enjoy visiting [Insert Name of Destination] and its environment more than any other destinations.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PA3. For the activities that I enjoy most, the settings and facilities provided by [Insert Name of Destination] are the best.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Place identity is described as "those dimensions of self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment" (Brocato, 2006, p.155). Three items were adapted from Yuksel et al. (2010) to measure place identity. The items are provided below:

PI1. [Insert Name of Destination] means a lot to me.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PI2. I am very attached to [Insert Name of Destination].
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
PI3. I feel a strong sense of belonging to [Insert Name of Destination].
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring brand loyalty. Brand loyalty refers to a customer's deeply held commitment to rebuy or re-patronize a preferred brand consistently in the future (Oliver, 1999). Four items were borrowed from Chaudhuri and Holbrook (2001) to measure brand loyalty. The scale has been used widely in tourism and hospitality studies (e.g., Nam, Ekinci, & Whyatt, 2011), reporting good scale reliability. Therefore, the scale was deemed suitable for this study. The four items are shown below:

BL1. Compared to other accommodations, I will choose the Airbnb/ [Insert Name of Hotel] as the top one choice.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
BL2. I want to reuse Airbnb/ [Insert Name of Hotel].
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

BL3. I will recommend the Airbnb/ [Insert Name of Hotel] to other people.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
BL4. I will share positive experience of Airbnb/ [Insert Name of Hotel] with other people.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring destination loyalty. Destination loyalty refers to a customer's attitude and future loyalty behavior toward a product, a brand, or a service (Dick & Basu, 1994). Four items adapted from Bigne, Sanchez, and Grewal (2002) to measure destination loyalty. The scale has been used widely in tourism studies (e.g., Antón, C., Camarero, C., & Laguna-García, 2017), reporting good scale reliability. Therefore, the scale was deemed suitable for this study. The four items are shown below:

DL1. Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
DL2. I want to revisit [Insert Name of Destination].
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
DL3. I will recommend [Insert Name of Destination] to other people.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
DL4. I will share positive experience of [Insert Name of Destination] with other people.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Measuring involvement. Involvement refers to "a person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p.342). Five items were adapted from Mittal (1995) to measure the potential moderate variable involvement. The involvement scale was drawn from personal involvement inventory (PII), which was originally developed by Zaichkowsky (1985). The five items are shown below:

Please indicate the level of importance of Airbnb/ [Insert the Name of Hotel] to you in general.
INV1. Unimportant to me 1 2 3 4 5 6 7 Important to me
INV2. Of no concern to me 1 2 3 4 5 6 7 Of concern to me
INV3. Means nothing to me 1 2 3 4 5 6 7 Means a lot to me

INV4. Doesn't matter to me 1 2 3 4 5 6 7 Matters to me
INV5. Insignificant to me 1 2 3 4 5 6 7 Significant to me

In summary, in addition to the 16 measurement items developed in Chapter 4 to capture the four proposed dimensions of customer experience with Airbnb, 45 items were included in the survey instrument to measure the other theoretical constructs included in the proposed conceptual model. The survey also included several questions regarding customers' patterns of using Airbnb or hotels. For instance, respondents were asked to provide information such as their frequency of Airbnb/hotels usage, travel group, length of stay, travel destination, and type of Airbnb accommodation used. These questions were adapted from previous Airbnb/hotel studies (Guttentag, 2016; Tussydiah, 2016; Tussydiah & Pesonen, 2016). The next section provides the data collection procedure, and results of the preliminary data analysis followed by the results of a two-step analysis of the research data through structural equation modeling for both Study 1 and Study 2. Next section provides the data collection procedure and data analysis procedure of Study 1.

5.2 STUDY 1: AIRBNB SAMPLE

This Chapter describes the data collection procedure and data analysis to test the research hypotheses proposed in Chapter 2. Specifically, two separate studies were conducted concurrently with two characteristically different samples to empirically examine the proposed theoretical model: Airbnb sample and hotel sample. This section provides a description of Study 1 (Airbnb sample), including data collection procedure, assessment of the measurement model, hypotheses testing, and moderation analysis. Similar to the data collection procedure adopted in Chapter 4, the sample population and

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sampling frame, and sampling techniques are discussed. The detailed description of the data collection procedure is provided below.

5.2.1 Data Collection Procedure

Following Chapter 4, a self-administered online survey was considered as an appropriate method to collect data for this study (see Chapter 4, section 4.1.4.1).

Population and sampling frame. The eligible respondents of this study were adult respondents (i.e., individuals over the age of 18) who had stayed with Airbnb during their most recent trip in the past six months. Considering the benefits of Qualtrics (see Chapter 4, section 4.1.4.1), the Qualtrics online panel was selected as the appropriate sampling frame of this study. Data were collected in July 2019 via the Qualtrics online panel. After a two-week period, among 3088 potential respondents, 781 responses were collected.

Sampling techniques. Similar to the sampling techniques described in Chapter 4, a quota sampling technique was employed to approach the targeted respondents.

In addition, following the same data analysis procedure outlined in Chapter 4, prior to the analysis of the research data and interpretation of the results through structural equation modeling, preliminary data screening is required to ensure that the dataset is suitable for subsequent analysis (Hair et al., 2006). The preliminary data screening includes checking missing data and checking univariate and multivariate normality (Hair et al., 2006). The detailed description is provided below.

5.2.2 Preliminary Data Analysis

With respect to missing data, given that the data for this study were collected through Qualtrics, and all the survey questions were set up as forced response questions, there was no missing value in the collected data.

In terms of multivariate normality, the Mardia's (1970) normalized estimate of multivariate kurtosis indicates that the data was multivariate non-normal. The next sections present the results of structural equation modeling.

5.2.3 Structural Equation Modeling

According to Anderson and Gerbing (1988), a two-step approach to structural equation modeling was conducted, starting with an evaluation of the measurement model followed by an analysis of the structural model.

5.2.3.1 Demographic Results

Of 1500 potential respondents, 390 respondents successfully passed the screening questions and filter questions. 1100 responses were excluded from this study because they failed to pass the screening question or filter questions or did not meet the minimum requirement of completion time (300s), resulting in a response rate of approximately 26%. Demographic variables such as gender, age, and educational level were first assessed and presented in the following section.

As Table 4.1 shows, within the Airbnb sample (N=390), 49.7% of the respondents were male, and 50% of the respondents were female. Regarding the distribution of age, there were 15.9% of the respondents between age 19 and 30, 17.2% were between age 31 and 40, 26.9% were between age 41 and 50, 21.6% were between age 51 and 60, 13.3% were between age 61 and 70 and 4.3% were over age 70. Married/partnered respondents represented 64.1% of the sample, while other marital status such as single and divorced accounted for 34.7%. The majority of the respondents (72.8%) were Caucasian, with 10.3% being African American, while other ethnic groups represented 15.6% of the sample. In terms of education levels, 11.0% had a high school diploma or lower, 26.4%

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attained some college or associate degree, and 59.5% had a bachelor's degree or higher.

With respect to annual household income, 4.6% of the respondents earned less

than$20,000, 10.3% earned between $20,000 and $ 40,000, 18.5% earned between

$40,000 and $60,000, 17.2% earned between $60,000 and $80,000, 46.7% earned more

than $80,000, and 1.5% did not want to disclose their annual income.

Table 5.1 Respondent Demographic Profile of Airbnb Sample

Demographic Items	Frequency (*N*)	Percentage (%)
Gender		
Male	194	49.7
Female	195	50
Prefer not to specify	1	0.3
Marital Status		
Single (never married)	79	20.3
Married/partnered	250	64.1
Widowed/Divorced/Separated	56	14.4
Ethnic Group		
Caucasian	284	72.8
African-American	40	10.3
Hispanic	17	4.4
Asian	31	7.9
Multi-racial	9	2.3
Other	4	1
Educational Level		
Less than high school	3	0.8
High school diploma or lower	43	11.0
Some college or Associate degree	103	26.4
Bachelor's degree	132	33.8
Master/Doctorate degree	104	26.7
2018 Annual Household Income		
Less than $20,000	18	4.6
$20,000-$40,000	40	10.3
$40,001-$60,000	72	18.5
$60,001-$80,000	67	17.2
$80,001-$100,000	63	16.2
More than $100,000	6	30.5
I do not want to disclose	119	1.5

5.2.3.2 First-order Confirmatory Factor Analysis

As the literature review suggests, customer experience with Airbnb, brand attachment (Thomson et al., 2005), and destination attachment (Yuksel et al., 2010) are second-order reflective constructs. Specifically, this study conceptualized customer experience with Airbnb as a four-dimensional construct, brand attachment as a three-dimensional construct, and destination attachment as a three-dimensional construct. Analysis of the measurement model with higher-order factor structures, requires higher-order confirmatory factor analysis (Byrne, 2009; Kline, 2011).

In order to investigate the higher-order structure, Byrne (2009), Kline (2011) and So, King, Spark, and Wang (2016) suggest that a first-order confirmatory factor analysis was estimated on all scales and a second-order confirmatory factor analysis was conducted subsequently to assess the second-order factor structure of customer experience with Airbnb, brand attachment, and destination attachment.

To assess the latent structure of the measurement model, a first-order confirmatory factor analysis was first conducted on the Airbnb sample (*N*=390) using AMOS 23.0 with the maximum likelihood estimation (Arbuckle, 1994). Multiple items were problematic due to their low factor loadings, or covariance issues with other items (see Table 5.2). After careful examination of the items together with the definition of their respect construct, they were removed for further analysis. The model was re-estimated after dropping one item until a good model fit was achieved. After dropping ten items, the results of the first-order confirmatory factor analysis indicated a moderately model fit: $\chi^2 = 1472.26$ ($p<.001$, $df = 713$); $\chi^2/df = 2.065$; comparative fit index (CFI) =

.95; Tucker-Lewis index (TLI) = .94; root mean square error of approximation (RSMEA) = .05 (90% CI=.60, .70), and standardized root mean square residual (SRMR) =.04.

Table 5.2 Items Dropped from First-Order CFA (Airbnb Sample)

Construct	Item	Decision	Reason
Authenticity	AU1 The experience allowed me to engage with local people and local culture	Deletion	Low factor loading
Hedonic Emotions	HE1 My most recent Airbnb experience was…-Good	Deletion	Low factor loading
	HE2 My most recent Airbnb experience was…-Fun and pleasant	Deletion	Covariance issue
	HE3 My most recent Airbnb experience was…-Truly a joy	Deletion	Low factor loading
	HE4 My most recent Airbnb experience was…-Exciting	Deletion	Covariance issue
Utilitarian Emotion	UE3 My most recent Airbnb experience was... - A waste of money	Deletion	Low factor loading
	UE4 My most recent Airbnb experience was... - Great	Deletion	Low factor loading
Arousal	AR1 My most recent Airbnb experience was... - Interesting	Deletion	Low factor loading
	AR2 My most recent Airbnb experience was... - Enjoyable	Deletion	Low factor loading
Brand Attachment	AF2 My feelings toward the brand of Airbnb can be characterized as…Friendly	Deletion	Covariance issue
	CN2 My feelings toward the brand of Airbnb can be characterized as…Connected	Deletion	Covariance issue
Place Identity	PI2 I identify strongly with [Insert Name of Destination]	Deletion	Covariance issue
Place Affect	PF1 [Insert Name of Destination] means a lot to me	Deletion	Covariance issue
Brand Loyalty	BL1 Compared to other hotels, I will choose Airbnb as the top one choice	Deletion	Covariance issue

Construct validity. Construct validity was examined through the convergent and discriminant validity of the measured constructs (Hulland, 1999). Convergent validity was supported with all the retained items loaded on their respective construct with

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standardized factor loadings of greater than .60 (Hair et al., 2006) and AVE values for all

constructs exceeding .50 (Netemeyer et al., 2003). In addition, the critical ratios for all

loadings were above the critical value of 2.57, supporting the convergent validity

(Netemeyer et al., 2003).

Construct reliability. The reliability of the scale was assessed through AVE,

composite reliability (CR), and Cronbach's Alpha (Fornell & Larcker, 1981; Hair et al.,

2006). All constructs achieved the recommended level of construct reliability of .70 (Hair

et al., 2006), with the estimates of CR ranging from .73 to .95, as shown in Table 4.3. The

results also showed that for all the constructs, all AVEs were greater than .50 (Fornell &

Larcker, 1981), supporting reliability (see Table 5.3). Overall, the preceding tests indicate

that the scales were valid and reliable.

Table 5.3 Results of the First-Order Measurement Model (Airbnb Sample)

Items and description	SL	C.R.	CR	AVE	α
Home benefit (HB)			.92	.73	.92
HB1 The design and decoration of Airbnb were attractive	.78	18.82			
HB2 Airbnb offered a feeling of a real home for my trip	.85	22.01			
HB3 I felt at home and relaxed	.93	25.83			
HB4 I liked the home-like amenities	.86	N/A			
Social interaction (SI)			.88	.71	.87
SI1 The hosts/local community interacted with me	.78	18.24			
SI2 The hosts/local community were genuinely friendly	.88	21.55			
SI3 The hosts/local community were genuinely helpful	.87	N/A			
Authenticity (AU)			.87	.68	.86
AU2 Airbnb offered me a unique, one-of-a-kind experience	.82	17.99			
AU3 Staying at Airbnb allowed me to discover local attractions and offerings	.84	18.68			

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AU4 Staying at Airbnb gave me an opportunity to experience the real day-to-day life of locals	.82	N/A			
Personalized service (PS)			.94	.81	.94
PS1 I believe that the service provided by Airbnb was customized to my needs	.90	27.03			
PS2 The service I received from Airbnb made me feel that I was a unique customer	.88	25.92			
PS3 Airbnb provided me with service and product that were tailor-made for me	.92	28.97			
PS4 Overall, the service provided by Airbnb was tailored to my situation	.90	N/A			
Utilitarian emotion (UE)			.73	.58	.72
UV1 My most recent Airbnb experience was... - Convenient	.81	12.77			
UV2 My most recent Airbnb experience was... - Pragmatic and economical	.71	N/A			
Arousal (AR)			.91	.84	.91
AR3 My most recent Airbnb experience was... - Exciting	.91	27.37			
AR4 My most recent Airbnb experience was... - Stimulating	.92	N/A			
Brand attachment (BAT)			.95	.73	.95
AF1 My feelings toward the brand of Airbnb can be characterized as...Affectionate	.82	N/A			
AF3 My feelings toward the brand of Airbnb can be characterized as…Love	.88	21.70			
PA1 My feelings toward the brand of Airbnb can be characterized as…Delighted	.89	22.30			
PA2 My feelings toward the brand of Airbnb can be characterized as…Captivated	.84	20.11			
PA3 My feelings toward the brand of Airbnb can be characterized as…Passionate	.87	21.40			
CN1 My feelings toward the brand of Airbnb can be characterized as…Attached	.83	19.70			
CN3 My feelings toward the brand of Airbnb can be characterized as…Bonded	.86	20.92			
Place identity (PI)			.87	.77	.87
PI1 I feel visiting [Insert Name of Destination] is a part of my life	.86	N/A			
PI3 Visiting [Insert Name of Destination] has a special meaning in my life	.90	22.70			
Place dependence (PD)			.92	.79	.92

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	SL	C.R.	CR	AVE	α
PD1 For what I like to do, I could not imagine anything better than the setting and facilities provided by [Insert Name of Destination]	.89	N/A			
PD2 I enjoy visiting [Insert Name of Destination] and its environment more than any other destination	.89	25.49			
PD3 For the activities that I enjoy most, the settings and facilities provided by [Insert Name of Destination] are the best	.90	25.83			
Place affect (PA)			.95	.91	.95
PF2 I am very attached to [Insert Name of Destination]	.96	N/A			
PF3 I feel a strong sense of belonging to [Insert Name of Destination]	.95	38.90			
Place loyalty (PL)			.92	.75	.91
PL1 Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice	.77	N/A			
PL2 I want to revisit [Insert Name of Destination]	.85	18.41			
PL3 I will recommend [Insert Name of Destination] to other people	.92	20.18			
PL4 I will share positive experiences of [Insert Name of Destination] with other people	.91	19.84			
Brand loyalty (BL)			.92	.80	.92
BL2 I want to reuse Airbnb	.87	N/A			
BL3 I will recommend Airbnb to other people	.94	25.99			
BL4 I will share positive experience of Airbnb with others	.87	22.93			

Note. χ^2 = 1472.26 (p<0.001, *df* =713); χ^2/df =2.065; CFI = .95; TLI = .94; RMSEA= .05 (90% CI=.05, .06); SRMR=.04; SL = standardized loadings; C.R. = critical ratio; CR = composite reliability; AVE = average variance extracted; α=Cronbach's α; N/A = not applicable.

Discriminant validity. Discriminant validity was examined by comparing the square root of the AVE to the inter-correlations between factors. The results indicated that the square root of the AVE for each factor was greater than its correlations with all other factors, providing evidence for discriminant validity (Fornell & Larcker, 1981).

However, it should be noted that the inter-correlations between affection (AF) and passion (PA), affection (AF) and connection (CN), passion (PA) and connection (CN) are higher than the square root of the AVE for affection (AF) and passion (PA). The construct of brand attachment has been discussed as a reflective second-order construct, including affection (AF), passion (PA), and connection (CN) in Chapter 2. Due to the high correlation between AF, PA, CN, an alternative confirmatory factor analysis was conducted with brand attachment as a first-order construct, including 10 items (Thomson et al., 2005). Thomson et al. (2005) allowed 10 items load directly onto a single latent construct, suggesting that each indicator contributes to the constructs significantly, and yield good reliability. Following Thomson et al. (2005), the three dimensions of affection, passion, and connection were combined, and an alternative confirmatory factor analysis was estimated. The results were significantly improved. Table 5.3 presents the results of the respecified confirmatory factor analysis, and Table 5.4 shows the results of the revised discriminant validity analysis.

Table 5.4 Revised Discriminant Validity Analysis from First-Order CFA
(Airbnb Sample)

	1	2	3	4	5	6	7	8	9	10	11	12
1.HB	**.85**											
2.SI	.68	**.84**										
3.AU	.65	.66	**.82**									
4.PS	.60	.68	.78	**.90**								
5.UE	.70	.66	.73	.62	**.76**							
6.AR	.62	.61	.71	.75	.66	**.92**						
7.BAT	.52	.59	.67	.79	.58	.83	**.85**					
8.PI	.34	.43	.48	.46	.36	.56	.55	**.88**				
9.PD	.34	.42	.44	.52	.33	.59	.60	.83	**.89**			
10.PF	.30	.38	.43	.46	.32	.51	.54	.86	.88	**.95**		
11.BL	.64	.63	.66	.68	.67	.70	.75	.50	.47	.42	**.87**	

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| 12.PL | .32 | .37 | .38 | .38 | .36 | .49 | .45 | .74 | .72 | .77 | .44 | **.89** |

Note. The boldfaced diagonal elements are the square root of the variance shared between the constructs and their measures. Off-diagonal elements are the correlations between constructs. HB=home benefits, SI=social interaction, AU=authenticity, PS=personalized service, UE=utilitarian emotion, AR=arousal, BAT=brand attachment, PI=place identity, PD=place dependence, PF=place affect, BL=brand loyalty, PL=place loyalty.

5.2.3.3 Second-order Confirmatory Factor Analysis

A hierarchical confirmatory factor analysis was tested with the second-order constructs customer experience with Airbnb, and place attachment and other first-order constructs being correlated. A hierarchical confirmatory factor analysis was conducted on the Airbnb sample (Marsh, 1994; Milfont & Duckitt, 2004). One item (SI1) was dropped due to covariance issues with multiple items. The model was re-estimated after removing one item and the model fit indicated a good model: χ^2 = 1436.44 (p<.001, df = 674); χ^2/df =2.13; CFI = .95; TLI = .94; RMSEA = .05 (90% CI=.05, .06), and SRMR =.05. Table 5.5 presents the results.

Table 5.5 Results of the Second-Order Measurement Model (Airbnb Sample)

Items and description	SL	C.R.	CR	AVE
Experience with Airbnb (EXP)			.89	.68
HB Home benefit	.76	N/A		
SI Social interaction	.81	12.63		
AU Authenticity	.87	13.02		
PS Personalized service	.87	14.23		
Arousal (AR)			.91	.84
AR3 My most recent Airbnb experience was... - Exciting	.91	27.11		
AR4 My most recent Airbnb experience was... - Stimulating	.93	N/A		
Utilitarian emotion (UE)			.73	.58
UV1 My most recent Airbnb experience was... - Convenient	.71	12.46		

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UV2 My most recent Airbnb experience was... - Pragmatic and economical	.81	N/A	
Brand attachment (BAT)			.95 .73
AF1 My feelings toward the brand of Airbnb can be characterized as...Affectionate	.82	N/A	
AF3 My feelings toward the brand of Airbnb can be characterized as…Love	.87	21.09	
PN1 My feelings toward the brand of Airbnb can be characterized as…Delighted	.89	21.79	
PN2 My feelings toward the brand of Airbnb can be characterized as…Captivated	.84	20.23	
PN3 My feelings toward the brand of Airbnb can be characterized as…Passionate	.87	21.08	
CN1 My feelings toward the brand of Airbnb can be characterized as…Attached	.84	20.01	
CN3 My feelings toward the brand of Airbnb can be characterized as…Bonded	.85	20.61	
Place attachment (PAT)			.95 .86
PI Please identity	.90	N/A	
PD Place dependence	.93	17.86	
PF Place affect	.95	19.83	
Brand loyalty (BL)			.92 .79
BL2 I want to reuse Airbnb	.86	25.92	
BL3 I will recommend Airbnb to other people	.94	N/A	
BL4 I will share positive experience of Airbnb with others	.87	26.20	
Place loyalty (PL)			.92 .75
PL1 Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice	.77	N/A	
PL2 I want to revisit [Insert Name of Destination]	.85	18.53	
PL3 I will recommend [Insert Name of Destination] to other people	.92	20.24	

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| PL4 I will share positive experiences of [Insert Name of Destination] with other people | .91 | 19.94 |

Note. χ^2 = 1434.43 (*p*<.001, *df* =674); χ^2/*df* =2.13; CFI = .95; TLI = .94; RMSEA = .05 (90% CI=.05, .06); SRMR=.05; SL = standardized loadings; C.R. = critical ratios; CR = composite reliability; AVE = average variance extracted; N/A = not applicable.

Construct validity. The main purposes of second-order confirmatory factor analysis were to investigate whether the customer experience with Airbnb dimensions (i.e., home benefits, social interactions, authenticity, and personalized service) and destination attachment dimensions (i.e., place identity, place affect, and place dependence) converged on their respective underlying second-order latent constructs. To assess the relationships, the standardized factor loadings of their dimensions were examined, respectively. The analysis of the second-order measurement model indicated that the path coefficients between the second-order construct of the customer experience with Airbnb and the four dimensions were all significant at .01 level. Specifically, the results showed that authenticity (.87) represents the highest loading variable, followed by personalized services (.87), social interaction (.81), and home benefits (.76). Similarly, the path coefficients between the second-order construct of the destination attachment and the three dimensions were all significant at .01 level, with place affect (.95) representing the highest loading variable, followed by place dependence (.93), and place identity (.90). The critical ratios for the standardized factor loadings were well above the critical value of 2.87, indicating that these first-order constructs were strong and significant indicators of the second-order construct of customer experience with Airbnband destination attachment. The AVEs for Airbnb experience and destination attachment exceeded .50 (Hair et al., 2006), providing evidence for convergent validity.

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As the square root of the AVE for each construct was greater than .50, the

discriminant validity of the second-order construct and all other first-order constructs was

supported (Fornell & Larcker, 1981).

Table 5.6 Discriminant Validity Analysis from Second-Order CFA (Airbnb Sample)

	1	2	3	4	5	6	7
1.EXP	**.83**						
2.AR	.82	**.92**					
3.UE	.80	.66	**.76**				
4.BAT	.81	.83	.61	**.85**			
5.PAT	.55	.59	.35	.61	**.93**		
6.BL	.79	.70	.68	.77	.49	**.89**	
7.PL	.44	.48	.36	.46	.80	.44	**.87**

Note. The boldfaced diagonal elements are the square root of the variance shared between
the constructs and their measures. Off-diagonal elements are the correlations between
constructs. EXP=customer experience with Airbnb, UE=utilitarian emotion, AR=arousal,
BAT=brand attachment, PAT=place attachment, BL=brand loyalty, PL=place loyalty.

Construct reliability. The standardized loadings of place identity, place

dependence, and place affection on place attachment were significant at .90, .93, and .95,

respectively. Furthermore, the values of composite reliability were range from .73 to .95

and the AVEs were above .50 threshold suggested by Fornell and Larcker (1981),

indicating reliability. The preceding analysis provided evidence for construct validity and

construct reliability.

5.2.3.4 Structural Model

To test the hypotheses, a structural model was estimated using maximum

likelihood estimation. The results indicated a good model fit for the Airbnb sample with:

χ^2 = 1439.47 (*p*<.001, *df* = 646); χ^2/df =2.22; CFI = .95; TLI= .94; RMSEA= .06 (90%

CI=.05, .06), and SRMR=.06 (see Table 5.7). Specifically, H2, H4a, and H4b were

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removed due to the low factor loading of the construct hedonic emotion (see 5.3.1.2

Table 5.2). After removing these three hypotheses, the results indicated that customer

experience with Airbnb has a significant positive influence on customers' arousal

(β= .84, t= 13.81, p<.01) (H1, supported) and utilitarian emotions (β= .82, t= 11.71,

p<.01) (H3, supported). In addition, arousal significantly predicts place attachment

(β= .61, t= 7.70, p<.01) (H5a, supported) and brand attachment (β= .66, t= 9.98, p<.01)

(H5b, supported). Utilitarian emotion was found to significantly influence brand

attachment (β= .14, t= 5.57, p<.01) (H6b, supported) but not the place attachment (β=

-.02, t= -.23, p>.05). Similarly, place attachment was a significant predictor of place

loyalty (β= .83, t= 13.21, p<.01) (H7a, supported). The place attachment significantly

influences the brand attachment (β= .15, t= 3.55, p<.01) (H9, supported). Furthermore,

the relationship between destination attachment and brand loyalty (β= .75, t= -1.39,

p>.05(H7b, not supported), and the relationship between brand attachment and

destination loyalty were not supported (β= -.05, t= -1.01, p>.05) (H8a, not supported).

Finally, brand attachment (β= .75, t= 11.97, p<.01) (H8b, supported) and place loyalty

(β= .19, t= 2.60, p<.01) (H10, supported). The model explained 60% of the variance in

brand loyalty and 65% of the variance in destination loyalty.

Table 5.7 Results of the Hypotheses Tests (Airbnb Sample)

Hypotheses	Path coefficients	C.R.	p-values	Supported
H1 (EXP-AR)	.84	13.81	.00	Yes
H2 (EXP-HE)	Removed			
H3 (EXP-UE)	.82	11.71	.00	Yes
H4a (HE-PAT)	Removed			
H4b (HE-BAT)	Removed			
H5a (AR-PAT)	.61	7.70	.00	Yes
H5b (AR-BAT)	.66	9.98	.00	Yes
H6a (UE-PAT)	-.02	-.23	.82	No
H6b (UE-BAT)	.14	2.57	.01	Yes

H7a (PAT-PL)	.83	13.21	.00	Yes
H7b (PAT-BL)	.75	-1.39	.16	No
H8a (BAT-PL)	-.05	-1.01	.31	No
H8b (BAT-BL)	.75	11.97	.00	Yes
H9 (PAT-BAT)	.15	3.55	.00	Yes
H10 (PL-BL)	.19	2.60	.01	Yes

Note. χ^2 =1439.47(p<.001, df = 646); χ^2/df =2.22; CFI = .95; TLI = .94; RSMEA = .06; SRMR =.06; C.R. =critical ratio; EXP=customer experience with Airbnb, UE=utilitarian emotion, AR=arousal, BAT=brand attachment, PAT=place attachment, BL=brand loyalty, PL=place loyalty.

After investigating the above hypotheses concerning direct relationships contained in the structural model, the remaining hypotheses (i.e., H11a, H11b, H12a, and H12b) were related to moderating effects, thus subsequently tested through multi-group analyses using structural equation modeling. The following sections provide detailed process and results of the analysis of the moderating effects of customer generations and level of involvement.

5.2.3.5 Moderating Effect of Level of Involvement

To assess the moderating role of involvement, multiple multi-group analysis was conducted. Prior to the multi-group analysis, a two-step cluster analysis as suggested by Norusis (2012) and an invariance test suggested by Byrne (2004) were conducted to identify the groups and the equivalence across groups.

Two-step cluster analysis. The results of the two-step cluster analysis identified two groups (i.e., low involvement vs. high involvement) based on customers' level of involvement with Airbnb and revealed good quality as the distance between groups was 1.6. The first group, comprising of 226 (58%) respondents, was identified as having a "high level of involvement". The second group was comprised of 146 (42%) respondents and was identified as having a "low level of involvement". Table 5.8 provides the results of two-step cluster analysis of involvement.

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Table 5.8 Two-step Cluster Analysis (Airbnb Sample)

Item	Item importance	Cluster 1: High (n=226)	Cluster 2: Low (n=164)
		Mean	Mean
Doesn't matter/Matters	1	6.42	4.05
Insignificant/ Significant	1	6.43	3.97
Means nothing/Means a lot	.94	6.31	3.93
Unimportant/Important	.78	6.42	4.3
Of no concern/Of concern	.27	5.52	3.92

Invariance test. Measurement invariance test is an important issue in group comparisons (Byrne & Watkins, 2003; Widaman & Reise, 1997). The objective of measurement invariance test is to ensure that the same constructs are being assess in each group (Chen, Sousa, & West, 2005). For second-order model, there are various levels of measurement invariance, such as configural, factor lodging, intercept, residual variance, and disturbance levels (Chen et al., 2005; Meredith, 1993; Widaman & Reise, 1997). To ensure the measurement model was equivalent across the two groups (i.e., low involvement vs. high involvement), a measurement invariance test was conducted. A non-significant result supports the measurement invariance. Indicated by Chen et al. (2005), and Widaman and Reise (1997) to test the measurement invariance of second-order factor models, several important aspects need to be addressed: 1) factor loading invariances must be assessed for both first-order and second-order factors; and 2) intercept invariance must be assessed for both measured variables and first-order factors. Following Chen et al. (2005), and Widaman and Reise (1997), a series of hierarchically nested models were tested and compared.

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Configural invariance (Model 1). Configural invariance requires "the same items should be an indicator of the same latent factor in each group" (Chen et al., 2005, p.474). To test configural invariance, a multiple-group model was created based on the customer level of involvement (i.e., low involvement vs. high involvement) as the categorical moderator, and both first-order and second-order factor loadings were tested freely (Chen et al., 2005, Widaman & Reise, 1997). The results indicated that the model fit the data well: $\chi^2 = 2346.49$ ($p<.001$, $df = 1292$); $\chi^2/df =1.82$; CFI = .91; TLI= .90; RMSEA= .05 (90% CI=.05, .06), and SRMR=.07.

Invariance of first-order factor loadings (Model 2). To test first-order factor loading invariance, all the first-order factor loadings were constrained to be equal across groups (Chen et al., 2005; Widaman & Reise, 1997). The chi-square difference test between Model 1 and Model 2 was significant ($\Delta\chi^2$ (110) =282.32 $p<.05$). Given the assessment was based on a large sample size for social science research (N=390), following Chen et al. (2005) and Widaman and Reise (1997), there was no substantial difference in fit indices (ΔCFI=.01 ΔTLI=.00, ΔRMSEA=.00, ΔSRMR=.00). Thus, the results suggest that the first-order factor loadings were invariant across the low involvement and high involvement groups.

Invariance of second-order factor loadings (Model 3). To test second-order factor loading invariance, all the first-order and second-order factor loadings were constrained to be equal across groups (Chen et al., 2005; Widaman & Reise, 1997). The chi-square difference test was significant ($\Delta\chi^2$ (120) =347.35, $p<.05$). Again, following Chen et al. (2005) and Widaman and Reise (1997), there was no substantial difference in fit indices (ΔCFI=.01 ΔTLI=.00, Δ=RMSEA=.00, ΔSRMR=.00). Thus, the researcher concluded

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that the second-order factor loadings were invariant across the low involvement and high involvement groups. In summary, the results of the preceding analysis demonstrated that the loadings of second-order factors are statistically equivalent across the two groups.

To test the moderating role of involvement, a series of chi-square were conducted, and the results indicated that all of the nine paths show a significant difference: customer experience with Airbnb → arousal ($\Delta\chi^2$= 13.49, Δdf=2, p<.01), customer experience with Airbnb → utilitarian emotion ($\Delta\chi^2$= 6.86, Δdf=2, p<.05), arousal →place attachment ($\Delta\chi^2$= 37.09, Δdf=2, p<.01), arousal → brand attachment ($\Delta\chi^2$= 30.77, Δdf=2, p<.01), utilitarian emotion → brand attachment ($\Delta\chi^2$= 44.32, Δdf=2, p<.01), place attachment → place loyalty ($\Delta\chi^2$= 17.41, Δdf=2, p<.01), brand attachment → brand loyalty ($\Delta\chi^2$= 28.34, Δdf=2, p<.01), place attachment → brand attachment ($\Delta\chi^2$= 90.41, Δdf=2, p<.01), and place attachment → place loyalty ($\Delta\chi^2$= 17.21, Δdf=2, p<.01). The results were presented in Table 4.9. Therefore, hypotheses H11a and H11b were supported.

Table 5.9 Moderating Effect of Involvement (Airbnb Sample)

Model	χ^2	df	$\Delta\chi^2$	Δdf	p	High β	p	Low β	p
Unconstrained	2346.49	1292.00			.00				
Constrained									
EXP-AR	2359.88	1294.00	13.40	2.00	.00*	.85	.00*	.63	.00*
EXP-UE	2353.35	1294.00	6.86	2.00	.03*	.78	.00*	.74	.00*
AR-PAT	2383.58	1294.00	37.09	2.00	.00*	.87	.00*	.71	.00*
AR-BAT	2377.26	1294.00	30.77	2.00	.00*	.77	.00*	.46	.00*
UE-BAT	2390.81	1294.00	44.32	2.00	.00*	.56	.00*	.34	.00*
PAT-PL	2363.90	1294.00	17.41	2.00	.00*	.88	.00*	.84	.00*
BAT-BL	2374.83	1294.00	28.34	2.00	.00*	.79	.00*	.77	.00*
PAT-BAT	2436.90	1294.00	90.41	2.00	.00*	.76	.00*	.50	.00*
PL-BL	2363.70	1294.00	17.21	2.00	.00*	.57	.00*	.45	.00*

Note. *p<.05

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5.2.3.6 Moderating Effect of Customer Generations

Customer generation was used as a grouping variable in this study. To investigate the moderating effect of customer generation, multiple multi-group analysis was conducted. The goal of the multiple-group analysis was to compare the path coefficients between the constrained model and the unconstrained model. To ensure the measurement model was equivalent across customer generations (Baby Boomer, Generation X, and Millennials), a measurement invariance test was conducted. Following the same invariance test procedure adopted when testing the moderating effect of involvement, the configural invariance, invariance of first-order factor loadings, and invariance of second-order factor loading were assessed. In this study, a multiple-group model was created based on customer generations (Baby Boomer, Generation X, and Millennials) as the moderator.

Configural invariance (Model 1). Specifically, to test the configural invariance, three groups (Baby Boomer, Generation X, and Millennials) were tested together and with all factor loadings freely (Chen et al., 2005, Widaman & Reise, 1997). The results indicated that the multiple-group confirmatory factor analysis model was acceptable: χ^2 =3374.25 ($p<.001$, df = 1938); χ^2/df =1.74; CFI = .90; TLI = .90; RSMEA = .04; SRMR =.07. Thus, configural invariance was established.

Invariance of first-order factor loadings (Model 2). To test the invariance of first-order factor lodgings, all the first-order were constrained to be equal across three groups (Chen et al., 2005; Widaman & Reise, 1997). Following this, a chi-square difference test was conducted between the configural and the first-order factor loading constrained model ($\Delta\chi^2$ (128) =342.75 $p<.05$). Given the assessment was based on a large sample size

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for social science research (N=781), following Chen et al. (2005) and Widaman and Reise (1997), there was no substantial difference in fit indices (ΔTLI=.003, ΔCFI=.002, ΔRMSEA=.001, ΔSRMR=.000). Thus, the researcher concluded that the first-order factor loadings were invariant across Baby Boomers, Generation X, and Millennials.

Invariance of second-order factor loadings (Model 3). Subsequently, invariance of second-order factor loading was assessed with all first-order and second-order factor loadings constrained to be equal across three groups (Chen et al., 2005; Widaman & Reise, 1997). The results indicated that there was no substantial difference in fit indices (ΔTLI=.003, ΔCFI=.002, ΔRMSEA=.001, ΔSRMR=.000). Thus, the researcher concluded that the second-order factor loadings were invariant across the three groups. In summary, the results of the preceding analysis demonstrated that the second-order factor measurement model is metric invariant across the three groups.

To test the moderating role of generations, a series of chi-square were conducted, and the results indicated that seven of the nine paths show a significant difference: customer experience with Airbnb $\rightarrow$ arousal ($\Delta\chi^2$= 33.19, Δdf=3, p<.01), arousal $\rightarrow$ place attachment ($\Delta\chi^2$ = 21.20, Δdf=3, p<.01), arousal $\rightarrow$ brand attachment ($\Delta\chi^2$= 29.88, Δdf=3, p<.01), utilitarian emotion $\rightarrow$ brand attachment ($\Delta\chi^2$= 13.57, Δdf=3, p<.01), place attachment $\rightarrow$ place loyalty ($\Delta\chi^2$= 21.63, Δdf=3, p<.01), place attachment $\rightarrow$ brand attachment ($\Delta\chi^2$= 146.42, Δdf=3, p<.01), and place attachment $\rightarrow$ place loyalty ($\Delta\chi^2$= 60.09, Δdf=3, p<.01). The results were presented in Table 5.10. Therefore, hypotheses H12a and H12b were partially supported.

Table 5.10 Moderating Effects of Customer Generations (Airbnb Sample)

Model	χ^2	df	$\Delta\chi^2$	Δdf	p	Baby Boomer		Gen X		Millennials	
						β	p	β	p	β	p
Unconstrained	3374.25	1938.00			.00						
Constrained											
EXP-AR	3407.44	1941.00	33.19	3.00	.00*	.83	.00*	.90	.00*	.91	.00*
EXP-UE	3381.69	1941.00	7.44	3.00	.06	.77	.00*	.80	.00*	.82	.00*
AR-PAT	3395.45	1941.00	21.20	3.00	.00*	.91	.00*	.92	.00*	.96	.00*
AR-BAT	3404.13	1941.00	29.88	3.00	.00*	.91	.00*	.96	.00*	.97	.00*
UE-BAT	3387.82	1941.00	13.57	3.00	.00*	.51	.00*	.52	.00*	.78	.00*
PAT-PL	3395.88	1941.00	21.63	3.00	.00*	.87	.00*	.85	.00*	.94	.00*
BAT-BL	3381.80	1941.00	7.55	3.00	.06	.73	.00*	.88	.00*	.88	.00*
PAT-BAT	3520.67	1941.00	146.42	3.00	.00*	.47	.00*	.45	.00*	.48	.00*
PL-BL	3434.34	1941.00	60.09	3.00	.00*	.65	.00*	.67	.00*	.71	.00*

Note. $p<.05$

5.3 STUDY 2: HOTEL SAMPLE

Following the same data collection and data analysis procedures, Study 2 was conducted in the context of hotels. The rapid development of Airbnb has challenged the hotel industry. Thus, the objective of Study 2 was to assess the conceptual model with the hotel sample and compare the model relationships between Airbnb sample and hotel sample. The following section will provide the data collection procedure of Study 2.

5.3.1 Data Collection Procedure

The sample size and the same sample frame were used as Study 1. The data was collected from the Qualtrics online panel, and a quota sample sampling technique was utilized.

5.3.2 Preliminary Data Analysis

Following the same preliminary data analysis procedure, the missing data and multivariate normality were checked. There were no missing values due to the forced answer questions setup on Qualtrics. In terms of multivariate normality, the Mardia's (1970) normalized estimate of multivariate kurtosis indicates that the data was multivariate non-normal. The next section presents the results of structural equation modeling.

5.3.3 Structural Equation Modeling

Similarly, a two-step procedure (Anderson & Gerbing, 1988) was adopted with the examination of the measurement model followed by testing the hypothesized structural relationships. The next sections provide the demographic results, analysis of measurement model, and analysis of hypothesized structural relationships.

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5.3.3.1 Demographic Results

Of the 1644 potential respondents, 391 respondents successfully passed the attention check questions and completed the survey, yielding a response rate of 23.8%. 195 parameters (i.e., 78 regression weights, 51 variances, and 66 covariances) parameters were included in the measurement model. The ideal sample size is 1950.

Within the hotel sample (N=391), 49.9% of the respondents were male and 50.1% of the respondents were female. The marital status was approximately evenly distributed with 33.5% of single, 33.2% of married/partnered and 33.2% of widowed or divorced or separated. In addition, 72.1% of the respondents were Caucasian, 12.8% were African-American, and 15.2% were other ethnic groups. With respect to educational level, 22.8% were High school diploma or lower, 39.9% were some college or Associate degree, 23.5% were bachelor's degree and 12.5% were Master/Doctorate degree. Moreover, 14.1% of the respondents earned less than $20,000 in the year of 2018, 24% earned $20,000 to $40,000, 19.7% earned $40,001-$60,000, 13.6% earned between $60,001 and $80,000, 9.2% earned between 80,001 and 100,000, 16.1% earned more than $100,000 and 2.5% did not want to disclose. Table 5.11 presents the detailed information of the respondents' profile.

Table 5.11 Respondent Demographic Profile of Hotel Sample

Demographic Items	Frequency (N)	Percentage (%)
Gender		
Male	195	49.9
Female	196	50.1
Prefer not to specify	N/A	N/A
Marital Status		
Single (never married)	98	33.5
Married/partnered	220	33.2
Widowed/Divorced/Separated	73	33.2

Ethnic Group		
Caucasian	282	72.1
African-American	50	12.8
Hispanic	32	8.2
Asian	10	2.6
Multi-racial	14	3.6
Other	3	0.8
Educational Level		
Less than high school	5	1.3
High school degree or lower	89	22.8
Some college or Associate degree	156	39.9
Bachelor's degree	92	23.5
Master/Doctorate degree	49	12.5
2018 Annual Household Income		
Less than $20,000	55	14.1
$20,000-$40,000	94	24
$40,001-$60,000	77	19.7
$60,001-$80,000	53	13.6
$80,001-$100,000	36	9.2
More than $100,000	11	16.1
I do not want to disclose	63	2.8

5.3.3.2 First-order Confirmatory Factor Analysis

Following the same data analysis procedure of Study 1, a measurement model on all scales used in this study with maximum likelihood estimation was conducted on the hotel sample (Arbuckle, 1994). The results indicated a satisfied model fit: $\chi^2 = 1482.80$ ($p<.001$, $df = 636$); $\chi^2/df =2.35$; CFI = .94; TLI = .94; RMSEA = .06 (90% CI=.50, .60), and SRMR=.04.

Construct reliability. As Table 5.12 shows, all constructs achieved the recommended level of construct reliability of .70 (Hair et al., 2006), with the estimates of CR ranging from .73 to .96. The results showed that all the AVEs exceeded .50 (Fornell & Larcker, 1981), supporting the reliability of the scale.

Table 5.12 Results of the First-Order Measurement Model (Hotel Sample)

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Items and description	SL	C.R.	CR	AVE	α
Home benefit (HB)			.91	.73	.91
HB1 The design and decoration of [Insert Name of Hotel] were attractive	.73	17.49			
HB2 Hotel offered a feeling of a real home for my trip	.88	24.4			
HB3 I felt at home and relaxed	.91	25.75			
HB4 I liked the home-like amenities	.88	N/A			
Social interaction (SI)			.89	.73	.88
SI1 The employees interacted with me	.79	19.72			
SI2 The employees were genuinely friendly	.87	23.51			
SI3 The employees were genuinely helpful	.91	N/A			
Authenticity (AU)			.83	.62	.83
AU2 [Insert Name of Hotel] offered me a unique, one-of-a-kind experience	.86	16.66			
AU3 Staying at [Insert Name of Hotel] allowed me to discover local attractions and offerings	.75	14.45			
AU4 Staying at [Insert Name of Hotel] gave me an opportunity to experience the real day-to-day life of locals	.74	N/A			
Personalized service (PS)			.95	.82	.95
PS1 I believe that the service provided by [Insert Name of Hotel] was customized to my needs	.90	25.86			
PS2 The service I received from [Insert Name of Hotel] made me feel that I was a unique customer	.92	27.04			
PS3 [Insert Name of Hotel] provided me with service and product that were tailor-made for me	.92	27.07			
PS4 Overall, the service provided by [Insert Name of Hotel] was tailored to my situation	.87	N/A			
Utilitarian emotion (UE)			.63	.50	.70
UE1 My most recent [Insert Name of Hotel] experience was... - Convenient	.81	8.51			

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UE2 My most recent [Insert Name of Hotel] experience was... - Pragmatic and economical	.58	N/A			
Arousal (AR)			.92	.85	.92
AR3 My most recent [Insert Name of Hotel] experience was... - Exciting	.92	29.45			
AR4 My most recent [Insert Name of Hotel] experience was... - Stimulating	.92	N/A			
Brand attachment (BAT)			.96	.76	.96
AF1 My feelings toward [Insert Name of Hotel] can be characterized as...Affectionate	.85	N/A			
AF3 My feelings toward [Insert Name of Hotel] can be characterized as…Love	.87	23.23			
PA1 My feelings toward [Insert Name of Hotel] can be characterized as…Delighted	.89	24.18			
PA2 My feelings toward [Insert Name of Hotel] can be characterized as…Captivated	.86	22.55			
PA3 My feelings toward [Insert Name of Hotel] can be characterized as…Passionate	.88	23.87			
CN1 My feelings toward [Insert Name of Hotel] can be characterized as…Attached	.87	22.96			
CN3 My feelings toward [Insert Name of Hotel] can be characterized as…Bonded	.89	24.17			
Place identity (PI)			.84	.72	.84
PI1 I feel visiting [Insert Name of Destination] is a part of my life	.83	N/A			
PI3 Visiting [Insert Name of Destination] has a special meaning in my life	.87	20.16			
Place dependence (PD)			.89	.74	.89
PD1 For what I like to do, I could not imagine anything better than the setting and facilities provided by [Insert Name of Destination]	.88	N/A			

	SL	C.R.	CR	AVE	
PD2 I enjoy visiting [Insert Name of Destination] and its environment more than any other destination	.84	21.70			
PD3 For the activities that I enjoy most, the settings and facilities provided by [Insert Name of Destination] are the best	.86	22.83			
Place affect (PA)			.94	.88	.94
PF2 I am very attached to [Insert Name of Destination]	.94	N/A			
PF3 I feel a strong sense of belonging to [Insert Name of Destination]	.94	33.22			
Place loyalty (PL)			.94	.80	.89
PL1 Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice	.84	N/A			
PL2 I want to revisit [Insert Name of Destination]	.84	22.30			
PL3 I will recommend [Insert Name of Destination] to other people	.96	33.22			
PL4 I will share positive experiences of [Insert Name of Destination] with other people	.93	25.39			
Brand loyalty (BL)			.91	.77	.94
BL2 I want to reuse [Insert Name of Hotel]	.82	N/A			
BL3 I will recommend [Insert Name of Hotel] to other people	.90	25.39			
BL4 I will share positive experience of [Insert Name of Hotel] with others	.91	27.15			

Note. χ^2 = 1492.801(p<.001, *df* =636); χ^2/*df* =2.346; CFI = .94; TLI = .94; RSMEA = .06; SRMR =.04; SL = standardized loadings; C.R. = critical ratio; CR = composite reliability; AVE = average variance extracted; N/A = not applicable.

Construct validity. The convergent validity and discriminant validity were also

assessed. All of the inter-relationships between constructs exceed the square root of the

AVEs. The constructs demonstrated discriminant validity in the hotel sample (see Table

5.12 and Table 5.13). However, in the hotel group, it should be noted that the inter-

relationships between authenticity and arousal, and authenticity and brand attachment are

higher than the square root of AVE for authenticity due to the high correlation between

authenticity and arousal, and high correlation between authenticity and brand attachment.

To further assessing the discriminant validity, additional analysis was conducted.

Table 5.13 Discriminant Validity Analysis from First-Order CFA (Hotel Sample)

	1	2	3	4	5	6	7	8	9	10	11	12
1.HB	**.85**											
2.SI	.65	**.85**										
3.AU	.71	.62	**.79**									
4.PS	.67	.70	.79	**.91**								
5.UE	.59	.67	.55	.59	**.71**							
6.AR	.68	.58	.83	.76	.50	**.92**						
7.BAT	.69	.63	.82	.79	.55	.88	**.87**					
8.PI	.34	.28	.49	.37	.40	.43	.42	**.85**				
9.PD	.40	.32	.60	.50	.33	.56	.57	.83	**.86**			
10.PF	.31	.27	.44	.37	.24	.42	.41	.87	.83	**.94**		
11.BL	.66	.61	.65	.69	.64	.70	.76	.33	.41	.28	**.89**	
12.PL	.40	.32	.51	.40	.35	.54	.46	.81	.81	.78	.43	**.88**

Note. The boldfaced diagonal elements are the square root of the variance shared between the constructs and their measures. Off-diagonal elements are the correlations between constructs. EXP=customer experience with Airbnb, UE=utilitarian emotion, AR=arousal, BAT=brand attachment, PAT=place attachment, BL=brand loyalty, PL=place loyalty.

To further validate the discriminant validity, another technique was adopted from

Anderson and Gerbing (1988). Anderson and Gerbing (1988) suggest that discriminant

validity can be tested by comparing all pairs of constructs in a series of two-factor

confirmatory factor analysis models. Each model was estimated twice, with one allowing

parameter estimation freely and the other one constraining the correlation between the

constructs to be one. According to Bagozzi and Phillips (1982) and Jöreskog (1971),

discriminant validity is achieved if the chi-square tests between the unconstrained model

and the constrained model yield significant results. The results show that all

combinations resulted in a significantly higher value ($\chi^2 > 3.84$ at $\alpha=.05$) for the

constrained model, indicating discriminant validity (see Table 5.14).

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Table 5.14 Additional Discriminant Validity Analysis for First-Order CFA

		Unconstrained Model		Constrained Model		Chi-Square Difference		
Comparison		χ^2	df	χ^2	df	$\Delta\chi2$	Δdf	Discriminant Validity
AU	BAT	161.31	34	167.69	35	6.38	1	Yes
UE	AR	5.235	1	20.371	2	15.136	1	Yes
PF	PI	2.32	1	60.75	2	58.43	1	Yes

5.3.3.3 Second-order Confirmatory Factor Analysis

Similarly, a second-order confirmatory factor analysis was conducted on the hotel sample and the results indicated that the model fit the hotel data well: χ^2 = 3045.30 (*p*<.001, *df* = 1144); χ^2/df =2.66; CFI = .91; TLI = .90; RMSEA = .06 (90% CI=.06, .07), and SRMR=.05.

Construct reliability. As Table 4.15 shows, all composite reliability values exceeded .60, ranging from .62 to .96, and all AVEs of all constructs were above .50, providing evidence for construct reliability.

Table 5.15 Results of the Second-Order Measurement Model (Hotel Sample)

Items and description	SL	C.R.	CR	AVE
Customer experience with hotel (EXP)			.90	.69
HB Home benefit	.79	N/A		
SI Social interaction	.75	13.27		
AU Authenticity	.89	12.80		
PS Personalized service	.88	15.07		
Arousal (AR)			.92	.85
AR3 My most recent [Insert Name of Hotel] experience was... - Exciting	.92	29.39		
AR4 My most recent [Insert Name of Hotel] experience was... - Stimulating	.92	N/A		
Utilitarian emotion (UE)			.62	.51
UV1 My most recent [Insert Name of Hotel] experience was... - Convenient	.75	8.66		

UV2 My most recent [Insert Name of Hotel] experience was... - Pragmatic and economical	.68	N/A		
Brand attachment (BAT)			.96	.76
AF1 My feelings toward [Insert Name of Hotel] can be characterized as...Affectionate	.85	N/A		
AF3 My feelings toward [Insert Name of Hotel] can be characterized as…Love	.87	23.21		
PA1 My feelings toward [Insert Name of Hotel] can be characterized as…Delighted	.89	24.17		
PA2 My feelings toward [Insert Name of Hotel] can be characterized as…Captivated	.86	22.56		
PA3 My feelings toward [Insert Name of Hotel] can be characterized as…Passionate	.88	23.90		
CN1 My feelings toward [Insert Name of Hotel] can be characterized as…Attached	.87	23.01		
CN3 My feelings toward [Insert Name of Hotel] can be characterized as…Bonded	.89	24.23		
Place attachment (PAT)			.95	.87
PI Please identity	.96	N/A		
PD Place dependence	.88	17.10		
PF Place affect	.95	20.72		
Brand loyalty (BL)			.91	.77
BL2 I want to reuse [Insert Name of Hotel]	.83	N/A		
BL3 I will recommend [Insert Name of Hotel] to other people	.89	21.92		
BL4 I will share positive experience of [Insert Name of Hotel] with others	.91	22.59		
Place loyalty (PL)			.94	.80
PL1 Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice	.84	N/A		
PL2 I want to revisit [Insert Name of Destination]	.84	21.28		
PL3 I will recommend [Insert Name of Destination] to other people	.97	27.19		

	PL4 I will share positive experiences of [Insert Name of Destination] with other people	.93	25.39

Note. χ^2 = 1855.75 (*p*<.001, *df* = 751); χ^2/*df* =2.47; CFI = .93; TLI = .93; RMSEA = .06; SRMR=.05; SL = standardized loadings; C.R. = critical ratio; CR = composite reliability; AVE = average variance extracted; N/A = not applicable.

Construct validity. Convergent validity was achieved as all the standardized factor loadings for all items were above the suggested threshold of .60 and the critical ratios for all standardized factor loadings exceeded 2.57. In addition, in the hotel group, a discriminant validity issue was identified between the constructs customer experience with hotels and arousal. The square root of AVE for each of these constructs was less than the inner-correlation between constructs (see Table 5.16). To further assessing the discriminant validity, additional analysis was conducted.

Table 5.16 Discriminant Validity Analysis from Second-Order CFA (Hotel Sample)

	1	2	3	4	5	6	7
1.EXP	**.83**						
2.AR	.87	**.92**					
3.UE	.73	.52	**.67**				
4.BAT	.89	.88	.58	**.87**			
5.PAT	.48	.46	.33	.47	**.93**		
6.BL	.78	.70	.66	.75	.34	**.88**	
7.PL	.50	.54	.38	.46	.46	.43	**.89**

Note. The boldfaced diagonal elements are the square root of the variance shared between the constructs and their measures. Off-diagonal elements are the correlations between constructs. EXP=customer experience with hotel, UE=utilitarian emotion, AR=arousal, BAT=brand attachment, PAT=place attachment, BL=brand loyalty, PL=place loyalty.

To further validate the discriminant validity, the same data analysis procedure was utilized as the first-order discriminant validity analysis. The results show that all combinations resulted in a significantly higher value (χ^2 >3.84 at α=.05) for the constrained model, indicating discriminant validity (see Table 5.17).

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Table 5.17 Additional Discriminant Validity Analysis for Second-Order CFA

		Unconstrained Model		Constrained Model		Chi-Square Difference		
Comparison		χ^2	df	χ^2	df	$\Delta\chi 2$	Δdf	Discriminant Validity
EXP	AR	39.73	8	59.414	9	19.684	1	Yes
EXP	BAT	182.93	43	206.26	44	23.33	1	Yes

5.3.3.4 Structural Model

Following the same analytical procedure adopted in Study 1, the results of the structural model suggested a good fit for the proposed model: χ^2= 1924.78, *df* =94, χ^2/df =2.67, *p*<.001, CFI= .92, TLI = .92, RMSEA = .06 (90% CI=.06, .07), and SRMR = .06. Specifically, as discussed earlier, H2, H4a, and H4b were removed due to the low factor loading of the construct hedonic emotion (see 5.3.1.2 Table 5.2). The critical ratios of the structural relationships suggested that of the twelve hypothesized paths tested, only four paths were not significant (i.e., H7b: PAT → BL; H8a: BAT → PL; H9: PAT→BAT; and H10: PL → BL). The results were presented in Table 5.18.

Table 5.18 Results of the Hypotheses Tests (Hotel Sample)

Hypotheses	Path coefficients	C.R.	P values	Supported
H1 (EXP-AR)	.85	14.9	.00	Yes
H2 (EXP-HE)	Removed			
H3 (EXP-UE)	.959	10.12	.00	Yes
H4a (HE-PAT)	Removed			
H4b (HE-BAT)	Removed			
H5a (AR-PAT)	.34	3.1	.00	Yes
H5b (AR-BAT)	.48	7.11	.00	Yes
H6a (UE-PAT)	.25	2.59	.03	Yes
H6b (UE-BAT)	.49	6.23	.01	Yes
H7a (PAT-PL)	.89	15.74	.00	Yes
H7b (PAT-BL)	-.07	-1.13	.26	No
H8a (BAT-PL)	-.03	-0.94	.35	No
H8b (BAT-BL)	.67	7.51	.00	Yes

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H9 (PAT-BAT)	.01	0.36	.72	No
H10 (PL-BL)	.03	1.13	.26	No

Results indicated that customer experience with hotel has a significant positive influence on customers' arousal (β= .84, t= 14.9, p<.01) (H1, supported), and utilitarian emotions (β= .96, t= 10.12, p<.01) (H3, supported). In addition, arousal predicts place attachment (β= .34, t= 3.1, p<.01) (H5a, supported), and utilitarian emotion predicts place attachment (β= .25, t= 2.59, p<.01) (H6a: supported). Arousal (β = .48, t= 7.11, p<.01) (H5b, supported), and utilitarian emotion (β = .49, t= 6.23, p<.01) (H6b, supported) were found to significantly influence brand attachment. Similarly, brand attachment was a significant predictor of brand loyalty (β= .67, t= 7.52, p<.01) (H8b, supported). The model explained 71% of the variance in brand loyalty and explained 31.2% of the variance in destination loyalty.

5.3.3.5 Moderating Effect of Level of Involvement

Following the same moderation analysis procedure from Study 1, the moderating effects of involvement and customer generations were assessed. Specifically, prior to assessing the moderating role of involvement, a two-step cluster analysis (Norusis, 2012) and an invariance test were conducted (Byrne, 2004). The two-step cluster analysis divided the hotel sample into two groups: low level of involvement (N=201) and high level of involvement (N=180). Subsequently, a measurement invariance test was conducted to ensure the measurement model was equivalent across the two groups (i.e., low involvement vs. high involvement). Similar to the invariance test procedure adapted in Study 1, a hierarchical series of nested models were tested (i.e., configural invariance, invariance of first-order factor loadings, and invariance of second-order factor loadings).

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The results indicated that there was no substantial difference in fit indices (ΔTLI=.003, ΔCFI=.002, ΔRMSEA=.001, ΔSRMR=.000), indicating that the measurement model was equivalent across the two groups.

To investigate the hypothesized moderating effects of involvement, a series of multi-group analyses were conducted. The moderating effect was assessed by constraining each individual regression path and comparing the results to the unconstrained model. The results indicated that all of the nine paths only two paths were not significant (i.e., PAT $\rightarrow$ PL, $\Delta\chi^2$ (2) =0.8, p>.05; BAT $\rightarrow$ BL, $\Delta\chi^2$ (2) =4.9, p>.05). Thus, H11a and H11b were partially supported.

5.3.3.6 Moderating Effect of Customer Generations

As generation was a variable captured directly in the data, it was utilized as a grouping variable for the customer generations. Similarly, for the moderating role of customer generations, an invariance test was also conducted (Byrne, 2004). The results indicated that the measurement model was equivalent across three groups. To investigate the moderating effect, the multi-group analyses compared the path coefficients of the constrained model with the unconstrained structural models. The results indicated that all of the nine paths, only one path were not significant (i.e., PAT $\rightarrow$ PL, $\Delta\chi^2$ (3) =2.4, p>0.05). Thus, H12a and H12b were partially supported.

5.4 A COMPARISON BETWEEN AIRBNB AND HOTELS

In addition to assessing the proposed hypotheses in the structural model and the moderating hypotheses, this study also aimed to see if the proposed relationships differ between the Airbnb sample and hotel samples (H13). The next section provides the results of the comparison.

5.4.1 Invariance Test

    Configural invariance (Model 1). Prior to empirically testing the differences in the structural relationships between Airbnb and hotel samples, a measurement invariance test was conducted to assess if the measurement model was equivalent across Airbnb and hotel groups (Chen et al., 2005; Netemeyer et al., 2003; Widaman & Reise, 1997). Following the same analysis procedure adapted from Study 1 and Study 2, the configural invariance, the invariance of first-order factor loadings, and the invariance of second-order factor lodgings were assessed. The results indicated that the configural invariance was established: $\chi^2 =3153.14$ ($p<.001$, $df = 1348$); $\chi^2/df =2.34$; CFI = .94; TLI = .93; RSMEA = .04 (90% CI=.05; .06); SRMR =.07.

    Invariance of first-order factor loadings (Model 2). The invariance of first-order factor loadings was assessed with all the first-order constrained equally. The chi-square difference test and model fit indicated that the invariance of first-order factor loadings was established (ΔTLI=.001, ΔCFI=.002, ΔRMSEA=.001, ΔSRMR=.000).

    Invariance of second-order factor loadings (Model 3). The invariance of second-order factor loadings was assessed with all the first-order and second-order constructs constrained equally, and the results indicated that $\chi^2 =3660.90$ ($p<.001$, $df = 1412$); $\chi^2/df =2.59$; CFI = .93; TLI = .92; RSMEA = .05 (90% CI=.05, .06); SRMR =.07. Following this, a chi-square difference test was conducted between the first-order factor loadings constrained model and second-order factor loadings constrained model. The results showed that $\Delta\chi^2$ (64) =507.76, *p<.001,* and ΔTLI=.001, ΔCFI=.002, ΔRMSEA=.001, ΔSRMR=.000, indicating the model was equivalent and appropriate for further comparison analysis.

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5.4.2 Parameter Comparison

To further assess if the paths in the structural model differ between Airbnb and hotels (H13), pairwise parameter comparisons were conducted to determine whether there was significant difference between the Airbnb sample and the hotel sample. Following Arbuckle and Wothke (1999), Byrne (2001), and Mody et al. (2019), to compare the structural relationships between the Airbnb and hotel groups, the critical ratio was assessed by dividing the difference between the parameter coefficients by an estimate of the standard error of the difference. As seen in Table 5.19, the non-significant structural pathways were excluded in the pairwise parameter comparison. The results indicated that four structural pathways significantly differ between the Airbnb and hotel groups. Specifically, the relationships between customer experience with Airbnb and utilitarian emotion ($\beta =.80$), and arousal and place attachment ($\beta =.57$) were significantly stronger for the Airbnb group than the hotel group ($\beta=.55$ and $\beta=.27$). On the other hand, the relationships between utilitarian emotion and brand attachment ($\beta=1.19$), and place attachment and place loyalty ($\beta =.96$) were significantly stronger for the hotel group than the Airbnb group ($\beta=.22$ and $\beta=.72$).

Table 5.19 Pairwise Parameter Comparison Results

Structural Path	Airbnb Group		Hotel Group		Pairwise Parameter Comparison (Z score)
	Estimate	*p*-value	Estimate	*p*-value	
EXP →AR	1.39	.00	1.29	.00	-.69
EXP → UE	.80	.00	.55	.00	-2.96***
AR→PAT	.57	.00	.27	.00	-2.67***
AR→ BAT	.60	.00	.47	.00	-1.50
UE→BAT	.22	.01	1.19	.00	4.46***
PAT→ PL	.72	.00	.96	.00	2.91***
BAT→BL	.79	.00	.84	.00	.61

Notes. *** *p*-value < .01; ** *p*-value < .05; * *p*-value <.10

5.5 CHAPTER SUMMARY

This chapter presented the data collection procedure and data analysis procedure of the proposed conceptual model. Specifically, to further validate the study, two separate studies (i.e., Study 1 and Study 2) were conducted concurrently with two characteristically different samples: Airbnb sample (N=380) and hotel sample (N=381). The same data collection procedure and data analysis procedure were utilized for both studies. Prior to data analysis through structural equation modeling, preliminary data analysis including checking the missing data, and multivariate normality of the data was conducted. Subsequently, the examination of first-order confirmatory factor analysis and assessment of second-order confirmatory factor analysis were conducted to provide support for the measurement model. Then, the overall research model and hypothesized relationships were assessed. The moderating effects of involvement and customer generations were also examined by a two-step cluster analysis followed by a series of chi-square analyses. Finally, followed by a measurement invariance test, a model relationship comparison between Airbnb and hotel samples was conducted.

The next chapter provides a discussion of both theoretical and practical implications of scale development and model testing. In addition, limitations, suggestions for future research, and conclusions are provided.

CHAPTER 6

DISCUSSION AND IMPLICATIONS

The key research objectives of this study were to (a) conceptualize and develop a reliable and valid scale to measure customers' experiences with Airbnb by capturing four theoretically grounded conceptual dimensions and (b) investigate the role of the customer experience in developing brand loyalty and destination loyalty as well as the nomological network within which such experience is situated. On the basis of the research objectives, Chapter 2 presented a conceptualization of customers' experiences with Airbnb and four underlying dimensions, thus providing a holistic understanding of these types of experiences. A discussion of the conceptual linkages between customers' experiences with Airbnb, brand loyalty, and destination loyalty was also provided in Chapter 2. That discussion constituted the theoretical foundation upon which the conceptual model and research hypotheses of this study are based.

Following a four-step scale development procedure, the proposed measurement scale of customers' experiences with Airbnb was developed and validated. With data collected from a quota sample, statistical results supported the psychometric properties of the proposed measurement model and provided evidence for the multidimensional structure of customers' experiences with Airbnb. By using the validated measurement scale, a conceptual research model was empirically tested via structural equation modeling, and results were presented in Chapter 5. Specifically, two studies (i.e., Study 1 and Study 2) were conducted concurrently to investigate the research model across an

Airbnb sample and a hotel sample. A comparison between these studies was further conducted to examine the model relationship differences. Following the analyses required to address the objectives of this investigation, the current chapter presents a detailed discussion of the model results and associated findings as well as theoretical and practical implications. Limitations and future research directions are also discussed.

6.1 DISCUSSION OF MODEL RESULTS

The discussions in this section reflect an empirical examination of the research model proposed in Chapter 5. To support this discussion, Figures 6.1 and 6.2 represent the research models and results involving the Airbnb sample and hotel sample, respectively. For the Airbnb sample, results showed that when customers stayed with Airbnb, their experiences influenced their arousal and utilitarian emotions. The findings also indicated that these customers' emotions (i.e., arousal and utilitarian emotions) associated with Airbnb experiences contributed to visitors' destination attachment and brand attachment, which further influenced personal loyalty to the destination and the brand. In addition, destination attachment contributed to brand attachment, while destination loyalty contributed to brand loyalty. Furthermore, an analysis of the moderating effects of involvement revealed that all nine proposed paths differed significantly between groups with low and high levels of involvement. An examination of the moderating role of customer generations similarly indicated that seven of the nine proposed paths were supported, conveying a significant difference between generations (i.e., Baby Boomers, Generation X, and Millennials).

R²=.70 R²=.36 R²=.65

.61 .83

Arousal Destination Attachment Destination Loyalty

.84 .66 .15 .84

Experience

.82 Utilitarian Emotions Brand Attachment Brand Loyalty

.14 .75

R²=.67 R²=.75 R²=.60

→ Supported

- - -→ Not Supported

Moderators:
Involvement
Customer generations
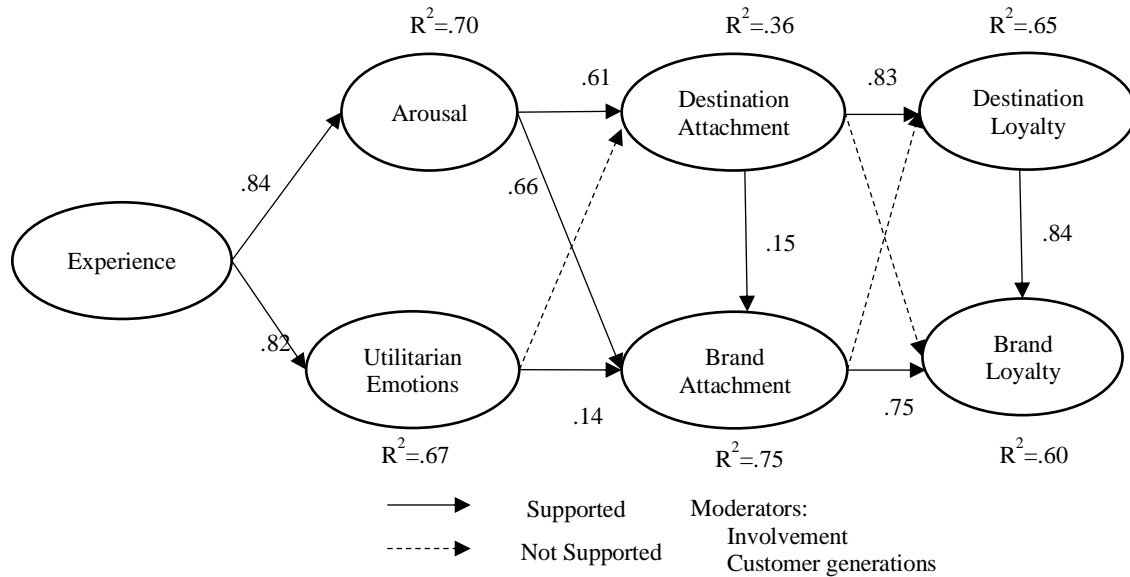
Figure 6.1 Results of Structural Model for Airbnb Sample

Relatedly, for the hotel sample, results showed that when customers stayed with hotels, their experiences affected their arousal and utilitarian emotions, which in turn contributed to destination attachment and brand attachment. Destination attachment and brand attachment then spurred destination loyalty and brand loyalty, respectively. Similar to the Airbnb sample, destination attachment contributed to brand attachment, whereas destination loyalty contributed to brand loyalty. Tests of the moderating role of involvement suggested that seven of the nine proposed paths were significantly different between groups with low and high involvement. Analysis of the moderating role of customer generations revealed that only one proposed path (i.e., PAT → PL) differed significantly between generations (i.e., Baby Boomers, Generation X, and Millennials).

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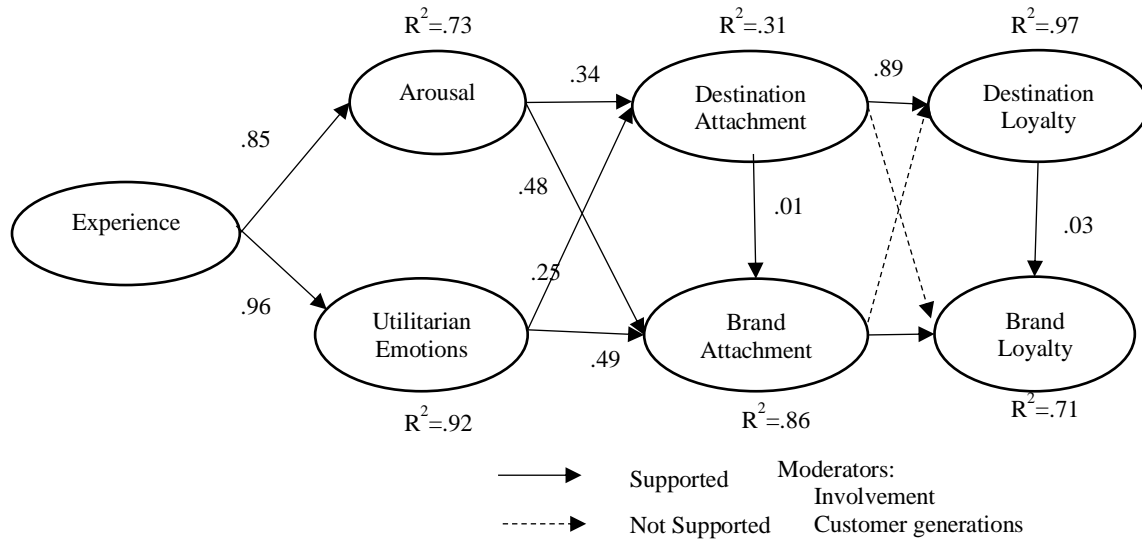
Figure 6.2 Results of Structural Model for Hotel Sample

To better understand the results of this study, findings are discussed below,

guided by the research hypotheses between constructs for the Airbnb and hotel samples.

6.1.1 Customer Experience with Airbnb

Customer experience is a psychological construct that "originates from a set of

interactions between a customer and a product, a company, or part of its organization"

(Shaw & Ivens, 2005, p. 16). Due to the dynamic nature of the customer experience,

customers' experiences with Airbnb differ from those in full-service hotels, budget

hotels, and even boutique hotels. In line with emerging literature on the customer

experience (Clemes et al., 2011; Hemmington, 2007; Ismail, 2011; Khan & Rahman,

2017; Knutson et al., 2009; Mcintosh & Siggs, 2005; Oh et al., 2007; Otto & Ritchie,

1996; Rageh & Melewar, 2013; Ren et al., 2016; Walls, 2011; Zhang et al., 2018), this

study conceptualizes customers' experiences with Airbnb as a multidimensional construct

comprising home benefits, social interaction, authenticity, and personalized service.

Findings indicate that these four dimensions demonstrate high factor loadings on the

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second factor of customers' experiences with Airbnb, providing support for the proposed conceptualization of these experiences.

Home benefits. The results confirm home benefits as an important dimension of customers' experiences with Airbnb. Basic accommodation elements, such as cleanliness, a home-like atmosphere, and home amenities are attractive to Airbnb customers. Consumers are also eager to explore different types of accommodations (Elizaveta, 2016), and the Airbnb platform provides various styles all over the world, from cabins to boats to castles. Home benefits are important to customers across these categories. This finding echoes prior research wherein functional values or a "homely" feeling in Airbnb accommodations (e.g., home-like facilities and amenities) often explained why customers chose Airbnb (Cheng & Jin, 2019; Guttentag et al., 2017; So et al., 2018; Wang & Jeong, 2018). Scholars have also explained how these functional values influence customers' overall attitudes toward Airbnb (Cheng & Jin, 2019; Guttentag et al., 2017; So et al., 2018; Wang & Jeong, 2018).

Social interaction. Social interaction with hosts and the local community constitutes another critical construct when considering Airbnb lodging experiences (Mody et al., 2017). This finding supports previous research, suggesting that travelers seek unique experiences involving meaningful interactions with locals (Grayson & Martinec, 2004; Tussyadiah & Pesonen, 2016).

Authenticity. Authenticity was found to be particularly important for Airbnb customers. Authenticity refers to a sense of uniqueness derived from local culture (Sharpley, 1994). Customers can become immersed in the local community through

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Airbnb, such as by attending resident-hosted classes (Birinci et al., 2018; Lyu et al., 2018; Wang, 1999).

Personalized service. Personalized service was also identified as an important component of customers' Airbnb experiences. Personalized service refers to interactions between different parties (Tseng & Piller, 2011) and to "tailored service, or service that attempts to address the unique needs of individual customers" (Ford, 1999, p. 343). When staying with Airbnb, customers must communicate with hosts prior to arrival or to request local suggestions (Jang et al., 2019; Lin et al., 2019; Mao & Lyu, 2016). Customers also feel more special and satisfied when given personalized service, which cultivates customer loyalty (Mcintosh & Siggs, 2005).

To provide a clearer understanding of these phenomena, findings are presented in the following sub-sections according to constructs in the conceptual model. Discussion is guided by the hypothesized relationships between constructs.

6.1.1.1 Customer Experience → Arousal

Arousal refers to one's physiological response to a stimulus (Oh et al., 2017). The customer experience literature has shown that individuals' evaluations of an activity or event evoke emotional reactions (Dolcos & Cabeza, 2002; Oh et al., 2007). The findings in Chapter 5 reveal that customers' experiences with Airbnb have a significantly positive influence on arousal. This finding is consistent with studies suggesting that arousal is an outcome of customers' tourism experiences (Mody et al., 2017; Oh et al., 2017). Customers can participate in social interaction and local activities when staying with Airbnb, which can then evoke positive emotions (i.e., arousal) (Mody et al., 2017). Therefore, positive customer experiences produce more positive emotions.

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6.1.1.2 Customer Experience → Hedonic Emotions

Hedonic emotions arise from the experience of using products or services and are triggered by intrinsically motivated behaviors such as leisure activities, games, and sports (Ding & Tseng, 2015; Voss, Spangenberg, & Grohmann, 2003). To empirically test the role of customers' experiences with Airbnb in evoking hedonic emotions, these experiences were hypothesized to have a positive influence on positive emotions (i.e., hedonic emotions). However, the hedonic emotion construct was eliminated during confirmatory factor analysis due to low factor loadings. Thus, this study did not provide findings similar to earlier literature (Gursoy et al., 2006; Lee & Kim, 2018; Ryu et al., 2010). A possible explanation for this outcome is that a certain degree of overlap exists between the measurement of arousal and hedonic emotions, as they both capture consumers' positive emotions (Ding & Tseng, 2015; Voss et al., 2003).

6.1.1.3 Customer Experience → Utilitarian Emotions

Similarly, this study hypothesized that customers' experiences would positively influence utilitarian emotions. Utilitarian emotions are derived from products' or services' functions in fulfilling consumers' functional goals (Ding & Tseng, 2015). Study results indicate that the linkages between these two constructs are statistically significant, providing empirical support for the hypothesized relationship. This finding is consistent with literature demonstrating that utilitarian emotions constitute a significant outcome of the customer experience (Ding & Tseng, 2015; Lee & Kim, 2018; Voss et al., 2003). The positive influence of the customer experience on utilitarian emotions is unsurprising, as traditional marketing suggests that customers are utility-driven and utility maximizers (Bettman, Luce, & Payne, 1998). Compared with hotels, Airbnb provides cheaper

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alternative accommodations and home-like benefits, which can draw customers to the platform (Guttentag, 2019). This finding supports the trend of customers being more likely to express utilitarian emotions toward Airbnb after having a positive accommodation experience.

6.1.2 Arousal

Arousal is defined as a physiological response to a stimulus (Oh et al., 2017). This study found the destination attachment and brand attachment were each significant outcomes of arousal, although arousal had a stronger influence on brand attachment. These findings corroborate research (Hosany et al., 2017; Morgan, 2010; Orth et al., 2010) identifying arousal as an antecedent of destination attachment and brand attachment, which further enhance customer loyalty. Therefore, the results of this study confirm the critical role of arousal in fostering customers' destination loyalty and brand loyalty.

6.1.2.1 Arousal → Destination Attachment

Consistent with earlier work (Hosany et al., 2017; Loureiro, 2014), the results of this research suggest that arousal has a significant positive influence on destination attachment. In other words, customers who have experienced the home-like benefits of Airbnb, social connections with the local community, and local facilities are more likely to express positive emotions such as arousal. These evaluations and emotional bonding to a destination significantly contribute to destination attachment. Therefore, enhanced arousal promotes customers' destination attachment and willingness to revisit the destination (Hosany et al., 2017; Loureiro, 2014).

6.1.2.2 Arousal → Brand Attachment

Brand attachment refers to consumer–brand bonds (Thomson et al., 2005). To empirically assess the role of arousal in building brand attachment, arousal was hypothesized to have a positive impact on the extent to which consumers develop an emotional bond or connection with a brand (i.e., brand attachment). The findings in Chapter 5 demonstrated that arousal associated with the Airbnb experience significantly influenced brand attachment. Hosany et al. (2017) and Loureiro (2014) came to similar conclusions. The present results imply that customers who had positive experiences with Airbnb and expressed arousal from that experience were more likely to build a connection with the Airbnb brand. These findings are reasonable given that arousal is viewed as an emotion that significantly improves one's emotional bonds (Li et al., 2012).

6.1.3 Utilitarian Emotions

Utilitarian emotions arise when the functions of products or services fulfill consumers' functional goals (Ding & Tseng, 2015). This investigation identified utilitarian emotions as a significant predictor of brand attachment, consistent with previous research (Bahri-Ammari et al., 2016; Borghini et al., 2009; Chen & Phou, 2013; Orth et al., 2012). However, the linkage between utilitarian emotions and destination attachment was not supported.

6.1.3.1 Utilitarian Emotions → Destination Attachment

Similarly, this study hypothesized that utilitarian emotions would positively influence customers' emotional bonds to geographic areas (i.e., destination attachment). In contrast to prior work (Li et al., 2012), such a linkage was not supported in this study. One explanation is that Airbnb markets itself as an online platform providing home-like

accommodations to customers; thus, customers can access amenities (e.g., a washing machine or kitchen equipment) similar to those they have at home (So et al., 2018; Wang & Jeong, 2018). However, such experiences were associated with the brand Airbnb, which did not contribute to destination attachment.

6.1.3.2 Utilitarian Emotions → Brand Attachment

Supporting earlier results (Bahri-Ammari et al., 2016; Japutra et al. 2014; Michon, 2000), the findings of this study reveal that utilitarian emotions significantly influence brand attachment; that is, customers who have a utilitarian experience and express utilitarian emotions are more likely to build an emotional and cognitive connection to a brand (Schmitt, Rogers, & Vrotsos, 2004; Thomson, Macinnis, & Park, 2005). Therefore, this finding provides strong evidence of the role of utilitarian emotions in brand attachment.

6.1.4 Destination Attachment

Destination attachment refers to an individual's emotional bonds to a geographic area or destination (Lee & Shen, 2013). The literature presented in Chapter 2 indicated that destination attachment is a multidimensional construct comprising three aspects: a customer's evaluation of a destination (i.e., place dependence); an individual's identity relative to that destination (i.e., place identity); and emotional bonding within the destination (i.e., affective attachment) (Brocato, 2006; Jorgensen & Stedman, 2001). The results of this study support the multidimensional conceptualization of destination attachment, as all three first-order constructs showed high factor loadings (i.e., >.90). Use of the multidimensional structure further revealed destination attachment to exert significant impacts on destination loyalty and brand attachment.

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6.1.4.1 Destination Attachment→ Destination Loyalty

Destination loyalty represents a customer's attitude and future loyalty behavior toward a product, brand, or service (Dick & Basu, 1994) and reflects one's revisit intentions (Kim et al., 2009; Qu et al., 2011) and willingness to recommend a destination (Chi & Qu, 2008; Yoon & Uysal, 2005). The literature review in Chapter 2 suggested that place dependence and place identity positively influence customers' word of mouth, revisit intentions, and attitudinal loyalty (Lee, Kyle, & Scott, 2012; Lee & Shen, 2013; Xu & Zhang, 2016). To examine such a relationship, this study hypothesized destination attachment, as assessed through place dependence, place identity, and affective attachment, as affecting destination loyalty.

In line with previous studies (Lee, Kyle, & Scott, 2012; Lee & Shen, 2013; Xu & Zhang, 2016), the results provide strong support for the hypothesized relationships, addressing the focal role of destination attachment in developing destination loyalty. In other words, a visitor who evaluates a destination positively, or experiences meaningful social interaction with hosts or the local community in that destination, is more likely to revisit it. An individual who has a cognitive connection between the destination and the self, or develops an emotional bond with the destination, is highly likely to show a strong preference for that destination. Therefore, these findings provide an essential foundation for enhancing customers' destination loyalty through three dimensions of destination attachment in an Airbnb context.

6.1.4.2 Destination Attachment→ Brand Attachment

Consistent with prior literature (Iversen & Hem, 2008), the results of this study suggest that destination attachment has a significant positive influence on brand

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attachment; as customers' attachment to a destination increases, significant positive effects are realized, such as enhanced emotional attachment to the brand. Orth et al. (2012) suggested that the brand experience is only a part of one's overall experience with a destination. Therefore, customers may attribute their experiences to the brand and to the tourism destination due to having a brand–destination connection. Positive experiences with Airbnb will thus enhance customers' evaluations and emotional bonds within the destination setting, which in turn promote an emotional bond with Airbnb. This finding highlights the vital role of destination attachment in justifying a customer's emotional attachment to the Airbnb brand.

6.1.4.3 *Destination Attachment → Brand Loyalty*

In a similar vein, this study hypothesized that destination attachment would have a positive effect on customers' willingness to repurchase through the brand (i.e., brand loyalty). Interestingly, no evidence supported this linkage. This finding contradicts Orth et al.'s (2012) study of place-based brands, in which destination attachment was proposed to enhance a customer's brand loyalty. A possible explanation for this discrepancy is that Airbnb is not a place-based brand, referring to brands for which place is an important part of the customer experience, such as a local farm or winery (Orth et al., 2012). Airbnb is understood as an accommodation brand that can be compared with other lodging brands such as Marriott or Hilton (Lee & Kim, 2018; Mody et al., 2019) rather than a place-based brand. An individual's bond with a destination thus will not necessarily promote their willingness to re-patronize Airbnb.

6.1.5 Brand Attachment

Brand attachment describes relationships between consumers and brands (i.e., Airbnb) that consequently affect consumer behavior (Thomson et al., 2005). The literature review in Chapter 2 presented brand attachment as a multidimensional construct comprising three distinct aspects: connection, affection, and passion (Thomson et al., 2005). However, in this study, brand attachment was considered a unidimensional construct due to a discriminant validity issue (Thomson et al., 2005). Brand attachment was ultimately found to have significant impacts on brand loyalty and destination loyalty.

6.1.5.1 Brand Attachment → Brand Loyalty

Brand loyalty refers to a customer's deeply held commitment to rebuying or re-patronizing a preferred brand consistently in the future (Oliver, 1999). The literature review in Chapter 2 suggested that brand attachment has a positive influence on brand loyalty (Esch et al., 2006; Japutra et al., 2014; Kang et al., 2017; Thomson et al., 2005). To examine such a relationship, this study hypothesized that brand attachment would have a positive influence on brand loyalty.

Coincident with the extant literature (Bolton et al., 2000; Hudson et al., 2015), findings show that strong brand attachment leads to strong brand loyalty. As predicted, Airbnb providers can gain customer brand loyalty by cultivating higher levels of emotional attachment. In other words, a traveler who has a great connection, affection, and passion for a brand is more likely to repurchase from that brand. Therefore, enhancing brand attachment represents an important foundation for a long-term relationship, thereby fostering customer loyalty to the Airbnb brand.

6.1.5.2 Brand Attachment → Destination Loyalty

This study hypothesized that consumers' brand attachment to Airbnb would positively affect their willingness to revisit a given destination (i.e., destination loyalty). Previous studies have revealed a connection between brands and places (Orth et al., 2012), such that a customer is more likely to attribute a positive experience with a brand to that place after having a positive experience with the place and place-based brand (Cardinale et al., 2016; Orth et al., 2012). However, similar evidence was not found in this study. This contradiction may be due to the nature of the Airbnb brand, which is considered an accommodation brand rather than a place-based brand.

6.1.6 Destination Loyalty → Brand Loyalty

In addition to the linkage between brand attachment and destination loyalty, the relationship between destination loyalty and brand loyalty was not supported. In other words, customers who are willing to revisit the destination or spread positive word-of-mouth about the destination are not guaranteed to become loyal to the Airbnb brand. This result contradicts Orth et al.'s (2012) study on tourism destinations and place-based brands. As mentioned previously, such a contradiction may be due to the fact that Airbnb is an accommodation brand rather than a place-based brand.

6.1.7 Moderating Effect of Involvement

Involvement refers to one's level of interest in a specific activity and the affective response related to that interest (Manfredo, 1989). Chapter 2 indicated that involvement plays a moderating role in Airbnb-associated experiences along with the formation of destination loyalty and brand loyalty. To assess this moderating effect, a two-step cluster analysis was conducted in which respondents were divided into two groups (low vs. high

involvement) based on their level of involvement with Airbnb. Thus, this study hypothesized that involvement moderates the model relationships between these groups.

Consistent with findings from other studies (Lee & Kim, 2018; Malär et al., 2011), the current results provide empirical evidence of the hypothesized moderating effect, confirming the role of involvement in conditioning model relationships between the low involvement group and high involvement group. Specifically, the results in Chapter 5 demonstrate that customers' experiences with Airbnb had a stronger influence on arousal and utilitarian emotions for the high involvement group than the low involvement group. This result is consistent with Lee and Kim (2017) and Svendsen et al. (2011), suggesting that highly involved customers can be satisfied and are more likely to demonstrate positive emotions. For example, Airbnb hosts represent the primary communication channel for customers; thus, communication and social interaction enrich customers' knowledge of Airbnb and the local community (Lee & Kim, 2018).

Per the results in Chapter 5, arousal had a stronger influence on destination attachment for the high involvement group than for the low involvement group. In comparison, utilitarian emotions influenced brand attachment more strongly for the high involvement group than the low involvement group. Similar evidence has appeared in other studies (Hosany et al., 2017; Morgan, 2010; Orth, Limon, & Rose, 2010). This trend presumably manifested because highly involved customers had more positive experiences with Airbnb, which triggered arousal and made them more likely to immerse themselves in the local community (Lee & Kim, 2018).

6.1.8 Moderating Effect of Generations

Generations refer to "all of the people born and living at about the same time, regarded collectively" (Wikipedia). In the United States, the most widely identified generations are Baby Boomers, Generation X, and Millennials (Li et al., 2013; Schewe & Meredith, 2004). The literature review in Chapter 2 suggested that generations may play a moderating role in influencing Airbnb experiences along with developed destination loyalty and brand loyalty. To evaluate this moderating effect, generation was used as a grouping variable. This study hypothesized that generation would moderate the model relationships across the three generation groups.

Interestingly, the empirical results in Chapter 5 revealed that Millennials were more excited about their Airbnb experiences. A possible explanation is that Millennials adapt to new situations and technology more rapidly than Generation X (Li et al., 2013). Airbnb could therefore represent an innovation in the hospitality industry that captures Millennials' attention.

6.1.9 Model Relationship Comparison

The literature review in Chapter 2 framed Airbnb as a major competitor to hotels that continues to take market share from the hotel industry. Empirical research aimed at developing an in-depth understanding of how the customer experience influences consumer behavior, especially when comparing Airbnb and hotels, remains scarce. Thus, to investigate the different roles of customers' experiences with Airbnb and hotels in generating customer loyalty, this study hypothesized that the model relationships would differ between Airbnb and hotel customers.

The model comparison demonstrated that the relationships between customers'

experiences and utilitarian emotions and between utilitarian emotions and destination

attachment were significantly stronger for the Airbnb group. By comparison, the

relationships between utilitarian emotions and brand attachment and between destination

attachment and destination loyalty were significantly stronger for the hotel group.

Different from hotels, Airbnb provides distinct and unique accommodations ranging from

shared and private rooms to luxury villas, which are often located within the local

community (Mody et al., 2019; Ting, 2016) and contribute to an authentic experience. In

addition, Airbnb customers have more opportunities to interact with hosts, other guests,

and the local community than do hotel customers. Such opportunities help Airbnb

customers engage in the local culture and lifestyle.

6.2 IMPLICATIONS

In conceptualizing customers' experiences with Airbnb, developing a reliable and

valid measurement scale, and testing the roles of customers' experiences with Airbnb in

shaping destination loyalty and brand loyalty, this study expands knowledge of the

customer experience to the Airbnb context. By addressing the research purposes and

questions proposed in Chapter 1, this study makes several valuable theoretical and

practical contributions. The ensuing section presents the theoretical implications of scale

development and the research model.

6.2.1 Theoretical Implications

Customers are seeking real-time and unique experiences, requiring the tourism

and hospitality industry to provide exciting opportunities (Keiningham et al., 2019). In

response, Airbnb has become popular by creating customer value through lower prices,

greater accessibility and flexibility, ease of use, and a "user-focused mission" characterized by transparency and interactive communication (Clark, 2014; ITB, 2014; Tussyadiah & Pesonen, 2016). While researchers have become increasingly interested in Airbnb, current comprehension of customers' experiences with Airbnb is in its infancy; empirical research on the conceptualization and measurement of customers' experiences within the Airbnb sector remains sparse. This study contributes to the literature and extends current knowledge on customers' experiences with Airbnb by offering a reliable and valid measurement scale. The scale also provides a solid theoretical foundation for future research to improve understanding of customers' experiences with Airbnb and to clarify related behavioral outcomes.

In addition, customers' experiences with Airbnb differ from generic customer experiences (Jain et al., 2017; Lemon & Verhoef, 2016). As overall society shifts toward an experience economy, with tourism at the helm (Gilmore & Pine, 2002; Oh et al., 2004), customers in today's economy are seeking high-quality products and services along with unique, memorable experiences (Guttentag, 2015). The scale developed in this study is one of the first to capture customers' experiences in the Airbnb context.

In testing the proposed conceptual model of destination loyalty and brand loyalty formation, this study generated results consistent with previous research wherein the customer experience was found to inform consumers' emotions and attachment, thereby fostering destination loyalty and brand loyalty (Hosany & Witham, 2010; Hosany et al., 2017; Voss et al., 2003). The model comparison results provide empirical support for the extant literature by addressing discrepancies between Airbnb and hotel customers' experiences. Furthermore, the moderation results provide empirical evidence of the

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moderating roles of involvement and customer generations in influencing destination loyalty and brand loyalty formation.

Based on the preceding findings, this study provides theoretical and empirical evidence of the linkages between customers' experiences with Airbnb and key constructs contributing to destination loyalty and brand loyalty. This study is one of the first to link customers' lodging experiences with their emotional attachment toward brands and destinations. Results echo those of prior research (Chen & Phou, 2013; Orth et al., 2012), confirming that positive experiences and emotions involving brands and destinations promote consumers' emotional attachment to brands and destinations. Such findings make valuable contributions to the literature by empirically revealing that customers' experiences with Airbnb strongly influence destination attachment and destination loyalty.

In addition, as discussed in Chapter 1, Airbnb has been deemed the largest hotel competitor. Research comparing Airbnb and hotels is therefore essential. Despite researchers suggesting that the customer experience will differ between Airbnb and hotels (i.e., Mody et al., 2017), few studies have examined this comparison in detail. This study makes unique theoretical contributions by filling this research gap. Findings show that customers' experiences with Airbnb affect brand loyalty and destination loyalty.

Furthermore, this study assessed differences based on customer involvement (i.e., low vs. high involvement) and generational differences (Baby Boomers, Generation X, and Millennials). Although studies on Airbnb have investigated the moderating role of involvement (Lee & Kim, 2018), empirical research into the moderating role of customer generations is limited (Amaro et al., 2018). Therefore, this study extends the literature by

investigating the moderating role of customer generations vis-à-vis Airbnb. This study is the first to provide empirical evidence of generationally distinct customer experiences and their contributions to destination loyalty and brand loyalty. As a result, findings make an essential contribution to the Airbnb literature by confirming the moderating role of customer generations in influencing behavioral outcomes.

6.2.2 Practical Implications

At the time of this writing (March 2020), the COVID-19 outbreak had drastically affected the global tourism and hospitality industry (Ogden, 2020). The U.S. hotel industry is projected to see a 50.6% decline in revenue per available room (RevPar) in 2020 (STR, 2020) due to the pandemic. In these uncertain times, survival and recovery will surely be major concerns for the hospitality industry. In light of these circumstances, this study provides several critical practical implications for Airbnb providers, hotel managers, and destination marketing organizations (DMOs).

The newly developed and validated Airbnb customer engagement scale provides a useful tool for Airbnb providers to measure the effectiveness of products or services in shaping the overall customer experience. For example, providers could survey their customers to assess post-Airbnb experiences. Such feedback would provide Airbnb providers meaningful insight to improve aspects of their products or services (e.g., home benefits, social interaction, authenticity, and personalized service).

Empirical investigation of this scale revealed all four dimensions to be significant in depicting customers' Airbnb experiences. Thus, to further enhance the customer experience, Airbnb providers should continue to improve each dimension. For instance, to promote authenticity and social interaction, Airbnb should allocate resources to

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marketing "Airbnb Experiences" as immersing visitors in the local community with hosts' guidance. Through local hosts' passion, visitors could take advantage of myriad engagement opportunities, such as those involving local cuisine, festivals, events, and activities. Today's consumers seek activities in local neighborhoods and communities, such as carving, cooking, painting, dancing, and hat-making classes (Guttentag, 2015). Targeted "Airbnb Experiences" could fulfill customers' needs. Airbnb should thus invest in advertising and other promotional activities to raise awareness of these experiences. In addition to authenticity and social interaction, Airbnb should highlight the home-like benefits of its accommodations in advertisements. The platform's marketing strategies currently focus on social interaction and belongingness given the assumption that potential customers are well aware of the home-like benefits and affordability of Airbnb (Lee & Kim, 2018). However, sometimes the cost of a home from Airbnb is similar to that of a hotel room (Griswold, 2016). It may therefore be essential for Airbnb providers to address the functional value of their accommodations (e.g., home-like benefits and overall atmosphere) to maintain the platform's competitiveness over hotels.

The integrative model proposed in this study can also advance Airbnb providers' understanding of the linkages between customers' experiences, emotions, attachment, and loyalty. The strong influence of the customer experience on arousal, and in turn on brand attachment and loyalty, provides empirical evidence supporting investment in brand management. To compete with hotels, repeat patronage is crucial. Similar to hotel loyalty programs, Airbnb launched a "Superguest" program to reward and benefit customers. Airbnb hosts should also contribute to the "Superguest" program by offering loyal customers special meals or authentic activities.

Furthermore, the results confirmed the moderating roles of involvement and customer generations, indicating that Airbnb could adopt dynamic marketing strategies to attract diverse patrons. Park and Kim (2010) suggested that highly involved customers are more likely to be influenced by others' recommendations. Thus, Airbnb providers should maintain social platforms on which customers can share Airbnb experiences and associated photos and videos. Varied marketing strategies are also needed to target different customer generations. For example, Airbnb could create specific online communities tailored to customer generations for guests to share their experiences. The platform could also offer rewarding opportunities for customers in its virtual community.

Amidst the current COVID-19 pandemic, Airbnb providers should communicate clearly with guests about cancelation policies and waive all cancelation fees. Studies have highlighted hygiene and cleanliness as major concerns for potential Airbnb customers (Guttentag et al., 2018; Tussyadiah & Pesonen, 2016), which will only become more serious during the pandemic. Unlike hotels, Airbnb does not employ professionally trained workers and cannot guarantee top-quality service. It is thus important for Airbnb providers to consider instituting a "hygiene program" for customers: hosts who meet rigorous hygiene criteria (e.g., strict disinfection protocols) could be denoted by a symbol in their profile. Airbnb China has already implemented similar strategies, such as an early payout program for hosts, "Rest Assured Stays" for guests, and a "Spring Recovery" campaign to help local communities recover from COVID-19 (Chen, 2020). People's willingness to travel has increased dramatically since China's economy has begun to recover from the COVID-19 outbreak. Data indicate that searches for domestic Airbnb listings have jumped by more than 2.5 times over last year for the upcoming Labor Day

holiday (May 1st) (Chen, 2020). Given aforementioned considerations related to safety, health, and cleanliness in homestays, Airbnb China launched a "Rest Assured Stays" program to promote listings with high sanitization and hygiene standards (Chen, 2020).

Meanwhile, Airbnb providers could maintain channel promotions and communications to maintain strong relationships with hosts and guests. It is also important for Airbnb to develop public relations with the local community, to promote the benefits of tourism, and to remind the local community to welcome travelers once COVID-19 is under control.

In addition to benefiting Airbnb providers, the scale may be useful for hotel managers. In the last few years, Airbnb has consumed a growing proportion of the hotel industry's market share – particularly from lower-end hotels (Zervas et al., 2017). Although the initial objective of developing the scale was not to evaluate the hotel experience, hotel managers could better understand how to compete with Airbnb by focusing on enhancing each experience dimension. For example, to increase social interaction, hotel managers could host a social hour upon guests' arrival. In addition, offering local experiences (e.g., a daylong trip to explore the destination's "hidden gems") may further enrich visitors' stays.

By empirically testing the conceptual model in the hotel context, this study's findings should enhance hotel managers' understanding of the role of the customer experience in patrons' emotional responses and brand loyalty to hotels. Unlike Airbnb, hotel brand attachment and loyalty are influenced by multiple factors, such as loyalty programs, membership communication, hotel brand identification, and personal preferences (Lo, Im, Chen, & Qu, 2016; So, King, Sparks, & Wang, 2013). Hotel

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managers should leverage these loyalty programs and communications to provide rewarding opportunities to their customers, especially during trying times (Bolton et al., 2000; Ogden, 2020). To foster customers' attachment to hotels, managers should also offer patrons tailored experiences (Kang et al., 2017). It is essential for hotel businesses to maintain staff and customer loyalty during this pandemic. The hotel industry should contribute to the local community during crisis and seek to keep employees and customers engaged throughout the process (Ogden, 2020). Such continuity and commitment will help retain staff when operations return to normal. A recent industry report recommended similar strategies (Hospitalitynet, 2020). Rather than aiming to attract customers, hotel marketers should remind guests of cancelation policies and potential closures via social media (Hospitalitynet, 2020). However, hotels should also maintain their promotional and sales channels during the pandemic (Hu, Liu, & Yu, 2020) and practice corporate social responsibility to assist their local community, government, or industry associations. These strategies would help hotels maintain a positive brand image during the outbreak.

In addition, the hospitality industry's recovery may differ across hotels and countries. It is therefore important for hotel managers and investors to monitor market conditions (Funnell, 2020). During the recovery period, hoteliers should provide a sanitary and safe environment for customers (Hu et al., 2020). Hotel marketers could use publicity channels and social media platforms such as the hotel brand's website, Instagram, and Facebook to promote health and safety. These practices will boost customer demand post-COVID-19. In addition to ongoing promotions, hotel managers could arrange "bacteria-free" floors overseen by professionally trained housekeepers with

strict disinfecting procedures. On these floors, hoteliers could encourage self-service via artifical intelligence technologies to avoid face-to-face service (Hu et al., 2020). Customers could simply use a mobile application to open doors and control air conditioning without touching in-room buttons. The U.S. Centers for Disease Control and Prevention noted that people above age 60 are more vulnerable to COVID-19 infection. Thus, hoteliers could sldo focus on forecasting future market trends and market segmentation changes. As presented in Chapter 2, Baby Boomers value health and wellness more than other generations. To target customers of different generations, hotel marketers could emphasize the concept of "bacteria-free" floors to Baby Boomers and likeminded patrons.

To further promote destination branding, hotel managers and Airbnb providers should cooperate with destination marketers to link accommodation experiences with the destination (Lyu et al., 2019). Lewis and Bridger (2000) suggested that, since destinations have become homogeneous, tourists are increasingly seeking a "sense of a place." One recommendation for DMOs based on the current study is to use local residents (e.g., Airbnb hosts) as ambassadors. Most local residents would recommend their hometown as a place to visit, representing an opportunity for locals to become involved in destination marketing. Airbnb has an Ambassador Program intended to help people discover the benefits of hosting. DMOs could take advantage of existing ambassadors and encourage them to promote destinations.

This study contributes to the hospitality literature by (a) presenting the second-order reflective construct of customers' experiences with Airbnb and (b) demonstrating the effect of customers' lodging experiences on customers' emotions and subsequent

influences on destination and brand loyalty. However, like all studies, several limitations leave room for further research.

6.3 LIMITATIONS

The first limitation of this study relates to the sampling frame (i.e., Airbnb and U.S. hotel guests), which could influence the generalizability of results (Wright, 2005). Future studies could collect data across different countries and regions and investigate the effect of unique cultural norms on customers' experiences; culture has been shown to shape consumers' preferences (Brochado, Troilo, & Aditya, 2017). Cultural differences may provide new perspectives for Airbnb providers and hotel managers.

Another limitation involves the survey instrument design. The survey consisted of 2 screening questions, 10 travel pattern and usage questions, 3 attention check questions, 58 scale items, and 7 demographic questions. Respondents were expected to take 15 minutes to complete the survey, which could result in "survey fatigue" (Adams & Umbach, 2012). A resulting low response rate would threaten the quality of an online self-administered survey (Crawford, Couper, & Lamias, 2001; Dommeyer & Moriarty, 2000). However, the assessment of non-response bias in Chapter 4 (see Section 4.1.4.2.2) suggested that such bias was not a major concern in this study.

The third limitation lies in the data collection procedure. Data were gathered using a single method (i.e., an online self-administered survey) via an online panel in Qualtrics. Common method variance could thus be considered a limitation. Common method variance is a common problem in quantitative studies and can influence relationships among constructs; however, the evaluation of common method variance in Chapter 4 (see Section 4.1.4.2.3) indicated that such variance was not problem.

Finally, the survey asked respondents to recall their lodging experiences within the past 6 months, which may lead to recall bias and obscure the dynamic aspects of customers' affective responses (Cutler, Larsen, & Bruce, 1996; Hosany & Gilbert, 2010). To reduce retrospective recall–associated bias, future research could use an experience sampling method to capture onsite data (Scollon, Kim-Prieto, & Diener, 2003; Vogt & Stewart, 1998).

6.4 FUTURE RESEARCH

This study's findings unveil several future research avenues. First, because the customer experience is dynamic and depends on interaction and consumption settings (Jain, Aagja, & Bagdare, 2017; Lemon & Verhoef, 2016), subsequent research could explore the customer experience across various stages (i.e., pre-, during, and post-experience). A longitudinal study could provide a comprehensive understanding of the customer experience in terms of Airbnb and hotels (Knutson & Beck, 2004; Mody et al., 2017). Such work would enable researchers to assess relevant changes over time (Preacher, Wichman, MacCallum, & Briggs, 2008).

Scholars could also investigate customers' negative emotions (e.g., sadness, anger, and dissatisfaction) associated with poor experiences, which were not captured in this study (Camilleri & Neuhofer, 2017; Romani, Grappi, & Dalli, 2012). The literature suggests that disappointing experiences evoke negative emotions, which lead to negative emotion–related outcomes (Lu, Lu, & Wang, 2012; Tronvoll, 2011). Therefore, future research could explore how customers' experiences with Airbnb or hotels can elicit negative emotions and how these emotions influence future behavioral intentions (Camilleri & Neuhofer, 2017; Sthapit, 2019).

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Another possible direction for future research is to examine the proposed model with leisure and business travelers. Consistent with most Airbnb research (Lyu et al., 2019; Mao & Lyu, 2018; Mody et al., 2017; Mody et al., 2019; So et al., 2018), this study investigated the customer experience from leisure travelers' perspectives. However, business travelers' experiences with Airbnb and associated experiential outcomes remain underexplored (Poon & Huang, 2016). Airbnb is marketing itself to business travelers by providing a streamlined experience rather than an authentic sharing experience (Levere, 2016; Lutz & Newlands, 2018; Saiidi, 2016). For this reason, future research could consider the customer experience through a business travel lens.

Finally, subsequent studies could incorporate additional situational factors (e.g., travel party and travel group size) to investigate how the customer experience evolves under diverse conditions (Poon & Huang, 2016). Such work would provide a fuller understanding of customers' experiences in the lodging industry.

6.5 CHAPTER SUMMARY

This chapter provided a detailed discussion of the study findings in light of relevant literature. The development of a scale pertaining to customers' experiences with Airbnb is useful for contextualizing the customer experience in a new setting – the sharing economy – from theoretical and practical points of view. From a theoretical perspective, the scale enriches the hospitality literature by providing a theoretical foundation for scholars to investigate the customer experience and related behavioral outcomes in an Airbnb context. From a practical standpoint, the findings of this study offer a useful tool for Airbnb providers and hotel managers to maintain their competitiveness and uniqueness.

This study examined several hypothesized relationships, revealing how customers' destination loyalty and brand loyalty can be enhanced through emotions and emotional attachment. As such, the study reinforces numerous theoretical linkages demonstrated in the literature. This study also contributes to an overall understanding of customer generations. Although research has underscored Millennials' roles in the Airbnb context, an understanding of intergenerational differences remains somewhat elusive. This study helps to fill this gap by presenting multi-group analysis to clarify customers' behavior. Practically, this study suggests that in addition to offering marketing strategies to Airbnb and hotel providers, DMOs should collaborate with these stakeholders to cultivate customer attachment and destination loyalty. In sum, the discussion in this chapter pinpointed the study's theoretical and practical contributions. By conceptualizing and testing a research model, this work provides valuable insight into building and managing a strong hotel brand and a distinct destination brand.

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APPENDIX A

SUMMARY OF PREVIOUS CUSTOMER EXPERIENCE CONCEPTULIZATION

Authors	Context	Objective	Definition	Dimensions	Findings
Clemes et al. (2011)	Customer experience with motels	To identify dimensions of service quality.	Refers to the consumer's evaluation or judgment about the overall services provided	Interaction, physical environment, and outcome quality	Four dimensions contribute to satisfaction.
Hemmington (2007)	Hospitality industry	To propose a framework to describe hospitality in the commercial domain.	Hospitality is defined as behavior and experience	Host-guest relationship, generosity, theater and performance, numerous small surprises, and safety and security	A framework including five dimensions were proposed.
Ismail (2011)	Customer experience with resort hotel	To examines the antecedents and consequences of customer experience from customer perspectives.	An experience is an individual's consumption of and interaction with products or services that involve significant affection	Advertising, price, employees, servicescape, core service, word of mouth, and mood	These dimensions influence perceived service quality and brand loyalty.

Gupta & Vajie (2000)	Customer experience with restaurant a theme park	To explore the memorable experience.	Provide a review of customer experience	The organization's influence over the customer's use environment, customer participation, social interaction	The three dimensions contribute to memorable experience.
Gunasekaran & Anandkumar (2012)	Customer experience with bed and breakfast	To identify the factors that lead tourists to choose alternative accommodation	Provide a review of customer experience	Homely atmosphere, value for money, local touch and guest-host relationship	The four dimensions influence customer to choose alternative accommodation.
Hung (2015)	Religious hospitality experience	To develop a measurement scale for the normative expectations of religiously motivated travelers look for in Buddhism-themed hotels.	Travel is part of the leisure experience that affects and is influenced by many facets of life, including culture, economy, environment,	Reflection of Buddhism culture in the hotel environment, ties with the Buddhism community, extent of Buddhism in the hotel design, worship/meditation considerations	The four dimensions influence customer to choose Buddhism hotels.

			technology, and politics.		
Khan & Rahman (2017)	Hotel brand experience	To develop and validate a scale for measuring hotel brand experience.	A hotel brand is distinguished from other brands on the basis of the context in which a visitor experiences the hotel offering.	Hotel location, hotel stay and ambience, hotel staff competence, hotel website and social media experience, and guest-to-guest experience	Hotel brand experience has a significant influence on revisit intention and word-of-mouth.
Knutson et al. (2009)	Hotel experience	To identify the dimensions of a guest's hotel experience.	The essence of experience is that it requires involvement or participation by the person who is involved.	Environment, convenience, benefit and incentive	Hotel experience scale shows great reliability and validity.
Mcintoshand & Siggs (2005)	Boutique hotel experience	To examine the experiential nature of boutique	Adapted definition from Otto and Ritchie (1996). The subjective	Unique character, personalized, homely, quality, and value added	Provide insight into the experiential dimensions of boutique

			accommodation.	mental state felt by participants" during a service encounter.		accommodation.
Otto & Ritchie (1995)	Customer experience in service sector	To investigate experience of tourism from a services marketing perspective.	Adapted definition from Holbrook and Hirschman.	Hedonics, peace of mind, involvement and recognition	The findings enhance the understanding of the service experience in tourism.
Pijls et al. (2017)	Hospitality industry	To measure customers' experience of hospitality at any kind of service organization.	Provide a review of customer experience	Affective experience with physical environment, affective experience interaction with hotel staff	Provide the measurement of customer experience of hospitality.
Rageh (2013)	Customer experience in tourism industry	To examine the underlying dimensions that constitute the construct of customer experience.	Adapted definition from Pine and Gilmore (1999).	Comfort, educational, hedonic, novelty, recognition, relational, safety and beauty	Eight dimensions were identified which are consistent with previous studies on customer experience.

Ren et al. (2016)	Customer experience with budget hotels	To explore the dimensionality of customer experience with budget hotels and to further examine the influencing factors for customer satisfaction.	Provide a review of customer experience	Tangible and sensorial experience, staff aspect, aesthetic perception and location	These four factors significantly influence customer satisfaction in a positive manner
Wall et al. (2011)	Customer experience with luxury hotels	To examine customer experience with luxury hotels.	Provide a review of customer experience	Physical environment, and human interactions	Luxury hotel experiences are affected by trip-related factors and personal characteristics of consumers, which impact perceived experience dimensions
Wall (2011)	Three hotel market segments: select-service, mid-scale and upscale/luxury	To explore the multi-dimensional facets of the customer experience.	Provide a review of customer experience	Physical environment, human interactions	Two dimensions contribute to emotive value and cognitive value.
Wang et al. (2018)	Customer experience with guest houses	To develop a measurement scale for the	Guests pay accommodation fees to stay	Sanitary, service and climate, room	Five dimensions were found.

		functional congruity of guest houses experience.	in private homes and customers interact with a host and/or a family	facilities, shower, and bed	
Wu & Liang (2009)	Customer experience with luxury-hotel restaurants	To explore the relationship between customer meal experience and satisfaction.	Provide a review of customer experience	Restaurant environment elements, interactions with service employees, interactions with other customers	The three dimensions positively influence customer satisfaction through experiential value.
Zhang et al. (2008)	Brand experience for economy hotels	To examine the elements that are critical in designing economy hotel brand experience.	Brand experience consists of three dimensions that consumers engage at functional (cognitive), emotional (affective), and psycho-social (behavioral) levels	Theme and activities, social interactions and physical environment	The three dimensions contribute to functional, emotional and psycho-social experience.

APPENDIX B

PILOT SURVEY INSTRUMENT

Dear Participant,

The purpose of the survey is to learn about your experience with Airbnb. We would appreciate you taking approximately 15 minutes to provide your honest feedback and input about this topic. Your opinions are very important to us, and all the responses are anonymous. By completing the survey, you are giving your consent to participate.

If you have questions at any time about the survey or procedures, you may contact the primary researcher, Jing Li, at jingl@email.sc.edu or you may contact the faculty advisor Dr. Simon Hudson at shudson@hrsm.sc.edu. If you have any questions about your rights as a participant, contact the University of South Carolina Office of Research Compliance at 803-777-7095.

Thank you for your participation and support!

Sincerely,

Jing Li

College of Hospitality, Retail and Sport Management
University of South Carolina
701 Assembly St. Columbia, SC 29208, USA

We care about the quality of the data. In order for us to get the most accurate measures of your opinions, it is important that you thoughtfully provide your best answers to each question in this survey.

Do you commit to thoughtfully provide your best answers to each question in this survey?

○ I will provide my best answer

○ I will not provide my best answer

○ I can't promise either way

SCREENING QUESTION

1. Have you stayed with Airbnb in the past six months?

1. Yes   2. No – **(Please exit the survey. Thank you for your time!)**

PART 1: GENERAL QUESTIONS

1. If Yes, could you recall how many times (approximately) you have booked an Airbnb? (*Circle only one*)

   1) Only one time

   2) 2-5 times

   3) 5-10 times

   4) More than 10 times

   5) Other (Please Specify) _____

2. What was the primary reason for your last stay with Airbnb? (*Circle only one*)

   1) Visit friends and relatives

   2) Vacation

   3) Business (but extended for leisure)

   4) Studying (but extended for leisure)

   5) For leisure or a vacation

   6) Personal matters (honeymoon, wedding, medical treatment, etc.)

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7) Other (Please Specify) _____

3. Who were traveling with you during your last stay with Airbnb? *(Circle only one)*

1) Travel alone
2) Travel with spouse/partner/significant other
3) Travel with friends
4) Travel with family/relatives
5) Travel with co-workers/colleagues
6) Other (Please specify) _____

4. How many nights did you stay with Airbnb during your last trip? (*Circle only one*)

1) 1
2) 2
3) 3
4) 4
5) 5
6) more than 5

 5. What was the housing type when you stayed with Airbnb during your last trip? (*Circle only one*)

1) Homestay/guest house/cottage
2) Town house
3) Apartment

6. **What was the type of rented room when you stayed with Airbnb during your last trip?** (*Circle only one*)

1) Private room
2) Room sharing
3) The whole house

PART 2: EXPERIENCE WITH AIRBNB

Now please recall your most recent experience with Airbnb, please indicate to what extent you agree with the following statements

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	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
The design and decoration of Airbnb accommodation were attractive.	○	○	○	○	○	○	○
I feel a sense of harmony when I stayed with Airbnb.	○	○	○	○	○	○	○
Airbnb offered a feeling of a real home for my trip.	○	○	○	○	○	○	○
The price or cost of purchasing an Airbnb accommodation was important to me.	○	○	○	○	○	○	○
I felt at home and relaxed.	○	○	○	○	○	○	○
I liked the home-like amenities.	○	○	○	○	○	○	○
Please select the option representing "Strongly disagree".	○	○	○	○	○	○	○
The room design and decoration of Airbnb accommodation provided pleasure to my senses.	○	○	○	○	○	○	○
Airbnb accommodations was reasonably priced.	○	○	○	○	○	○	○
Using Airbnb when traveling delivered a sense of belonging.	○	○	○	○	○	○	○
Airbnb accommodations was good value for money.	○	○	○	○	○	○	○

Please continue…

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
The hosts/local community interacted with me.	○	○	○	○	○	○	○
The hosts/local community were genuinely friendly.	○	○	○	○	○	○	○
The hosts/local community were genuinely helpful.	○	○	○	○	○	○	○
Staying with Airbnb allowed for interaction with other guests.	○	○	○	○	○	○	○
I felt more engaged with the local community when I stayed with Airbnb.	○	○	○	○	○	○	○
Staying with Airbnb allowed for interaction with the local community.	○	○	○	○	○	○	○
My Airbnb experience provided me the opportunity to see or experience people from different ethnic backgrounds.	○	○	○	○	○	○	○
The hosts/local community were knowledgeable.	○	○	○	○	○	○	○
I felt an attachment with the local community.	○	○	○	○	○	○	○

Please continue…

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
I felt more engaged with local community when I stayed with Airbnb.	○	○	○	○	○	○	○
Staying with Airbnb allowed me to engage with local people and local culture.	○	○	○	○	○	○	○
Airbnb offered me a unique, one-of-a-kind experience.	○	○	○	○	○	○	○
Staying at Airbnb allowed me to discover local attractions and offerings.	○	○	○	○	○	○	○
Airbnb gave me an opportunity to experience the real day-to-day life of locals.	○	○	○	○	○	○	○
Please select the option representing "Strongly disagree".	○	○	○	○	○	○	○
I felt I was doing something new and different when I stayed with Airbnb.	○	○	○	○	○	○	○
I felt more like a local when I stayed with Airbnb.	○	○	○	○	○	○	○
I visited authentic local restaurants/ food outlets during my stay with Airbnb.	○	○	○	○	○	○	○
I felt that I was having a once in a lifetime experience when I stayed with Airbnb.	○	○	○	○	○	○	○
Airbnb provided a unique experience for me.	○	○	○	○	○	○	○

Thank you for your responses so far, you are almost finished. Please continue.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
During my stay with Airbnb, local hosts provided me with personalized guidance.	○	○	○	○	○	○	○
I believe that the services provided by Airbnb was customized to meet my needs.	○	○	○	○	○	○	○
The hosts were able to tailor things to my specific interests.	○	○	○	○	○	○	○
My personal preferences were taken care of by the hosts.	○	○	○	○	○	○	○
The services from Airbnb made me feel that I was a unique customer.	○	○	○	○	○	○	○
Airbnb provided me with service and product that were tailor-made for me.	○	○	○	○	○	○	○
I faced unplanned and unexpected good experiences during my stay with Airbnb.	○	○	○	○	○	○	○
Overall, the service provided by Airbnb was tailored to my situation.	○	○	○	○	○	○	○
I received unexpected benefits/advantages during my stay with Airbnb.	○	○	○	○	○	○	○
The hosts were able to find the solutions to fit my personal needs.	○	○	○	○	○	○	○

PART 3 BEHAVIROAL INTENTIONS

Please indicate to what extent you agree with the following statements about your intention to use Airbnb accommodation again in future.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
I would like to recommend Airbnb to my friends and relatives.	○	○	○	○	○	○	○
I would like to spread positive things about Airbnb.	○	○	○	○	○	○	○
I would like to choose Airbnb again in the future.	○	○	○	○	○	○	○

PART 4: DEMOGRAPHICS

1. **Please indicate your residency zip code**: _____

2. **What is your gender?**   1) Male   2) Female

3. **What is your age?**

    1) 21-30   2) 31-40   3) 41-50

    4) 51-60   5) 61- 70   6) over 70

4. **What is your marital status?**

    1) Single (never married)   2) Married/partnered   3) Widowed/Divorced/Separated

5. **What is your ethnic group?**

    1) Caucasian   2) African-America   3) Hispanic   4) Asian

    5) Native American 6) Multi-racial   7) Other (Please specify) _____

6. **What is the highest level of education you have completed?**

    1) High school diploma or lower   2) Some college or Associate degree

    3) Bachelor's degree   4) Master/Doctorate degree

7. **What was your total 2017 annual household income? (*Optional*)**

    1) Less than $20,000   2) $20,000-$40,000   3) $40,001-$60,000

    4) $60,001-80,000   5) $80,001-$100,000   6) $100,001-$150,000

    7) $150,001 - $200,000   8) $200,001 - $300,000   9) $300,001 or above

8. **Do you have any other views about your experience with Airbnb? Please feel**

    free to write about them.

    _____

    _____

    _____

    _____

    Thank you for completing the survey!

APPENDIX C

FORMAL SURVEY INSTRUMENT

Dear Participant,

The purpose of the survey is to learn about your experience with Airbnb. We would appreciate you taking approximately 15 minutes to provide your honest feedback and input about this topic. Your opinions are very important to us, and all the responses are anonymous. By completing the survey, you are giving your consent to participate.

If you have questions at any time about the survey or procedures, you may contact the primary researcher, Jing Li, at jingl@email.sc.edu or you may contact the faculty advisor Dr. Simon Hudson at shudson@hrsm.sc.edu. If you have any questions about your rights as a participant, contact the University of South Carolina Office of Research Compliance at 803-777-7095.

Thank you for your participation and support!

Sincerely,

Jing Li

College of Hospitality, Retail and Sport Management
University of South Carolina
701 Assembly St. Columbia, SC 29208, USA

We care about the quality of the data. In order for us to get the most accurate measures of your opinions, it is important that you thoughtfully provide your best answers to each question in this survey.

Do you commit to thoughtfully provide your best answers to each question in this survey?

○ I will provide my best answer

○ I will not provide my best answer

○ I can't promise either way

SCREENING QUESTION

1. Have you stayed with Airbnb in the past six months?

1. Yes   2. No – **(Please exit the survey. Thank you for your time!)**

PART1: GENERAL QUESTIONS

1. If Yes, could you recall how many times (approximately) you have booked an Airbnb? (*Circle only one*)

1) Only one time
2) 2-5 times
3) 5-10 times
4) More than 10 times
5) Other (Please Specify) _____

2. What was the primary reason for your last stay with Airbnb? (*Circle only one*)

1) Visit friends and relatives
2) Vacation
3) Business (but extended for leisure)
4) Studying (but extended for leisure)
5) For leisure or a vacation

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6) Personal matters (honeymoon, wedding, medical treatment, etc.)

7) Other (Please Specify) _____

3. Who were traveling with you during your last stay with Airbnb? *(Circle only one)*

1) Travel alone

2) Travel with spouse/partner/significant other

3) Travel with friends

4) Travel with family/relatives

5) Travel with co-workers/colleagues

6) Other (Please specify) _____

4. How many nights did you stay with Airbnb during your last trip? (*Circle only one***)**

1) 1

2) 2

3) 3

4) 4

5) 5

6) more than 5

5. What was the housing type when you stayed with Airbnb during your last trip? (*Circle only one***)**

1) Homestay/guest house/cottage

2) Town house

3) Apartment

6. What was the type of rented room when you stayed with Airbnb during your last trip? (*Circle only one***)**

1) Private room

2) Room sharing

3) The whole house

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PART 2: EXPERIENCE WITH AIRBNB

Now please recall your most recent experience with Airbnb, please indicate to what extent you agree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
The hosts/local community were interacted with me.	○	○	○	○	○	○	○
The hosts/local community were genuinely friendly.	○	○	○	○	○	○	○
The hosts/local community were genuinely helpful.	○	○	○	○	○	○	○
Staying with Airbnb allowed for interaction with the local community.	○	○	○	○	○	○	○
Staying with Airbnb allowed me to engage with local people and local culture.	○	○	○	○	○	○	○
Airbnb offered me a unique, one-of-a-kind experience.	○	○	○	○	○	○	○
Staying at Airbnb allowed me to discover local attractions and offerings.	○	○	○	○	○	○	○
Airbnb gave me an opportunity to experience the real day-to-day life of locals.	○	○	○	○	○	○	○
Please select the option representing "Strongly disagree".	○	○	○	○	○	○	○
The design and decoration of my Airbnb accommodation were attractive.	○	○	○	○	○	○	○

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Airbnb offered a feeling of a real home for my trip.	○	○	○	○	○	○	○
I felt at home and relaxed.	○	○	○	○	○	○	○
I like home-amenities when I stayed with Airbnb.	○	○	○	○	○	○	○
I believe that the services provided by Airbnb was customized to meet my needs.	○	○	○	○	○	○	○
The services from Airbnb made me feel that I was a unique customer.	○	○	○	○	○	○	○
Airbnb provided me with service and product that were tailor-made for me.	○	○	○	○	○	○	○
Overall, the service provided by Airbnb was tailored to my situation.	○	○	○	○	○	○	○

PART 3: BEHAVIORAL INTENTIONS

Please indicate to what extent you agree with the following statements about your intention to use Airbnb accommodation again in future.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
I would like to recommend Airbnb to my friends and relatives.	○	○	○	○	○	○	○
I would like to spread positive things about Airbnb.	○	○	○	○	○	○	○
I would like to choose Airbnb again in the future.	○	○	○	○	○	○	○

PART 4: DEMOGRAPHICS

1. **Please indicate your residency zip code**: _____

2. **What is your gender?**   1) Male   2) Female

3. **What is your age?**

   2) 21-30   2) 31-40   3) 41-50

   4) 51-60   5) 61- 70   6) over 70

4. **What is your marital status?**

   1) Single (never married)   2) Married/partnered   3) Widowed/Divorced/Separated

5. **What is your ethnic group?**

   1) Caucasian   2) African-America   3) Hispanic   4) Asian

   5) Native American 6) Multi-racial   7) Other (Please specify) _____

6. **What is the highest level of education you have completed?**

   1) High school diploma or lower   2) Some college or Associate degree

   3) Bachelor's degree   4) Master/Doctorate degree

7. **What was your total 2017 annual household income? (*Optional*)**

   1) Less than $20,000   2) $20,000-$40,000   3) $40,001-$60,000

   4) $60,001-80,000   5) $80,001-$100,000   6) $100,001-$150,000

   7) $150,001 - $200,000   8) $200,001 - $300,000   9) $300,001 or above

8. **Do you have any other views about your experience with Airbnb? Please feel**

   free to write about them.

   _____

   _____

   _____

Thank you for completing the survey!

APPENDIX D

FORMAL SURVEY OF RESEARCH MODEL

Dear Participant,

The purpose of the survey is to learn about your experience with Airbnb. We would appreciate you taking approximately 15 minutes to provide your honest feedback and input about this topic. Your opinions are very important to us, and all the responses are anonymous. By completing the survey, you are giving your consent to participate.

If you have questions at any time about the survey or procedures, you may contact the primary researcher, Jing Li, at jingl@email.sc.edu or you may contact the faculty advisor Dr. Simon Hudson at shudson@hrsm.sc.edu. If you have any questions about your rights as a participant, contact the University of South Carolina Office of Research Compliance at 803-777-7095.

Thank you for your participation and support!

Sincerely,

Jing Li

College of Hospitality, Retail and Sport Management

University of South Carolina

701 Assembly St. Columbia, SC 29208, USA

We care about the quality of the data. In order for us to get the most accurate measures of your opinions, it is important that you thoughtfully provide your best answers to each question in this survey.

Do you commit to thoughtfully provide your best answers to each question in this survey?

○ I will provide my best answer

○ I will not provide my best answer

○ I can't promise either way

SCREENING QUESTION

1. Have you stayed with Airbnb in the last 6 months?
   1. Yes   2. No– **(Please exit the survey. Thank you for your time!)**

PART 1: GENERAL QUESTIONS

1. If Yes, could you recall how many times (approximately) you have booked an Airbnb? (*Circle only one*)
   1) Only one time
   2) 2-5 times
   3) 5-10 times
   4) More than 10 times
   5) Other (Please Specify) _____

2. What was the primary reason for your last stay with Airbnb? (*Circle only one*)
   1) Visit friends and relatives
   2) Vacation
   3) Business (but extended for leisure)
   4) Studying (but extended for leisure)

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5) For leisure or a vacation

6) Personal matters (honeymoon, wedding, medical treatment, etc.)

7) Other (Please Specify) _____

3. Who were traveling with you during your last stay with Airbnb? *(Circle only one)*

1) Travel alone

2) Travel with spouse/partner/significant other

3) Travel with friends

4) Travel with family/relatives

5) Travel with co-workers/colleagues

6) Other (Please specify) _____

4. How many nights did you stay with Airbnb during your last trip? (*Circle only one*)

1) 1

2) 2

3) 3

4) 4

5) 5

6) more than 5

5. What was the housing type when you stayed with Airbnb during your last trip? (*Circle only one*)

1) Homestay/guest house/cottage

2) Town house

3) Apartment

6. What was the type of rented room when you stayed with Airbnb during your last trip? (*Circle only one*)

1) Private room

2) Room sharing

3) The whole house

7. In the space provided below, please indicate the destination that you visited in your most recent trip.

Destination _____

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PART 2: EXPERIENCE WITH AIRBNB

Based on your most recent experience with Airbnb, please indicate the extent to which you agree or disagree with the following

statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
The hosts/local community were interacted with me.	○	○	○	○	○	○	○
The hosts/local community were genuinely friendly.	○	○	○	○	○	○	○
The hosts/local community were genuinely helpful.	○	○	○	○	○	○	○
Staying with Airbnb allowed for interaction with the local community.	○	○	○	○	○	○	○
Staying with Airbnb allowed me to engage with local people and local culture.	○	○	○	○	○	○	○
Airbnb offered me a unique, one-of-a-kind experience.	○	○	○	○	○	○	○
Staying at Airbnb allowed me to discover local attractions and offerings.	○	○	○	○	○	○	○
Airbnb gave me an opportunity to experience the real day-to-day life of locals.	○	○	○	○	○	○	○
Please select the option representing "Strongly disagree".	○	○	○	○	○	○	○

The design and decoration of my Airbnb accommodation were attractive.	○	○	○	○	○	○	○
Airbnb offered a feeling of a real home for my trip.	○	○	○	○	○	○	○
I felt at home and relaxed.	○	○	○	○	○	○	○
I like home-amenities when I stayed with Airbnb.	○	○	○	○	○	○	○
I believe that the services provided by Airbnb was customized to meet my needs.	○	○	○	○	○	○	○
The services from Airbnb made me feel that I was a unique customer.	○	○	○	○	○	○	○
Airbnb provided me with service and product that were tailor-made for me.	○	○	○	○	○	○	○
Overall, the service provided by Airbnb was tailored to my situation.	○	○	○	○	○	○	○

Thinking of your <u>most recent stay</u> with Airbnb, please indicate the extent to which you agree or disagree with the following

statements.

My most recent Airbnb experience was…

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Good	○	○	○	○	○	○	○

Fun and pleasant	○	○	○	○	○	○	○
Truly a joy	○	○	○	○	○	○	○
Exciting	○	○	○	○	○	○	○
Convenient	○	○	○	○	○	○	○
Pragmatic and economical	○	○	○	○	○	○	○
A waste of money	○	○	○	○	○	○	○
Great	○	○	○	○	○	○	○

Thinking of your <u>most recent stay</u> with Airbnb, please indicate the extent to which you agree or disagree with the following statements.

My most recent Airbnb experience was…

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Interesting	○	○	○	○	○	○	○
Enjoyable	○	○	○	○	○	○	○
Exciting	○	○	○	○	○	○	○
Stimulating	○	○	○	○	○	○	○

Please indicate the level of importance of Airbnb to you in general.

				Neutral				
Unimportant to me	○	○	○	○	○	○	○	Important to me

	○	○	○	○	○	○	○	
Of no concern to me	○	○	○	○	○	○	○	Of concern to me
Means nothing to me	○	○	○	○	○	○	○	Means a lot to me
Doesn't matter to me	○	○	○	○	○	○	○	Matters to me
Insignificant to me	○	○	○	○	○	○	○	Significant to me

In terms of how you feel about the brand Airbnb, please indicate the extent to which you agree or disagree with the following statements.

My feelings toward Airbnb as a brand can be characterized as:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Affectionate	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○
Love	○	○	○	○	○	○	○
Peaceful	○	○	○	○	○	○	○
Passionate	○	○	○	○	○	○	○
Delighted	○	○	○	○	○	○	○
Captivated	○	○	○	○	○	○	○
Connected	○	○	○	○	○	○	○
Bonded	○	○	○	○	○	○	○
Attached	○	○	○	○	○	○	○

Thinking of your most recent experience with Airbnb, please indicate the extent to which you agree or disagree with the following statements regarding your feelings toward [Insert Name of Destination] you visited.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
I feel visiting [Insert Name of Destination] is part of my life	○	○	○	○	○	○	○
I identify strongly with [Insert Name of Destination]	○	○	○	○	○	○	○
Visiting [Insert Name of Destination] has a special meaning in my life	○	○	○	○	○	○	○
For what I like to do, I could not imagine anything better than the setting and facilities provided by [Insert Name of Destination]	○	○	○	○	○	○	○
Please select the option representing "Strongly disagree"	○	○	○	○	○	○	○
I enjoy visiting [Insert Name of Destination] and its environment more than any other destinations	○	○	○	○	○	○	○
For the activities that I enjoy most, the settings	○	○	○	○	○	○	○

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
and facilities provided by [Insert Name of Destination] are the best							
[Insert Name of Destination] means a lot to me	○	○	○	○	○	○	○
I am very attached to [Insert Name of Destination]	○	○	○	○	○	○	○
I feel a strong sense of belonging to [Insert Name of Destination]	○	○	○	○	○	○	○

Thinking of your most recent experience with Airbnb, please indicate the extent to which you agree or disagree with the following statements regarding your feelings toward Airbnb and [Insert Name of Destination] you visit.

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Compared to other similar destinations, I will choose [Insert Name of Destination] as the top one choice	○	○	○	○	○	○	○
I want to revisit [Insert Name of Destination]	○	○	○	○	○	○	○
I will recommend [Insert Name of Destination] to other people	○	○	○	○	○	○	○
I will share positive experience of [Insert	○	○	○	○	○	○	○

Name of Destination] with other people							
Compared to other accommodations, I will choose the Airbnb as the top one choice	○	○	○	○	○	○	○
I want to reuse Airbnb	○	○	○	○	○	○	○
I will recommend the Airbnb to other people	○	○	○	○	○	○	○
I will share positive experience of Airbnb with other people	○	○	○	○	○	○	○

PART 3: DEMOGRAPHICS

1. Please indicate your residency zip code: _____

2. What is your gender?   1) Male   2) Female

3. How do you identify your generation?

   1) Baby Boomers   2) Generation X   3) Generation Y

   4) Other (Please specify) _____

4. What is your marital status?

   1) Single (never married)   2) Married/partnered   3) Widowed/Divorced/Separated

5. What is your ethnic group?

   1) Caucasian   2) African-America   3) Hispanic   4) Asian

   5) Native American 6) Multi-racial   7) Other *(Please specify)* _____

6. What is the highest level of education you have completed?

   1) Less than high school

   2) High school graduate

   3) Some college or Associate degree

   4) Bachelor's degree

   5) Master/Doctorate degree

7. What was your total 2018 annual household income? (*Optional*)

   1) Less than $20,000   2) $20,000-$40,000   3) $40,001-$60,000

   4) $60,001-$80,000   5) $80,001-$100,000   6) I do not want to disclose

Thank you for completing the survey!