

2017

Co-Creation Experience: Measurement Development and Influence on Value in Sharing Economy

Pei Zhang
University of South Carolina

Follow this and additional works at: <https://scholarcommons.sc.edu/etd>



Part of the [Hospitality Administration and Management Commons](#)

Recommended Citation

Zhang, P.(2017). *Co-Creation Experience: Measurement Development and Influence on Value in Sharing Economy*. (Doctoral dissertation). Retrieved from <https://scholarcommons.sc.edu/etd/4338>

This Open Access Dissertation is brought to you by Scholar Commons. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of Scholar Commons. For more information, please contact digres@mailbox.sc.edu.

CO-CREATION EXPERIENCE: MEASUREMENT DEVELOPMENT AND INFLUENCE
ON VALUE IN SHARING ECONOMY

by

Pei Zhang

Bachelor of Science
Wuhan University of Science and Technology, 2009

Master of Science
University of South Carolina, 2013

Submitted in Partial Fulfillment of the Requirements

For the Degree of Doctor of Philosophy in

Hospitality Management

College of Hospitality, Retail and Sport Management

University of South Carolina

2017

Accepted by:

Fang Meng, Major Professor

Ercan Sirakaya-Turk, Committee Member

Kevin Kam Fung So, Committee Member

Christine DiStefano, Committee Member

Cheryl L. Addy, Vice Provost and Dean of the Graduate School

© Copyright by Pei Zhang, 2017
All Rights Reserved.

DEDICATION

This dissertation is dedicated to my grandfather 王德岐 who passed away several years ago, when I was pursuing my PhD degree in the United States. In him I find a person believes in science, education, and knowledge. He is a wise protector of wisdom and a true source of inspiration for me.

ACKNOWLEDGEMENTS

This dissertation would not have been possible without the guidance and support of many people. Therefore, I would like to express my deepest appreciation to them.

First of all, my heartfelt gratitude goes to Dr. Fang Meng, who not only served as the chair of my dissertation committee but also as mentor, advisor and guide throughout my entire doctoral program of study. Dr. Meng, you opened a door for me to academic world four years ago, and guide me through this journey with unconditional support, insightful feedback, and endless encouragement. You are always a role model to me as a researcher with your rigorous approach to research and inspiring eyes to new ideas; and as a great person with a warm heart. I will forever be grateful for the contribution you have made to my academic life.

I would also like to express my special appreciation to Dr. Ercan Sirakaya-Turk, Dr. Kevin So, and Dr. Christine DiStefano for their valuable feedback and guidance through my dissertation progress. This dissertation work benefited greatly from the thoughtful insights and recommendations proposed by each member of the committee. Moreover, each member of the committee committed their precious summer time and great expertise in helping me successfully complete the dissertation.

Another special thanks go to The SmartState Center of Economic Excellence in Tourism and Economic Development for providing me with the PhD fellowship, as well as numerous opportunities of conducting research with a group of great scholars and PhD students. It has been my privilege to work with the team on lots of research projects and I

sincerely appreciate the help and assistance the center has offered me toward the successful completion of my PhD work.

Furthermore, I would like to thank The School of Hotel, Restaurant and Tourism Management for providing me with such a superior PhD training program and plentiful opportunities to learn knowledge and skills, conduct research and practice teaching in the past four years.

Lastly, my deepest debt of gratitude is owed to my parents, 张益志 and 林涵青. They stood beside me through this entire academic journey with their unconditional love and support. Without them demonstrating to me their constant and unyielding support, I cannot make it this far today. I wish more than anything I could hand a copy of this work to them. They would be very proud of me.

ABSTRACT

Since its introduction, an increasing attention has been paid to the scholarly discussion of value co-creation. One of the most essential problems in value co-creation is the development of comprehensive conceptualizations and measurement scales of value co-creation. However, most existing scales concentrate on co-creation behavior instead of co-creation experience and the development of a valid and reliable measurement scale of co-creation experience has been regarded as a top research priority. Meanwhile, the emergence of shared experience in tourism and hospitality has raised great attention from both academics and industry practitioners. Tourist shared experience such as participating in peer-to-peer accommodation inherently generate co-creation experience. Nevertheless, extremely limited literature exists in discussing peer-to-peer accommodation experience together with value co-creation.

As a result, the purpose of the current study was to explore and understand co-creation experience by developing a comprehensive conceptualization and a measurement scale in the context of peer-to-peer accommodation. The study also examined the relationships between co-creation experiences, customer values in peer-to-peer accommodation, satisfaction of overall peer-to-peer accommodation experience and intention of future peer-to-peer accommodation usage.

The current study adopted a mixed-method approach involving both qualitative and quantitative research methods to investigate the nature of co-creation experience and its theoretical relationships with other constructs. A sample of 1200 American tourists

who have used and have actively co-created their peer-to-peer accommodation experience was recruited. The multi-stage scale development procedure generated a valid and reliable measurement scale of co-creation experience containing six reflective dimensions consistent with the initial conceptualization (i.e. authenticity, autonomy, control, learning, personalization, and connection). The developed scale captured the full conceptual domain of co-creation experience with the six underlying dimensions collectively constituting the measurement of the higher-order latent factor of co-creation experience. The results showed that all the dimensions exhibited significant and high factor loadings, supporting the proposed conceptualization.

Further, the current study assessed a structural model using co-creation experience as an independent variable (i.e. a second-order latent factor), guest satisfaction and intention as dependent variables, and customer values in peer-to-peer accommodation as partial mediators between co-creation experience and guest satisfaction. Overall, the model fit exceeded the suggested satisfactory level and most of the proposed theoretical paths exhibited significant and positive empirical relationships. Theoretical and practical contributions are discussed.

TABLE OF CONTENTS

DEDICATION.....	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xiii
CHAPTER 1: INTRODUCTION	1
1.1 STATEMENT OF THE PROBLEM	1
1.2 PURPOSE OF THE STUDY	9
1.3 RESEARCH OBJECTIVES AND QUESTIONS	10
1.4 SIGNIFICANCE OF THE STUDY	12
1.5 DELIMITATION OF THE STUDY	15
1.6 OVERVIEW OF THE DISSERTATION	16
CHAPTER 2: LITERATURE REVIEW	18
2.1 CONCEPTUALIZATION OF VALUE	18
2.2 VALUE CO-CREATION	21
2.3 DEFINITION OF CO-CREATION EXPERIENCE	24
2.4 DIMENSIONALITY OF CO-CREATION	28
2.5 RESEARCH GAP IN CO-CREATION LITERATURE	36
2.6 CONCEPTUALIZATION OF CO-CREATION EXPERIENCE	37

2.7 SHARING ECONOMY AND PEER-TO-PEER ACCOMMODATION	64
2.8 CUSTOMER VALUES IN PEER-TO-PEER ACCOMMODATION	67
2.9 CO-CREATION EXPERIENCE AND CUSTOMER VALUES.....	73
2.10 CO-CREATION EXPERIENCE, SATISFACTION AND INTENTION ...	80
CHAPTER 3 METHODOLOGY	88
3.1 DESIGN OF THE STUDY	88
3.2 PHASE 1: CO-CREATION EXPERIENCE SCALE DEVELOPMENT	90
3.3 IN-DEPTH INTERVIEW	98
3.4 PHASE 2: RESEARCH MODEL TEST	101
CHAPTER 4 RESULTS	115
4.1 QUALITATIVE RESULTS	115
4.2 PILOT STUDY RESULTS	116
4.3 CO-CREATION EXPERIENCE SCALE DEVELOPMENT RESULTS ...	121
4.4 RESEARCH MODEL TEST RESULTS	142
CHAPTER 5 CONCLUSION	153
5.1 DISCUSSION OF CO-CREATION EXPERIENCE SCALE.....	153
5.2 DISCUSSION OF RESEARCH MODEL.....	159
5.3 THEORETICAL CONTRIBUTION	164
5.4 PRACTICAL IMPLICATION	167
5.5 LIMITATION AND FUTURE RESEARCH	170
REFERENCES	173
APPENDIX A: INITIAL ITEM POOL	205
APPENDIX B: EXPERT REVIEW ROUND TWO	208

APPENDIX C: EXPERT REVIEW ROUND THREE.....	213
APPENDIX D: PILOT SURVEY	221
APPENDIX E: IN-DEPTH INTERVIEW PROTOCOL.....	229
APPENDIX F: FORMAL SURVEY	231

LIST OF TABLES

Table 2.1 Previous Definitions of Co-creation Experience	27
Table 2.2 Potential Dimensions of Co-creation Experience	63
Table 2.3 Summary of Customer Values in Peer-to-peer Accommodation	72
Table 2.4 Proposed Research Propositions	86
Table 3.1 Items of Co-creation Experience after Expert Review	95
Table 4.1 Item Analysis	118
Table 4.2 Deleted Items after Pilot Study	119
Table 4.3 EFA for Initial Measurement Items – Pilot Sample	119
Table 4.4 Respondents’ Profile	123
Table 4.5 Patterns of Travel and P2P Accommodation Use	125
Table 4.6 Exploratory Factor Analysis – Entire Formal Sample	127
Table 4.7 Improvements of CFA Model Fit – Calibration Sample	132
Table 4.8 Confirmatory Factor Analysis – Calibration Sample	133
Table 4.9 Discriminant Validity Analysis – Calibration Sample	135
Table 4.10 Model Comparison for Dimensionality – Calibration Sample	138
Table 4.11 Confirmatory Factor Analysis – Validation Sample	140
Table 4.12 Discriminant Validity Analysis – Validation Sample	141
Table 4.13 Results of Confirmatory Factor Analysis – First-order Model	144
Table 4.14 Discriminant Validity Analysis – First-order Model	145
Table 4.15 Results of Confirmatory Factor Analysis – Second-order Model	147

Table 4.16 Discriminant Validity Analysis – Second-order Model	147
Table 4.17 Comparison of Structural Models	148
Table 4.18 Structural Model Results	149
Table 4.19 Mediation Analysis Results – Model Fit Comparison.....	152
Table 4.20 Mediation Analysis Results – Path Coefficients Comparison	152

LIST OF FIGURES

Figure 1.1 Research Problems and Purpose of Study	10
Figure 2.1 Proposed Measurement Model of Co-creation Experience.....	64
Figure 2.2 Proposed Research Model	87
Figure 3.1 Exploratory Sequential Mixed Methods.....	89
Figure 3.2 Procedures of the Study Methodology	90
Figure 4.1 Measurement Model of Co-creation Experience – Calibration Sample.....	132
Figure 4.2 Structural Model for Testing Criterion Validity.....	137
Figure 4.3 Research Model Results	150

CHAPTER 1

INTRODUCTION

1.1 STATEMENT OF PROBLEM

1.1.1 Value Co-creation and S-D logic

Today's customers are facing more choices of products and services than ever before but still seem dissatisfied (Prahalad & Ramaswamy, 2004b). Meanwhile, firms invest in greater product innovation and variety but are still less able to differentiate themselves (Prahalad & Ramaswamy, 2004a). This is because many firms have not yet realized the transformation of the marketing logic and do not involve customers in their value creation processes (Grönroos, 2011). Traditionally, customers may passively receive values delivered by the company. But today's customers are more connected, informed and empowered due to the websites, Apps, social media, and many other Internet technologies. Therefore, they demand for active participation and value co-creation. They want to be an important part in constructing and realizing their own consumption experiences. In other words, value co-creation is important because the meaning of value and the process of value creation are rapidly shifting from a product- and firm-centric view to co-created consumer experience.

Introduced in the early 2000s by Prahalad and Ramaswamy (2004b), the scholarly discussion on value co-creation has become popular in the literature of marketing and management. Particularly, Vargo and Lusch's (2004) seminal article of service-dominant logic (S-D logic) proposes that service enterprise can only make value propositions, and

value is always co-created by both providers and customers. Further, the co-creation network has been extended to encompass “all economic actors who are resource integrators” (Lusch and Vargo, 2006a, p. 283). Most recently, value co-creation is defined as “a joint process during which value is reciprocally created for each actor” (Leclercq, Hammedi, & Poncin, 2016, p. 5). Nevertheless, the term “value co-creation” is conceptually developed from the theoretical paradigm of service-dominant logic. Therefore, understanding S-D logic is the premise of understanding value co-creation.

S-D logic departs from the conventional goods-dominant logic (G-D logic), a logic that the fields of marketing and management have inherited from the science of economics for more than 100 years (Vargo & Lusch, 2014). The focus of exchange in G-D logic is tangible goods, or operand resources (i.e. resources on which an operation or act is performed to produce an effect). Whereas in S-D logic, intangible service, knowledge, and skills, or operant resources (resources which are employed to act on operand resources and other operant resources) become the emphasis (Vargo & Lusch, 2008). Over the past two decades, S-D logic has been challenging G-D logic primarily on the fundamental unit of exchange and how value is created. While the former challenge deals with the shift from the focus on operand resources to operant resources, the latter inquiry can be directly reflected in Vargo and Lusch’s several fundamental premises (FPs) developed in their seminal work (Vargo and Lusch, 2004). Specifically, the concept of value co-creation is rooted in the following FPs.

FP6: The customer is always a co-creator of value. There is no value until an offering is used – experience and perception are essential to value determination.

FP7: The enterprise can only make value propositions. Since value is always determined by the customer (value-in-use), it cannot be embedded through manufacturing (value-in-exchange).

FP8: A service-centered view is customer oriented and relational. Operant resources being used for the benefit of the customer places the customer inherently in the center of value creation and implies relationship.

1.1.2 Co-creation Experience and Its Conceptualization

Since the introduction of value co-creation (Prahalad & Ramaswamy, 2004b; Vargo & Lusch, 2004), its conceptualization has become one of the most essential academic inquiries within the research stream of S-D logic, particularly because of the concept's complex and multi-dimensional nature (e.g., McColl-Kennedy et al, 2012; Neghina, Caniëls, Bloemer, & van Birgelen, 2014; Ranjan & Read, 2016). Ranging from marketing and management to more service-oriented fields such as tourism and hospitality, existing literature on conceptualizing and empirically developing dimensions of value co-creation is still in its initial stage. The paradigmatic transformation from a product centered perspective, focusing on manufactured processes and tangible outputs, to an service- and experience-based view which emphasizes the facilitation of co-creation experience, has raised conceptual and methodological challenges on how value co-creation is experienced as well as to be measured (FitzPatrick, Davey, Muller, & Davey, 2013; Jaakkola, Helkkula, & Aarikka-Stenroos, 2015). Therefore, developing theoretically sound and practically applicable measurement scales of value co-creation has been regarded as a focal problem among the top research priorities for S-D logic and co-creation studies (Baraldi, Proença, Proença, De Castro, 2014; Coviello & Joseph,

2012; Leclercq, Hammedi, & Poncin, 2016; Line & Runyan, 2014; Payne & Frow, 2005; Payne, Storbacka, & Frow, 2008; Ranjan and Read, 2016).

From the marketing perspective, Payne and colleagues have called for the development of an appropriate marketing metrics for companies to measure and monitor their performances of involving customers in value co-creation (Payne & Frow, 2005; Payne, Storbacka, & Frow, 2008). Similarly, Ranjan and Read (2016) argue that though conceptual and empirical studies relating to value co-creation are growing in various directions, the theoretical dimensions of value co-creation remain ambiguous. The authors further suggest that a significant contribution to the research stream of value co-creation could be “a process or perhaps a tool (i.e., a measurement scale) that researchers in different fields might utilize to assess or inventory the (value co-creation) elements within a broad theoretical concept and achieve theoretical cohesion in their own domain” (p. 306). Having conceptualized co-creation experience into three facets from a customer perspective, Minkiewicz, Evans, and Bridson (2014) further recommend research to be conducted empirically in order to establish a reliable and valid measurement scale of co-creation experience. Moreover, researchers in service management have also argued that there is an urgent need to develop and implement complementary measures which can better deal with the increasingly complex and systemic nature of service experience co-creation (Jaakkola, Helkkula, & Aarikka-Stenroos, 2015).

So far, marketing and management scholars have made several attempts to examine the dimensionality of value co-creation (e.g., Nysveen & Pedersen, 2013; Randall, Gravier & Prybutok, 2011; Yi & Gong, 2013). For example, Neghina et al. (2015) treat value co-creation as six joint collaborative activities between service

employees and customers, which include individualizing, relating, empowering, ethical, developmental, and concerted joint actions. Ranjan and Read (2016) find value co-creation to be decomposed into co-production and value-in-use with each containing three dimensions. However, little agreement on a comprehensive dimensionality of value co-creation has been reached. Each of the available scales only measures a particular dimension of value co-creation (e.g., Nysveen & Pedersen, 2013; Gustafsson et al., 2012). More importantly, most of the existing conceptualizations concentrate on behaviors induced by value co-creation, but do not evaluate the experiential dimensions of the process (Leclercq et al., 2016). In the meantime, the importance of the experiential nature of value co-creation is highlighted in the concept's fundamental theoretical foundation (Prahalad & Ramaswamy, 2004b; Vargo & Lusch, 2004, 2006, 2008). While G-D logic considers value as value-in-exchange, or monetary value (Smith, 1776), S-D logic refers value as value-in-use. Co-creation is closely related to the concept of value-in-use, as value-in-use is always experientially co-created and determined (Prahalad & Ramaswamy, 2004b). Furthermore, Vargo and Lusch (2008) state the experiential nature of co-creation in their tenth fundamental premise of S-D logic. Specifically, the authors argue that value is always uniquely and phenomenologically (or experientially) determined by the customers. Therefore, co-creation needs to be experientially viewed and conceptualized. In other words, the conceptualization of co-creation experience needs to be developed and examined with its relevant nomological variables.

1.1.3 Co-creation Experience in Peer-to-Peer Accommodation

Tourism and hospitality is a flourishing field for studying value co-creation because of its service-oriented essence and experiential nature (e.g., Chathoth, Altinay,

Harrington, Okumus, & Chan, 2013; Grissenmann & Stokburger-Sauer, 2012; Prebensen, Vittersø, & Dahl, 2013; Prebensen, Kim, & Uysal, 2015). It is acknowledged that tourism and its related sectors (e.g., hospitality) are those of the greatest and ever growing generators of consumer experiences with which people actively participate in experience design and construction (Binkhorst & Dekker, 2009, Prebensen, Vittersø, & Dahl, 2013; Cabiddu, Lui, & Piccoli). Today's tourists plan, discuss, and choose tourism and hospitality products partly or solely by themselves and co-create unique values with service providers and other tourists (Binkhorst & Dekker, 2009).

Evidences of value co-creation in tourism and hospitality experience are documented in both academic literatures and industry practices. For example, festival attendees socialize, bond and interact with vendors as well as fellow festival participants to collectively create their unique festival experiences (Rihova, Buhalis, Moital, & Gouthro, 2013; Szmigin, Bengry-Howell, Morey, Griffin, & Riely, 2017). By integrating their own knowledge and past experiences, tourists at trip planning stage act as partial employees of travel agencies to plan and package their vacation itineraries either independently or together with travel agents (e.g., Cabiddu, Lui, & Piccoli, 2013; Grisseman, & Stokburger-Sauer, 2012; Mohd-Any, Winklhofer, & Ennew, 2015; Neuhofer, 2016). Additionally, during the vacation experience, tourists actively participate in various on-site activities both physically and mentally to manifest and build up their own narratives (e.g., Altinay, Sigala, & Waligo, 2016; Blazquez-Resino, Molina, & Esteban- Talaya, 2015; Calver & Page, 2013; Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016; Prebensen, Kim & Uysal, 2015; Seljeseth & Korneliussen, 2015). Concurrently, many destination practices are influenced by the idea of value co-creation. For instance,

Iceland has developed a collaborative online community called “Inspired by Iceland Academy” (<http://inspired.visiticeland.com>), which allows previous visitors to share their travel stories in Iceland in forms of texts, photos and videos (Markelz, 2017). Similarly, the European Travel Commission (ETC) has launched an interactive online campaign called “Roll the Dice”, which aimed to educate, motivate and engage users to discover Europe as the most diverse travel destination in the world (ETC, 2017). Specifically, potential tourists are encouraged to design their own routes by rolling the dice and then connecting different countries across Europe.

While the importance of co-creation is evidenced in various aspects of tourist experience ranging from trip planning to different on-site activities (i.e., festival, nature-based tourism, agri-tourism, cultural tourism), discussions of co-creation in tourist accommodation are still limited in standardized lodging setting. In general hospitality context, hotel also becomes the most frequently applied area in examining guest co-creation. Particularly, extant studies have focused on how hotel guests incorporate technologies such as mobile devices or on-site self-service technologies to co-product service outputs with hotel companies (Morosan & DeFranco, 2016; Morosan, 2015; Wei, Torres, & Hua, 2016). However, today’s tourists are seeking alternative accommodation options because of the increased demand of self-determined decisions and the need for connection with authentic and memorable tourism settings (Tung & Ritchie, 2011). The emergence of peer-to-peer accommodation meets such expectation. Peer-to-peer accommodation represents one of the most pioneering and well-developed sectors in sharing economy (Tussyadiah & Pesonen, 2016). It is an alternative form of accommodation for tourists with which they can rent an empty house or a room for a

short period of time in the destination (The Economist, 2013). The growth of peer-to-peer accommodation in tourism and hospitality industry is significant in recent years. For example, people who stay with Airbnb across the world during summer has grown 353 times from 47,000 bookings in 2010 to approximately 17 million total guests in 2015 (Airbnb, 2015). Meanwhile, starting from only 5 members when it was established in 2007, the company spans 191 countries and 34,000 cities around the world as to the year of 2015 (Airbnb, 2015). Consequently, the expansion has generated great impacts on traditional lodging industry, as researchers find that a 1% increase in Airbnb listings can cause a .05% decrease in hotel revenues in a U.S. state (Zervas, Proserpio, & Byers, 2015). According to World Travel Market (WTM, 2014), alternative accommodation and peer-to-peer sharing will continue to dominate the global travel trend in the near future.

With regard to the significant growth of peer-to-peer accommodation, academics have started to investigate its business model as well as consumer behavior and experience when using peer-to-peer accommodation. In recent years, there is an increasing amount of research endeavors focusing on the phenomenon of peer-to-peer accommodation (e.g., Brochado, Troilo, & Shah, 2017; Ert, Fleischer, & Magen, 2016; Liu & Mattila, 2017; Priporas, Stylos, Rahimi, & Vedanthachari, 2017; Tussyadiah & Pesonen, 2016). At the same time, under the sharing economy, this new type of service experience inherently generates co-creation experience (Jaakkola, Helkkula, & Aarikka-Stenroos, 2015), as the value creation system of shared consumption is built on participative functioning in which actors (e.g., guests, hosts) engage in a great amount of interactive and co-creative activities (Cheng, 2016; Heo, 2016). Therefore, it is realized that S-D logic and value co-creation may contribute to the theoretical understanding of

peer-to-peer accommodation experience (Heo, 2016). Nonetheless, extremely scarce work exists in discussing value co-creation together with the phenomenon of shared consumption, particularly with peer-to-peer accommodation in tourism and hospitality industry. Hence, this dissertation utilizes the peer-to-peer accommodation sector as the research context to conceptualize co-creation experience as well as to test a nomological framework related with customer values, satisfaction and future intention of using peer-to-peer accommodation.

1.2 PURPOSE OF STUDY

The above section has discussed several problems and research gaps in the prevailing literature. First, the extant literature lacks a comprehensive conceptualization and the corresponding measurement scale of co-creation experience. Second, most existing conceptualizations and scales of value co-creation concentrate on co-creation behavior instead of the experiential dimension of co-creation. Meanwhile, the development of a valid and reliable measurement scale of co-creation experience has been regarded as a primary issue and top research priority in value co-creation studies. Third, with its experiential nature and service-oriented characteristic, tourism and hospitality is the well-fitted field to examine co-creation experience. The emergence of shared experience in tourism and hospitality has raised great attention from both academics and industry practitioners. Tourist-shared experience such as participating in peer-to-peer accommodation is inherently considered to be co-creation experience. Therefore, value co-creation contributes to the theoretical understanding of guests' peer-to-peer accommodation experience in tourism and hospitality. Nevertheless, extremely

limited literature exists in tourism and hospitality to discuss peer-to-peer accommodation experience together with value co-creation.

As a result, the purpose of this particular research is to explore and understand co-creation experience by developing a comprehensive conceptualization and a valid and reliable measurement scale. At the same time, the current study will test the measurement scale of co-creation experience, along with customer values in peer-to-peer accommodation, satisfaction of overall peer-to-peer accommodation experience and intention of future usage among guests who have used peer-to-peer accommodation in previous trips. Figure 1 gives an overview of the logic between research problems (or research gaps) and the purpose of the current study.

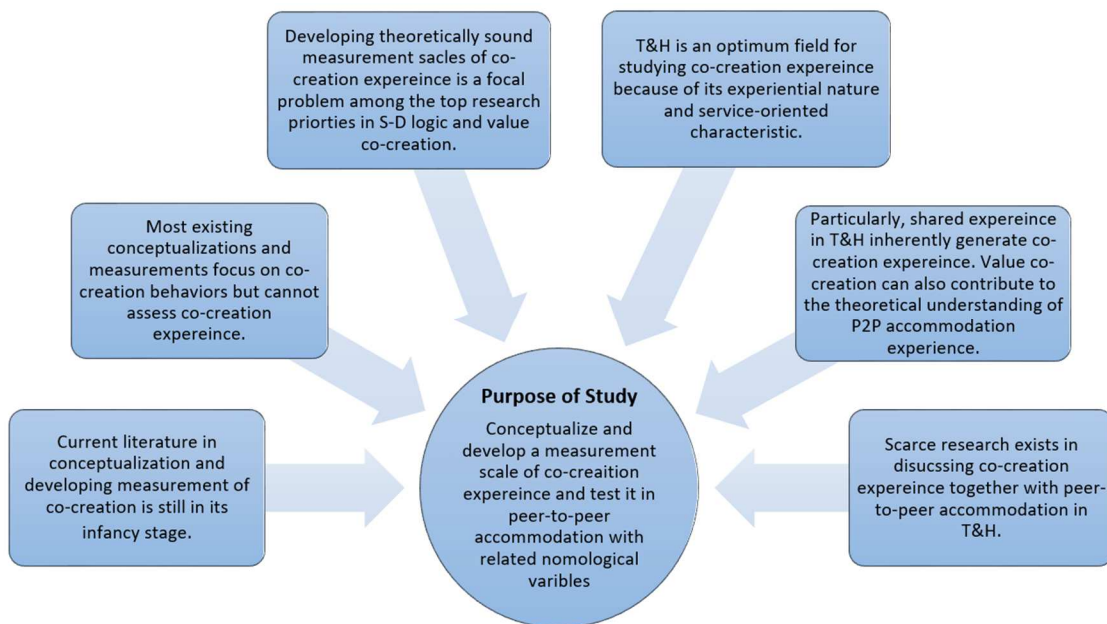


Figure 1.1 Research Problems and Purpose of Study

1.3 RESEARCH OBJECTIVES AND QUESTIONS

Consequently, the research objectives of the present study are threefold. First, the study aims to construct a valid and reliable scale to measure co-creation experience based on a series of conceptual components: a) control, b) personalization, c) autonomy d)

authenticity, e) connection, and f) learning. Second, the study aims to test the influence of co-creation experience on customer values in peer-to-peer accommodation including a) cost value, b) experiential value, c) social value, and d) functional value. Third, the study aims to test the influence of co-creation experience and customer values in peer-to-peer accommodation on satisfaction with overall peer-to-peer accommodation experience and intention of future usage. Specifically, this study attempts to answer the following research questions (RQs) guided by each research objective:

Objective 1: To construct a valid and reliable scale to measure co-creation experience based on the following conceptual components: a) control, b) personalization, c) autonomy d) authenticity, e) connection, and f) learning.

RQ1: What are the measurement dimensions of co-creation experience?

RQ2: To what extent does the co-creation experience scale developed in this study yield an appropriate level of reliability?

RQ3: To what extent does the co-creation experience scale developed in this study yield an appropriate level of validity?

Objective 2: To test the influence of the co-creation experience on customer values in peer-to-peer accommodation.

RQ4: To what extent does co-creation experience influence customer cost value in peer-to-peer accommodation?

RQ5: To what extent does co-creation experience influence customer experiential value in peer-to-peer accommodation?

RQ6: To what extent does co-creation experience influence customer social value in peer-to-peer accommodation?

RQ7: To what extent does co-creation experience influence customer functional value in peer-to-peer accommodation?

Objective 3: To test the influence of co-creation experience and customer values in peer-to-peer accommodation on guest satisfaction with overall peer-to-peer accommodation experience and intention of future usage.

RQ8: To what extent does co-creation experience influence guest satisfaction with overall peer-to-peer accommodation experience?

RQ9: To what extent do each customer value (cost value, experiential value, social value, and functional value) in peer-to-peer accommodation influence guest satisfaction with overall peer-to-peer accommodation experience?

RQ10: To what extent does guest satisfaction with overall peer-to-peer accommodation experience influence guest intention of future usage?

1.4 SIGNIFICANCE OF THE STUDY

The current study is significant in both theoretical contribution and practical application. Theoretically, the findings of the study will fill two compelling research gaps existing in the current literature. Firstly, the present study is among the first conceptual and empirical attempts to operationalize the exact nature of co-creation experience. Although several research endeavors have been made to understand the concept of value co-creation, the investigation of the experiential nature of value co-creation (or co-creation experience) is still at its introductory stage, yet has raised a great amount of academic attention as a future research direction (Baraldi, Proença, Proença, De Castro, 2014; Coviello & Joseph, 2012; Leclercq, Hammedi, & Poncin, 2016; Line & Runyan,

2014; Payne & Frow, 2005; Payne, Storbacka, & Frow, 2008; Ranjan and Read, 2016). Most of the extant studies about the dimensionality of value co-creation focus on its behavioral aspect (e.g., Albinsson, Perera, & Sautter, 2016; Nysveen & Pedersen, 2013; Yi & Gong, 2013) regardless of the concept's fundamental experiential nature (Prahalad & Ramaswamy, 2004b; Vargo & Lusch, 2004, 2006, 2008). Therefore, researchers call for an ultimate scale of co-creation experience which should encompass the experiential dimensions of value co-creation (Leclercq et al., 2016). The development of a valid and reliable co-creation experience scale can make a unique and valuable contribution to fill the current research gap. In addition, the developed scale can be applied in other settings in both fields of marketing and management as well as tourism and hospitality to generate fruitful empirical investigations on consumer co-creation experience in future (Enz & Lambert, 2012; McColl-Kennedy, Vargo, Dagger, Sweeney, & van Kasteren, 2012; Ranjan & Read, 2014).

Secondly, the current study fills the gap of the limited theoretical discussions in sharing economy, particularly peer-to-peer accommodation in tourism and hospitality (Heo, 2016). Though both marketing and management as well as tourism and hospitality researchers start to realize that S-D logic or value co-creation can serve as the underlining theoretical foundation of the recently flourished collaborative consumption behaviors (e.g., Matofska, 2014; Jaakkola et al., 2015; Tussyadiah, 2015; Tussyadiah & Pesonen, 2016), academic efforts, especially empirical inquiries still remains scarce (Heo, 2016). Thus, the current study contributes to the growing literature stream of sharing economy in tourism and hospitality by incorporating the concept of co-creation experience. Particularly, the current study conceptualizes co-creation experience under the context of

peer-to-peer accommodation, and further examines the effect of co-creation experience on customer values, satisfaction and intention in peer-to-peer accommodation in a theoretically supported research framework. In short, the currently study provides one of the initial explorations of studying the timely topic of peer-to-peer accommodation using theories of value co-creation.

From a practical point of view, the development of a scale to capture co-creation experience is important for industry stakeholders who strive to improve consumer experience by actively engaging them in value co-creation activities. The co-creation experience scale tested in peer-to-peer accommodation setting not only provides a useful tool for hosts and peer-to-peer companies (such as Airbnb, Uber) to collect insights of guests' psychological and experiential feelings in the shared experience, but also can be applied and adapted into marketing and management techniques by stakeholders from other sectors such as destination marketing organizations, hotels, or restaurants who use strategies of value co-creation to enhance tourist/guest experience. Hence, the most significant practical contribution of this study is to provide industry practitioners with the ability to directly measure customer co-creation experience in order to help them develop corresponding value co-creation strategies. Additionally, the knowledge and insights acquired from assessing the proposed research model investigating co-creation experience and customer values in peer-to-peer accommodation can improve and advance destination marketers' and different tourism stakeholders' understanding of the various relationships between customer co-creation experience and collaborative consumption values. The next section provides several delimitations to inform the research boundary of the current study.

1.5 DELIMITATION OF THE STUDY

The following delimitations are presented to set the overall scope of the current study. This study is delimited to adult consumers of peer-to-peer accommodation, defined as “a short-term accommodation service where you pay a fee to stay at someone’s property, such as Airbnb, which excludes free accommodation services, such as Couchsurfing (Belk, 2014)”. Therefore, consumers from other sectors who may also have co-creation experience are excluded in the current study.

Furthermore, the current study requires the participant to be the primary trip planner to ensure that the selected sample is representative to provide insights about co-creation experience. Thus, peer-to-peer accommodation guests who have not been the primary trip planner are excluded in the study sample. Moreover, a total of 1,000 responses will be collected based on the N:q ratio of model parameters (Jackson, 2013). Details justification is provided in Chapter 3.

In addition, the current study evaluates the relationships between co-creation experience and several nomological variables including customer values, satisfaction, and intention. Other factors related to the context of the current study (i.e. sharing economy, value co-creation) such as consumer innovativeness, familiarity, trust, involvement, electronic word-of-mouth, perceived risks are excluded due to the model complexity and the length of the questionnaire, which may potentially negatively influence the response rate due to reading fatigue. As one of the major objectives of the current study is to develop a measurement scale of co-creation experience, these theoretically related factors can be incorporated to the proposed nomological model and investigated in future studies.

1.6 OVERVIEW OF THE DISSERTATION

The dissertation employs a five-chapter structure guided by the key research objectives: 1) to construct a valid and reliable scale to measure co-creation experience, 2) to test the influence of co-creation experience on customer values in peer-to-peer accommodation, and 3) to test the influence of co-creation experience and customer values in peer-to-peer accommodation on guest satisfaction and intention of future usage of peer-to-peer accommodation.

Specifically, Chapter 1 denotes an introduction of the problem statement, purpose of study, research objectives and questions, significance of the study, and the overall scope of the dissertation. Chapter 2 firstly provides a comprehensive review of the relevant literature, including a discussion of value in transitional marketing logics (i.e., from Goods-Dominant Logic to Service-Dominant Logic), value co-creation, and co-creation experience. Secondly, existing dimensionality of co-creation related constructs in both marketing and management as well as tourism and hospitality are introduced and elaborated. Based on the discussion, research gap are concluded. Thirdly, Chapter 2 illustrates the conceptualization of the construct to be developed and measured (i.e., co-creation experience), which is discussed in sub-sections of proposed dimensionality of co-creation experience (i.e., control, personalization, autonomy, authenticity, connection, and learning). Following the conceptual discussion, the proposed measurement model, research proposition development, and the nomological model are presented in Chapter 2.

Chapter 3 presents the research design and methodology of the current study. The research employs an exploratory sequential mixed-method approach involving both in-depth interviews and online surveys. The research methodology is divided into two

phases: scale development and research model test. The data collection procedures are also reported in Chapter 3.

Chapter 4 reports the results and findings of the current study, including both performances of the measurement model of the scale under development and the overall research model. Finally, Chapter 5 summarizes the current study findings. General discussions are presented based on the findings and their relationship with previous studies. Furthermore, both theoretical and practical implications are generated. Study limitations and directions for future research are also noted in Chapter 5, along with the conclusion of this study.

CHAPTER 2

LITERATURE REVIEW

2.1 CONCEPTUALIZATION OF VALUE

2.1.1 Goods-Dominant (G-D) Logic

The Cambridge Dictionary defines value in two sub-meanings, “how useful or important something is” and “the amount of money that can be received for something”, in other words, use-value and exchange value. Aristotle first distinguishes between “use-value” and “exchange value”, with his efforts to address the differences between things and their attributes including qualities and quantities (Fleetwood, 1997). Aristotle recognizes use-value as a collection of things (e.g., a laptop) and their associated qualities (e.g., black, light, stylish). While the qualities represented by use-value can be different for each customer, exchange-value relating to the quantities of substances can be commensurable value of all things. Use-value is commonly acknowledged over exchange-value among early philosophers as they argue that the basis of exchange is the needs of customers.

Comparatively, exchange-value is dominantly accepted with the development of economic thought represented by Adam Smith. Smith (1776) focuses on “nominal value” which is the price paid in market exchange, and emphasizes that value-in-exchange can only occurs in “productive” economic activities, those that can contribute to exchange value through the manufacturing and distribution of tangible goods. These views departure from previously recognized use-value, and have critical implications for the

understanding of market exchange and the foundation of Goods-Dominant (G-D) logic (Vargo & Lusch, 2004).

According to Vargo and Lusch (2008b), G-D logic asserts that the purpose of economic exchange is to produce and distribute products to be sold. Value is thus embedded into goods through a firm's production process and is measured by the market price or what the customer is willing to pay at the end of the value chain. In G-D logic, firm is the creator and distributor of value, and customer, on the other side, passively receives value and use up the value created by the firm. Accordingly, the purpose of value creation in G-D logic is to achieve maximum profit and maximum efficiency through standardization and economies of scale.

The fundamental difference between Service-Dominant (S-D) logic and Goods-Dominant logic lies in the basis of exchange (Vargo & Lusch, 2004). In G-D logic, tangible operand resources (those that an act or operation is performed on), such as goods, are exchanged for monetary value. However, In S-D logic, intangible operant resources (those that act upon other resources), such as knowledge and skills, become the focus. These operant resources are integrated through the combined efforts of firms, employees, customers, stockholders, government agencies, and other actors related to any given exchange. Value thus is co-created through the service network, results from the beneficial application of operant resources and is always determined by the beneficiary (e.g., customer).

2.1.2 Service-Dominant (S-D) Logic

The G-D logic implicitly suggests a critical assumption that firms can act autonomously in the whole value creation process from designing products to managing

sales channels with little or no interaction with or intervention from customers (Prahalad & Ramaswamy, 2004b). This view is in accordance with the traditional, manufacturing-based perspective that the firm and customer are ideally separated with the purpose to enable maximum efficiency and profit, and customers only get involved at the point of exchange (Vargo & Lusch, 2004). However, the G-D logic has been challenged greatly by the evolution of customer power armed with internet accessibility and technology advancement. In early 2000s, Prahalad and Ramaswamy (2000) note the importance of co-opting customer involvement in value creation process since the market has become a venue for proactive customer involvement. Besides being proactively involved, today's customers are becoming autonomous, informed, connected, and empowered. They demand personalized consumption experience and higher-order interaction with firms to thereby co-create value (Prahalad & Ramaswamy, 2004a; 2004b).

The emergence of the S-D logic synthetically contrasts the G-D logic view of separation between customers and firms, and brings the two parties together, along with other actors (e.g., customer community, government agencies, business partners) necessary for any exchange to take place (Vargo & Lusch, 2004; 2006; 2008b). Vargo and Lusch (2004) argue that the goal of marketing is no longer manufacturing efficiency but rather customer responsiveness. This continuous-process perspective based on service-centered view of marketing requires the involvement of customers in the creation of value. Consequently, the S-D logic suggests that firms do not create value for customers, but only provide value proposition and service provision to customers, as “there is no value until an offering is used – experience and perception are essential to value determination” (Vargo & Lusch, 2006, p.44). In other words, value creation does not end

with value proposition being offered. For service to be successfully delivered, a beneficiary (e.g. customer) needs to integrate resources from different parties including their own (e.g., knowledge and skills, time and efforts, unique needs, and usage situation) to construct the experience and create value. Therefore, value is co-created. In value co-creation, value is ultimately extracted with the participation of, and determined by, the beneficiary through experience in the process of purchase, consumption, and destruction (Holbrook, 1987).

2.2 VALUE CO-CREATION

Based on previous discussion on the development of different views of value, S-D logic asserts that value means value-in-use (Vargo & Lusch, 2008b). This is indicated by one of Vargo and Lusch's (2004) fundamental premises that the customer is always a co-creator of value, and value cannot be achieved until the customer use the resources.

Value-in-use thus means that value is co-created or emerges during usage. In the usage process, customer as the user is in charge (Grönroos, 2011). Furthermore, scholars suggest that the usage process can be more descriptively and precisely considered as an experience and value-in-use is therefore experientially determined (Prahalad & Ramaswamy, 2004a; 2004b; Vargo & Lusch, 2006; Ballantyne and Varey, 2006; Vargo & Lusch, 2008a; Grönroos 2008; Grönroos, 2011; Grönroos & Ravald, 2011; Heinonen, Strandvik, Mickelsson, Edvardsson, Sundström, & Andersson, 2010; Helkkula, Kelleher, & Pihlström, 2012; Strandvik, holmlund, & Edvardsson, 2012). Evidence exists about the experiential nature of value before the S-D logic. Abbott (1956, p. 39f) states that "what people really desire are not products but satisfying experiences". People demand products because they demand the experience-bringing values which they hope the products will

deliver (Abbott, 1956). Similarly, Holbrook (1994, p. 27) marks that “Value is an interactive relativistic preference experience”, and Mattsson (1991, p. 42) argues that “value experiences are the ultimate effects of consumption...product value patterns are the effects of an ongoing evaluative act by a customer on being exposed to a product.”

More recently, Prahalad and Ramaswamy (2004b) indicate that firms are shifting their focuses from staging experience for customers (e.g., Disney, Ritz Carlton) to encouraging customers to co-create experience with them through high-quality service interactions. The authors further argue that value-in-use extracted from the service process takes the form of experience, which is uniquely co-created by each customer with service providers. The quality of the experience thus depends on the degree and nature of co-creation (Prahalad & Ramaswamy, 2004b).

Therefore, while the G-D logic assumes value can be only derived from tangible goods and products, the S-D logic considers value to be co-created from service and experience (Vargo & Lusch, 2006). Vargo and Lusch (2008a) acknowledge that “experience” may be a more contemporarily specific and descriptive concept for value-in-use. They consequently argue that value is phenomenologically determined as well as uniquely and contextually interpreted. Specifically, their tenth fundamental premise states “Value is always uniquely and phenomenologically determined by the beneficiary” (p. 9). Grönroos (2011) considers the term “phenomenologically” to be vague and revisits this fundamental premise. He revises this premise into that: (1) Value is accumulating throughout the customer’s co-creating process; (2) Value is always uniquely and both experientially and contextually perceived and determined by the customer. The interchangeable nature of experience and value-in-use is also highlighted by Ballantyne

and Varey (2006) in that co-creation is a “generator of service experience and value-in-use” (p. 336). Grönroos (2008) further notes that “value creation cannot mean anything other than the customer’s, or any other user’s experiential perception of the value-in-use that emerges from usage or possession of resources, or even from mental states.” (p. 282). He sheds light on an argument that the psychological experience co-created by the customer is as important as physical experience (Grönroos, 2008; Grönroos, 2011). Moreover, Grönroos and Ravald (2011) explain the role of service provider as a value facilitator, who directly influences the customer’s experience and therefore his or her value creation.

Following previous researchers’ conceptualization, Helkkula et al. (2012) firstly attempts to systematically characterize “value in the experience”. Four theoretical propositions are suggested to describe value in the experience: (1) value in the experience is individually intrasubjective and socially intersubjective; (2) Value in the experience can be both lived and imaginary; (3) Value in the experience is constructed based on previous, current, and imaginary future experiences and is temporal in nature; (4) Value in the experience emerges from individually determined social context. Based on the above synthesis and previous discussions on value and value co-creation, it can be concluded that value emerges from and is determined by the customer’s subjective experience. Such experience is not directly delivered by the firm, but interactively co-created by the customer with service providers and other actors, and experientially determined by the customer. Therefore, co-creation experience is the value generator and co-creation needs to be experientially investigated.

Co-creation experience is conceptually distinct from value co-creation. Unlike value co-creation, which focuses on discussing the actual co-creative behavior, co-creation experience emphasizes the psychological feelings customers derived from the co-creative behaviors. As Pine and Gilmore (1999) indicated in its seminal article of “experience economy”, some of the fastest growing sectors such as tourism and hospitality concentrate on the consumption of experiences rather than the actual behavior. Experience is described as a distinct sort of economic offering which is contextual, subjective and unique for each individual (Pine & Gilmore, 1998; 1999). Co-creation experience describes customer’s subjective feelings whereas value co-creation relates to how value is co-created in terms of different forms of activities (Yi & Gong, 2013). Meanwhile, more and more researchers in S-D logic and value co-creation have called for the need to develop co-creation experience rather than co-creation behavior (Leclercq et al., 2016).

2.3 DEFINITION OF CO-CREATION EXPERIENCE

The definition of co-creation experience has been discussed by scholars of marketing, management, and tourism and hospitality. According to Prahalad and Ramaswamy (2004b), co-creation experience, as a basis for value is the ‘next practice’ or ‘second generation’ in experience economy. The authors contend that co-creation should not be considered as merely outsourcing or as the minimum accommodation of goods or products to personal needs (e.g., customization or tailor made). Instead, co-creation experience is about the process through which customers interact with the company and generate their own experience. Summarizing this conceptualization, Prahalad and Ramaswamy’s definition of co-creation experience refers to an individual’s own unique

personalized value creation process which is continuous (i.e., including past, current, and future experiences) and dependent on the nature of the involvement he or she had with the service providers and other actors. Furthermore, Randall, Gravier and Prybutok (2011) suggest that co-creation experience is an evolutionary process that occurs not only between the firm and the customer but also among the community of customers. Drawing from different theoretical perspectives including service management, S-D logic and service logic, customer culture theory, and service innovation and design, Jaakkola, Helkkula and Aarikka-Stenroos (2015) define service co-creation experience as an actor's subjective response to, or interpretation of the service elements influenced by interpersonal interaction with other actors in or beyond the service setting. The authors also argue that service co-creation experience may “encompass lived or imaginary experiences in the past, present, or future, and may occur in interaction between the customer and service provider(s), other customers, and/ or other actors (p. 193).” Similarly, reflecting the experiential and interactive nature in the service context, tourism researchers commonly define co-creation experience as a process through which tourists interact with service providers, or settings, to create their own unique experience (Binkhorst & Dekker, 2009; Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016)

Regarding the psychological perspective of co-creation experience, building upon Dahl and Moreau's (2007) conceptualization of experiential creation, Füller and colleagues (2011) argue that co-creation experience is the customer's subjective feelings or psychological states of autonomy, competence, and enjoyment derived from co-creation activities. Furthermore, Kohler and colleagues (2011) state that co-creation experience is the mental state of customers that results from their participation in the

value co-creation process and is composed of pragmatic, sociability, usability, and hedonic experiences (Kohler, Fueller, Matzler, Stieger, & Füller, 2011). Other researchers consider co-creation experience to be both mental and physical, which refers to the extent to which people are interested in (mental), and participate in tourist activities ranges from watching passively to active enactments (physical) (Prebensen et al., 2015; Prebensen & Xie, 2017).

While the S-D logic demonstrates that value is experientially determined by the beneficiary (e.g., customers), a series of studies conceptualize co-creation experience based on expected benefits or values acquired from co-creation. Based on the benefits perspective and the gaps model which stresses the importance of balancing customer perceptions with expectations to deliver service quality (Zeithaml, Parasuraman, & Berry, 1990), Verleye (2015) argues that co-creation experience depends on the extent to which expected co-creation benefits are met. Consequently, this benefits-driven conceptualization of co-creation experience is composed of benefits-related experiences including hedonic, cognitive, social, personal, pragmatic, and economic experiences. Grounded on works of Nambisan and his colleagues (Nambisan & Baron, 2007; Nambisan & Nambisan, 2008) on customer experience in virtual environment, Kohler and colleagues conclude that co-creation experience comprises four value-directed experiential components (i.e., pragmatic, sociability, usability, and hedonic experiences) (Kohler, Füller, Matzler, Stieger, & Füller, 2011). Similarly, scholars in the field of information management summarize three principle values derived from co-creation (i.e., pragmatic, sociability, and hedonic) and conclude that co-creation experience is

composed of customer learning, social integrative, and hedonic experiences (Zhang, Lu, Wang, & Wu, 2015)

In summary, the key emphases among these existing definitions include: (1) co-creation experience is a continuous process rather than a fixed-time event; (2) co-creation experience is experiential in nature which captures customers' psychological states (how does the customer feel); (3) co-creation experience highlights the S-D logic's interactive essence which involves customer interactions with all service actors; (4) co-creation experience is subjectively determined by the customer, which is therefore unique and personalized. Previous definitions of co-creation experience are listed in Table 1.

Table 2.1 Previous Definitions of Co-creation Experience

Author(s), Year	Field	Definition	Key words
Parahalad & Ramaswamy, 2004b,	Marketing	Co-creation experience is an individual's unique and personalized value creation process which is continuous and dependent on the nature of the involvement he or she had with the service providers and other actors	involvement, unique, individualized/personalized, continuous (i.e., including past, current, and future experiences)
Binkhorst & Dekker, 2009	Tourism	Co-creation experience is about the process through which customers interact with the company and generate their own experience	customer-company interaction, unique
Randall, Gravier, & Prybutok, 2011	Marketing	Co-creation experience is an evolutionary/continuous process that occurs not only between the firm and the customer but also among the community of customers. It inherently implies senses of trust, commitment and connection	Continuous, actors, trust, commitment, connection
Kohler, Fueller, Matzler, Stieger, & Füller, 2011	Management	Co-creation experience is the mental state of customers that results from their participation in the value co-creation process and is composed of pragmatic, sociability, usability, and hedonic experiences	mental, pragmatic, sociability, usability, hedonic
Füller, Hutter, & Faullant, 2011	Management	Co-creation experience is the customer's combined psychological states of autonomy, competence, and	autonomy, competence, enjoyment

task enjoyment			
Minkiewicz, Evans & Bridson, 2014	Marketing	Co-creation experiences are deliberate and active efforts made by customers which are grouped under three dominant dimensions including co-production, engagement, and personalization	deliberate, active, co-production, engagement, personalization
Varley, 2015,	Management	Co-creation experience overall is a benefits-driven experience consists of sub-experiences including hedonic, cognitive, social, personal, pragmatic, and economic aspects.	benefits-driven, hedonic, cognitive, social, personal, pragmatic, economic
Zhang, Lu, Wang, & Wu, 2015, <i>Information & Management</i>	Management	Co-creation experience overall is a value-driven experience composed of customer learning, social integrative, and hedonic experiences	learning, social, hedonic
Jaakkola, Helkkula and Aarikka-Stenroos, 2015	Management	Co-creation experience is an actor's subjective response to, or interpretation of the service elements influenced by interpersonal interaction with other actors in or beyond the service setting. It encompasses lived or imaginary experiences in the past, present, or future, and may occur in interaction between the customer and service provider(s), other customers, and/ or other actors	subjective response, interaction, continuous
Prebensen, Kim, & Uysal, 2016	Tourism	Co-creation experience refers to the extent to which people are interested in, and participate in tourist activities ranges from watching passively to active enactments. It includes both physical and mental experiences	mental, physical, interest, customer participation
Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016	Tourism	Co-creation experience is about the process through which tourists interact with service providers, or settings, to create their own unique experience	Tourist-service provider interaction, unique

2.4 DIMENSIONALITY OF CO-CREATION

2.4.1 Dimensionality of Co-creation in Marketing and Management

Dimensions of co-creation behavior. Though at its infancy stage, a series of studies in marketing and management have started to explore the dimensionality of value

co-creation. The current literature in scale development of value co-creation in marketing and management can be divided into two broad categories: co-creation behaviors and co-creation experience. The majority of the studies have focused on the behavioral aspect of value co-creation (i.e., what does customer do to co-create value) (Albinsson, Perera, & Sautter, 2016; Gustafsson, Kristensson, & Witell, 2012; Nysveen and Pedersen, 2013; Taghizadeh, Jayaraman, Ismail, & Rahman, 2016; Yi and Gong, 2013).

First of all, researchers in marketing and management examine behaviors of value co-creation conceptually and qualitatively. Based on results from field observation, focus group, and in-depth interviews, McColl-Kennedy et al. (2012), identify eight customer value-co-creation activities in health care field (i.e., cooperating, collating information, combining complementary therapies, co-learning, changing ways of doing things, connecting, co-production, cerebral activities). Furthermore, Minkiewicz, Evans and Bridson's (2014) study of customer co-creation in heritage sector illuminate three facets of value co-creation: co-production, engagement, and personalization.

Besides conceptual and qualitative inquiries, more studies in marketing and management provide quantitatively developed and validated scales focusing on co-creation behavior. Among these studies, Yi and Gong's (2013) scale of customer value co-creation behavior represents the most well-established and widely-tested measurement. The authors identify customer value co-creation behavior as a multidimensional and hierarchical construct including two higher-order factors with each having four dimensions. Building upon the traditional management literature which asserts the distinction between employee in-role and extra-role behavior, Yi and Gong conceptualize customer co-creation behavior into 1) customer participation behavior (i.e.,

expected or required behaviors of customers without which value co-creation cannot be completed successfully), and 2) customer citizenship behavior (i.e., voluntary and discretionary behaviors that are not required for the successful value co-creation).

Furthermore, their work reveals that customer participation behavior is composed of four dimensions: information seeking, information sharing, responsible behavior, and personal interaction; and customer citizenship behavior also includes four dimensions: feedback, advocacy, helping, and tolerance. Along similar lines, Nysveen and Pedersen (2013) propose a scale focusing on customer participation behavior in value co-creation. Being examined in a bank service setting, customer participation in value co-creation is identified to be a uni-dimensional construct consisting of six items. The behavioral emphasis on developing measurement of value co-creation have been reflected in several scale development studies from the company perspective. Gustafsson and colleagues (2012) introduce four dimensions of value co-creation based on customer relationship literature, including frequency (i.e., the amount of resources that customers spent for communication with companies), direction (i.e., the extent to which customers exert power over companies), modality (i.e., how information is transmitted between customers and companies), and content (i.e., what is transmitted during communication).

Furthermore, guided by Prahalad and Ramaswamy's (2004) conceptualization of the DART model (i.e., Dialogue, Access, Risk assessment, and Transparency), two studies have empirically developed scale items to measure these four dimensions of value co-creation (Albinsson et al., 2016; Taghizadeh et al., 2016). In summary, most of the literature in scale development of value co-creation focuses on the perspective of co-creation behavior.

Dimensions of co-creation experience. Compared to the progress of the dimensionality of co-creation behavior, scale development literature on co-creation experience remains inconsistent and limited. On the conceptual and qualitative side, only one study in service management has ever discussed the dimensions of co-creation experience, namely, “service experience co-creation”. Jaakkola et al. (2015) review prior literature from different theoretical perspectives relevant to value co-creation, and propose that service experience co-creation should be considered in terms of six dimensions: control (i.e., from provider-led to customer-led), spatial (in the service setting to beyond service setting), temporal (from present to past or future), factual (from live experiences to imaginary experiences), organizational (from dyadic interaction to systemic interactions), and locus (from individual experiences to collective experiences).

Quantitative investigations focusing on co-creation experience are also inconsistent and at its beginning stage (Füller, Hutter, & Faullant, 2011; Randall, Gravier, & Prybutok, 2011). To date, researchers in marketing and management have examined co-creation experience from two different perspectives: customer’s psychological response or processing of co-creation experience (i.e., how does the customer feel about his or her co-creation experience); and value- or benefits-driven experience of co-creation (i.e., the expected values or benefits that customers receive in return for co-creation determine their overall co-creation experience).

From the former perspective, Füller et al. (2011) view co-creation experience as a second-order construct including autonomy and competence. Their study is built on early work of motivations of participating in creative tasks, which reveals that competence, autonomy, learning, engagement, relaxation, self-identity, and accomplishment contribute

to customer creative experience (Dahl and Moreau, 2007). Additionally, co-creation experience is decomposed into three psychological dimensions including trust, commitment, and sense of connection (Randall et al., 2011) in the context of church services.

From the perspectives of benefits-driven experience, researchers consider hedonic, cognitive, social, and personal benefits as most importantly perceived in co-creation experience (Verleye, 2015; Zhang, Lu, Wang, & Wu, 2015). This perspective is grounded in social exchange theory which holds that people who put more effort into an activity, such as co-creating customers, are motivated by the expected returns (Blau, 2004). According to Nambisan and Baron (2009), customers who participate in co-creation expect hedonic benefits (i.e., enjoyable experience), cognitive benefits (i.e., learning experience), social benefits (i.e., relating or connecting experience), and personal benefits (i.e., experience of self-efficacy or status enhancement). Besides these four dimensions, Verleye (2015) incorporates pragmatic experience and economic experience as additional two benefits-driven experience dimensions and empirically tests the reliability and validity of the six-dimensional construct. Similarly, Zhang et al. (2015) also identify two co-creation experience as learning value experience and social interactive value experience. Though being considered from different theoretical aspects, co-creation experiences discussed within the two mindsets are not parallel but emerge at the same point. For example, personal benefit refers to gaining a better status and recognition, which include feelings of competence, self-identity, and accomplishment (Verleye, 2015; Füller et al., 2011). Social benefits relate to sense of connection mentioned by Randall et al. (2011). Cognitive benefits refers to customer acquiring new

knowledge and skills, which could be considered as a learning experience as well (Dahl and Moreau, 2007).

2.4.2 Dimensionality of Co-creation in Tourism and Hospitality

Literature on the theoretical dimensions of value co-creation in tourism and hospitality lacks its originality and unique nature in general. Most of the empirical studies in tourism and hospitality either have directly applied or incorporated scales of value co-creation from other fields such as marketing and management (e.g., Hisao, Lee, & Chen, 2015;). The conceptual endeavor of exploring dimensions of tourism and hospitality co-creation experience also remains scarce and initial (Campos, Mendes, Valle, & Scott, 2015). As Binkhorst and Dekker state, the field “lags behind, both in applications as well as in fundamental research” in co-creation experience (Binkhorst & Dekker, 2009, p. 315). Meanwhile, tourism and hospitality is one of the greatest and ever growing generator of experiences with which people form their own unique narratives, consequently, this field deserves particular academic attention on investigating co-creation experience (Binkhorst & Dekker, 2009; Buhalis & O’Connor, 2006; Ihamaäki, 2012; Kim, 2010; Ooi, 2010; Quan & Wang, 2004; Volo, 2009).

Because of the unique experiential nature of the tourism and hospitality sectors, scholars have started to call for research efforts (1) to theoretically conceptualize and empirically test measurement scales of co-creation experience specifically in the tourism and hospitality context, and (2) to provide tourism and hospitality exemplars which can successfully embrace and demonstrate the application of these co-creation measurement scales (Binkhorst and Dekker, 2009; Campos, Mendes, Valle, and Scott, 2015; Campos, Mendes, Valle & Scott, 2016; Chathoth, Ungson, Harrington, & Chan, 2016; Chen, Raab,

& Tanford, 2015; Grissenmann & Stokburger-Sauer, 2012; Israeli, 2014; Lin, Chen, and Filieri, 2017; Nambisan & Baron, 2009; Prebensen, Kim & Uysal, 2015; Prebensen & Xie, 2017; Tussyadiah & Zach, 2013). Tourism and hospitality researchers have realized that there are ample research opportunities to conceptualize the dimensionality of co-creation experience as a result of the progress of co-creation research and practices in the field (Lin, Chen, & Filieri, 2017). Binkhorst and Dekker (2009) outline an agenda for tourism-based co-creation research. The authors argue that one of the tasks urgently faced by both academic and business stakeholders is to design innovative co-creation tourism experiences and measure them effectively at the same time. Tussyadiah and Zach (2013) note the importance of creating innovative co-creation platforms for tourists, and suggest future studies to focus on measuring tourist's subjective evaluation of co-creation performance of destination marketing organizations. Campos, Mendes, Valle, and Scott (2015) propose a psychology-focused conceptualization of on-site co-creation tourism experience and summarize several directions for future empirically research. The priori research direction they recommend is to develop dimensions of tourist co-creation experience focusing on the cognitive and emotional processes. Similar suggestions have been raised, for a next-level co-creation research, by the authors in their qualitative study investigating attention and memorability in destination co-creation experience (Campos, Mendes, Valle & Scott, 2016). Some tourism scholars (Prebensen, Kim & Uysal, 2015; Prebensen & Xie, 2017) have measured co-creation experience using a single item only, but they suggest that "to enhance the validity and reliability of the co-creation dimensions, in-depth studies in experiential consumption settings should be carried out in

addition to adopting and adjusting the existing scales (e.g., Yi & Gong, 2013)” (Prebensen & Xie, 2017, p. 173).

Despite the compelling need for conceptualizing co-creation experience in tourism and hospitality and developing appropriate measurement scales, the existing literature on this particular topic remains under-developed and lags behind fields such as marketing and management. Among the current empirical application of value co-creation scales in tourism and hospitality, Grissenmann and Stokburger-Sauer (2012) investigate tourists’ degree of co-creation when using travel agency service, which they defined as “the tourist’s provision of input in the development of their travel arrangement” (p. 1484). This uni-dimensional construct has been later adapted and tested by Morosan and DeFranco (2016) in a study of examining hotel guest’s use of mobile devices to co-create staying experience. Similarly, in the context of travel agency, Mathis, Kim, Uysal, Sirgy, and Prebensen (2016) appraise co-creation experience using a uni-dimensional scale using items representative of enjoyment, social interaction, personalization, and self-efficacy. Prebensen and colleagues argue that tourist co-creation experience comprise two elements, tourist’s participation and tourist’s interest in co-creation, and test this conceptualization using a single dimension construct including both items (Prebensen, Kim, & Uysal, 2015; Prebensen & Xie, 2017). Furthermore, Hisao, Lee, and Chen (2015) directly apply Yi and Gong’s (2013) scale of customer value co-creation behavior in assessing the relationship between servant leadership and customer value co-creation. Most recently, a second-order construct of value-creation which views co-creation as tourist’s entire experience of a destination (before, during, and after their stay) is proposed and empirically validated, and three factors are extracted representing

co-creation experience at pre-visit, during-visit and post-visit phases (Frías Jamilena, Polo Peña, & Rodríguez Molina, 2016).

2.5 RESEARCH GAP IN CO-CREATION LITERATURE

Several research gaps can be drawn based on the above synthesis on the extant literature of the dimensionality of value co-creation in both field of marketing and management and that of tourism and hospitality. Firstly, the marketing and management literature on co-creation scale development has been focusing on co-creation behavior. Most of the current co-creation scales in marketing and management have only covered the behaviors induced by value co-creation practices but cannot assess the experiential dimensions of the process (Leclercq et al., 2016). Second, the assessment of the dimensions of co-creation experience is inconsistent and scattered in different perspectives (i.e., psychological perspective and benefits-driven perspective). The conceptual overlaps between the two perspectives indicate that there may exist a more comprehensive conceptualization and operationalization of co-creation experience. Third, despite the importance of tourism and hospitality experience being representative and ideal of capturing the essence of value co-creation, current literature in understanding tourism and hospitality co-creation experience is very limited. Most of the extant co-creation experience are developed in marketing and management and are examined in settings such as service innovation or new product design. Fourth, most of the studies in tourism and hospitality investigating value co-creation are restricted by merely applying and adapting measurement scales from other fields. In addition, most of adapted scales in tourism and hospitality measure co-creation experience as a uni-dimensional construct and do not reflect the psychological dimensions underlining the concept.

Therefore, considering the significance of the experiential nature of value co-creation, the importance of exploring co-creation experience in tourism and hospitality, and the urgent need for developing a systematic and comprehensive measurement scale of co-creation experience in marketing and management as well as tourism and hospitality, the following conceptualization of the dimensionality of co-creation experience are proposed and discussed.

2.6 CONCEPTUALIZATION OF CO-CREATION EXPERIENCE

2.6.1 Control

Control and co-creation experience. Customer control is widely acknowledged as a human driving force being defined as the degree of competence, power, or mastery over a product or service specification, realization, and outcome (Hui & Bateson, 1991; Raaij & Pruyn, 1998). The concept of control is highly relevant in the service setting as service experience can be characterized on a continuum from customer controlled to service-provider-controlled according to the extent of contribution, control, and dominance of the service by each party (Raaij & Pruyn, 1998). Being premised on the segregation of provider and customer, G-D logic has been developed from a standpoint of control, which is to control customer demand as much as possible. However, S-D logic and value co-creation assert the idea of “strategically passing control off, letting it go, or having it ripped away by customers” (Fisher & Smith, 2011, p. 327). The development of internet, technology (e.g., smartphones), and social network (e.g., Facebook and YouTube) has further enabled the gradual shift of control from providers to customers, to the point where customers can actively participating in the creation of core offerings (Lusch, Vargo, & O’Brien, 2007). For example, today’s customer becomes ‘writers’ to author and

distribute content about products and services which can compete with commercial media (Fisher & Smith, 2011; Fine, 2006). Users of online brand communities use the Internet and content creation as a way of exerting control over product and service design (Christodoulides, Jevons, & Bonhomme, 2012). Consequently, customers' sense of control is increased if a co-creative service environment is provided (Chang, 2007). Therefore, one of the major challenges of co-creation faced by companies is the diminished control over a firm's strategic management and planning (Hoyer, Chandy, Dorotic, Krafft, & Singh, 2010). New-product development studies find that customers engaging in co-creation do have more or less level of control, which is determined by the design of the applied online interaction tool, the related enjoyment of the online interaction, the participants' task and product involvement, as well as participant's creativity and lead-user characteristics (Füller, Mühlbacher, Matzler, & Jawecki, 2009). Similarly, researchers have noticed that an increased level of perceived control is positively linked to participative behavior in service and consumption experience. Chandran and Morwitz (2005) develop a theoretical framework indicating that customers' perceptions of control interacts with participative environment, which in turn influence their cognitions and likelihood to purchase. Moreover, customer motivation to communicate with company is found to be positively related to sense of control (Rubin, 1993), and customer innovativeness is also positively correlated with cognitive control (Faranda, 2001). Within the context of interactive media, a theoretical model for interactivity indicates that desirability of control act as a key factor in obtaining satisfaction from the interactive process (Liu and Shrum, 2002).

The conceptual rationale of including control as an important dimension of co-creation experience can be further strengthened by incorporating the literature on consumer empowerment in co-creation experience. In the management literature, empowerment can be described as the perceived control an individual or an organizational subunit has over others. It often refers to the distribution of power with subordinates and with participative management (Bacharach & Lawler, 1980). In marketing and consumer behavior research, customer empowerment is activated and advanced by firm efforts designed to satisfy customer needs and wants (Wright, Newman, & Dennis, 2006). Wathieu and colleagues state that (1) customers' ability to specify and adjust the choice set, (2) progress cues in the decision-making process, and (3) information about other customers are the three core factors that influence customers' perceived empowerment (Wathieu, Brenner, Carmon, Chattopadhyay, Wertenbroch, Drolet, Gourville, Muthukrishnan, Novemsky, Ratner & Wu, 2002). Hoffman, Novak, and Schlosser further (2003) argue that primary control occurs when people apply authority directly on the environment. Consequently, customer empowerment is evoked (Pires, Rita, & Stanton, 2006). Therefore, perceived control is considered as the central theme to the experience of empowerment (Wathieu et al, 2002). Additionally, researchers have conceptualized empowerment as any means to strengthen one's perceived self-efficacy, whereas to reduce feelings of uncontrollable (Deci & Ryan, 2002; Conger & Kanungo, 1988; Bandura, 1997).

Customers value the feeling of control and empowerment generated from co-creation experience (Christodoulides et al., 2012). Take the manufacturing industry for example, customers are rendered co-creation empowerment when buying products such

as furniture or bicycles, in that customer design the product concepts whereas firms rework them into marketable products (Fuchs & Schreier, 2011; Sanders & Stappers, 2008). Moreover, user-generated content (UGC), as a co-creation platform, enables customers to connect, engage and create in new digital spheres, making them feel controllable and powerful to define and create their own values (Harrison, Waite, & Hunter, 2006). This is also why most UGC-driven sites operate under some degree of self-organization besides corporate governance (Bruns, 2007). Christodoulides, et al. (2012) have summarized descriptions about customer empowerment which emerges as they actively engage in creating their own service experience. According to the authors, empowerment (1) changes perception and influence customer decision; (2) evokes feeling of control; (3) increases the willingness to engage in co-creation process; (4) fills a void left by conventional media (e.g., product commercials); and (5) provides greater choice. Furthermore, Füller and colleagues suggest that one's self-efficacy and skills have been increased through customer control and empowerment in co-creative communication, as customers are able to interact and co-create value with the marketplace on different levels including personal, dyad, group or community levels (Füller et al., 2009).

Theoretical foundation of control: Theory of self-efficacy. Humans are always making endeavors to be causal agents of their behavior and their own environment (DeCharms, 1968). Shapiro (1999) states that "our interest in personal control is motivated as much by a survival instinct as by narcissism. It is key to our sense of self-esteem and confidence" (p. 23). More recently, Declerck, Boone and De Brabander (2006) argue that people's desire for control is derived from psychological determinants as well as social reasons. The concept of control has been discussed in different forms in

social-psychological research because of its innate prevalence in our lives. The most frequently studied and well established theoretical foundation behind human's sense of control is the theory of self-efficacy (Bandura, 1977). Self-efficacy refers to "people's beliefs about their capabilities to exercise control over their own level of functioning and over events that affect their lives" (Bandura, 1991, page 257). It deals with perceived ability to perform a behavior or a sequence of behaviors (Ajzen, 2002), and "among the mechanisms of agency, none is more central or pervasive than beliefs of personal efficacy (Bandura, 1997, p. 2)". People will not be incentivized to conduct a particular behavior unless they believe they are able to generate desired outcomes of their behavior. In other words, whether or not an individual undertakes particular actions, attempt to perform particular tasks, or meet certain goal depends on whether the individual believes that he or she will be successful in performing these actions (Bandura, 1986). It is the belief in one's capabilities to organize and execute the courses of action required to produce given attainments (Bandura, 1997). The stronger this perceived self-efficacy, the more one will exert effort and persist at a task (Fiske & Taylor, 1991).

Customers engage in value co-creation because they expect the enhancement of their self-efficacies (Nambisan & Baron, 2009; Füller, 2006; 2010). How customers derive enjoyment from co-creation activities depend on their perceived self-efficacy (Yim, Chan, & Lam, 2012). Specifically, by actively learning about and customizing their own service outputs through service participation, customers with high levels of perceived self-efficacy feel more comfortable taking the role of "partial employee" and enjoy their participation experience. Consequently, task-related self-efficacies are increased (Meuter, et al., 2005). The sense of enhanced self-efficacy in co-creation is

discussed in earlier studies of Self-Service Technology (SST). Generally, customers who prefer to use self-service technologies instead of face-to-face services expect the potential benefits of feeling of accomplishment and enhanced self-efficacy (Meuter, Bitner, Ostrom, & Brown, 2005). In the retailing setting, SSTs are frequently provided because retailers want to make sure that shoppers do not lack the self-confidence or self-efficacy to fulfill their prescribed roles in the shopping encounter (Jones, 1986). Furthermore, the effect of self-efficacy is well demonstrated in the form of online co-creation. On one hand, Internet-based co-creation activities can strengthen customer experience of self-efficacy. For example, customers can gain a sense of mastering on Internet as it allows people to learn and practice knowledge and skills (e.g., travel knowledge and trip planning skills) in a non-threatening environment (Amichai-Hamburger, McKenna, & Tal, 2008; Ozer & Bandura, 1990). On the other hand, self-efficacy increases customer willingness to participate in online co-creation, since self-efficacy is one of the basic determinants of attitude and intentions toward online consumption (Perea y Monsuwé, Dellaert, & De Ruyter, 2004). Likewise, self-efficacy is found to have both direct and indirect effect on another type of co-creation behavior – knowledge sharing (Hsu, Ju, Yen, Chang, 2007). Higher level of self-efficacy results in stronger intention to share knowledge online, particularly when mediated by positive outcome expectation (Hsu et al., 2007). Gangadharbatla (2008) examines the reasons of co-creative behaviors such as people join and share information with others on user-generated sites. The author finds that internet self-efficacy, which is defined as “confidence in their abilities to successfully understand, navigate, and evaluate content online” (Daugherty, Eastin, &

Gangadharbatla, 2005 p. 71), have positive influences on favorable attitudes toward user-generated sites, leading to stronger willingness to join user-generated sites.

2.6.2 Personalization

Personalization and co-creation. Personalization must not be confounded with customization (Kumar, 2007; Godek, 2002; Arora, Dreze, Ghose, Hess, Lyengar, Jing, Joshi, Kumar, Lurie, Neslin, Sajeesh, Su & Syam, 2008). While customization refers to adapting, modifying, and changing product or service features based on customers' needs and wants, personalization relates to intensive communication and interaction between parties in the service system (Tseng & Piller, 2011). Based on interaction, personalization is about selecting, filtering, and designing product or service for an individual by using information about the individual on a one-on-one base (Pepper & Rogers, 1997; Tseng & Piller, 2011). Riecken (2000, p. 2) defines personalization as "building a meaningful one-to-one relationship; understanding the needs of each individual and helping satisfy a goal that efficiently and knowledgeably addresses each individual's need in a given context". The author further considers personalization to be the marriage of the individual customers and firms by "satisfying a customer's goal in a specific context with a business's goal in its respective context" (Riecken, 2000, p. 2), which pertains to the essence of co-creation as co-creation ends the separated relationship between customers and firms and brings customers and businesses together (Vargo & Lusch, 2004, 2006, 2008).

Experience personalization has been one of the prominent topics in experience marketing and management for the past two decades (Ball, Coelho, & Vilares, 2006). In practice, marketers use personalization as a competitive advantage if allowed by

resources (Ball et al., 2006), as personalization has been assumed to positively and greatly influence customer perceived value, satisfaction, and loyalty (e.g., Peppers & Rogers, 1993; Rust & Oliver, 2001; Ball et al., 2006; Mittal & Lassar, 1996). As Prahalad and Ramaswamy (2004, p. 5) note, “the meaning of value and the process of value creation are rapidly shifting from a product- and firm-centric view to personalized customer experiences”, thus being able to create a customer’s own unique personalized experience resides in the nature of value co-creation. By co-creating with different actors in the service network, customers become active stakeholders in defining the interaction and the context of their own experience (Prahalad & Ramaswamy, 2013). In other words, co-creation involves experience that is more personal and unique for each individual (Prahalad & Ramaswamy, 2013). Likewise, Minkiewicz, Evans, and Bridson (2010) use a case study to investigate the manifestations of co-creation in the context of heritage sector and find personalization to be one of the important facets of co-creation experience. Specifically, the authors indicate that a dominant theme in personalization is that the customers who enter into the experience space have certain ideas of what they want to see and do. Therefore, they tend to subsequently tailor the experiences to their unique needs and interests (Minkiewicz, Evans, & Bridson, 2010).

Meanwhile, previous studies have proved that co-creation experience can be largely enhanced by information and communication technologies (ICTs), because ICTs are able to empower customers’ quests for personal needs and wants through advancing the relationship between customers and service providers (Shaw, Bailey, & Williams, 2011; Ramaswamy & Gouillart, 2008; Buhalis & Law, 2008). For instance, Neuhofer, Buhalis, and Ladkin’s (2015) study discusses how smart mobile technologies can

facilitate co-creation of experience personalization between the hotel (and its employees) and the guests. In addition, by combining social media, context-aware marketing strategy (e.g., companies using location-aware marketing to recommend nearby products and services to customers) and smart mobile devices, destination marketing organization (DMO) is able to identify tourists' internal and external contexts strategically and provide them with highly personalized recommendations that are adjusted to their changing travel contexts (Buhalis & Foerste, 2015; Beldona, lin, & Yoo, 2012). Such facilitation can be achieved when customers are actively engaged in ICTs and interacting through ICT platforms with service providers, which will turn into experiences that are highly personalized and take into account customers' current situations (Buhalis & Foerste, 2015).

Theoretical foundation of personalization: Theory of self-efficacy and self-identity. Researchers have examined the psychological functioning of personalization and found two major factors – feeling in control and reflection of personal identity – to be the possible theoretical mechanism of why people want to personalize product and service offerings (Blom & Monk, 2003; Bright, 2008; Heidmets, 1994; Marathe & Sundar, 2011). Rubin (1993) suggests that control influence all aspects of human interaction, and Becker (1974) argues that personalization is essential in demonstrating one's control over the environment, as it reflects one's pride and identity in involvement with the environment. Furthermore, customers' quests for personalized online environment can be attributed to their desire for control (Bright, 2008). As discussed in the section of control dimension, feeling in control is highly correlated to co-creation experience and can be theoretically interpreted by people's need for self-efficacy when undertaking co-creation

activities (see section 2.4.1). Thus, the dimension of personalized co-creation experience conceptually correlates with the dimension of controlled co-creation experience. In addition to the need for control, personalization occurs when people want to display their self-identity in externalized form by an individualization of the environment or objects, such as decorating their living space or co-designing product or service offerings (Heidmets, 1994). Arnould and Price (1999) find that customers engage in authenticating and personalizing acts to help them express and reveal their true self-identity to themselves. It is also noted that the occurrence of personalization is driven by one's need for self-image, which can be expressed to others through personalization (Becker, 1974). Blom and Monk (2003) further confirm that feeling in control and reflection of one's personal identity are both important facets of personalization in online co-creation activities.

The conceptual link between self-identity and personalized co-creation experience has been supported by previous literatures. Rooted in socio-psychological literature, an individual's self-identity is considered as an important determinant of behavior, as it is the salient part of an individual's self-relating to a particular behavior. Self-identity is defined as "labels people use to describe themselves" (Biddle, Bank, & Slavings, 1987, p. 326). In other words, what we buy inevitably expresses the project of the self (Giddens, 1991). The conceptualization of personalization reflects that of self-identity as personalization can be viewed as an expressive display of the occupant's values, status, identity, preference, and activities (Becker, 1974). Giddens (1991) views consumerism as a corruption of, or a threat to the true pursuit for self. As a results, people will react creatively to commodification in order to not be enforced to accept any particular product

in one specific way. Studies have showed the relationship between self-identity and co-creation experience. Under the S-D logic, value-in-use is ultimately determined by the customer and depends on the customer's specific context such as needs, application, or self-image related to the product or service (Vargo, Maglio, & Akaka, 2008). Such personalized experience in co-creation is also a creation process of social-psychological experience because it allows customers to construct and main their self-identities and social images (Majdoub, 2014). Lloyd and Woodside (2013) argue that self-expression is an important motivator for individuals to co-create. Customers participate, share, and contribute to consumer communities with the purpose to express their self-identities (Pongsakornrunsilp & Schroeder, 2011; Wirtz, Ambtman, Bloemer, Horváth, Ramaseshan, Klundert, Canli, & Kandampully, 2013). Similarly, it is argued that one of the reasons that people engage in pro-consumption and co-creation is because they seek self-expression through personalizing their own products and experiences as a matter of self-esteem, self-identity enhancement, and self-fulfillment (Xie, Bagozzi, & Troye, 2008; Holt, 1995). In tourism experience, self-identity acts as an important factor in creating tourist co-creation experience, since tourists are concerned about if their choices of vacation experiences and the resources (i.e., time, effort, psychological involvement) that have been put into co-creating vacation experiences are in line with or even extends their self-identities (Prebensen, Vittersø, & Dahl, 2013).

2.6.3 Autonomy

Autonomy and co-creation experience. Autonomy is defined as the degree of independence and freedom from external control or influence in the process of product or service creation (Dahl & Moreau, 2007; Füller et al., 2011). With the paradigmatic shift

form the G-D logic to the S-D logic, a growing number of customers are seeking increased autonomy and displaying stronger levels of empowerment over consumption process (O'herm & Rindfleisch, 2010). Individual autonomy is the prevailing mode in co-creation process (Zwass, 2010). Polese, Pels, and Brodie (2011) argue that people who engage in collaborative relationships are likely to be autonomous because collaborative relationships require some degrees of autonomy in order for people to make decisions about the extent to which they want to involve in co-creative activities. Building upon literatures from organizational innovativeness, a high degree of autonomy augments creativity (Amabile et al. 1996; Velthouse 1990; Woodman, Sawyer, and Griffin 1993). For instance, level of autonomy considerably influences manager's likelihood of developing creative projects (Amabile et al., 1996). Such positive effect of autonomy on individual creativity is attributed to its ability in cultivating high levels of intrinsic motivation and psychological ownership, which in turn, improves creativity by making the creative process pleasurable and rewarding (Csikszentmihalyi, 1996; Deci and Ryan 1985). Furthermore, Piller, Ihl and Alexander (2011) demonstrate the concept of customer co-creation in innovation processes by presenting a typology of co-creation methods in the three dimensions, degree of freedom which refers to customer autonomy in innovation tasks, degree of collaboration, and stage of the innovation process. Likewise, in the context of co-designing products, individuals receive feedback and suggestions from the producer for improvement of their creations, whereas at the same time are still free to choose the process and create their own output, which adds to the feeling of autonomy (Füller et al., 2011). Moreover, researchers argue that co-creation experience is an autonomous experience as most of the individuals engaged in experience

co-creation produce value in voluntary activities conducted independently of firms, although they may be using platforms provided by firms (e.g., online review websites) (Zwass, 2010; Zwick, Bonsu, & Darmody, 2008).

Autonomy is conceptually related to customer control and empowerment. In management literature, providing autonomy is way to support customer empowerment (Block, 1987). From the company perspective, rendering more autonomy to customer means losing control over the product or service output, leaking valuable proprietary information, or shifting managerial power (Pitt et al. 2006; von Hippel 2005). By allowing customers with greater autonomy, co-creation initiatives display considerable variances on the degree to which they empower customers (Ohern & Rindfleisch, 2010). Siipi and Uusitalo (2008) deem autonomy of choice to be an individual's self-determination regarding his or her choices. Particularly, one's autonomous choice is made by the person and is truly and genuinely his/hers. The authors further propose three conditions to be met in order for one's choice to be autonomous: first, the personal must be competent; second, he or she should have authentic desires and perceptions; third, he or she has to have control or power to realize and implement the desires into choices. In addition to the conceptual overlaps with feeling in control, autonomy relates to personalization as well because self-expression can be intrinsically motivated as an individual want to express personal identity simply for the sake of asserting one's autonomy (Piller, Ihl and Alexander, 2011)

Theoretical foundation of autonomy: Self-determination theory. Developed by Deci and Ryan (1980), Self-Determination Theory (SDT) is an approach to human motivation and personality that emphasizes the importance of human being's evolved

inner resources for behaviors (Byan & Deci, 2000). It claims that people have three innate psychological needs that are considered as universal necessities. They are competence, relatedness, and autonomy. Competence relates to self-efficacy which has been greatly discussed in the theoretical underpinning of the dimensions of control and personalization. Autonomy refers to the feeling of not being forced or a sense of freedom, stresses people's intrinsic motivation, sense of ownership, and fosters willingness to participate and create (Amabile, 1993). Co-creation is strongly correlated with intrinsic motivation and the sense of autonomy (Csikszentmihalyi 1996; Etgar, 2008). Co-creation includes autonomous activities with different actors, as opposed traditional consumption process passively determined by market-oriented producers. Autonomous functioning is found to be important in co-creation activities. In New Product Development (NPD) literature, researchers conclude that co-creation empowers customers by allowing greater autonomy over the NPD process (e.g., O'Hern, 2010). Being defined as the positive feeling derived from the freedom to choose the process and/or design of the creative task, perceived autonomy is found to enhance customer enjoyment of co-creative experiences (Dahl & Moreau, 2007). More importantly, the authors suggest that co-creation experience can be decomposed into three distinct but related dimensions: autonomy, competence, and enjoyment. In line with Dahl and Moreau's (2007) findings, Füller, Hutter, & Faullant (2011) have examined participants' co-creation experience in virtual idea and design competitions. Their study reveals that co-creation experience is a second order factor and is determined through the factors that provide a feeling of autonomy, competence, and task enjoyment.

2.6.4 Authenticity

Authenticity and co-creation. Being on the opposite side of the commoditized standardization of service delivery promoted in G-D Logic, S-D Logic, which serves as the paradigmatic foundation for value co-creation, embraces an authentic approach and acknowledges the participation of all actors within the value network (Vargo & Lusch, 2004, 2014). According to the Heideggerian perspective of existential authenticity in tourism, authenticity refers to the state in which a tourist finds every experience a unique situation valuable in itself and in relation to the connectedness around them (Kim & Jamal, 2007; Steiner & Reisinger, 2006). In such state, authentic experience is jointly created (i.e., co-created) rather than crafted and delivered by one party. Specifically, it is co-created when individual uniqueness (e.g., tourist's unique needs and preferences) interacts with the uniqueness of the surrounding stimulus (e.g., host's offers) (Collins, Watts, & Murphy, 2011).

The relationship between authenticity and co-creation is well documented in literature. Firstly, products and services attain authenticity if the sources of ideas, innovation, or creation are partially and transparently driven by customer input (Fisher & Smith, 2011). Likewise, Dijk, Antonides and Schillewaert (2014) find that co-creation changes the way a brand is experienced and the value it attaches, as customer co-creation activities in a new product development process enhance perceived brand authenticity. From the company's perspective, authenticity is an important competitive advantage for companies under the age of S-D Logic. Researchers suggest that offering opportunities for customers to uniquely tailor products and services to meet their needs and build themselves as value co-creators of their own consumption experience is a promising and

meaningful solution for companies to construct authenticity (Fisher & Smith, 2011). Furthermore, authenticity is considered as more experiential rather than factual (Cohen, 1988), which can be felt by customers as they become an integral part of the value creation process. Specifically, authenticity has to come from the process rather than from the final, mass commercialized outcomes (Fisher & Smith, 2011; Di Domenico & Miller, 2012). Thus it corresponds to the experiential essence of value co-creation (Prahalad & Ramaswamy, 2004). As Prahalad and Ramaswamy (2004, p. 9) state, “what emerged as the basis for unique value to customers are their experience”, and the quality of such experience depends on the nature and degree to which customers co-create with other actors. Similar to control, personalization, and autonomy, authenticity touches upon one aspect of the nature of co-creation experience.

Conceptual links between authenticity and control as well as authenticity and personalization can be found in previous literatures. As discussed earlier, a customer’s feeling in control is one of the theoretical dimensions of co-creation experience (See section 2.4.1). Regarding the social-psychological factors in relation to customers’ needs to take more control and to “go to work” in a co-creative capacity, Fisher and Smith (2011) suggest that authenticity and connection are two prominent factors. Authenticity is highly valued by customers and is one essential consumption element which customers desire to be under control (Peterson, 1997; Holt, 2002). Today’s customers crave for authentic, context-rich experience and are always seeking a balance between control by the experience stager and self-determined activities with spontaneity, freedom and self-expression (Binkhorst & Dekker, 2009). Consequently, they engage in authentic co-creation experience (i.e. choose to live in a local resident’s house over hotels) rather than

passively receiving what is to be offered. In the meantime, customers' needs for individualizing experience, exploring product tangents, and personalizing offerings in the marketplace all relate to the pursuit of authenticity (Fisher & Smith, 2011). Authentic experience rises when customers continue to actively define themselves and create identity in a commoditized market (Gilmore & Pine, 2007). As such, customer personalization builds valuable authentic experiences at the same time. An authentic experience allows customers to uniquely tailor products and services by themselves to fit their own needs. It offers the opportunity to express themselves as a creative author of their products or services (Fisher & Smith, 2011).

Theoretical foundation of authenticity: Existential authenticity and self-determination theory. Tourists and guests demand their experience to be authentic. Authenticity has been one of the most interested topics in the field of tourism and hospitality (Arsenault, 2003; Berger, 1973; Berman, 1970; Brown, 1996; Cohen, 2007; Crang, 1996; Dann, 2002; Handler, 1986; Hall, 2007; Hughes, 1995; Laenen, 1989; McIntosh & Prentice, 1999; Pons, 2003; Ryan, 2000; Steiner & Reisinger, 2006; Turner & Manning, 1988; Venkatesh, 1992; Wang, 1996, 1999; Reisinger & Steiner, 2006; Yeoman, Brass, & McMachon-Bgeattie, 2007). Meanings of authenticity have been debated for a long time as Taylor stating that "there are at least as many definitions of authenticity as there are those who write about it" (Taylor, 2001, p. 8). For example, viewing authenticity as an "objective" concept which is based on a static understanding of tourism place and culture has been challenged by tourism scholars who consider authenticity as an existential state of "Being" that is to be activated by tourists constructing their own experiences (Wang, 1999; Reisinger & Steiner, 2006; Steiner &

Reisinger, 2006). According to Wang (1999), both objective and constructivist perspectives of authenticity are limited by the truth that authenticity is determined by the nature of the attractions being visited by tourists. In other words, authenticity depends on the originality or other cultural features of the tourism products being offered by providers. Specifically, objective authenticity relies on external criteria, whereas constructivist interpretation focuses on the ways in which particular tourism experience are staged by destination operators (MacCannell, 1989). These views of authentic tourism experience still reside in the G-D logic. Alternatively, an existential understanding has been promoted in line with the S-D logic, as authenticity depends on, not the tourism products or attractions themselves, but a particular tourism experience co-created by the tourist (Wang, 1999; Reisinger & Steiner, 2006; Sim, 2009; Steiner & Reisinger, 2006). As Reisinger and Steiner (2006, p. 481) state, existential authentic tourism experience “refers not to consumption of the real or genuine but rather to individual and personal tourist experiences that contribute to one’s sense of identity and connectedness with the word”. The connectedness is also reflected in Wang’s (1999) decomposition of existential authenticity into intra-personal (i.e., quest for self) and inter-personal authenticity (i.e. quest for interaction) with different actors in the destination network.

While existential authenticity is described as the way in which tourists construct their identity to experience a more authentic sense of self by actively co-creating holiday activities, the theoretical base of authenticity in co-creation experience can be also traced back to Self-Determination Theory (SDT) along with its conceptual tie with autonomy. SDT differentiates intrinsic and extrinsic motivations as (internally) autonomous contrasted by (externally) influenced motivations. Autonomy can be reassured by

avoiding excessive, anxious external control, and by respecting individuality (Füller, Hutter, & Faullant, 2011). More importantly, SDT states that intrinsically motivated behaviors are un-alienated and authentic, as they are the prototype of self-determined actions stemming from the self (Byan & Deci, 2000). In other words, SDT holds that people are authentic when their behaviors reflect their true-self, that is, when they are autonomous and self-determining (Deci, 1980; Deci & Ryan, 1985; Deci and Ryan, 1995; Ryan & Deci, 2000, 2002; Toor & Ofori, 2009). Similarly, Kernis and Goldman (2006) note that their theoretical framework of authenticity owes a great deal to SDT because of the important role of autonomous functioning in authenticity.

2.6.5 Connection

Connection and co-creation experience. Connection in co-creation experience means the degree to which customers have information access and social relationships with different actors engaged in the consumption experience. Research has suggested that creating closer customer relationships requires firms to transform customers from transactional customers to relational ones (Johnson & Selnes, 2004). Whereas the underlining mechanism of such transformation requires an increased sense of connection that is advanced by both customer-customer and customer-firm engagement in co-creation process (Randall et al., 2011). Thus, the firm's role in value co-creation is to provide proposition of value and provision of service. Consequently, these value propositions establish connections and relationships among service system (Spohrer, Maglio, Bailey, & Gruhl, 2007; Vargo, Maglio, & Akaka, 2008). Prahalad and Ramaswamy (2004b) argue that today's customers are connected, informed, empowered and active. Furthermore, the authors' building blocks of co-creation strategies for firms

include three components directly related to connection: dialogue, access, and transparency (2004a). Dialogue refers to conversations and interactions between customers and firms, which is facilitated with access and transparency to information. A sense of connectedness is essential in value co-creation as a customer engaged in co-creation need to be reassured that he or she can learn and get access to as much information as he or she needs from the firm or from the other customers in order to perform co-creation tasks (Prahalad & Ramaswamy, 2004a; 2004b). This also indicates a correlation between the dimension of learning and that of connection as connection facilitate the confidence in and intention of learning in co-creation.

Besides informational connection, social connection is also found to be important in co-creation experience. Randall et al. (2011, p. 8) argue that connection in co-creation means “the degree of relational connectedness as the emotional attachment with both the service organization as well as with fellow customers of that organization”. Research reveals that voluntary participation in virtual co-creation activities is influenced by social integrative benefits which can be derived from the social and relational ties developed over time among the participants (Nambisan & Baron, 2009). Such social ties can enhance a sense of belongingness or social identity (Kollock, 1999). Similarly, participants in brand communities share the social co-creation network which shapes a sense of belongingness, identity and bonding among co-creators (Achrol and Kotler, 2006). Furthermore, studies on co-creative brand communities also confirm that customers place considerable amount of value on such social identity and relationships. Roberts, Hughes, and Kertbo (2014) indicate that network effect including building community ties, being valued by others, belongingness, friend-making and reciprocal

learning together influence customer co-creation behavior. Xie, Bagozzi, and Troye (2008) argue that customers participate in co-creative festivals to maintain a feeling of connection and belonging to performers, and fellow participants. Additionally, social connection is conceptually correlated with authenticity, as authenticity in co-creation experience refers to existential authenticity (See section 2.4.4). Existential authenticity is interpreted as the state in which a tourist finds every experience a unique situation valuable in itself and in relation to the connectedness around them (Kim & Jamal, 2007; Steiner & Reisinger, 2006). Therefore, connecting with service providers, other tourists/guests, and local communities is important in forming authentic co-creation experience.

Theoretical foundation of connection: Self-determination theory. As discussed before, self-determination theory posits that three fundamental psychological needs form the rational basis for universal behaviors. They are: competence, autonomy, and relatedness (Ryan & Deci, 2000). The former two factors are discussed in previous sections as they are related to the proposed dimensions of control, personalization, autonomy, and authenticity. The latter factor, relatedness, serves as the theoretical foundation of the dimension of connection. Relatedness refers to people's need to experience connectedness with others and have satisfying and supportive social relationships (Baumeister & Leary, 1995; Reis, 1994). Moreover, need for relatedness deals with the social connection discussed above as it is the desire to interact with, be connected to, and experience caring for other people (Baard, Deci, & Ryan, 2004; Broeck, Vansteenkiste, Witte, Soenens, & Lens, 2010; Vallerand, 2000). Human beings'

actions and daily activities involve other people. Through need for relatedness, people seek the feeling of belongingness.

2.6.6 Learning

Learning and co-creation experience. Customer learning refers to the degree to which customers gain or acquire knowledge or skills through participative consumption experiences such as information seeking, processing, configuration, and interacting with providers (Kangas, 2010; Payne, Storbacka, & Frow, 2008; Yi & Gong, 2013). Payne and colleagues (2008) propose a conceptual framework of value co-creation process, which involves customer learning as one of its key components. The authors indicate that customer learning occurs when customer engages in a learning process based on the relational experience with suppliers in terms of three interdependent aspects: cognition, emotion and behavior. If demonstrated with a tourism example, cognitive learning includes tourist actively seeking knowledge and information about destination and destination marketers providing them with useful briefing materials and relevant touring advices. Emotional learning refers to tourists' visiting interests and emotional attachments being provoked through reciprocal interactions in co-creation process. Behavioral learning can be tourists' actual actions being activated by special promotions and discounts.

Meanwhile, customer competence research has acknowledged that learning is based on customer resources which include cognitive abilities, skills, and prior experience (e.g., Alba & Hutchinson, 1987; Berg, 2007), signifying customer learning as an essential element relating to resource integration in value co-creation. According to the conceptual discussions of value-in-use, value only emerges when customers know

how to use products and services (Sandström, Edvardsson, Kristensson, & Magnusson, 2008; Ballantyne & Varey, 2006; Grönroos, & Ravald, 2011; Payne et al., 2008).

Without any practice or learning experience, customers cannot perceive value. As Komulainen (2014, p. 239) notes, “if learning does not take place, value co-creation cannot happen and the customer does not perceive value in the service”. Therefore, learning also connects to co-creation experience through the concept of value-in-use.

Furthermore, Komulainen’s study (2014) shows that perceived co-created values in customer-firm interaction are significantly influenced by the level of the absorptive capacity of the firm, customers’ orientation towards learning, and customers’ sacrifice in learning. Learning is also essential in customer participation in service recovery co-creation, and the speed at which and how customers acquire the service recovery knowledge and skills depend on the manner in which instructional materials and contents are presented (Dong, Evans, & Zou, 2008). Payne et al. (2008) consider that customer learning in co-creation experience can take place at three different levels according to process complexity. These levels include remembering, internalization and proportioning. Remembering refers to the simplest type of customer learning and is “about customer attention rather than a competence to process emotions and information.” (Payne et al., p. 88). In the stage of internalization, customers interpret and comprehend their experiences with some kind of stand based on their emotions related to the experiences (e.g., consistent and memorable customer association with a product or brand identity). Proportioning happens when customers’ reflections on their co-creation experiences with the suppliers lead to changes of their behaviors by performing new activities, disengaging in existing experiences or using co-creative resources in new ways.

The conceptual tie between learning and control is widely acknowledged as self-efficacy acts as one of the most essential motives to learn (e.g., Wang & Netemyer, 2002; Zimmerman, 2000). In the education literature, a learner's self-perception of efficacy or one's belief about his or her learning capabilities plays a fundamental role in one's motivation to participate in learning tasks (Schunk, 1989; Zimmerman, Bonner, & Kovach, 1996). Additionally, learning relates to autonomy, as the best learning usually occurs when the learner is autonomous and self-determined, and an autonomy-supportive learning environment is provided in which learners can have the freedom to choose their learning processes (Black & Deci, 2000; Noels, Pelletier, Clément, & Vallerand, 2000). Furthermore, personalization of learning which is designed to associate particular learning activities and context with characters and objects of inherent interest to the learners is found to facilitate learning efficacy and enjoyment (Cordova & Lepper, 1996).

Theoretical foundation of learning: Active learning and experiential learning theories. Theoretical discussions about active learning are originated from the field of education. Bonwell and Eison (1991) state that in active learning, learners participate in the learning process when they are doing something beyond passively receiving knowledge and processing knowledge from others. More specifically, active learning is an approach in which learners are actively or experientially involved in the learning process and where there are different levels of active learning, determined by learning involvement (Weltman & Whiteside, 2010). Therefore, active learning is often contrasted to the traditional lecture method where students passively receive information from the instructor (Prince, 2004). Active learning is a model of educational approach that focuses the responsibility of learning on learners.

Another theoretical underpinning of the dimension of learning in co-creation experience is experiential learning. Experiential learning refers to the process of learning through experience. More specifically, experiential learning is defined as “learning through reflection on doing” (Patrick, 2011, p. 1003). Therefore, experiential learning is related to but not synonymous with active learning. Being opposite to rote or didactic learning, in which learners usually play a comparatively passive role (Beard, 2010), experiential learners are more active. The early concept of learning through experience can be found in Aristotle’s *Nicomachean Ethics* that “for the things we have to learn before we can do them, we learn by doing them” (Ross, 1908). The modern theory of experiential learning was developed by Kolb (e.g., 1974, 2005, 2014), which receives extensive theoretical developments and empirical validations (Sproles, 1990). Regardless of the complexity of the complete theory, the underlining structure of the theory suggests that learning is realized as a cycle of four stages from experience: (1) learning starts with certain concrete experiences; (2) individuals make certain observations based on these experiences; (3) the learners develop abstract generalizations; and (4) the generalizations are tested and revised in new situations. Co-creation advocates the active and participative role of customers and the experiential nature of the value creation process. Instead of passively receiving what is created by firms, customers in the age of S-D Logic possess a more active role as they take the partial responsibility in value creation process and co-create value with the company and other actors (Vargo & Lusch, 2004; Prahalad & Ramaswam, 2004b). Learning is an important, yet understudied aspect of value co-creation (Elg, Engström, and Poksinska, 2012). In G-D Logic, firms view customers as passive recipients and target of their offerings (Mahr, Lievens, & Blazevic, 2014). S-D

Logic allows customers to actively engage in dialog with suppliers during each stage of service delivery. This form of dialog is considered as an interactive process of learning (Ballantyne, 2004), in which supplier and customers together can facilitate better understanding of each other and enhance value co-creation through controlled, autonomous and personalized experiences (Payne, Storbacka, & Frow, 2008). In the tourism and hospitality field, experiential learning particularly applies in tourists' or guests' involvement in the co-creation of their entire travel and accommodation experience in terms of active information seeking, trip planning, and interaction with hosts, staff, and locals.

2.6.7 Summary of the Conceptualization of Co-Creation Experience

Based on the previous sections in discussing potential dimensions of co-creation experience, it is argued that co-creation experience can be decomposed into six distinct yet theoretically correlated dimensions, including control, personalization, autonomy, authenticity, connection, and learning. Meanwhile, the literature demonstrated that the concept of co-creation experience, like other social science constructs such as attitude, personality and behavioral intention (Hair et al., 2006), is considered to cause its underlying dimensions such as control, autonomy, authenticity, personalization, learning, and connection. Therefore, a reflective model of co-creation experience is proposed. Table 2 summarizes (1) the definitions of each dimension, (2) its corresponding theoretical foundation, and (3) major relevant literature supporting the inclusion of a particular dimension. Figure 2 visually demonstrates the potential relationships of a measurement model of co-creation experience based on the conceptualization.

Table 2.2 Potential Dimensions of Co-creation Experience

Dimension	Conceptual Definition	Theoretical Foundation	Key Literatures in Co-creation
Control	The degree of competence, power, or mastery a guest has over an experience specification and realization.	Self-efficacy (Bandura, 1977)	Chandran & Morwitz, 2005; Christodoulides et al., 2012; Fisher & Smith, 2011; Füller et al., 2009; Liu & Shrum, 2002
Personalization	The extent to which an experience is selected and designed for a guest based on the need/preference/interest of the guest.	Self-efficacy (Bandura, 1977); Self-identity (Giddens, 1991)	Buhalis & Foerste, 2015; Minkiewicz et al., 2010; Neuhofer et al., 2015; Prahalad & Ramaswamy, 2004b;
Autonomy	The degree of independence and freedom a guest has in the process of experience specification and realization.	Self-determination theory (Deci & Ryan, 1980)	Dahl and Moreau, 2007; Füller et al., 2011; Piller et al., 2011; Polese et al., 2011
Authenticity	A state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them.	Existential authenticity in tourism experience (Wang, 1999); Self-determination theory (Deci & Ryan, 1980)	Collins et al., 2011; Dijk et al., 2014; Fisher & Smith, 2011; Vargo & Lusch, 2014
Connection	The degree to which a guest have access to the host and social relationships with actors involved in the experience.	Self-determination theory (Deci & Ryan, 1980)	Nambisan & Baron, 2009; Prahalad & Ramaswamy, 2004a; Randall et al., 2011; Roberts et al., 2014; Xie et al., 2008
Learning	The degree to which a guest acquires or improves knowledge or skills through participative activities.	Active Learning Theory (Bonwell & Eison, 1991); Experiential Learning Theory (Kolb (1974)	Dong et al., 2008; Grönroos, & Ravald, 2011; Komulainen, 2014; Payne et al., 2008

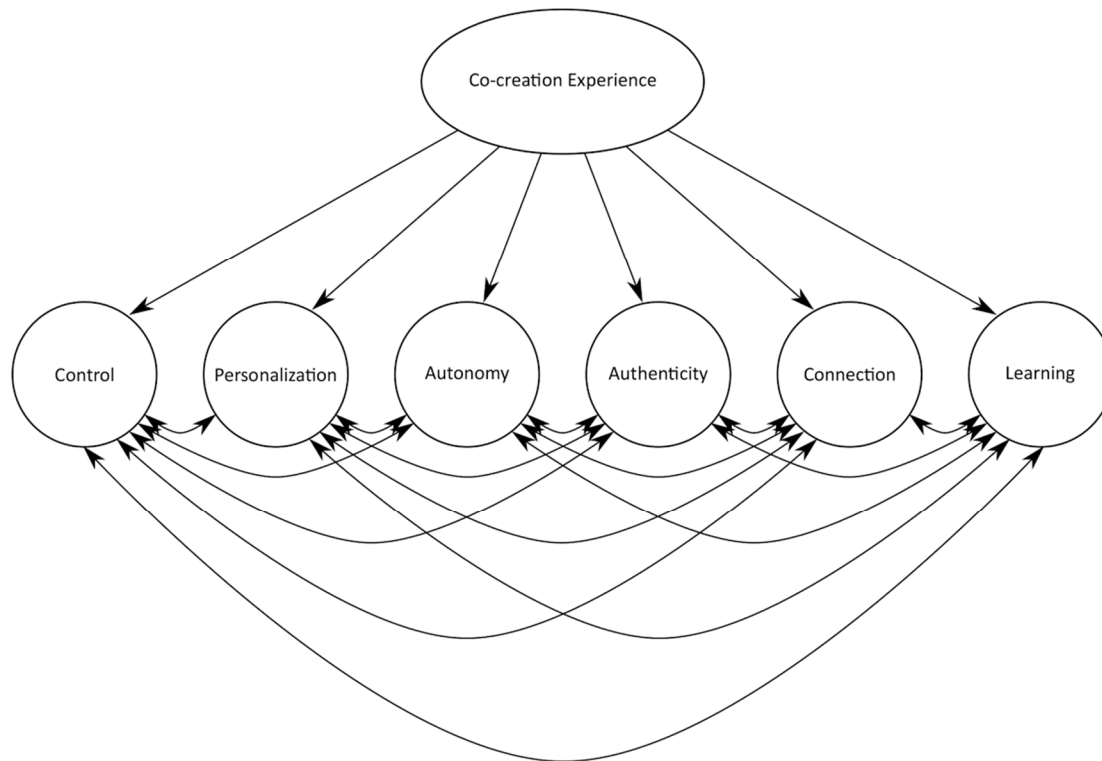


Figure 2.1 Proposed Measurement Model of Co-creation Experience

2.7 SHARING ECONOMY AND PEER-TO-PEER ACCOMMODATION

The term “sharing economy” was firstly added to the Oxford Dictionary in 2015, in which the sharing economy is defined as: “An economic system in which assets or services are shared between individuals, either for free or for a fee, typically by means of the Internet”. Similarly, research has defined collaborative consumption as the peer-to-peer based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services (Belk, 2014). In the sharing economy (SE) (also called as collaborative consumption or the peer economy), individuals participate in sharing activities by renting, lending, trading, bartering, or swapping goods, services, transportation solutions, space, or money (Möhlmann, 2015). Since the start of the SE, the field of tourism and hospitality has emerged as one of the

pioneering sectors for its growth, as SE allows for residents to share their homes, cars, meals, and expert knowledge (e.g., locals being tour guides) with tourists/guests visiting the destinations. Chen's (2016) systematic co-citation analysis on current body of SE literature suggests three distinct areas within the SE literature in general, including (1) SE's business models and its impacts, (2) nature of SE, and (3) SE's sustainability development; and another two areas specific to tourism and hospitality: (1) SE's impacts on destination and tourism services and (2) SE's impacts on tourists. Furthermore, five research streams have been identified: (1) Lifestyle and Social Movement, (2) Consumption, (3) Sharing, (4) Trust and (5) Innovation.

Among the different sharing platforms, sharing accommodation rises as one of the most well developed and frequently used shared services among tourists. The traditional market for tourism accommodation involves tourists booking and renting rooms from formal businesses (i.e., hotels). Sharing accommodation such as Airbnb transforms this standardized model by offering an Internet-based open marketplace which allows a large-scale rental of spaces from one ordinary person to another. Therefore, sharing accommodation is also called peer-to-peer accommodation. The historical evidences of peer-to-peer accommodation exist in literatures of the Grand Tours in that eighteenth-century tourists sometimes found lodging in private homes (e.g., Black, 1985). However, faced by the difficulties of how to reach to potential tourists and how to overcome trust concerns between hosts and guests, peer-to-peer accommodation did not start to flourish until today's age of Web 2.0 and the popularity and increased reputation of user-generated content (Guttentag, 2015).

The impact of peer-to-peer accommodation on tourists' and guests' behaviors is significant. The perceived value of as well as satisfaction with staying in peer-to-peer accommodation seem to increase greatly in recent years. According to Zervas Proserpio, and Byers (2014), a 1% increase in Airbnb listings causes a .05% decrease in hotel revenues in the U.S. state of Texas. Likewise, the authors analyze over 600,000 listings on Airbnb worldwide and reports that nearly 95% of them boast an average user-generated rating of either 4.5 or 5 stars, whereas ratings of half a million hotels worldwide on TripAdvisor have a much lower average rating of 3.8 stars. The overall positive experience may be attributed to positive customer values derived from the peer-to-peer accommodation experience. Generally speaking, economic and social values are the two most prominently configured values in peer-to-peer accommodation (Chen, 2016). Because of the reduction in lodging cost when taking peer-to-peer accommodation, tourists tend to travel more frequently, participate in a wider range of destination activities, and stay longer (Tussyadiah & Pesonen, 2016). Besides the economic force, tourists who take peer-to-peer accommodation are also motivated by its social benefits, as it allows them to get access to genuine local experiences, explore neighborhoods that are not typically exposed to mass tourists, and interact directly with local residents. However, general literatures in shared economy have also documented several other important customer values. Consequently, by incorporating a wider range of discussions on customer values in general sharing economy with the two determining ones in peer-to-peer accommodation mentioned above, this current research synthesizes and re-conceptualizes four forms of customer value essential in peer-to-peer accommodation.

2.8 CUSTOMER VALUES IN PEER-TO-PEER ACCOMMODATION

2.8.1 Customer Value Framework

Holbrook (1999) identifies three discourses of value (i.e., extrinsic/intrinsic, self-oriented/other-oriented, and active/reactive values) which are consequently used to establish the further eight types of customer value framework. They are efficiency, excellence (quality), status (fashion), esteem (materialism), play (fun), aesthetics (beauty), ethics (justice, virtue, morality), and spirituality (rapture) (Holbrook, 1999). Alternatively, Sheth, Newman, Gross (1991) suggest five types of customer value: functional, social, emotional, epistemic, and conditional. Based on previously discussed literature in customer value (Holbrook, 1999; 2006; Lapierre, 2000; Richins, 1994; Sheth, Newman, & Gross, 1991; Ulaga, 2003; Woodruff, 1997; Woodall, 2003), a more comprehensive and modified value framework is conceptualized by Smith and Colgate (2007), which includes cost value, experiential value, functional value, and symbolic value. Since its introduction, this customer value framework has been frequently adapted and validated in service and experience contexts (e.g., Choo, Moon, Kim, & Yoon, 2012; Rintamäki, Kuusela, & Mitronen, 2007; Zainuddin, Previte, & Russell-Bennett, 2011; Zainuddin, 2011), and are used to explain what types of value is co-created under the S-D logic (Biggemann, Williams, Kro, 2009; Piligrimiene, Dovaliene, & Virvilaite, 2015; Tynan, McKechnie, & Chhuon, 2010; Tynan, McKechnie, & Hartley, 2014; Zainuddin, 2011). For example, based on Smith and Colgate's work (2007), Tynan, McKechnie, and Chhuon's (2010) study develops five types of co-created value with luxury brands. Their classification includes (1) hedonic value related to aesthetic and pleasurable experience raised from engaging in co-creative consumptions of luxury products; (2) experiential-

relational value due to the positive effect extracted from customer-firm interaction during the co-creation process (Fournier, 1998; Grönroos, 2006 ; Veloutsou and Moutinho, 2009); (3) others-directed and self-directed expressive values with relation to both social and personal identity (Vickers & Renand, 2003); (4) functional value represented by quality excellence and craftsmanship; and (5) cost value. Biggemann, Williams, and Kro (2014) find that sustainability is achieved through increased stakeholder participation and value co-creation. Whereas the value manifestations from their qualitative results are found to be consistent with the Smith and Colgate's framework (2007) including functional, hedonic, symbolic, and cost values. Furthermore, co-created values are interpreted in how individual customers make sense of their participation in a car driving experience in terms of the categories of value proposed by Smith and Colgate (Tynan, McKechnie, & Hartley, 2014). Based on a thorough review of customer values in SE, particularly in peer-to-peer accommodation, it is commonly accepted that cost, experiential, and functional values are three most prominently perceived values among tourists who use peer-to-peer accommodation (Guttentag, 2015; Henning-Thurau, Henning, & Sattler, 2007; Hamari et al., 2015; Hawlitschek, Teubner, & Gimpel, 2016; Javaid, 2016; Möhlmann, 2015; Tussyadiah & Pesonen, 2016; Zervas, Proserpio, & Byers, 2014). Therefore, the following discussion provides such details about existing literatures on customer values in peer-to-peer accommodation.

2.8.2 Customer Values in Peer-to-Peer Accommodation

While being empirically tested in exploring co-created values, the “cost – experiential – functional – expressive” value framework also conceptually relates to customer values being discussed in both literatures of general SE and peer-to-peer

accommodation. First of all, cost is considered to be a major factor in accommodation choices (Chu & Choi, 2000; Dolnicar & Otter, 2003; Lockyer, 2005a, 2005b). Indeed, Nicolau (2011a) states that price is one of the most influential factors for customers to make travel-related decisions. Therefore, one of the dominant driving force for people to choose peer-to-peer accommodation over hotels is its relatively low costs (Guttentag, 2015; Javaid, 2016). The competitive price of peer-to-peer accommodation can be attributed to its covered fixed costs, no or minimal labor costs, non-regulated/no tax costs and partially dependent owners (i.e., hosts do not fully depend on revenues from renting out their properties) (Lieber, 2011). Similarly, Hamari, Sjöklint, and Ukkonen (2015) indicate that economic benefits, interpreted as “saving money”, are a strong motivator of customers’ intentions to participate in SE. Likewise, cost saving is found to be an important determinant of customer satisfaction and likelihood of engaging in SE again in both contexts of car sharing services and peer-to-peer accommodation (Forno & Garibaldi, 2015; Möhlmann, 2015). The economic value described in SE literature corresponds to cost/sacrifice value demonstrated in Smith and Colgate’s framework (2007). As Smith and Colgate (2007, p. 13) indicate, “to try to maximize, or at least realize value benefits, consumers and customers try to minimize the costs and other sacrifices that may be involved in the purchase, ownership, and use of a product”, and economic costs are one of the most concerned sacrifice value by consumers (Ulaga, 2003; Walter, Müller, Helfert, & Ritter, 2003; Woodall, 2003). Therefore, the first proposed customer value in peer-to-peer accommodation is cost value.

Secondly, experiential value refers to the extent to which a product or service creates appropriate experiences, feelings, and emotions for the customer (Smith &

Colgate, 2007; Tynan et al., 2010). Experiential value is considered to be a multi-facets value construct which may consist of sensory value, emotional value, social-relational value, and epistemic value (Smith & Colgate, 2007). Based on previous applications of experiential value in co-creation literature discussed above (Biggemann et al., 2009; Pilgrimene et al., 2015; Tynan et al., 2010; Tynan et al., 2014; Zainuddin, 2011) as well as customer values in SE/peer-to-peer accommodation, the most relevant values used in the current research are the perceived benefits of enjoyment or pleasant feelings and social benefits. In the current study, the former value is called experiential value and latter one is called social value.

On one hand, customers may participate in collaborative consumption simply because it is pleasurable and can provide fun and meaningful experiences (Hamari et al., 2015; Hawlitschek, Teubner, & Gimpel, 2016). Therefore, enjoyment plays an essential role in forming positive attitudes and use intentions toward SE (Hamari et al., 2015). Pleasant emotions have also been regarded as an important evaluative factor for customer satisfaction in other sharing-related activities, such as information system use (Van der Heijden, 2004), and online information sharing (Nov, 2007; Nov et al., 2010). Furthermore, Satama (2014) finds that adopter of Airbnb are willing to exchange regulation and safety concerns for increased price value as well as increased perceived fun.

On the other hand, social values are well demonstrated by researchers in investigating SE and peer-to-peer accommodation. Social benefits include community belongingness, familiarity, and trust, which positively affect customer satisfaction with a sharing option and likelihood of choosing a sharing option again in future (Möhlmann,

2015). Particularly, level of trust towards strangers among people who had used shared accommodations is found to be higher than that of general population, as one is expected to trust and feel connected to a “generalized other” in order to be comfortable to share spaces together (Forno & Garibaldi, 2015). Social benefits also include opportunities to experience authentic local life and to interact with local residents (Forno & Garibaldi, 2015). Participating in collaborative consumption allows people to develop and keep social relationships (Tussyadiah & Pesonen, 2016). Particularly, by choosing peer-to-peer accommodation, tourists can get access to opportunities of directly interacting with hosts (i.e., local residents) and connecting with local communities (Guttentag, 2013). Thus, peer-to-peer accommodation attracts tourists with its social benefits as it provides unique local experiences. Jung and colleagues (2016) find that human relationship, rather than accommodation, acts as the primary shared asset and the primary satisfaction feature for Couchsurfing users (Jung, Yoon, Kim, Park, Lee, & Lee, 2016). Javaid’s (2016) study reveals that guests with different levels of expectation on their sharing accommodation experience hold different values. Low expectation guests view Airbnb mainly as an opportunity to save costs (i.e., costs), whereas high expectation guests go beyond the financial aspect towards social oriented benefits.

Thirdly, functional benefits also have positive effects on use intention of sharing service (Möhlmann, 2015; Henning-Thurau et al., 2007), as human beings are self-interested individuals who are always seeking to maximize utility (Olson, 1965; Hardin, 1968; Rapoport & Chammah, 1970). Functional value, as described by Smith and Colgate (2007, p. 10), is “concerned with the extent to which a product (good or service) has desired characteristics, is useful, or performs a desired function”. According to

Mansfeld (1992), potential tourists are always influenced by both utilitarian and emotional elements. In SE, Möhlmann's study (2015) reveals that the satisfaction and the likelihood of choosing a sharing option again are predominantly explained by users' self-benefit such as utility, trust, cost savings, and familiarity. Likewise, Henning-Thurau et al. (2007) find utility to be a significant factor for customers to share information online. Additionally, tourists tend to book on Airbnb because of its website's easy navigation and rich functions which allow guests to analyze and find their accommodation by using the comprehensive filter options (Airbnb, 2015b; Javaid, 2016). Furthermore, vacation rental homes have functional features over hotels such as a wider range of home facilities, or larger spaces if an entire property is rented, thus providing superior utilitarian value for guests (Zervas et al., 2014). Therefore, the third proposed customer value in peer-to-peer accommodation is functional value. Details are presented in Table 2.3.

Table 2.3 Summary of Customer Values in Peer-to-peer Accommodation

Customers values	Definition by Smith & Colgate (2007)	Rationale to use them in the context of peer-to-peer accommodation
Cost value	The degree to which customers are able to minimize transactional costs involved in the purchase, ownership, and use of a product or service.	One of the dominant reasons for people to choose peer-to-peer accommodation over hotels is its "cost saving" benefit.
Experiential value	The extent to which a product or service creates appropriate experiences, feelings, and emotions for the customer.	Enjoyment and social experience are most valued outcomes of choosing peer-to-peer accommodation, as living in a shared space and interacting with locals are both fun and socially rewarding.
Social Value	The extent to which a product a service creates social belongingness and community connectedness	
Functional value	The degree to which a product or service has desired characteristics, is useful, or performs a desired function.	People choose peer-to-peer accommodation because its functional benefits such as comprehensive website filter options to meet personal needs, larger space, and a complete set of home facilities.

2.9 CO-CREATION EXPERIENCE AND CUSTOMER VALUES IN PEER-TO-PEER ACCOMMODATION

2.9.1 Co-creation Experience and Sharing Economy

As discussed above, the S-D logic contradicts with the G-D logic's perspective of the separated relationship between customers and service providers, and merges the two parties together (Vargo & Lusch, 2004; 2006; 2008b). Value therefore is no longer independently created by service providers and directly delivered from service providers to customers. Rather, value is co-created and customers take great responsibilities of constructing and determining their own experiences. Meanwhile, being defined as peer-to-peer based activities of obtaining, giving, or sharing of goods and services in coordinated community-based online services, collaborative consumption pertains to the nature of value co-creation and is also about "togetherness" rather than "separation". Because value creation of any economic transaction in SE depends on collective efforts from all parties engaged in the shared network. Most recently, researchers who focus on S-D logic and value co-creation have called for the significant need to examine new types of service experience emerging in the SE which generate inherently co-created experiences (Jaakkola, Helkkula, & Aarikka-Stenroos, 2015). Particularly, researchers have called for future work to emphasize the experiential or psychological aspect of customers, partial employees (i.e., hosts), and other actors in SE co-creation (Jaakkola, et al., 2015). At the same time, SE scholars have realized that S-D logic and value co-creation may theoretically explain the growing popularity of sharing-economy businesses (Heo, 2016).

The conceptual link between co-creation experience and sharing economy can be further analyzed in three perspectives: the role of customer, the importance of interaction, and how value is created. Firstly, customer as an essential role has been emphasized in both co-creation experience and collaborative consumption. According to Vargo et al. (2008), value only occurs when a customer makes use of a product or experiences a service, in the context of his or her own life. Therefore, value is co-created and determined by the customer's subjective evaluation of the service experience (Grönroos, 2011; Grönroos, 2013). Meanwhile, the SE business model allows customers to actively act as resource integrators and facilitators by empowering their efforts and inputs in transaction process and consumption experience (Heo, 2016; Matofska, 2014). For example, people who use peer-to-peer accommodation instead of hotels may have to take the role of partial employees to do value creation activities such as housekeeping and meal preparation.

Secondly, interaction stands as a key characteristic in both co-creation experience and sharing economy. S-D logic highlights the importance of interaction between consumers and service providers, as this is a strong enabler of co-creation of value (Vargo & Lusch, 2008). Concurrently, People like to participate in collaborative consumption because they want to exchange value by interacting with hosts, as today's consumers enjoy being active partners in value creation. Social interaction is one of the key drivers that motivate customers to engage in shared consumption (e.g., Tussyadiah, 2015). Consequently, in sharing economy, value is co-created rather than created and delivered by one party because of its interactive nature and central of customer. Take peer-to-peer accommodation for instance, value creation task is proportionately

distributed among different actors in the shared network including guests, hosts, the company, and guest community (Fraiberger & Sundararajan, 2015).

In summary, it is important and urgent to explore co-creation experience in sharing economy as SE experience is inherently considered to be co-created. Associating previously discussed customer values in peer-to-peer accommodation, the next section demonstrates the nomological network proposed by current study, specifically focusing on the rationale of why and how co-creation experience influence cost, experiential and functional values in peer-to-peer accommodation.

2.9.2 Co-creation Experience and Customer Values in Peer-to-Peer Accommodation

This section explores the scientific relationships between co-creation experience and customer values in peer-to-peer accommodation as part of the nomological framework. As indicated by Zikmund, Babin, and Carr (2013), both research proposition and hypothesis can be used to formulate a possible answer to a specific scientific inquiry. In particular, research proposition deals with the connection between complicated concepts for which no empirical test is currently available (Bailey, 2008). Because of the exploratory and multi-dimensional nature of the construct of co-creation experience, research propositions are proposed instead of hypotheses in order to demonstrate the potential theoretical relationships.

According to Smith and Colgate (2007), customer cost value refers to the extent to which customers are able to minimize transactional costs involved in the purchase, ownership, and use of a product or service. Collaborative consumption is a consuming model in which economic costs are minimized through customers' active resource integrations and sharing (Guttentag, 2015). Likewise, human beings are always trying to

minimize control factors in performing specific behaviors or completing particular tasks (Ajzen & Fishbein, 1980). These factors can include both internal control attributes such as personal deficiencies, skills, abilities or emotions, and external constraints such as costs, time, lack of information, and lack of opportunities (Conner & Armitage, 1998). Economic cost is one of the most influential control factors for tourists (Blazey, 1987; Coughlan, 1997; Davies & Prentice, 1995; Golledge & Stimson, 1987; Haukeland, 1990; Hudson & Gilbert, 1998). Similarly, cost-related barrier is found to be ranked as the most widely and intensely experienced travel constraint (Hinch & Jackson 2000). In order to overcome economic constraint, customers demand for consumption experience in which they are able to freely select and determine the choices of the products or service with the right prices they are willing to pay. Co-creation experience offers such experience, especially with its controlled, personalized and autonomous feelings. Co-creation experience allows control factors including cost to be passed off to customers (Fish & Smith, 2011).

Furthermore, the positive effect of co-creation experience on people's need for cost-saving can be supported by the literature of the psychology of saving, in which one important factor, self-control, has been long-acknowledged as theoretically significant in forming saving intention (e.g., Canova, Rattazzi, & Webley, 2005; Laibson, Repetto, Tobacman, Hall, Gale, & Akerlof, 1998; Lunt & Livingstone, 1991; Rha, Montalto, & Hanna, 2006; Wärneryd, 1989). Serving as the theoretical foundation of controlled, personalized and autonomous co-creation experiences, self-efficacy refers to people's beliefs about their abilities to implement control over their own level of functioning and over the influences of external events (Bandura, 1991). Self-control, in the meantime, is

the actual psychological and behavioral efforts exerted by human self to control any of their own inner states or responses (Vohs & Baumeister, 2004). Therefore, Bandura (1997) refers self-efficacy as the mental exercise of self-control. Consequently, the conceptual link between self-control and saving supports the positive effect of controlled, personalized, and autonomous co-creation experience on customer cost value in peer-to-peer accommodation. In other words, the degree to which people can minimize the economic cost can be increased if co-creative environment is provided and co-creation experience is generated.

Additionally, literatures have documented that personalized experience provides opportunities for cost-saving. Piller, Moeslein and Stotko (2004) argue that customization can be the source of cost-saving and cost-efficiency potentials along the value chain for firms as it allows firms to (1) postpone some activities until an order is placed, (2) provide more precise information about customers, and (3) increase loyalty by directly interacting with each customer. Consequently, firms are willing and able to lower the price if customization and personalization is realized in the value creation process (Piller et al., 2004). As discussed above, co-creation experience is holds the essence of personalization as it emphasizes customers' inputs in constructing their own unique experiences based on specific needs and wants (Prahalad & Ramaswamy, 2004b). In summary, the first research proposition in the nomological framework is proposed as follows:

Research Proposition 1: Co-creation experience positively influences customer cost value in peer-to-peer accommodation.

As discussed above, customer experiential value in peer-to-peer accommodation includes both social-relational value and emotional value. Co-creation creates both aspects of experiential value, particularly with its authentic, connected, and learning experiences. Botsman and Rogers (2010) discuss a transformation in recent years in which today's generation actively seeks to connect with like-minded people in online and offline communities, which enable them to co-create value in collaborative consumption. The emerging role of collective co-production and community belongingness has also been emphasized in recent research on co-creative consumption behavior (Närvänen, Kartastenpää, & Kuusela, 2013; Peters, Bodkin, & Fitzgerald, 2012). Community enrollment or the desire to be part of a social group or community is contented to be a principle factor of participating in co-creation and collaborative consumption (Ostrom, 1990; Nelson and Rademacher, 2009; Galbreth, Ghosh, & Shor, 2012). Similarly, Albinsson and Perera (2012) argue that customers make use of community gatherings with the purpose to share knowledge and goods for ideological and practical reasons. Psychologically, a sense of belonging in the co-creation process also acts as a determinant of those who engage in sharing activities (Albinsson & Perera, 2012). In summary, co-creation experience facilitates social-relational value in peer-to-peer accommodation.

Additionally, individuals tend to enjoy performing participative tasks since such activities are considered to be intrinsically self-motivating, involving and interesting (Csikszentmihalyi, 1975; Füller et al., 2011). In the process of developing creative solutions, co-creators are likely to derive high play value from it by learning and practicing, and therefore regard the experience to be fun and innately enjoyable

(Amabile, 1993; Mathwick & Rigdon, 2004). Furthermore, they may be willing to gain such status of pleasure again by re-experiencing co-creation (Csikszentmihalyi, 1990). As a results, it is argued that intrinsically enjoyable experience leads to increased pleasure value, as well as persistence and interest in participating in co-creation again in future (Füller et al., 2011). Furthermore, Roberts and colleagues find that hedonic reasons such as fun, interest, escapism and passion motivates customers to engage in co-creation (Roberts, Hughes, & Kerbo, 2014). In terms of the learning experience involved in co-creation, people generally enjoy cognitive tasks and thus can generate pleasant feelings from it. Taking the context of virtual co-creation for example, Hoffmand and Novak (2007) find that pleasurable experience can be generated for participants from online cognitive activities such as surfing, conducting Internet searches, or interacting with people in chat rooms. Based on the above discussion, the second research proposition in the nomological framework is proposed as follows:

Research Proposition 2: Co-creation experience positively influences customer experiential value in peer-to-peer accommodation.

Research Proposition 3: Co-creation experience positively influences customer social vale in peer-to-peer accommodation.

Customer functional value in peer-to-peer accommodation refers to the degree to which the shared accommodation experience has desired characteristics, is useful, or performs a desired function or functions. The theoretical link between co-creation experience and functional value is rooted in the concept “value-in-use”. The S-D logic claims that value means value-in-use, which cannot be attained until the customer use the product or service, and of which the customer is always a co-creator (Vargo & Lusch,

2004; Vargo & Lusch, 2008b). Therefore, co-creation experience emphasizes the usage of products or services to produce value. In other words, utilitarian or functional value is crucial for customers who engage in co-creation.

Furthermore, Füller (2010) finds that customers participating in virtual co-creation activities are motivated by its utilitarian benefits from online interactions. A recent study also reveals that both increased utilitarian and hedonic value serve as the goal of co-creation of service recovery (Park & Ha, 2016). Specifically, utilitarian value of co-creation of service recovery depends on a customer's assessment of how efficient and useful collaborative recovery can be in achieving the customer's goal (Park & Ha, 2016). In the setting of luxury shopping, Tynan et al. (2010) indicate that value of obtaining luxury products is co-created by both customers and brands. Consequently, one of the co-created value suggested is functional value which refers the perceived quality excellence and craftsmanship attained in luxury products. Moreover, guests tend to use peer-to-peer accommodation because of utility factors such as convenient location, large space, wide range of amenities, and authentic local information provided through interacting with hosts (Zervas et al., 2014). In sum, the third research proposition in the nomological framework is proposed as follows:

Research Proposition 4: Co-creation experience positively influences customer functional value in peer-to-peer accommodation.

2.10 CO-CREATION EXPERIENCE, SATISFACTION AND INTENTION

2.10.1 Co-creation Experience and Satisfaction

Satisfaction is an important concept in tourism and hospitality (e.g, Meng, Tepanon, & Uysal, 2008; Meng, Sirakaya-Turk, Altintas, 2012; Oliver, 1980; Prayag &

Ryan, 2012). Traditionally, customer satisfaction is considered to be a results of customer's comparison between expectation and performance. This view is based upon the theoretical grounding of confirmation-disconfirmation paradigm (Oliver, 1977). Based on previous literature, customer satisfaction can be a results of service quality, company/brand/destination image, motivation, or customer value (e.g., Andreassen & Lindestad, 1998; Oh, 1999; Ryu, Han, & Kim, 2008; Yoon & Uysal, 2005). At the same time, customer satisfaction is essential in influencing positive post-experience behavior or behavioral intention in tourism and hospitality industry (e.g., Chen & Chen, 2010; Chi & Gursoy, 2009). Particularly, customer loyalty, positive word-of-mouth, or future intention of repeat visitation may be evoked, resulting in enhanced customer retention and increased sales and profits (Fornell, 1992; Halstead and Page, 1992; Gundersen et al., 1996; Su, 2004). Past literature has considered customer satisfaction in two types: transactional satisfaction refers to the post-consumption evaluative judgment of a specific purchase occasion (Hunt, 1977; Oliver, 1980; Oliver, 1993); while cumulative satisfaction is defined as an overall evaluation based on the total experience (Fornell, 1992; Johnson & Fornell, 1991). Because the purpose of the current study is to assess the post-experience effects of co-creation process, this research follows the conceptualization of customer satisfaction in a collaborative consumption study, and defines satisfaction as post-consumption evaluative judgment of peer-to-peer accommodation services that leads to overall response of the experience (Tussyadiah, 2016).

Besides the influencing factors of satisfaction mentioned above, recent studies in S-D logic and value co-creation have started to show the positive effect of co-creation on customer satisfaction. The theoretical foundation of the positive relationship may be

attributed to the social identity theory (Tajfel, 1982; Tajfel & Turner, 1979), as being a customer of a company can enhance one's perception of belongingness to the company, which in turn reflects on customer satisfaction and loyalty with the company (Bhattachary & Sen, 2003). Co-creation activities reinforce such feelings of belongingness (Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, Verhoef, 2010), since customers become "partial employees" in co-creation process. Therefore, the positive effect of co-creation on customer satisfaction is supported.

Similarly, Bitner, Franda, Hubbert, and Zeithmal (1997) indicate that customer plays an important role in creating service outcome, which in turn increase satisfaction with the service outcome. Grissenmann and Stokburger-Sauer (2012) find that tourists' degree of co-creation, described as being actively involved in the packaging and arrangement of vacation trips, positively affects their satisfaction with the travel agency. Likewise, researchers indicate that tourist satisfaction with service recovery may results from greater participation in co-creation of service recovery (Dong, Evans, & Zou; Lee, 2012). For example, Dong et al.'s study (2008) reveals that, when customers actively participate in service recovery process, they tend to exert higher levels of perceived value of future co-creation, satisfaction with service recovery, and intention to engage in co-creation activities again in future. A series of scenario-based experiments are conducted to compare the effects of co-creation and that of financial compensation on customer satisfaction (Roggeveen, Tsiros, & Grewal, 2012). The study shows that, compared to compensation, co-creation opportunities offer a cost-efficient strategy for companies in dealing with customer satisfaction in service recovery. Moreover, such impacts extend to repurchase intentions. Furthermore, Mathis, Kim, Uysal, Sirgy, and Prebensen (2016)

have examined possible outcome variables of co-creation experience. Their study find co-creation experience in the context of tourism positively influences tourist satisfaction with vacation experience and loyalty to service provider. Similarly, by applying Yi and Gong's (2013) customer co-creation behavior measure, Vega-Vazquez and colleagues find co-creation behavior significantly and positively impact customer satisfaction in general contexts of service experience such as personal care, hairdressing, beauty salon, or gyms (Vega-Vazquez, Ángeles Revilla-Camacho, & J. Cossío-Silva, 2013). Based on the above discussion, the following research proposition is proposed:

Research Proposition 5: Co-creation experience positively influences customer satisfaction of overall peer-to-peer accommodation experience.

2.10.2 Customer Values and Satisfaction

The strong relationship between perceived customer value and customer satisfaction has long been documented in the literature (e.g., Eggert & Ulaga, 2002; Kuo, Wu, & Deng, 2009; Lam, Shankar, Erramilli, & Murthy, 2004; Oh, 1999; Woodruff, 1997). Woodruff and Gardial (1996) argue that the concept of customer value is related to, but different from, the concept of customer satisfaction. Both concepts describe evaluations and judgments of products or services related to their use situations. Indeed, enhanced positive customer value may lead directly to the formation of overall satisfactory feelings (Churchill & Surprenant, 1982). While customer satisfaction is basically an affective and evaluative response, perceived customer value is theoretically regarded as a cognitive-oriented construct capturing the discrepancy of benefit and sacrifice (Oliver 1993). Yet researchers have acknowledged the effect of cognitive perception on affective responses, indicating customer value assessment influence

satisfaction (Winer, 1986). Moreover, the service management literature has realized that customer satisfaction is the results of a customer's perception of the value achieved in a transaction or relationship (Heskett & Schlesinger, 1994). Specifically, Spiteri and Dion (2004) conceptualized customer value in general consumer context into sacrifice value (i.e., cost value), product value (i.e., functional value), and relationship value. The authors find that, being mediated by overall customer value, all three values positively influence overall buyer satisfaction.

In the context of peer-to-peer accommodation, Tussyadiah (2016) identifies three customer value factors in forming guest satisfaction in evaluating overall peer-to-peer accommodation experience. They are enjoyment derived from both hedonic and social experience, monetary benefits (value), and accommodation amenities, which are consistent with the value framework discussed in the current (i.e., experiential value, cost value, and functional value). In summary, the next research proposition in the nomoglogical framework of the current study is:

Research Proposition 6: Customer values in peer-to-peer accommodation positively influence customer satisfaction of overall peer-to-peer accommodation experience.

Research Proposition 6a: Customer cost value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.

Research Proposition 6b: Customer experiential value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.

Research Proposition 6c: Customer social value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.

Research Proposition 6d: Customer functional value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.

2.10.3 Satisfaction and Future Usage Intention

The last proposed theoretical relationship in the nomological framework is the positive effect of customer satisfaction of overall peer-to-peer accommodation experience on customers' intention of future usage. Literatures of marketing and management as well as tourism and hospitality have documented strong evidence of the positive influence of customer satisfaction on re-purchase intention (e.g., Countas & Countas, 2007; Hosany & Witham, 2010; Hosany & Prayag, 2013; Kim, Ng, & Kim, 2009; Morrison, 2008; Whittaker, Ledden, & Kalafatis, 2007). Specifically, in the context of co-creation experience, Dong et al. (2008) indicate that customers who participate in co-creation are more likely to report satisfaction of their service experience, which in turn can influence their intention to co-create value in future. Similarly, because co-creation allows customers to shape or personalize the content of their own experience, the satisfaction and re-engagement intention is consequently increased (Roggeveen et al., 2012). See-To and Ho's study (2014) reveals that value co-creation in social network sites positively affects repurchase intention. Furthermore, in the context of tourism, Grisseman and Stokburger-Sauer (2012) find customer's degree of co-creation

influences their satisfaction with company performance, which relate to customer loyalty and re-purchase intention.

Meanwhile, researchers in collaborative consumption have also reported the positive relationship between customer satisfaction with the shared experience and their intention of future usage. For example, Möhlmann (2015) find that satisfaction with a sharing option (i.e., car sharing and Airbnb) positively influences customers' likelihood of choosing a sharing option again. Similarly, people's intention to use peer-to-peer accommodation again is positively influenced by their satisfaction with the peer-to-peer accommodation experience (Tussyadiah, 2016). Guttentag's study (2015) in examining the emergence and increased popularity of Airbnb indicates that user's overall evaluation of the Airbnb experience can positively affect their re-adoption of the experience in different destinations. Consequently, the final research proposition is stated as follows:

Research Proposition 7: Customer satisfaction of overall peer-to-peer accommodation experience positively influences customer intention of future usage of peer-to-peer accommodation.

2.10.4 Summary of the nomological model

To summarize section 2.7 to 2.10, the nomological framework of the current study includes the following research propositions represented in Table 4. Furthermore, Figure 3 visually demonstrates the nomological model including all the relationships discussion above.

Table 2.4 Proposed Research Propositions

Research Proposition	Statement
Research Proposition 1	Co-creation experience positively influences customer cost value in peer-to-peer accommodation.

Research Proposition 2	Co-creation experience positively influences customer experiential value in peer-to-peer accommodation.
Research Proposition 3	Co-creation experience positively influences customer social value in peer-to-peer accommodation.
Research Proposition 4	Co-creation experience positively influences customer functional value in peer-to-peer accommodation.
Research Proposition 5	Co-creation experience positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 6	Customer values in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 6a	Customer cost value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 6b	Customer experiential value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 6c	Customer social value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 6d	Customer functional value in peer-to-peer accommodation positively influences customer satisfaction of overall peer-to-peer accommodation experience.
Research Proposition 7	Customer satisfaction of overall peer-to-peer accommodation experience positively influences customer intention of future usage of peer-to-peer accommodation.

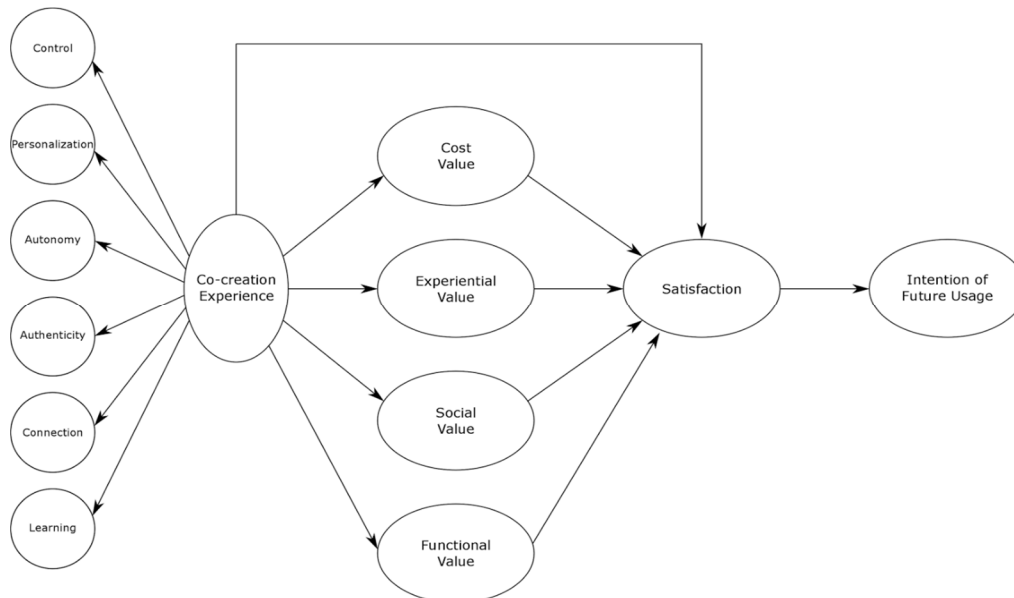


Figure 2.2 Proposed Research Model

CHAPTER 3

METHODOLOGY

3.1 DESIGN OF THE STUDY

In order to address the research objectives and questions identified in Chapter 1, the current study employed a mixed-method approach with both qualitative and quantitative research methods to investigate the nature of co-creation experience and its theoretical relationships with other constructs. Mixed-method approach is defined as “the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study” (Johnson & Onwuegbuzie, 2004, p. 17). Using mixed-method is particularly effective for scale development studies, as results from the qualitative inquiry can inform, strengthen and provide additional valuable insights in the early stages of construct conceptualization and item generation (Gerbing & Anderson, 1988; Churchill, 1979; Hikins, 1995). Similarly, Netemeyer, Bearden, and Sharma (2003) in their work of scaling procedures indicate that besides theoretical consultation, the population of the research interest can offer insights into what the construct might be and how to measure it. Researchers can achieve such insights through qualitative interviews with members of the population.

More specifically, this study employed an exploratory sequential mixed method, which is usually used to develop and assess a new construct and its relationships with several nomological variables in a proposed research model (Creswell, 2013). An exploratory sequential mixed method is a research design in which the researcher starts

by exploring with qualitative results and then uses the qualitative findings in the follow-up quantitative phase (Creswell, 2013). Figure 3.1 presents a flow chart detailing the process of the research design. Particularly, qualitative and quantitative methods are integrated with each other, in which the qualitative results are used to inform or build to the conceptualization of co-creation experience and to generate part of the quantitative survey items.

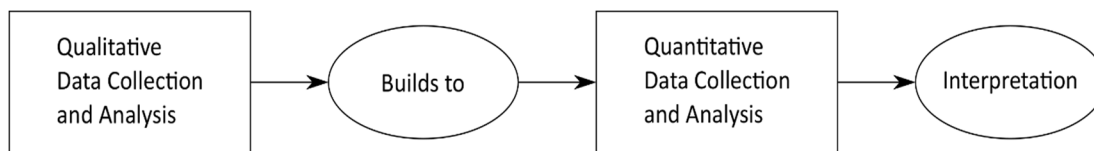


Figure 3.1 Exploratory Sequential Mixed Methods (Creswell, 2013)

Directed by the exploratory sequential mixed methods, the present study was divided into two separate phases, scale development (Phase 1) and model testing (Phase 2). In Phase 1, In-depth qualitative interviews were first conducted with the purpose to understand and extract potential themes of co-creation experience. The results of the in-depth interviews were further utilized to advise the identification of conceptual domains and to perfect measurement items in the scale development process. With the items generated from the literature review as well as qualitative results, an initial item pool was established. The initial item pool was then filtered and refined through the evaluation of measurement items with several rounds expert review and pilot test. Phase 2 dealt with the quantitative survey of the online panel, the results of which were used to test the proposed structure model. The specific steps and procedures of the methodology are demonstrated in Figure 3.2.

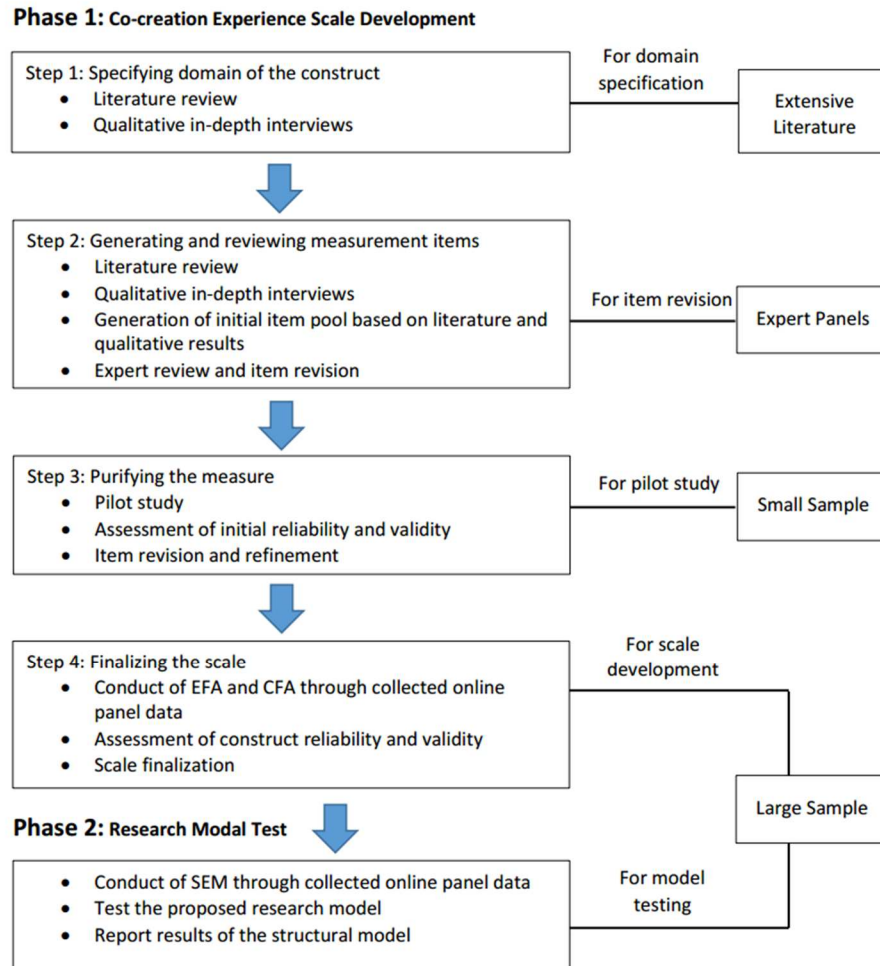


Figure 3.2. Procedures of the Study Methodology

3.2 PHASE 1: CO-CREATION EXPERIENCE SCALE DEVELOPMENT

In developing a measurement scale for co-creation experience, a multi-staged scale development process was conducted. For guidance of this multi-staged process, Churchill's (1979) steps of developing measures of marketing construct, along with Netemeyer, Bearden, and Sharma's (2003) scaling procedures for measures of latent social-psychological constructs were utilized. Churchill's scale development guideline has been widely consulted in developing tourism and hospitality related scales (e.g.,

Getty & Getty, 2003; Lankford & Howard, 1994; Choi & Sirakaya, 2005), especially perception or experience related scales from the consumer perspective (e.g., Echtner & Ritchie, 1993; Kim, Ritchie, & McCormick, 2012; Sanchez, Callarisa, Rodriguez, & Moliner, 2006). Meanwhile, Netemeyer et al.'s (2003) scaling protocol focuses particularly on measuring latent perceptual social-psychological constructs (So, 2013). It is therefore considered to be appropriate for the current study, because the measurement of co-creation experience incorporates guests' psychological feeling associated with an experience. Accordingly, the following sections discuss the stages of developing co-creation experience scale in a sequential order: specifying domain of the construct, generating and reviewing measurement items, purifying the measure, and finalizing the scale.

3.2.1 Specifying Domain of the Construct

Specifying domain of the construct is the first step in scale development. As Churchill (1979) suggests, the researcher must be exacting in the conceptual specification of the construct as to reflect what is (and what is not) to be included in the domain, and the researcher can achieve so by consulting literature and theories. Therefore, an extensive literature review on the relevant topical areas (e.g., value co-creation, S-D logic) in both fields of marketing and management as well as tourism and hospitality was conducted to identify construct domains of co-creation experience. Concurrently, a series of qualitative in-depth interviews with population of interest were conducted to inform and strengthen domain specification. As recommended by Netemeyer et al. (2003), a helpful way to enhance the accuracy and comprehensiveness of construct domain is to achieve insights from the population of the research interest. Many scale development

studies in both marketing and tourism and hospitality have also adopted this step during the stage of domain specification (e.g., Bearden, Hardesty, & Rose, 2001; Kim, 2009). The detailed methodology of the qualitative in-depth interview is discussed in section 3.3 “In-depth Interviews”.

The domain of co-creation experience was specified as control, personalization, autonomy, authenticity, connection, and learning. Table 2 in Section 2.6.7 shows the identified domains and its corresponding theoretical foundation and key literatures in value co-creation studies. For the convenience of reading, Table 2.2 is presented as below again.

Table 2.2 Potential Dimensions of Co-creation Experience

Dimension	Conceptual Definition	Theoretical Foundation	Key Literatures in Co-creation
Control	The degree of competence, power, or mastery a guest has over an experience specification and realization.	Self-efficacy (Bandura, 1977)	Chandran & Morwitz, 2005; Christodoulides et al., 2012; Fisher & Smith, 2011; Füller et al., 2009; Liu & Shrum, 2002
Personalization	The extent to which an experience is selected and designed for a guest based on the need/preference/interest of the guest.	Self-efficacy (Bandura, 1977); Self-identity (Giddens, 1991)	Buhalis & Foerste, 2015; Minkiewicz et al., 2010; Neuhofer et al., 2015; Prahalad & Ramaswamy, 2004b;
Autonomy	The degree of independence and freedom a guest has in the process of experience specification and realization.	Self-determination theory (Deci & Ryan, 1980)	Dahl and Moreau, 2007; Füller et al., 2011; Piller et al., 2011; Polese et al., 2011
Authenticity	A state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them.	Existential authenticity in tourism experience (Wang, 1999); Self-determination theory (Deci & Ryan, 1980)	Collins et al., 2011; Dijk et al., 2014; Fisher & Smith, 2011; Vargo & Lusch, 2014
Connection	The degree to which a guest has access to the host and social relationships with actors involved	Self-determination theory (Deci & Ryan, 1980)	Nambisan & Baron, 2009; Prahalad & Ramaswamy, 2004a; Randall et al., 2011;

	in the experience.		Roberts et al., 2014; Xie et al., 2008
Learning	The degree to which a guest acquires or improves knowledge or skills through participative activities.	Active Learning Theory (Bonwell & Eison, 1991); Experiential Learning Theory (Kolb (1974)	Dong et al., 2008; Grönroos, & Raval, 2011; Komulainen, 2014; Payne et al., 2008

3.2.2 Generating and Reviewing Measurement Items

Creating and evaluating a pool of items from which the co-creation experience scale is developed is the second step of scale development. Initially, the extensive literature review generated 61 items and the qualitative in-depth interview produced 20 items. Totally, the developed initial item pool included 81 items (See Appendix A). As the primary goal of this step was to develop a sufficient item pool to improve the comprehensiveness of each underlying dimension of co-creation experience, the importance of content validity and face validity need to be stressed. By checking *content validity*, the researcher can improve the degree to which the items of a measurement scale reflect the conceptual areas encompassed by the target construct (Churchill, 1979; Devellis, 2012; Hinkin, 1995; Netemeyer et al., 2003). By controlling *face validity*, the researcher can improve the communication with the respondents by increasing ease of reading and wording appropriateness (Churchill, 1979; Netemeyer et al., 2003). Therefore, three rounds of expert review were conducted in this step to achieve satisfactory content and face validity.

Firstly, the initial 81 scale items were subject to an expert review by two language specialists in the field of English writing to assess the clarity, ease of use, and appropriateness of items. The evaluation process is qualitative-oriented as the researcher conducted one-to-one interview with each expert to record their verbalized comments on

the items (Netemeyer et al., 2003). After that, item wordings were modified and 18 were identified as potential items for deletion due to their less clarity, ease of use, and wording appropriateness.

Secondly, the 81-item pool was reviewed by a panel composed of eight participants representing population of the research interests. As suggested by both Churchill (1979) and Netemeyer et al. (2003), using judges from target population during the stage of expert review can enhance content and face validity as well as adding particular insights to the item pool. All of the participants had at least used peer-to-peer accommodation (e.g. Airbnb) once and was the primary trip planner, which means that they had experience of co-creating their peer-to-peer accommodation experience.

Definitions of co-creation experience and peer-to-peer accommodation were demonstrated at the beginning of the review document. After reading the definition, the participants were asked to indicate if they understand what “co-creation experience” and “peer-to-peer accommodation” means. All of the eight participants reported that they understood both definitions by choosing the answer category of “Yes”. Next, the eight judges were asked to read the definitions of each constructs (i.e., control, personalization, autonomy, authenticity, connection, learning). After that, they were requested to read a list of randomized items and then assign each item to the one dimension that they think can best represent the item. Space was also provided for the judges to write additional comments. Appendix B presents the second-round expert review document. In assessing the results, items with consistent assignment among all the eight participants were retained. This procedure reduced the initial 81 items into 46 items. The 18 items that were suggested for deletion by the first-round reviewers (i.e., language experts) due to

their wording issues were all included in the deleted items in round two. Furthermore, based on the additional comments, the wording of several items was modified.

Thirdly, the processed items after the second round were then undergone a third-round review, with the purpose to enhance content validity of scale items within constructs. The third-round expert review panel comprised five tourism and hospitality faculty members who had expertise in related areas and were familiar with scale development. Definition of each construct was provided at the beginning and the scholars were asked to rate to what extent each item represent the corresponding construct on a three-point liker scale (i.e. not representative, somewhat representative, or clearly representative). Similarly, space was provided at the end for the scholars to provide additional comments. Appendix C presents the details of the third-round expert review. The results showed that thirteen (13) items were deleted as the majority of the experts indicated that these items were “not representative”. For the rest of the items (33 items), the majority of the experts indicated the item was either “clearly” or “somewhat” representative of the definition. Moreover, three additional items were included based on the panel’s comments. In summary, the third-round expert review reduced the refined item pool from 46 to 36 items, with each dimension having 6 items (See Table 3.1).

Table 3.1 Items of Co-creation Experience after Expert Review

<i>Control</i>
1. I felt like I was in control.
2. I felt I was in charge of my own experience.
3. I felt like the decisions involved in the experience were in my hands.
4. I felt like I had control over the decisions involved in my experience.
5. I felt things were under control.
6. I had great influence over the things that could affect my experience.
<i>Personalization</i>
7. I felt like I could tailor things to my specific interests.
8. I felt like I was able to find the solutions to fit my personal needs.
9. I felt like I was able to customize my experience according to my personal needs.

-
10. I felt like I was able to personalize my experience.
 11. I felt like my experience was tailor-made.
 12. I felt like my personal preferences were met.
-

Autonomy

13. I felt like I was free to make decisions.
 14. I had a sense of freedom when making decisions.
 15. I had a great deal of freedom to create my own experience. *
 16. I felt like I can be myself when making decisions. *
 17. I felt like I was able to make decisions independently.
 18. I felt like I was independent when making decisions.
-

Authenticity

19. I experienced the local way of life.
20. I enjoyed the authentic local life.
21. I felt like I was closer to the authentic local life.
22. I experienced the “spirit of travel” by living like a local.
23. I felt I lived like a local.
24. I felt a sense of what’s it like to truly live there. *

Connection

25. I felt like I had a good a relationship with the host.
 26. I felt like I had meaningful interaction with the hosts.
 27. The host gave me relevant information about the area.
 28. I felt a sense of connection with the local community.
 29. I felt connected with the locals.
 30. I felt like I have made new friends during my stay.
-

Learning

31. I felt like I became more knowledgeable about the destination.
 32. I felt like I learned a lot about the destination.
 33. I felt like I learned new things about the area.
 34. I felt like I learned about insider’s tips of local attractions.
 35. I felt like it was a real learning experience.
 36. My curiosity to learn new things was evoked.
-

Note. * Additional items suggested by expert panel in the third round.

3.2.3 Purifying the Measure

Item purification aims to ensure that, if all the items in a measure are drawn from the domain of a single construct (i.e., the items are measuring the same construct).

Therefore, responses to those items should be highly inter-correlated. Low inter-item correlations indicate that some items are not drawn from the appropriate domain and are producing error and unreliability. The use of Cronbach’s alpha, item-to-total correlation

and factor analysis is suggested (Churchill, 1979). The desirable outcomes include high Cronbach's alpha value and dimensions agreeing with the conceptualized.

Following the item refinement procedure, a pilot survey was conducted to purify the measure. Pilot testing is important in scale development (Netemeyer et al., 2003). In pilot study, researchers usually trim the list of items based on certain psychometric criteria (Netemeyer et al., 2003). Consequently, the size of the item pool can be further reduced to a more feasible number. In addition, some initial assessments of construct reliability and validity in pilot testing can inform the researcher to refine the scale before conducting the formal data collection.

The sample composition of the pilot study includes guests who have used peer-to-peer accommodation before and are the primary trip planner. Specifically, a series of screening questions are asked ensure the pilot sample represents the relevant population of interest (i.e. guests who have co-created their peer-to-peer accommodation experiences) (See Appendix E). The sample size of the pilot study is 300, which meets the minimum sample of for conducting an exploratory factor analysis (EFA) (Nunnally & Bernstein, 1994; Tabachnick & Fidell, 1996). The pilot sample was accessed through an online data collection company, Qualtrics™, and the pilot survey was distributed in May 2017 via Qualtrics™. In the pilot survey, the 36 items of co-creation experience were randomly ordered.

3.2.4 Finalizing the scale

In this step, the research focused on finalizing the scale and further establishing its psychometric properties. There are two important tasks need to be addressed in this step. First, conducting EFA and additional item analyses prior to confirmatory factor analysis

(CFA). Second, conducting CFA to finalize and confirm a theoretical factor structure and examine factor invariance over multiple data sets. Thirdly, assessing reliability and validity of the scale using different data sets. Specifically, the entire sample after data collection (See Section 3.4 for details about data collection) will be divided into two sub-samples, calibration sample and validation sample, with the purpose to reduce problems of common method bias as well as to enhance the scale's generalizability. CFA will be conducted using both samples to examine construct reliability and validity (Hinkin, 1995; Netemeyer et al., 2003).

3.3 IN-DEPTH INTERVIEWS

This section discusses the detailed methodology of the qualitative in-depth interview in Phase I (i.e., Step 1 and 2). During February and March 2017, the researcher conducted individual, face-to-face semi-structured interview with 15 participants, with each interview lasted for 40-45 minutes in average. Semi-structured interviews allow the researcher to clearly define the questions, but at the same time enable the interviewees to add information and viewpoints that are not necessarily from the questions (Mayo, 2014). Therefore, this method is considered appropriate to meet the needs of domain specification and item generation, which are early stages of scale development where key themes are not yet fully covered or explored by the researcher (Mayo, 2014). Additionally, semi-structured interviews are deemed useful by previous studies investigating customer value co-creation as well as guest peer-to-peer accommodation experience (e.g., Navarro, Andreu, & Cervera, 2014; Ikkala & Lampinen, 2015), given the fact that feelings and experiences can be retrieved vividly and richly through in-depth narratives during interviews. In other words, with the progression of the interview, the

researcher was able to use techniques to probe the fundamental experiential components from guests' peer-to-peer accommodation experience.

3.3.1 Interview Protocol Design

Designing questions for the interview process is one of the most crucial components to a successful in-depth interview design. Effective interview questions will enable the interviewer to dig deep into the experiences and/or knowledge of the participants. As a result, rich, in-depth data from the interviews can be obtained. Due to the exploratory purpose of the in-depth interviews in the current study (i.e., assisting domain specification and item generation), the researcher followed recommendations by McNamara (2009) and Turner (2010) in designing interview protocol. First, question wording should be open-ended in order to allow respondents to choose their own terms when answering questions. Open-ended questions also allow probing techniques to be applied effectively. Second, questions should be as neutral as possible. Any evocative or judgmental wording should be avoided in order to not to influence the answers. Third, questions should be asked one at a time and should be worded clearly. According to the guideline, the researcher developed four general interview questions with several probing questions under each.

The first question "Tell me about the most recent trip in which you stayed at a peer-to-peer rental home?" aims to help the respondent recall their past experience of using peer-to-peer accommodation. Following this inquiry, several questions such as time of travel, destination, travel companion, purpose of travel, length of stay, and activities attended during the trip were probed. The rest of the questions aim to explore the respondents' co-creation experience of using peer-to-peer accommodation across

different stages of the trip (i.e. pre-trip and during-trip) and their overall co-creation experience. Because co-creation experience is an abstract construct at this stage, respondents were asked to recall what activities they thought they did to co-create their peer-to-peer accommodation experience first, and were then asked to describe their feelings about these activities. In order to assure that the respondents understood the question, the researcher explained the concept “co-creation” and “peer-to-peer accommodation” by reading descriptions and several examples to the respondent. After capturing potential themes of co-creation experience from the respondent’s answer (e.g., “I felt I was in *control* when planning the trip”), A “why” question was followed with the purpose to, (1) enrich the data and (2) to seek underlining psychological reasons which might evoke related new themes of co-creation experience (Turner, 2010). The detailed interview protocol is attached as Appendix D.

3.3.2 Recruiting Process

Fifteen (15) respondents were recruited using non-probability sampling techniques including convenience sampling, snowball sampling and purposive sampling. Particularly, six (6) respondents were approached from convenient sample including one (1) undergraduate, four (4) graduate students, and one (1) staff member of a large public university located in the southern United States. Two (2) respondents were approached via snowball sampling, who were contacted and recommended by the respondents in the convenient sample. Seven (7) respondents were recruited through the local forum of craigslist in a southeast city of the United States, according to certain filtering criteria. The specific criteria used to determine potential interview candidates are as follows: 1) Adults aged 18 or above; 2) have used peer-to-peer accommodation for past trips (e.g.,

Airbnb, HomeAway, FilpKey, etc.) at least once; 3) have been a primary trip planner in any of the peer-to-peer accommodation experience. Before conducting each of the interviews, the above questions were asked to ensure that the respondent represents the population of interest and were eligible to participate in the interview. To encourage active participation, the respondents received a \$15 gift card from either Starbucks or Amazon upon completion of each interview.

3.4 PHASE 2: RESEARCH MODEL TEST

Phase 2 focuses on conducting the quantitative survey to test the proposed structure model. Important issues involved in Phase 2 include defining the target population, selecting the sample, determining the sample size, choosing the sampling method, developing the survey with appropriate measurement and developing the plan for data collection procedures. The following sections discuss about each topic.

3.4.1. Target Population

The research objectives of the current study are 1) to construct a valid and reliable scale to measure co-creation experience; 2) to test the influence of the co-creation experience on customer values in peer-to-peer accommodation; 3) to test the influence of co-creation experience and customer values in peer-to-peer accommodation on guest satisfaction with overall peer-to-peer accommodation experience and intention of future usage. Therefore, the target population of the current study includes adults (i.e. individuals over the age of 18) who have used peer-to-peer accommodation during their previous trips and have actively co-created their peer-to-peer accommodation experience. Specifically, peer-to-peer accommodation in the current study is defined as “a short-term accommodation service where you pay a fee to stay at someone’s property, such as

Airbnb, which excludes free accommodation services, such as Couchsurfing” (Belk, 2014).

3.4.2. Sample Selection

Specifically, participants must have used peer-to-peer accommodation during their past travel experience, and must have been a primary trip planner or one of the primary trip planners during any of their past peer-to-peer accommodation experience. The current study requires the participant to be the primary trip planner with the purpose to ensure that the selected sample is representative of providing insights about co-creation experience. One of the most important indicators of co-creative consumer/tourist is that they have been an active part in their experience specification by integrating their own resources such as time, effort, knowledge and skills (Grönroos, 2011; Grönroos & Voima, 2013; Lusch & Vargo, 2006; Prebensen, Vittersø, & Dahl, 2013; Vargo, Maglio, & Akaka, 2008).

3.4.3. Sampling Frame

To access and approach the target respondents, a national marketing research and online survey hosting company, QualtricsTM, will be contracted with. QualtricsTM works with industry partners to build both broad and targeted participant panels. Therefore, the sampling frame of the current study will be obtained from QualtricsTM national consumer online panel. The use of QualtricsTM online panel has been increasingly evidenced in recent marketing, management and tourism and hospitality studies as the company is considered to be experienced in helping researchers to find target population, launch surveys and monitor projects (e.g., Kees, Berry, Burton, & Sheehan, 2017; Hagtvedt, 2011; Oh, Assaf, & Baloglu, 2014; Tanford, Baloglu, & Erdem, 2011).

3.4.4. Sample Size

Three criteria were used to determine the adequate sample size. First, a useful rule of thumb concerning the relation between sample size and model complexity which also has empirical support is referred to by Jackson (2003) as the N:q rule. This rule is most applicable when maximum likelihood (ML) is used as the estimation method in Structural Equation Modeling (SEM). ML is by far one of the most used estimation methods in SEM and is the default method in most SEM computer tools, including SPSS AMOS, which will be utilized in the current study. In ML, Jackson (2003) suggests that researchers should consider minimum sample size in terms of the ratio of cases (N) to the number of model parameters that require statistical estimates (q). An ideal sample size-to-parameters ratio would be 20:1. Less ideal would be an N:q ratio of 10:1. In addition to Jackson (2003), similar guidelines are reported by other scholars. Bentler and Chou (1987) state that 5 or 10 observations per estimated parameter are needed, whereas Kline (2011) suggests that 10 cases per parameter in SEM models. In the current study, approximately 120 parameters (i.e. estimated 50 weights, 10 covariance and 60 variance) are expected to be estimated in the proposed structural model. Based on the N:q rule, the expected sample size is about 1,200.

Furthermore, a formula in calculating appropriate sample size recommended by Turk, Uysal, Hammitt, and Vaske (2017) was also consulted. This formula asserts that the expected sample size results from the product of squared critical value of the desired confidence, the proportion of population being measured, and the margin of error set for the study (i.e. $N = (z^2 \times p \times q) / ME^2$). Based on the formula, the estimated sample size is approximately 800. Moreover, Maxwell (2000) recommended sample size should be

estimated based on the number of predictors included in the model. According to Maxwell (2000), the desired sample size of the current study is approximately 1,140. By incorporating the widely adopted criteria, the expected sample size for the current study is set at 1,000.

3.4.5. Sampling techniques

The current study applied probability sampling, which is a sampling technique wherein the sample is gathered in a process that gives all the individuals in the population equal chances of being selected. Specifically, systematic sampling was utilized and the sample members were selected from the QualtricsTM sampling frame according to a random starting point and a fixed periodic interval (e.g., every 10th respondent from a sampling frame of 10,000 to obtain a sample of 1,000) (Babbie, 2013; Som, 1995). The detailed procedures were further discussed with the QualtricsTM.

3.4.6. Development of Survey Instrument

This survey includes six main sections: screening questions, patterns of peer-to-peer accommodation use, co-creation experience, customer values in peer-to-peer accommodation, satisfaction and future intention, and demographics. Five-point likert-type scale (e.g., 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree) is applied in questions measuring the main constructs. Previous studies about the optimal number of scale categories indicate that seven is the appropriate number of response alternatives (Symonds, 1924; Morrison, 1972; Ramsey, 1973; Peter, 1979). Each sections of the survey instrument are discussed in the paragraphs below.

Part I: Screening Questions

This section includes seven screening questions. Firstly, descriptions of peer-to-peer accommodation and co-creation are articulated at the beginning of the survey. The respondents are instructed to read the descriptions carefully in order for well comprehension. Three questions are presented to assure that the respondents understand the two concepts well, in which one multiple choice question is asked for the respondents to select the right definition of co-creation experience. Additional four questions are asked with the purpose to reach to the target respondents who 1) have been used peer-to-peer accommodation during their past trips, 2) have been the primary trip planner, 3) self-report to have co-created the peer-to-peer accommodation experience, and 4) are 18 years and above. The details of the first part are presented below.

Part I. Screening Questions

[Please read this paragraph carefully] “Co-creation” is about the process through which, you as a customer, are actively involved in creating your own consumption experience. Traditionally, customers may passively receive what the companies have designed and created for them. For example, a travel agency arranges an all-inclusive vacation package for a client. But today’s customers are more informed, connected and empowered due to the websites, mobile Apps, social media, and many other Internet technologies. They actively co-create their experiences together with the companies. For example, by taking Airbnb when you travel, you as a guest can have the freedom and power to co-create your own experience, such as reading reviews to make your own decision, learning about local information by interacting with hosts, using kitchen facilities to prepare your own meals, exploring local culture by living in a residence area, etc. Therefore, you as a guest, play an important role in maximizing the value out of your experience. In other words, you may have actively co-created your own experience by using peer-to-peer accommodation (i.e., home sharing).

Do you understand the term “P2P accommodation”?

- ☐ Yes
- ☐ No → Terminate

Do you understand the term “co-creation experience”?

- ☐ Yes
- ☐ No → Terminate

According to your understanding, what does “co-creation experience” mean?

- ☐ Customers actively participate in creating their own experience.
- ☐ Customers receive experience the companies have designed and created for them. → Terminate

Have you ever used P2P accommodation during your trips in the past?

- ☐ Yes
- ☐ No → Terminate

Have you been the primary trip planner (or one of the primary trip planners) in any of your prior P2P accommodations? A primary trip planner is the person who takes care of trip-planning such as searching for places to stay, booking the rental home/room, and contacting the host, etc.

- ☐ Yes
- ☐ No → Terminate

Do you think you have ever co-created your P2P accommodation experience?

- ☐ Yes
- ☐ No → Terminate

In which year were you born? _____ (Terminate if ≥ 2000)

Part II: Patterns of Travel and Peer-to-peer Accommodation Use

This section captures the patterns of travel and peer-to-peer accommodation use including frequency of travel, frequency of peer-to-peer accommodation usage, platform of peer-to-peer accommodation used, travel destination, type of peer-to-peer accommodation used, travel companion, number of people stayed at the peer-to-peer accommodation home, length of stay, influence of peer-to-peer accommodation on length of stay, and type of co-creation activities involved in the peer-to-peer accommodation experience. Three of the questions were developed base on insights from qualitative interviews. The rest of the questions were adopted from previous studies of peer-to-peer accommodation (Lee, Lee, & Tussyadiah, 2017; Tussyadiah, 2016; Guttentag, 2016; Guttentag, Smith, Potwarka, & Havitz, 2017; Tussyadiah & Pesonen, 2016). The details of the second part are presented below.

Part II: Patterns of Travel and P2P Accommodation Use

How frequently do you take overnight leisure trip per year (including both domestic and international trips)?

- ☐ About once every other year
- ☐ About once a year
- ☐ 2-3 times a year
- ☐ More than 3 times a year

How many times have you used P2P accommodation for your leisure trip in the past?

- ☐ Just once
- ☐ 2 or 3 times
- ☐ 4 or 5 times
- ☐ 6 times and more

What platform(s) have you used to book your P2P accommodation rental home(s)? (Please select all that apply)

- ☐ Airbnb
- ☐ HomeAway
- ☐ VRBO
- ☐ FlipKey
- ☐ Roomorama
- ☐ HomeSuite
- ☐ 9Flats
- ☐ Other (Please specify) _____

Now please recall your most recent P2P accommodation experience in which you were a primary trip planner and then answer the following questions. In what city and country was your most recent P2P accommodation experience?

City _____

Country _____

What was the type of your P2P rental home?

- ☐ Shared room
- ☐ Private room
- ☐ Entire home/apartment

Who did you travel with for that trip? (Please select all that apply)

- ☐ Just by myself
- ☐ Friend(s)/Relatives
- ☐ Spouse/partner
- ☐ Family including parent(s), spouse/partner and child(ren)

Including yourself, how many people were in your travel group for that trip?

- ☐ 1
- ☐ 2
- ☐ 3-5
- ☐ 6-7
- ☐ 8 or more

How long did you stay at the P2P rental home?

- ☐ 1-2 nights
- ☐ 3 nights – 7 nights
- ☐ 8 nights – 2 weeks
- ☐ More than 2 weeks

How did your decision to stay at P2P rental home influence your length of stay at the destination?

- ☐ I spent more nights at the destination
- ☐ I spent fewer nights at the destination
- ☐ No effect

What activities did you involve in co-creating your P2P accommodation experience? (Please select all that apply)

- ☐ Search information (e.g., price, location, room feature, etc.) about potential rental homes
- ☐ Read reviews
- ☐ Contact hosts
- ☐ Make the booking
- ☐ Interact with hosts during the stay (e.g., conversations, learn about each other)
- ☐ Ask hosts about local tips (or host provided it voluntarily)
- ☐ Explore fun places around the neighborhoods
- ☐ Clean the room
- ☐ Use home amenities (e.g., make coffee, cook meals, do laundry)
- ☐ Other (Please specify.) _____

Part III: Co-creation Experience

This section includes a list of co-creation experience items retained after the results of the pilot study and item purification (Phase 1, Step 3). As discussed in Chapter 2, co-creation experience is conceptually distinct from value co-creation. While value co-creation asks respondent co-creation behavior, co-creation experience asks about respondents' subjective feelings throughout the co-creation process. Respondents will be asked to recall their most recent P2P accommodation experience in which they were a primary trip planner, and then to rate their agreement to the list of co-creation items. Most of the items measuring control were adopted and adapted from previous co-creation literature (Verleye, 2015; Fuller et al., 2009), consumer participative experience (Chandran & Morwitz, 2005; Kamis, Koufaris, & Stern, 2008), consumer self-service adoption (Lee & Allaway, 2002). One of the items measuring control is developed from qualitative interview. Most of the items measuring personalization were adopted and adapted from consumer co-creation and consumer personalization experience (Chau & Ho, 2008; Minkiewicz et al., 2014; Ranjan & Read, 2016). Two of the items were developed from qualitative interview. For autonomy, most of the item were generated from previous literature on consumer creative experience (Dahl & Moreau, 2007;

Schmidt et al., 2015), co-creation literature (Füller et al., 2011; Hsieh & Chang, 2016), and consumer autonomy literature (Chen & Sengupta, 2014; Kim, Chen, & Zhang, 2016; Van de Broeck et al., 2010). Two items were suggested by tourism and hospitality panel experts. Furthermore, four items of authenticity were adopted and adapted from literature of existential authenticity in tourism and perceived authenticity in peer-to-peer accommodation (Bryce et al., 2015; Guttentag, 2016; Kolar & Zabkar, 2010; Liang, 2015; Lalicic & Weismayer, 2017). One item was developed from qualitative interview and one item was suggested by tourism and hospitality panel experts. For connection, items were incorporated from both consumer co-creation studies and peer-to-peer accommodation research (Randall et al., 2011; Ranjan & Read, 2016; Tussyadiah & Pesonen, 2016; Verleye, 2015; Zhang et al., 2015). Lastly, most items of learning were adapted from both co-creation literature and tourism experience literature (Oh, Fiore, & Jeoung, 2007; Ranjan & Read, 2016; Verleye, 2015; Zhang et al., 2015). One item was generated from qualitative interview.

Part III: Co-creation Experience

Now please recall your most recent P2P accommodation experience in which you were a primary trip planner. Considering you as an active part to co-create your P2P accommodation experience, including pre-trip planning and on-site stay, please indicate to what extent you agree with the following statements.

<i>By actively co-creating my P2P accommodation experience.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I experienced the local way of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was closer to the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I experienced the “spirit of travel” by living like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt I lived like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt a sense of what’s it like to truly live there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>By actively co-creating my P2P accommodation experience.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I had a good a relationship with the host.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I had meaningful interaction with the hosts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The host gave me relevant information about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I have made new friends during my stay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt connected with the locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>By actively co-creating my P2P accommodation experience.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I was free to make decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a sense of freedom when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a great deal of freedom to create my own experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I can be myself when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was able to make decisions independently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was independent when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>By actively co-creating my P2P accommodation experience.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I became more knowledgeable about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned a lot about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned new things about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned insider's tips about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like it was a real learning experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like there was nothing to learn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you think you have co-created your P2P accommodation experience?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Overall, I am an active part in co-creating my P2P accommodation experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part IV: Customer Values in Peer-to-peer Accommodation

This section measures customer values in peer-to-peer accommodation including cost value, experiential value composed of enjoyment and social benefits, and functional value. The measurement items were adopted from previous studies investigating perceived value of using peer-to-peer accommodation or other collaborative consumption services (e.g., car sharing) (Guttentag et al., 2017; Möhlmann, 2015; Tussyadiah, 2017).

The detailed questions are presented below.

Part IV: Customer Values in P2P Accommodation

Please indicate to what extent you agree with the following statements about the benefits of using P2P accommodation.

<i>Staying at P2P accommodation.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... allowed me to save money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... helped me to lower my travel cost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... made my travel more affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... benefited me financially.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>Staying at P2P accommodation.....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... was enjoyable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was pleasant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>Staying at P2P accommodation....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... enabled me to have social interaction with locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to get to know people from the local neighborhoods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... helped me connect with locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... enabled me to develop social relationships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>Staying at P2P accommodation....</i>	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... allowed me to have access to household amenities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to have large amount of space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to have nice appliances.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me enjoy nice house features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part V: Satisfaction and Future Intention

This section measures guest satisfaction and intention of future peer-to-peer accommodation usage (Tussyadiah, 2016).

Part V: Satisfaction and Intention

Please indicate your agreement with the statements about your satisfaction of using P2P accommodation.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
Overall, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When compared with your expectation, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When considering the money you spent, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When considering the time and effort, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you agree with the following statements about your intention to P2P accommodation again in future.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I expect to continue using P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can see myself using P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that I will use P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part VI: Demographics

The last section asks demographic questions of the respondents. Specifically, the following questions capture gender, age, marital status, education level, annual household income, ethnicity, and employment status of the respondents.

Part VI: Demographics

What is your gender?

- a) Male
- b) Female

What is your marital status?

- a) Single
- b) Married/Partner
- c) Separated/Divorced/Widowed
- d) Other
- e) Prefer not to answer

Which of the following broad categories includes your age?

- a) 18 – 25
- b) 26 – 35
- c) 36 – 45
- d) 46 – 55
- e) 56 – 65
- f) 66 or above

What is the highest level of education you have completed?

- a) High school degree or lower
- b) Some college or Associate degree
- c) Bachelor's degree
- d) Master's/Doctoral degree
- e) Or something else (Please specify) _____
- f) Prefer not to answer

What is your total 2016 annual household income (before tax)?

- a) Less than \$20,000

- b) \$20,000 – \$40,000
- c) \$40,001 – \$60,000
- d) \$60,001 – \$80,000
- e) \$80,001 – \$100,000
- f) \$100,001 – \$150,000
- g) \$150,001 – \$200,000
- h) \$200,001 – \$300,000
- i) \$300,001 or above

What is your ethnic group?

- a) Caucasian
- b) African-American
- c) Hispanic
- d) Asian
- e) Native American
- f) Multi-ethnic
- g) Other (Please specify) _____

What is your current employment status?

- a) Employed full-time/part-time
- b) Housewife/homemaker
- c) Temporarily unemployed/looking for work
- d) Retired
- e) Student
- f) Other (Please specify) _____

3.4.7. Data Collection Procedures

Data were collected in May 2017 through Qualtrics™. Qualtrics™ teamed the researcher with a project manager to explore panel options based on the researcher's needs (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013). The key inputs used to build a panel are sample size, target population, instrument complexity, and length of instrument in minutes. Specifically, the instrument was set up by the researcher on the Qualtrics™ online survey platform and then distributed by the company. When the instrument is released to the panel participants, the researcher can have real-time access to incoming data and is able to monitor the data collection process (Brandon et al., 2013).

CHAPTER 4

RESULTS

This chapter focuses on the analysis results of the scale development and research model test. To report and organize the analysis results systematically and logically, the researcher mainly followed the reporting style of a similar scale development study by So (2013), along with procedures consulted from Kim (2010) and Cho (2014). The following sections present the analysis results in details.

4.1 QUALITATIVE RESULTS

The qualitative analysis reveals six underlying themes of co-creation experience. Firstly, respondents generally used words and phrases such as “in charge”, “under control”, “secured”, “manageable”, “checked” to describe their feelings of control. The most frequently used phrase is “under control”, which represents customers’ sense of mastery and competence in designing and realizing their own accommodation experience. Secondly, most of the respondents explained their preference of using peer-to-peer accommodation because the feeling of freedom when constructing their trips and trip-related decisions, pertaining to the theme of autonomy. One of the respondents stated that “I felt like I could make my own decision without others’ influences”. The other respondent indicated that using Airbnb allowed her great flexibility in choosing the right product she wanted. Thirdly, several respondents mentioned the customized or personalized feeling of using peer-to-peer accommodation. The most mentioned words and phrases included “personalize”, “tailor-made”, “met my preferences”, “my interest”.

One of the respondents said that “the difference filters I used made me felt like this home was just right for me”.

Furthermore, about half of the respondents indicated that they learned something new by co-creating their peer-to-peer accommodation experience, either destination-related or trip planning skills. One respondent reported that “I would have never known those hidden places in Berlin if I chose not to stay with that host, it was a real rewarding experience”. Another respondent indicated that “I enjoyed the time we walked around the place we stayed, we got to see the architecture style and all the different buildings, which was new to us”. Additionally, the theme of authenticity was brought up by most of the respondents using words and phrases such as “authentic”, “real”, “live like a local”, “local life”. Most of the respondents mentioned the authentic feelings they had when living in a resident’s home. One of them stated that “...it’s not like the standard check-in and check-out that you do with hotels. You got a feeling of home and something different from hotel. It’s all about understanding local life.” Lastly, the sense of connection and social interaction was also a prominent theme emerged from the qualitative results. Words and phrases such as “communication”, “conversation”, “talk”, “introduce”, “make friends” were indicators of the sense of connectedness between the guests, hosts and the local community.

4.2 PILOT STUDY RESULTS

Among the 3,467 potential respondents, 915 respondents completed the pilot survey, indicating a response rate of approximately 26%. While the target sample size for the pilot survey was originally set up at 300, which meets the minimum sample size for conducting an exploratory factor analysis (EFA) (Nunnally & Bernstein, 1994;

Tabachnick & Fidell, 1996) (See section “3.2.3 Purifying the Measure”), the actual acquired sample size for the pilot study greatly exceeded the minimum sample requirement ($N = 915$). Therefore, the pilot sample is considered to be more than adequate for initial factor structure identification and initial assessments of construct reliability and validity.

A series of exploratory factor analysis (EFA) of the refined 36 items (See “Table 5 Items of Co-creation Experience after Expert Review”) were conducted with the collected pilot data. Three reversed items and three attention filter items were also randomly embedded in the scale with the purpose to screen out invalid responses in the collected data. The Bartlett test of sphericity and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was performed. KMO value was 0.95, which exceeded the recommended level for sampling adequacy of 0.60 (Hair et al., 1998; Tabachnick & Fidell, 2001). The Bartlett test was also significant with p value less than 0.01 ($p = 0.000$, $\chi^2 = 22491.88$, $df = 435$), indicating the presence of appropriate patterns of correlations. Therefore, the pilot data was appropriate for EFA.

Before the exploratory factor analysis, an item analysis was conducted to trim the items. Item-to-total correlation and Cronbach’s alpha if item deleted were examined to identify potential candidates for removal. Table 4.1 shows the results of the item analysis. Three items which exhibit comparatively low item-to-total correlation (≤ 0.5) and higher Cronbach’s alpha if item deleted were subject for potential elimination. Subsequently, 0.4 was used as the threshold value of the satisfactory weight of factor loadings for EFA at item trimming stage for newly developed scales (Hair et al., 2010), any items with a loading below 0.4 were subject to deletion. In addition, items with cross-loadings were

also considered as candidates for removal. EFA was re-calculated after an item was removed. The iterative procedure confirmed the item analysis results (i.e. three weak performance items) and produced deletion of 4 items in total. Table 4.2 shows the deleted items and its corresponding dimension.

Table 4.1 Item Analysis – Pilot Sample (N = 915)

Dimensions and Items	Corrected Item-Total Correlation	Cronbach's α if Item Deleted
Control ($\alpha = 0.86$)		
I felt like I was in control.	0.65	0.85
I felt I was in charge of my own experience.	0.74	0.83
I felt like the decisions involved in the experience were in my hands.	0.73	0.83
I felt like I had control over the decisions involved in my experience.	0.75	0.83
I felt things were under control.	0.62	0.85
I had great influence over the things that could affect my experience.	0.50	0.87
Authenticity ($\alpha = 0.90$)		
I experienced the local way of life.	0.71	0.88
I enjoyed the authentic local life.	0.75	0.88
I felt like I was closer to the authentic local life.	0.72	0.88
I experienced the “spirit of travel” by living like a local.	0.72	0.88
I felt I lived like a local.	0.71	0.88
I felt a sense of what’s it like to truly live there.	0.73	0.88
Personalization ($\alpha = 0.85$)		
I felt like I could tailor things to my specific interests.	0.67	0.82
I felt like I was able to find the solutions to fit my personal needs.	0.67	0.82
I felt like I was able to customize my experience according to my personal needs.	0.70	0.81
I felt like I was able to personalize my experience.	0.70	0.81
I felt like my experience was tailor-made.	0.50	0.86
I felt like my personal preferences were met.	0.63	0.82
Connection ($\alpha = 0.89$)		
I felt like I had a good a relationship with the host.	0.74	0.87
I felt like I had meaningful interaction with the hosts.	0.75	0.87
The host gave me relevant information about the area.	0.75	0.87
I felt a sense of connection with the local community.	0.69	0.88
I felt connected with the locals.	0.71	0.87
I felt like I have made new friends during my stay.	0.65	0.88
Autonomy ($\alpha = 0.89$)		
I felt like I was free to make decisions.	0.74	0.87
I had a sense of freedom when making decisions.	0.75	0.87
I had a great deal of freedom to create my own experience.	0.75	0.87
I felt like I can be myself when making decisions.	0.69	0.88
I felt like I was able to make decisions independently.	0.71	0.87
I felt like I was independent when making decisions.	0.65	0.88
Learning ($\alpha = 0.85$)		
I felt like I became more knowledgeable about the destination.	0.69	0.81

I felt like I learned a lot about the destination.	0.73	0.80
I felt like I learned new things about the area.	0.73	0.80
I felt like I learned about insider's tips of local attractions.	0.58	0.83
I felt like it was a real learning experience.	0.68	0.81
My curiosity to learn new things was evoked.	0.44	0.87

Note. Bold values refer to those items subject for potential removal.

Table 4.2 Deleted Items after Pilot Study

Dimension	Item	Decision	Reason
Control	I had great influence over the things that could affect my experience.	Deletion	Low loading
Learning	My curiosity to learn new things was evoked.	Deletion	Low loading
Connection	I felt a sense of connection with local community.	Deletion	Cross loading
Personalization	I felt like my experience was tailor-made.	Deletion	Low loading

Afterwards, an EFA was conducted on the remaining 32 items using the Maximum likelihood estimation method with oblique rotation, since factors generated were expected to be correlated. In accordance with previous literature on determining number of factors to extract (Hair et al., 1998; 2010; Williams, Onsman, & Brown, 2010), eigenvalues, scree test, and factor loadings were employed as psychometric criteria. A six-factor model was produced, with 32 items explaining 61% of the total variances. The factor solution derived from the pilot data also confirmed the proposed conceptualization of co-creation experience. Table 4.3 presents the results of the EFA.

Table 4.3 EFA for Initial Measurement Items – Pilot Sample (N = 915)

Dimensions and Items (32 items in total)	Factor Loadings	Eigen.	Variances Explained
Authenticity (Cronbach's α = 0.90, Grand M = 4.07)		12.81	39.06%
I enjoyed the authentic local life.	0.86		
I experienced the local way of life.	0.82		
I felt like I was closer to the authentic local life.	0.78		
I experienced the "spirit of travel" by living like a local.	0.73		
I felt I lived like a local.	0.72		
I felt a sense of what's it like to truly live there.	0.69		
Autonomy (Cronbach's α = 0.89, Grand M = 4.30)		2.62	7.22%
I had a sense of freedom when making decisions.	0.80		
I felt like I was able to make decisions independently.	0.79		
I had a great deal of freedom to create my own experience.	0.77		

I felt like I was free to make decisions.	0.76		
I felt like I was independent when making decisions.	0.71		
I felt like I can be myself when making decisions.	0.70		
Control (Cronbach's α = 0.87, Grand M = 4.31)		1.84	4.86%
I felt like the decisions involved in the experience were in my hands.	0.80		
I felt like I had control over the decisions involved in my experience.	0.79		
I felt I was in charge of my own experience.	0.77		
I felt like I was in control.	0.75		
I felt things were under control.	0.58		
Learning (Cronbach's α = 0.87, Grand M = 4.27)		1.40	3.46%
I felt like I learned a lot about the destination.	0.87		
I felt like I learned new things about the area.	0.83		
I felt like I became more knowledgeable about the destination.	0.80		
I felt like it was a real learning experience.	0.55		
I felt like I learned about insider's tips of local attractions.	0.42		
Connection (Cronbach's α = 0.84, Grand M = 3.94)		1.38	3.38%
I felt like I had meaningful interaction with the hosts.	0.90		
I felt like I had a good a relationship with the host.	0.78		
I felt like I have made new friends during my stay.	0.63		
The host gave me relevant information about the area.	0.52		
I felt connected with the locals.	0.41		
Personalization (Cronbach's α = 0.86, Grand M = 4.27)		1.23	2.90%
I felt like I was able to customize my experience according to my personal needs.	0.81		
I felt like I was able to personalize my experience.	0.78		
I felt like I could tailor things to my specific interests.	0.70		
I felt like I was able to find the solutions to fit my personal needs.	0.69		
I felt like my personal preferences were met.	0.43		
Total Variance Explained			60.88%

After the identification of the initial factor structure, the measurement items were scrutinized for examining reliability using Cronbach's alpha (Churchill, 1979; Hair et al., 2010; Netemeyer et al., 2003; Tabachnick & Fidell, 2001). As Table 4.3 shows, the Cronbach's alpha of the six dimensions ranged from 0.86 to 0.90, exceeding the Cronbach's alpha criterion of 0.70 (Hair et al., 2006). Meanwhile, all items loaded on its corresponding factor, with no cross-loading over 0.40.

In summary, the pilot study results purified the scale by reducing 4 items. The refined items from the pilot study revealed a six-dimensional scale of co-creation experience, with satisfactory reliability and consistent pattern with the conceptualization of co-creation experience. Consequently, the refined scale was in place for estimation

using the formal data for scale finalization (i.e., Step 4 in Phase 1) and research model test (i.e., Phase 2).

4.3 CO-CREATION EXPERIENCE SCALE DEVELOPMENT RESULTS

Of the 9,232 potential respondents, 1936 respondents accepted to fill out the survey. Among them, 707 responds were deleted because they either failed to pass the screening questions and were automatically directed to the end of the survey, or did not meet the minimum requirement of completion time (in this study, it was 10 minutes, half of the average completion time). Among the rest 1229 respondents, 29 were further removed from the sample due to incomplete responses or failure to pass the attention filters embedded in the list of items, resulting in a total of 1,200 useful responses for data analysis. Hence the response rate of the formal survey was approximately 13%.

Demographic variables including gender, age, ethnic group, marital status, education level, employment status, and last year's annual household income were analyzed and discussed in the following section.

4.3.1 Demographic Results

Within the sample ($N = 1,200$), 42.2% of the respondents were male and 57.8% were female. Regarding the distribution of age, 19.9% were between age 18 to 25, 42.3% were between age 26 to 35, 24.2% were between age 36 to 45, 8.6% were between age 46 to 55, 3.9% were between age 56 to 65, and 1.2 % were 65 years old and above.

Additionally, 69.3% of the respondents were Caucasian, 11.3% were African-American, 9.8% were Hispanic and 4.3% were Asian. In terms of marital status, 59.5% of the respondents were married and 32.7% were single. Moreover, among the 1200 respondents, 14.1% of them have attended high school or lower, 35.2% had some college

or associate degree, 33.5% had Bachelor's degree, and 16.1% had Master's or Doctoral degree. Furthermore, 75.7% of the respondents were employed full-time or part-time. As of 2016 annual household income, 9.0% earned \$20,000 or less, 19.0% earned between \$20,001 and \$40,000, 19.3% earned between \$40,001 and \$60,000, 17.8% earned between \$60,001 and \$80,000, 11.8% earned between 80,001 and 100,000, 14.0% earned between 100,001 and \$150,000, 5.9% earned between 150,001 and \$200,000, and 3.2% earned 200,001 or above. Table 4.4 presents the details of respondents' profile.

Hence, among the 1,200 respondents representing adults who have actively co-created their peer-to-peer accommodation experience during previous trips, gender was evenly distributed with slightly more female respondents in the sample. Most of the respondents were young or middle-aged adults between 18 and 45 years old (86.4%). Further, the majority of them were Caucasian, married, and employed full-time or part-time, and nearly 70% of the respondents have attended some college or held Bachelor's degree. Besides, most of the respondents had comparatively low (38.3% earned \$20,001-60,000) to mid-level annual household income (i.e., 43.6% had \$60,001-150,000).

The major demographic variables of the current study exhibited similar patterns with findings of the recent industry reports in which the demographic distribution of peer-to-peer accommodation guests in the United States were analyzed (Pew Research Center, 2016). According to the latest industry reports, gender was evenly distributed among people who use peer-to-peer accommodation whereas age was generally between 18 to 35. Moreover, most of the guests were Caucasian with an approximate percentage of 70.

Table 4.4 Respondents' Profile (N = 1,200)

Demographic Items	Frequency (N)	Percentage (%)
Gender		
Male	506	42.2
Female	694	57.8
Age		
18-25	239	19.9
26-35	507	42.3
36-45	290	24.2
46-55	103	8.6
56-65	47	3.9
66 and above	154	1.2
Ethnic Group		
Caucasian	832	69.3
African-American	136	11.3
Hispanic	118	9.8
Asian	52	4.3
Multi-racial	50	4.2
Native American	4	0.3
Other	8	0.7
Marital Status		
Single	392	32.7
Married/Partner	714	59.5
Separated/Divorced/Widowed	81	6.8
Other	13	1.1
Education Level		
High School or lower	169	14.1
Some college or Associate degree	422	35.2
Bachelor's degree	402	33.5
Master's/Doctoral degree	193	16.1
Or something else	14	1.2
Employment Status		
Employed full-time/part-time	908	75.7
Housewife/homemaker	115	9.6
Temporarily unemployed/looking for work	45	3.8
Retired	36	3.0
Student	68	5.7
Other	28	2.3
Total 2016 Annual Household Income		
20,000 or Less	108	9.0
\$20,001 - \$40,000	228	19.0
\$40,001 - \$60,000	232	19.3
\$60,001 - \$80,000	213	17.8

\$80,001 - \$100,000	142	11.8
\$100,001 - \$150,000	168	14.0
\$150,001 - \$200,000	71	5.9
\$200,001 - \$300,000	18	1.5
\$300,001 or above	20	1.7

4.3.2 Patterns of Travel and P2P Accommodation Use

After the demographic analysis, general travel and peer-to-peer accommodation use patterns were analyzed. In terms of the travel patterns, nearly half of the respondents took overnight leisure trips 2 to 3 times per year (48.7%), followed by 26.0% of them taking overnight leisure trips more than 3 times a year. Thus, the majority of the respondents were considered as frequent leisure travelers. Meanwhile, most of the peer-to-peer accommodation guests traveled with friend(s)/relative(s) (40.8%) or spouse/partner (38.1%). Accordingly, the size of their travel groups was 3 to 5 people (40.5%) or 2 people (33.5%). Regarding the respondents' patterns of peer-to-peer accommodation use, more than half of them had past experience of using peer-to-peer accommodation for 2 to 3 times (51.4%). 20.1% of them have used peer-to-peer accommodation just once. In addition, nearly 60% of the respondents rented entire home or apartment. 32.3% of them booked private room. Shared room was the least favorite type of peer-to-peer accommodation types (8.7%). Further, the majority of the respondents stayed at the peer-to-peer accommodation for 3 nights to 1 week (63.1%), followed by 1 to 2 nights (26.8%). Likewise, almost half of the respondents (49.2%) thought the decision to stay at peer-to-peer accommodation made them spend more nights at the destination, whereas the other half (47.8%) believed that the decision had no influence on their length of stay. In relation to the choice of different peer-to-peer accommodation platforms, Airbnb appeared to be the most popular platform as 73.5% of

the respondents have used Airbnb. The second most popular platform among the respondents was HomeAway (30.7%), followed by VRBO (22.1%). Moreover, the top five co-creation activities among peer-to-peer accommodation guests were searching information (88.8%), reading reviews (82.3%), booking the rental home by themselves (75.8%), exploring fun places around neighborhoods (71.2%), and using home amenities such as cooking facilities, laundry machine, and pool or hot tub (70.0%). Table 4.5 provides the details of the results.

Table 4.5 Patterns of Travel and P2P Accommodation Use (N = 1,200)

Patterns of Travel and P2P Acc. Use	Frequency (N)	Percentage (%)
Frequency of Leisure Trip(s) per Year		
About once every other year	86	7.2
About once a year	218	18.2
2-3 times a year	584	48.7
More than 3 times a year	312	26.0
Past Experience of P2P Acc. Use		
Just once	241	20.1
2 or 3 times	617	51.4
4 or 5 times	204	17.0
6 times and more	138	11.5
P2P Acc. Platform (Rank Ordered)		
1. Airbnb	882	73.5
2. HomeAway	368	30.7
3. VRBO	265	22.1
4. HomeSuite	202	16.8
5. FlipKey	116	9.7
6. Roomorama	79	6.6
7. 9Flats	43	3.6
P2P Acc. Type		
Shared room	104	8.7
Private room	388	32.3
Entire home/apartment	708	59.0
Travel Companion		
Just by myself	168	14.0
Friend(s)/relative(s)	489	40.8
Spouse/partner	457	38.1
Family incl. parent(s), spouse/partner & child(ren)	193	16.1
Number of People in the Travel Group		

2	402	33.5
3-5	486	40.5
6-7	111	9.3
8 or more	85	7.1
Length of Stay at the P2P Acc.		
1 – 2 nights	322	26.8
3 – 7 nights	757	63.1
8 nights – 2 weeks	81	6.8
More than 2 weeks	40	3.3
Impact of P2P Acc. Decision on Length of Stay		
I spent more nights at the destination.	590	49.2
I spent fewer nights at the destination.	37	3.1
No effect	573	47.8
Types of Co-creation Activities (Rank Ordered)		
1. Search information	1066	88.8
2. Read reviews	987	82.3
3. Make the booking	910	75.8
4. Explore fun places around neighborhoods	854	71.2
5. Use home amenities	840	70.0
6. Contact hosts	698	58.2
7. Ask the host(s) about local tips	556	46.3
8. Clean the room	535	44.6
9. Interact with the host(s) during the stay	508	41.8

4.3.3 Co-creation Experience Scale: Exploratory Factor Analysis

When analyzing the pilot study results, the initial 36 items were subjected to exploratory factor analysis (EFA) to uncover the underlying structure of co-creation experience. The pilot study results upheld to the originally proposed six-dimension model. In this section, a similar EFA procedure (See Section 4.2) was employed with the entire formal data in order to examine if the formal data (N = 1200) generates consistent factor structure (i.e., six-dimension structure) with the pilot results. As it is essential to achieve consistency in EFA results from pilot study to formal analysis when finalizing a newly developed measurement scale (Netemeyer et al., 2003), the following paragraph focuses on the results of EFA with the refined 32 items concluded from the pilot study.

Except for 2 items of connection with factor loadings less than 0.55 being further excluded from the scale, the EFA of the entire formal sample generated a six-factor model consistent with the pilot results. The criterion value of 0.55 followed previous researchers' work in suggesting using more stringent cut-offs going from 0.32 (*poor*), 0.45 (*fair*), 0.55 (*good*), 0.63 (*very good*) or 0.71 (*excellent*). Any items above 0.55 were retained in the final scale. As Table 4.6 shows, the six-factor model explained 62.53% of the total variance and was consistent with the factor solution concluded from the pilot study as well as the originally proposed conceptualization. Therefore, the EFA results of the formal data confirmed the finalization of the co-creation experience scale.

Table 4.6 Exploratory Factor Analysis – Entire Formal Sample (N = 1,200)

Dimensions and Items (30 items in total)	Factor Loadings	Eigen.	Variances Explained
Authenticity (Cronbach's $\alpha = 0.90$, Grand M = 4.07)		12.13	39.35%
auth1. I experienced the local way of life.	0.74		
auth2. I enjoyed the authentic local life.	0.79		
auth3. I felt like I was closer to the authentic local life.	0.78		
auth4. I experienced the "spirit of travel" by living like a local.	0.79		
auth5. I felt I lived like a local.	0.80		
auth6. I felt a sense of what's it like to truly live there.	0.68		
Autonomy (Cronbach's $\alpha = 0.89$, Grand M = 4.37)		2.68	7.93%
auto1. I felt like I was free to make decisions.	0.61		
auto2. I had a sense of freedom when making decisions.	0.77		
auto3. I had a great deal of freedom to create my own experience.	0.74		
auto4. I felt like I can be myself when making decisions.	0.78		
auto5. I felt like I was able to make decisions independently.	0.81		
auto6. I felt like I was independent when making decisions.	0.78		
Control (Cronbach's $\alpha = 0.91$, Grand M = 4.35)		2.03	5.70%
ctrl1. I felt like I was in control.	0.78		
ctrl2. I felt I was in charge of my own experience.	0.85		
ctrl3. I felt like the decisions involved in the experience were in my hands.	0.88		
ctrl4. I felt like I had control over the decisions involved in my experience.	0.81		
ctrl5. I felt things were under control.	0.74		
Learning (Cronbach's $\alpha = 0.87$, Grand M = 4.23)		1.41	3.66%
learn1. I felt like I became more knowledgeable about the destination.	0.82		
learn2. I felt like I learned a lot about the destination.	0.90		

learn3. I felt like I learned new things about the area.	0.80		
learn4. I felt like I learned about insider's tips of local attractions.	0.55		
learn5. I felt like it was a real learning experience.	0.58		
Personalization (Cronbach's α = 0.88, Grand M = 4.33)		1.28	3.35%
per1. I felt like I could tailor things to my specific interests.	0.66		
per2. I felt like I was able to find the solutions to fit my personal needs.	0.67		
per3. I felt like I was able to customize my experience according to my personal needs.	0.88		
per4. I felt like I was able to personalize my experience.	0.73		
per5. I felt like my personal preferences were met.	0.55		
Connection (Cronbach's α = 0.82, Grand M = 4.07)		1.10	2.54%
cnn1. I felt like I had a good a relationship with the host.	0.86		
cnn2. I felt like I had meaningful interaction with the hosts.	0.88		
cnn3. The host gave me relevant information about the area.	0.55		
Total Variance Explained			62.53%

4.3.5 Data Screening

Before conducting Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM), data must be screened in order to meet assumptions of CFA and SEM to ensure that the data is useable, reliable and valid for testing confirmatory and structural models. In this section, several data screening issues including missing data, multivariate outliers, univariate and multivariate normality are addressed.

As discussed in Section 4.3, 29 incomplete or unengaged responses (i.e. failure of pass the attention filters) were excluded from the formal data, resulting in 1,200 completed cases. Therefore, no missing data existed in the sample of 1,200 responses. Additionally, Mahanobis distance (D^2) was calculated to identify any multivariate outliers within the data. The examination suggested that while no case was significantly deviant from other cases. Furthermore, univariate normality was examined by calculating the kurtosis value of each item. The kurtosis values of the 30 CFA items ranged from -0.16 to 6.52, and all the SEM items ranged from -0.45 to 0.62. While previous

researchers indicated that a rescaled value of greater than 7.00 is suggestive of early departure from normality, none of the items in the current data exhibited substantial value of kurtosis (West, Finch, & Curran, 1995; De Maesschalck, Jouan-Rimbaud, & Massart, 2000). Moreover, multivariate normality was assessed by investigating the values of multivariate kurtosis (Kline, 2011). Evidence of multivariate non-normality may exist if critical ratio values of multivariate kurtosis are larger than 5.00 (Kline, 2011). Following this criterion, the AMOS output indicated that multivariate non-normality existed in both calibration sample and validation sample.

To treat multivariate non-normal data, bootstrapping procedure was applied in both CFA and SEM (Fan, 2003; Kline, 2011; Mooney, Duval, & Duvall, 1993; Yung & Bentler, 1996). Bootstrapping is a resampling test that relies on random sampling with replacement (Efron & Tibshirani, 1993). With bootstrapping technique, researchers can test the stability of parameter estimates (Mooney et al., 1993). More importantly, the technique can be applied when the assumption of large sample size and multivariate normality may not hold (Byrne, 2009). Therefore, with regard to the presence of multivariate non-normality in the current data, bootstrapping technique was used in CFA and SEM.

After data was successfully screened and cleaned, the entire sample ($N = 1,200$) was randomly divided into two sub-samples: calibration sample and validation sample. The researcher conducted CFA using both samples to establish and test construct reliability and validity (Hinkin, 1995; Netemeyer et al., 2003). Particularly, the calibration sample was used to establish the psychometric properties of the measurement model, whereas the validation sample was used to test and prove the generalizability of

the developed scale. The CFA results of the two samples are reported and discussed in the following sections.

4.3.6 Co-creation Experience Scale: Confirmatory Factor Analysis – Calibration Sample

To examine the latent structure of co-creation experience scale, a CFA was performed using the calibration sample ($N = 600$) with AMOS 24.0 (Arbuckle, 2016). AMOS uses covariance matrix as its input data with maximum likelihood estimation (Arbuckle, 2016; Hair et al., 2010; Kline, 2011). In assessing model fit, several fit indices were conferred with their commonly accepted cut-off values: The Root Mean Square Error of Approximation ($RMSE \leq 0.08$), the Goodness-of-Fit Index ($GFI \geq 0.90$), the Tucker Lewis Index ($TLI \geq 0.95$), The Normed Fit Index ($NFI \geq 0.90$), the Comparative Fit Index ($CFI \geq 0.95$) and the Standard Root Mean Square Residual ($SRMR \leq 0.08$) (Bagozzi & Yi, 1988; Hair et al., 2010; Hu & Bentler, 1999; Kline, 2011). The initial CFA was evaluated with all six latent factors correlated with each other as first-order factors. The fit indices indicated a moderately fitted model, with $\chi^2 = 1186.85$, $df = 390$, $\chi^2/df = 3.04$, $p \leq 0.01$, $GFI = 0.88$, $CFI = 0.93$, $TLI = 0.92$, $NFI = 0.90$, $RMSEA = 0.06$ and $SRMR = 0.042$.

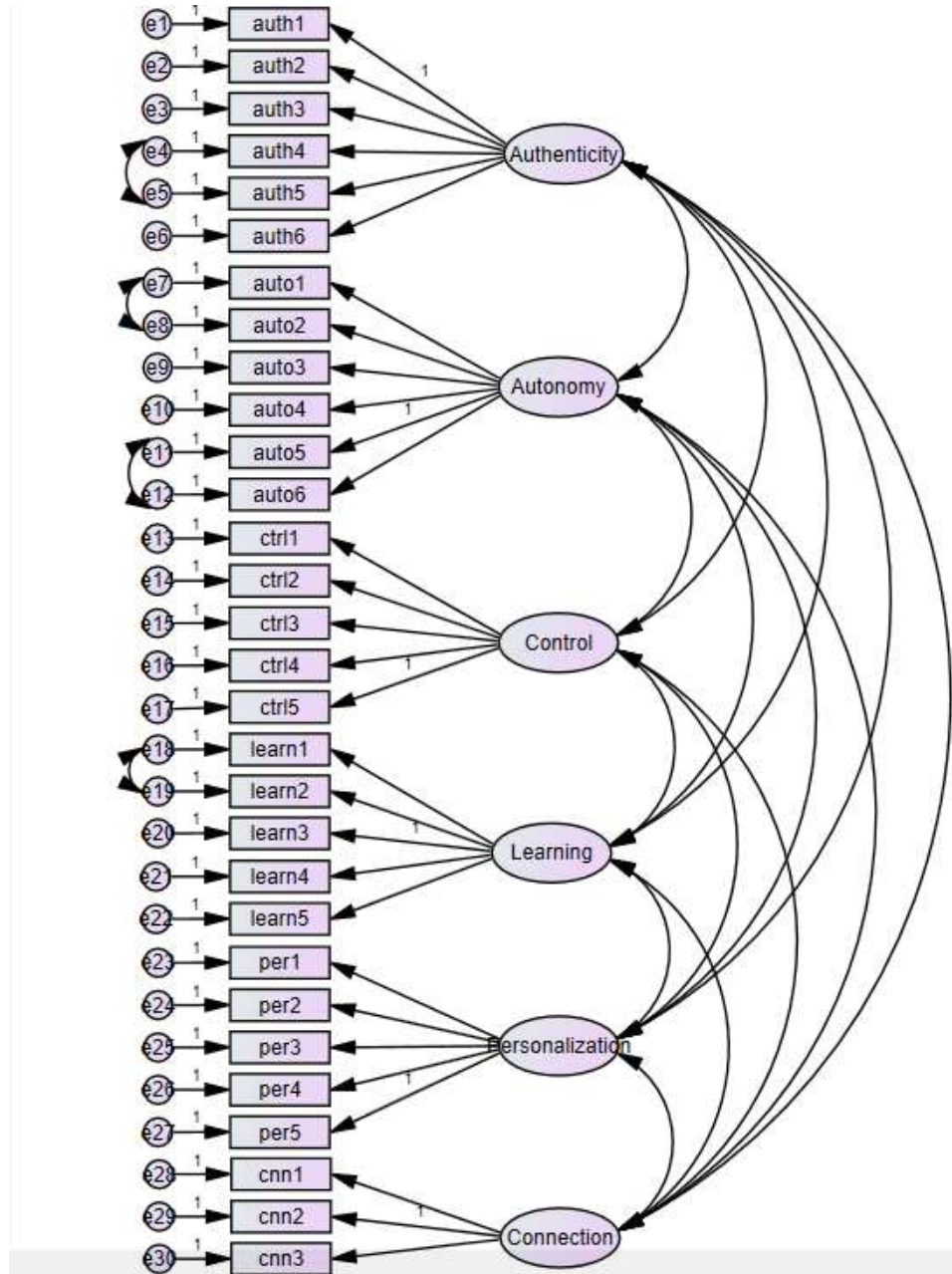
In order to improve model fit, the research examined modification indices suggested by AMOS output (Kline, 2011). An inspection of the modification indices indicated that the model fit could be significantly improved by allowing covariance between several pairs of error terms. Chi-square difference ($\Delta \chi^2$) was also examined to support such improvements. First covariance was drawn between the error term of “auto5” (“I felt like I was able to make decisions independently.”) and that of “auto6” (“I felt like I was independent when making decisions.”) ($\Delta \chi^2 (1) = 92.68$, $p \leq 0.001$). It was

considered appropriate to include a covariance between the errors of the two items because both items address a feeling of independence when making decisions during the co-creation experience. Additionally, the modification indices suggested that by allowing covariance between the errors of “learn1” (“I felt like I became more knowledgeable about the destination.”) and “learn2” (“I felt like I learned a lot about the destination.”), the overall model fit can be significantly improved ($\Delta \chi^2 (1) = 83.37, p \leq 0.001$). As both items appear to discourse respondent’s agreement on gaining knowledge about the destination through co-creation experience, the covariance was believed to be proper. Furthermore, covariance was drawn between the error term of “auto1” (“I felt like I was free to make decisions.”) and “auto2” (“I had a sense of freedom when making decisions.”) ($\Delta \chi^2 (1) = 42.23, p \leq 0.001$). The inclusion of this covariance was considered to be appropriate, as both items appear to evoke similar responses from the respondents concerning their feelings of freedom during co-creation experience. Similarly, as “auth4” (“I experienced the “spirit of travel” by living like a local.”) and “auth5” (“I felt I lived like a local.”) may elicit similar responses regarding respondent’s feeling of living like a local, covariance was added between the errors of the two items, resulting in a significant improvement of model fit ($\Delta \chi^2 (1) = 31.655, p \leq 0.01$).

After the re-specification of the measurement model by drawing covariance between four pairs of errors, the revised measurement model of co-creation experience (Figure 4.1) demonstrated satisfactory model fit for the calibration sample, with $\chi^2 = 946.51, df = 386, \chi^2/df = 2.45, p \leq 0.01$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.05 and SRMR = 0.037. Table 4.7 presents the improvements of model fit after addressing the modification indices.

Table 4.7 Improvements of CFA Model Fit – Calibration Sample (N = 600)

	χ^2	df	χ^2/df	GFI	CFI	TLI	NFI	RMSEA	SRMR
Before Modif.	1186.849	390	3.043	0.883	0.931	0.924	0.902	0.058	0.0410
After Modif.	946.507	386	2.452	0.905	0.952	0.946	0.922	0.049	0.0368



Notes. $\chi^2 = 946.51$ ($df = 386$, $p \leq 0.01$), $\chi^2/df = 2.45$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.05, SRMR = 0.03

Figure 4.1 Measurement Model of Co-creation Experience – Calibration Sample

4.3.7 Construct Validity – Calibration Sample

Construct validity means how well a measure indeed measures the construct it is designed to measure (Netemeyer et al., 2003). In order to establish construct validity, one needs to demonstrate both convergence and discrimination of the measurement scale (Campbell & Fiske, 1959).

Convergent validity. Convergent validity refers to the degree to which items of the same construct that theoretically should be related, are in fact related (Russell, 1978). Convergent validity can be evaluated by determining whether each item's loading on its corresponding underlying dimension is significant and exceeds certain size (Hair et al., 2010). Hair et al. (2010) suggested that the magnitude of a significant item should be at least 0.50 (good) or ideally over 0.70 (excellent) to demonstrate enough strength in measuring the intended construct. As Table 4.8 shows, standardized factor loading for most of the items achieved the suggested threshold of 0.70, with only two items slightly below 0.70. Additionally, all items were statistically significant ($p \leq 0.001$). Furthermore, convergent validity can also be assessed with the average percentage of variance extracted (AVE) among a set of construct items (Fornell & Larcker, 1981; Hair et al., 2010). The results showed that the AVEs of the six factors all exceeded the commonly accepted cut-off value of 0.5 (Hair et al., 2010). Moreover, correlations between items of the same factor were calculated. The bivariate correlation analysis indicated that all items within each factor were significantly correlated ($p \leq 0.001$). Based on the above results, convergent validity was established for the calibration sample.

Table 4.8 Confirmatory Factor Analysis – Calibration Sample (N = 600)

Dimensions and Items (30 items in total)	SL	CR	AVE
Authenticity (Cronbach's $\alpha = 0.89$, Grand M = 4.04)		0.89	0.58
auth1. I experienced the local way of life.	0.76		

auth2. I enjoyed the authentic local life.	0.78		
auth3. I felt like I was closer to the authentic local life.	0.80		
auth4. I experienced the “spirit of travel” by living like a local.	0.75		
auth5. I felt I lived like a local.	0.74		
auth6. I felt a sense of what’s it like to truly live there.	0.73		
Autonomy (Cronbach’s α = 0.90, Grand M = 4.35)		0.89	0.58
auto1. I felt like I was free to make decisions.	0.82		
auto2. I had a sense of freedom when making decisions.	0.83		
auto3. I had a great deal of freedom to create my own experience.	0.82		
auto4. I felt like I can be myself when making decisions.	0.77		
auto5. I felt like I was able to make decisions independently.	0.70		
auto6. I felt like I was independent when making decisions.	0.62		
Control (Cronbach’s α = 0.89, Grand M = 4.34)		0.89	0.62
ctrl1. I felt like I was in control.	0.74		
ctrl2. I felt I was in charge of my own experience.	0.78		
ctrl3. I felt like the decisions involved in the experience were in my hands.	0.85		
ctrl4. I felt like I had control over the decisions involved in my experience.	0.83		
ctrl5. I felt things were under control.	0.72		
Learning (Cronbach’s α = 0.89, Grand M = 4.20)		0.88	0.60
learn1. I felt like I became more knowledgeable about the destination.	0.76		
learn2. I felt like I learned a lot about the destination.	0.79		
learn3. I felt like I learned new things about the area.	0.79		
learn4. I felt like I learned about insider's tips of local attractions.	0.78		
learn5. I felt like it was a real learning experience.	0.75		
Personalization (Cronbach’s α = 0.87, Grand M = 4.33)		0.87	0.58
per1. I felt like I could tailor things to my specific interests.	0.74		
per2. I felt like I was able to find the solutions to fit my personal needs.	0.75		
per3. I felt like I was able to customize my experience according to my personal needs.	0.80		
per4. I felt like I was able to personalize my experience.	0.81		
per5. I felt like my personal preferences were met.	0.70		
Connection (Cronbach’s α = 0.82, Grand M = 4.06)		0.83	0.63
cnn1. I felt like I had a good a relationship with the host.	0.83		
cnn2. I felt like I had meaningful interaction with the hosts.	0.85		
cnn3. The host gave me relevant information about the area.	0.69		

Notes. Model Fit: $\chi^2 = 946.51$ ($df = 386$, $p \leq 0.01$), $\chi^2/df = 2.45$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.05, SRMR = 0.037; SL = Bootstrap Standardized Loadings; CR = Composite Reliability; AVE = Average Variance Extracted.

Discriminant validity. Discriminant validity refers to the degree to which a construct is indeed divergent or distinct from other constructs (Hair et al., 2010). Discriminant validity of the measurement scale was examined by comparing the correlations of the factors with the square root of the AVE for each of the factors (Fornell & Larcker, 1981). If the square root of the AVE for each of the factor is greater than the

correlations among the factors, then discriminant validity exists. As Table 4.9 shows, the square root of the AVE for each factor was greater than its correlations with other factors. Therefore, discriminant validity was established for the calibration sample.

Table 4.9 Discriminant Validity Analysis – Calibration Sample (N = 600)

	1	2	3	4	5	6
1. Learning	0.773^a					
2. Authenticity	0.769	0.759^a				
3. Connection	0.658	0.602	0.793^a			
4. Autonomy	0.660	0.628	0.528	0.762^a		
5. Control	0.485	0.462	0.366	0.684	0.786^a	
6. Personalization	0.705	0.658	0.556	0.761	0.671	0.762^a

Note. ^a square root of AVEs

4.3.8 Construct Reliability – Calibration Sample

Reliability is the degree to which an instrument consistently measures a construct, both across items (i.e. internal consistency) and throughout time points (i.e., test-retest reliability) (Hair et al., 2010). Several estimates including Cronbach's alpha, AVE and composite reliability (CR) were assessed in the current study in order to determine if the co-creation experience scale holds construct reliability for the calibration sample. As shown in Table 4.8, the Cronbach's alphas of all the factors exceeded the suggested level of 0.70 (Hair et al., 2010). Additionally, composite reliability of the six factors ranged from 0.83 to 0.89, surpassing the recommended cut-off value of 0.70 (Hair et al., 2010).

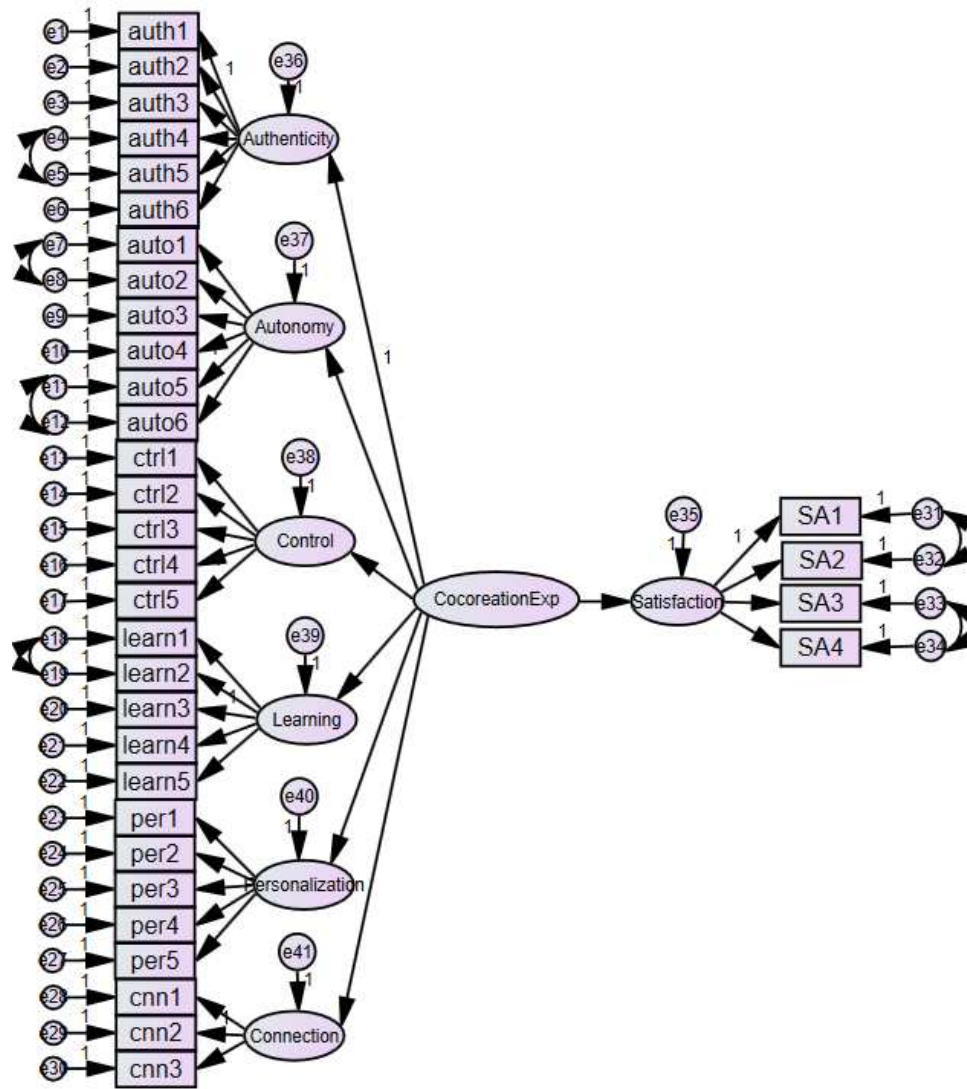
Furthermore, average variance extracted (AVE) of each factor surpassed the criterion of 0.50, suggesting internal consistency and stability of the measurement model (Fornell & Larcker, 1981; Netemeyer et al., 2003). In sum, the three estimates evidenced construct reliability for the calibration sample.

4.3.9 Criterion Validity – Calibration Sample

Criterion validity is the extent to which a measure is empirically related to a theoretically related outcome variable (Churchill, 1979; DeVellis, 2016; Hinkin, 1998; Netemeyer et al., 2003). To establish criterion validity when developing a new measurement scale, empirical relationship between the new construct and criterion variable need to be supported (Hinkin, 1998). Criterion validity is often classified into concurrent validity and predicative validity according to the temporal status of the criterion variable (Netemeyer et al., 2003). The current study utilized customer satisfaction as a predictive criterion variable. S-D logic indicates that customer plays an active and important role in creating service outcome, which in turn increase satisfaction with the service outcome (Bhattacharya & Sen, 2003). Hence, customer satisfaction of overall peer-to-peer accommodation experience was hypothesized to be significantly and positively influenced by co-creation experience (e.g., Bitner et al., 1997; Dong et al., 2008; Grisseman & Stokburger-Sauer, 2012; Mathis et al., 2016) (See “Section 2.10.1” for more details). Consequently, customer satisfaction was treated as an endogenous variable influenced by the second-order factor co-creation experience.

Figure 4.2 demonstrates the structural model for testing criterion validity using co-creation experience as the exogenous variable and customer satisfaction as the endogenous variable. The results showed that the model fit was acceptable for the calibration sample ($N = 600$) ($\chi^2 = 1269.66$, $df = 514$, $\chi^2/df = 2.47$, $p \leq 0.01$, GFI = 0.89, CFI = 0.94, TLI = 0.94, NFI = 0.91, RMSEA = 0.05 and SRMR = 0.05). The parameter estimates indicated that co-creation experience, as a second-order construct, positively and significantly predicted customer satisfaction ($\beta = 0.67$, $t = 10.78$, $p \leq 0.001$) and

explained 43.1% of the variance in customer satisfaction. Therefore, empirical evidence of criterion validity of co-creation experience for the calibration sample was established.



Notes. $\chi^2 = 1269.66$ ($df = 514$, $p \leq 0.01$), $\chi^2/df = 2.47$, GFI = 0.89, CFI = 0.94, TLI = 0.94, NFI = 0.91, RMSEA = 0.05, SRMR = 0.05

Figure 4.2 Structural Model for Testing Criterion Validity – Calibration Sample (N = 600)

4.3.10 Dimensionality – Calibration Sample

In order to further corroborate the stability of the six-factor solution of the measurement model, a comparison of model fit between models with different

dimensionality was examined (DeVellis, 2016; Gerbing & Anderson, 1988; King, Grace & Funk, 2012; Sweeney & Soutar, 2001, So, 2013). Firstly, a CFA was conducted with all items of the six factors (i.e. 30 items in total) loaded on one single factor (i.e. one-factor model). The results showed significantly poorer model fit compared to the six-factor model ($\Delta \chi^2 (19) = 2983.501, p \leq 0.001$). Furthermore, a five-factor model was assessed by allowing the items of the two most highly correlated factors into one factor (So, 2013). The results indicated that the five-factor model also exhibited significantly worse fit compared to the six-factor model ($\Delta \chi^2 (5) = 299.664, p \leq 0.001$). The detailed comparison of model fit indices among the three models is listed in Table 4.10. Hence, the dimensionality analysis further supported the solution of the six-factor model.

Table 4.10 Model Comparison for Dimensionality – Calibration Sample (N = 600)

Competing Models	Chi-Square	df	χ^2/df	GFI	NFI	TLI	CFI	RMSEA	SRMR
One-factor	4170.350	405	10.297	0.582	0.654	0.652	0.676	0.125	0.0916
Five-factor	1246.171	391	3.187	0.868	0.897	0.918	0.926	0.060	0.0457
Six-factor	946.507	386	2.452	0.905	0.952	0.946	0.922	0.049	0.0368

4.3.11 Co-creation Experience Scale: Confirmatory Factor Analysis – Validation Sample

Previous researchers suggested that when developing a new measurement scale, it is important to assess the psychometric properties using multiple samples. Such practice can help researchers to reduce potential problems caused by common method variance, enhance generalizability of the scale, and provide stronger evidence of validity and reliability of the new measure (Bearden, Netemeyer & Teel, 1989; DeVellis, 2016; Hinkin, 1995; Netemeyer et al., 2003). Thus, the same procedure described in “Section 4.3.6 Confirmatory Factor Analysis of Co-creation Experience – Calibration Sample”, including the test of model fit, construct validity, construct reliability, criterion validity,

dimensionality was performed using the second half of the collected data – the validation sample (N = 600).

Firstly, the six-factor measurement model (See Figure 4.1) was scrutinized to a CFA using AMOS 24.0, which produced satisfactory model fit with $\chi^2 = 923.48$, $df = 386$, $\chi^2/df = 2.39$, $p \leq 0.01$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.05 and SRMR = 0.037. *Secondly*, evidence of convergent validity was established in the validation sample with 1) sizable and significant standardized loadings (i.e. standardized loadings of all the items were significant with $p \leq 0.001$; except for two items, all exceeded the cut-off value of 0.7) (Hair et al., 2010), 2) AVEs of the six factors all exceeding the commonly accepted level of greater than 0.5 (Hair et al., 2010), and 3) items of the same factor being significantly correlated with each other ($p \leq 0.001$).

Detailed results were provided in Table 4.11. *Thirdly*, as shown in Table 4.12, the square of AVE for each factor was greater than its correlations with other factors, indicating satisfactory discriminant validity (Fornell & Larcker, 1981). *Fourth*, construct reliability for the validation sample was examined using Cronbach's alpha, composite reliability (CR) and AVE. As shown in Table 4.11, the Cronbach's alphas of all the factors were above the suggested criterion of 0.70 (Hair et al., 2010). In addition, composite reliability values ranged from 0.82 to 0.92, surpassing the recommended cut-off value of 0.70 (Hair et al., 2010). Furthermore, average variance extracted (AEV) of each factor exceeded the suggested level of 0.50 (Fornell & Larcker, 1981). Hence, internal consistency and stability (i.e. construct reliability) of the measurement model was corroborated in the validation sample.

After construct validity and reliability was evidenced with the validation sample, the structural model for testing criterion validity using customer satisfaction as the outcome variable was estimated with the validation sample. The fit indices proved similar and good model fit ($\chi^2 = 1241.64$, $df = 514$, $\chi^2/df = 2.42$, $p \leq 0.01$, GFI = 0.89, CFI = 0.94, TLI = 0.94, NFI = 0.91, RMSEA = 0.05 and SRMR = 0.05). The parameter estimates showed similar results as that of calibration sample. Co-creation experience was a significant and positive predictor of customer satisfaction ($\beta = 0.68$, $t = 10.64$, $p \leq 0.001$), which accounted for 46.2% of the variance in customer satisfaction. Accordingly, empirical evidence of criterion validity of co-creation experience for the validation sample was established.

Table 4.11 Confirmatory Factor Analysis – Validation Sample (N = 600)

Dimensions and Items (30 items in total)	SL	CR	AVE
Authenticity (Cronbach's $\alpha = 0.90$, Grand M = 4.12)		0.90	0.61
auth1. I experienced the local way of life.	0.79		
auth2. I enjoyed the authentic local life.	0.83		
auth3. I felt like I was closer to the authentic local life.	0.80		
auth4. I experienced the "spirit of travel" by living like a local.	0.77		
auth5. I felt I lived like a local.	0.74		
auth6. I felt a sense of what's it like to truly live there.	0.73		
Autonomy (Cronbach's $\alpha = 0.89$, Grand M = 4.40)		0.89	0.56
auto1. I felt like I was free to make decisions.	0.71		
auto2. I had a sense of freedom when making decisions.	0.77		
auto3. I had a great deal of freedom to create my own experience.	0.81		
auto4. I felt like I can be myself when making decisions.	0.78		
auto5. I felt like I was able to make decisions independently.	0.71		
auto6. I felt like I was independent when making decisions.	0.72		
Control (Cronbach's $\alpha = 0.92$, Grand M = 4.35)		0.92	0.71
ctrl1. I felt like I was in control.	0.80		
ctrl2. I felt I was in charge of my own experience.	0.87		
ctrl3. I felt like the decisions involved in the experience were in my hands.	0.88		
ctrl4. I felt like I had control over the decisions involved in my experience.	0.85		
ctrl5. I felt things were under control.	0.81		
Learning (Cronbach's $\alpha = 0.86$, Grand M = 4.26)		0.85	0.54
learn1. I felt like I became more knowledgeable about the destination.	0.69		
learn2. I felt like I learned a lot about the destination.	0.76		
learn3. I felt like I learned new things about the area.	0.76		
learn4. I felt like I learned about insider's tips of local attractions.	0.72		
learn5. I felt like it was a real learning experience.	0.75		

Personalization (Cronbach's $\alpha = 0.88$, Grand M = 4.34)	0.88	0.64
per1. I felt like I could tailor things to my specific interests.	0.70	
per2. I felt like I was able to find the solutions to fit my personal needs.	0.77	
per3. I felt like I was able to customize my experience according to my personal needs.	0.81	
per4. I felt like I was able to personalize my experience.	0.79	
per5. I felt like my personal preferences were met.	0.78	
Connection (Cronbach's $\alpha = 0.81$, Grand M = 4.08)	0.82	0.56
cnn1. I felt like I had a good a relationship with the host.	0.84	
cnn2. I felt like I had meaningful interaction with the hosts.	0.82	
cnn3. The host gave me relevant information about the area.	0.67	

Notes. Model Fit: $\chi^2 = 923.48$ ($df = 386$, $p \leq 0.01$), $\chi^2/df = 2.39$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.05, SRMR = 0.037; SL = Bootstrap Standardized Loadings; CR = Composite Reliability; AVE = Average Variance Extracted.

Table 4.12 Discriminant Validity Analysis – Validation Sample (N = 600)

	1	2	3	4	5	6
1. Learning	0.735^a					
2. Authenticity	0.595	0.778^a				
3. Connection	0.540	0.531	0.779^a			
4. Autonomy	0.512	0.440	0.463	0.751^a		
5. Control	0.303	0.521	0.351	0.433	0.842^a	
6. Personalization	0.480	0.609	0.527	0.691	0.585	0.771^a

Note. ^a square root of AVEs

4.3.12 Factor Invariance Test

In this step, a multi-group CFA was conducted using AMOS 24.0 test whether invariance of factors loadings existed for the six-factor co-creation experience scale across the calibration (N = 600) and validation sample (N = 600). According to Netemeyer et al. (2003), when equivalent data are present, multiple group CFA can provide powerful test of measurement invariance to inform the researcher that the performance of the measurement scale is indeed equivalent across samples. As suggested by Netemeyer et al. (2003), both unconstrained and fully constrained model were calculated. The results of the unconstrained model indicated good model fit with $\chi^2 = 1869.98$, $df = 772$, $\chi^2/df = 2.42$, $p \leq 0.01$, GFI = 0.91, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.03 and SRMR = 0.037. Additionally, the results of the fully constrained

model displayed satisfactory model fit ($\chi^2 = 1908.731$, $df = 802$, $\chi^2/df = 2.42$, $p \leq 0.01$, GFI = 0.90, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.03 and SRMR = 0.038). The chi-square difference test between the two models further suggested non-significant difference between the two models ($\Delta \chi^2 (30) = 38.794$, $p \geq 0.05$). Therefore, the factor loadings were invariant across samples, supporting for the generalizability for the co-creation experience scale.

4.3.13 Summary of the Measurement Scale Development Results

The statistical analysis reported in the above sections demonstrated that the co-creation experience scale passed a series of psychometric property tests including model fit, construct validity, construct reliability, criterion validity, dimensionality and measurement invariance across both calibration and validation samples. More importantly, the finalized six-factor scale held to the original conceptualization which asserted that co-creation experience contained six distinct yet correlated theoretical dimensions including authenticity, autonomy, control, learning, personalization, and connection. Therefore, it is concluded that the co-creation experience scale was developed and validated. The next section discusses the analysis of the proposed research model.

4.4 RESEARCH MODEL TEST RESULTS

In order to test the proposed research model (See Figure 2.2), the entire sample ($N = 1200$) was analyzed through Structure Equation Modelling (SEM) using Amos 24.0 following the two steps recommended by Anderson and Gerbing (1988) and adopted by previous scale development study (So, 2013). Measurement model was firstly examined followed by testing the relationships between co-creation experience, customer values in

peer-to-peer accommodation, guest satisfaction, and intention of future usage. As there was a second-order reflective scale, co-creation experience, involved in the research model, the researcher tested the proposed structural model using both first-order factors (i.e. dimensions of co-creation experience) and second-order factor (i.e. co-creation experience). Therefore, it is necessary to examine the measurement model of the SEM using both first order structure of co-creation experience and second-order structure of co-creation experience. Therefore, the researcher first examined a first-order measurement model with all the constructs involved in the research model simultaneously correlated with each other. They are authenticity, autonomy, control, learning, personalization, connection, cost value, experiential value, social value, functional value, guest satisfaction, and intention of future usage. Then the research conducted a second-order CFA containing co-creation experience, cost value, experiential value, social value, functional value, guest satisfaction, and intention of future usage.

4.4.1 First-order Confirmatory Factor Analysis of the Structural Model

With two pairs of error terms of experiential value being covaried, the first-order CFA model presented satisfactory model fit ($\chi^2 = 3193.91$, $df = 1252$, $\chi^2/df = 2.55$, $p \leq 0.01$, GFI = 0.91, CFI = 0.96, TLI = 0.95, NFI = 0.93, RMSEA = 0.04 and SRMR = 0.033). It was considered reasonable to draw covariance between these errors as the items measured similar responses regarding guests' enjoyment of overall peer-to-peer accommodation experience. As shown in Table 4.13, Convergent validity was evidenced as almost all the factor loadings were significant and over 0.70, except for two items which were close to 0.70 (Hair et al., 2010). Additionally, AVEs of all the constructs

exceeded the suggested level of 0.50 and above (Hair et al., 2010). Meanwhile, AVE for each factor was greater than its correlations with other factors, indicating discriminant validity (See Table 4.14) (Fornell & Larcker, 1981). Furthermore, Cronbach's alphas and CRs of all the constructs were above the cut-off value of 0.70 (Hair et al., 2010), suggesting construct reliability. Overall, the performance of the first-order model was valid and reliable. Detailed results of the first-order measurement model are provided in Table 4.13.

Table 4.13 Results of Confirmatory Factor Analysis – First-order Measurement Model (N = 1,200)

Dimensions and Items (30 items)	Cronbach's α	Grand M.	SL	CR	AVE
Authenticity	0.90	4.07		0.90	0.59
auth1			0.77		
auth2			0.80		
auth3			0.79		
auth4			0.77		
auth5			0.75		
auth6			0.74		
Autonomy	0.89	4.37		0.89	0.57
auto1			0.77		
auto2			0.80		
auto3			0.82		
auto4			0.77		
auto5			0.70		
auto6			0.67		
Control	0.91	4.35		0.91	0.67
ctrl1			0.77		
ctrl2			0.83		
ctrl3			0.86		
ctrl4			0.84		
ctrl5			0.77		
Learning	0.87	4.23		0.87	0.57
learn1			0.73		
learn2			0.77		
learn3			0.76		
learn4			0.76		
learn5			0.76		
Personalization	0.88	4.33		0.88	0.59
per1			0.72		
per2			0.76		
per3			0.81		
per4			0.80		
per5			0.75		

Connection	0.82	4.07		0.83	0.62
cnn1			0.83		
cnn2			0.83		
cnn3			0.69		
Cost Value	0.94	4.23		0.94	0.80
cv1			0.89		
cv2			0.91		
cv3			0.93		
cv4			0.84		
Experiential Value	0.89	4.43		0.89	0.62
ev1			0.81		
ev2			0.74		
ev3			0.72		
ev4			0.83		
ev5			0.83		
Social Value	0.90	3.87		0.90	0.70
sv1			0.79		
sv2			0.87		
sv3			0.90		
sv4			0.78		
Functional Value	0.86	4.34		0.87	0.68
fv2			0.77		
fv3			0.85		
fv4			0.85		
Satisfaction	0.84	4.52		0.84	0.57
sa1			0.75		
sa2			0.74		
sa3			0.73		
sa4			0.79		
Intention	0.93	4.56		0.93	0.82
in1			0.89		
in2			0.92		
in3			0.90		

Table 4.14 Discriminant Validity Analysis – First-order Measurement Model (N = 1200)

	1	2	3	4	5	6	7	8	9	10	11	12
1. Satisfaction	0.75^a											
2. Control	0.41	0.82^a										
3. Authenticity	0.46	0.49	0.77^a									
4. Personalization	0.54	0.62	0.63	0.77^a								
5. Connection	0.52	0.36	0.57	0.54	0.79^a							
6. Autonomy	0.58	0.55	0.54	0.67	0.50	0.76^a						
7. Learning	0.51	0.39	0.69	0.59	0.61	0.59	0.75^a					
8. Cost	0.50	0.25	0.30	0.34	0.37	0.38	0.32	0.89^a				
9. Experiential	0.69	0.42	0.55	0.56	0.55	0.61	0.64	0.37	0.79^a			
10. Social	0.39	0.25	0.62	0.38	0.61	0.40	0.70	0.30	0.49	0.83^a		
11. Functional	0.58	0.38	0.39	0.48	0.35	0.51	0.42	0.31	0.59	0.32	0.83^a	
12. Intention	0.64	0.33	0.40	0.45	0.37	0.46	0.43	0.38	0.59	0.32	0.45	0.90^a

Note: ^a square root of AVEs

4.4.2 Second-order Confirmatory Factor Analysis of the Structural Model

Following the first-order measurement model, the researcher then evaluated the second-order measurement model, in which co-creation experience was treated as a second-order reflective factor simultaneously correlated with other constructs. Similar to the first-order model, two pairs of error terms of experiential value were covaried. The second-order CFA model produced acceptable model fit ($\chi^2 = 3829.28$, $df = 1291$, $\chi^2/df = 2.97$, $p \leq 0.01$, GFI = 0.89, CFI = 0.95, TLI = 0.94, NFI = 0.92, RMSEA = 0.04 and SRMR = 0.050). The section only focuses on the construct validity and reliability of the second-order factor, co-creation experience. Firstly, the standardized factor loadings of the six dimensions of co-creation experience were all significant ($p \leq 0.001$), with the highest loading dimension being personalization ($\beta = 0.82$) and learning ($\beta = 0.81$), followed by autonomy ($\beta = 0.79$), authenticity ($\beta = 0.78$), connection ($\beta = 0.71$), and control ($\beta = 0.61$). Additionally, the AVE of co-creation experience exceeded the suggested level of 0.50 (Hair et al., 2010). Thus, convergent validity was supported for the second-order factor of co-creation experience within the structural model (See Table 4.15). Furthermore, square root of the AVE for each factor in the second-order model was compared with its correlation with other factors (Fornell & Larcker, 1981). The results indicated the square root of the AVE for each factor was greater than its correlation with other factors, demonstrating discriminant validity (See Table 4.16). Composite Reliability of co-creation experience was also above the cut-off value of 0.70 (Hair et al., 2006), indicating construct reliability. Overall, the performance of the second-order model was valid and reliable.

Table 4.15 Results of Confirmatory Factor Analysis – Second-order Model (N = 1,200)

Second-order Construct and Dimensions	SL	CR	AVE
Co-creation Experience		0.89	0.57
Authenticity	0.78		
Autonomy	0.79		
Control	0.61		
Learning	0.81		
Personalization	0.81		
Connection	0.71		

Table 4.16 Discriminant Validity Analysis – Second-order Model (N = 1,200)

	AVE	1	2	3	4	5	6	7
1. Satisfaction	0.56	0.75^a						
2. Cost	0.80	0.50	0.89^a					
3. Co-creation Exp.	0.57	0.66	0.43	0.75^a				
4. Experiential	0.62	0.69	0.37	0.74	0.79^a			
5. Social	0.70	0.39	0.30	0.66	0.49	0.83^a		
6. Functional	0.68	0.58	0.31	0.56	0.59	0.32	0.83^a	
7. Intention	0.82	0.64	0.38	0.54	0.59	0.32	0.45	0.90^a

Note. ^a square root of AVEs

4.4.3 Structural Model

In this section, two structural models were tested and compared. The first model allows the six dimensions of co-creation experience to perform as separate independent variables, and the second model treats co-creation experience as a second-order factor influencing customer values in peer-to-peer accommodation and satisfaction. Firstly, both models' fit indices were compared to determine which one tended to be superior. Secondly, the research propositions proposed in Chapter 2 were further examined and discussed.

The model fit for the first structural model, in which all the six dimensions of co-creation experience were treated as separate predictors of customer values and satisfaction, failed to meet the suggested criteria of a well-fitted model ($\chi^2 = 6225.34$, $df =$

1294, $\chi^2/df = 4.81$, $p \leq 0.01$, GFI = 0.80, CFI = 0.89, TLI = 0.88, NFI = 0.86, RMSEA = 0.06 and SRMR = 0.244) (Bagozzi & Yi, 1988; Hair et al., 2010; Hu & Bentler, 1999; Kline, 2011). Meanwhile, model fit of the second structural model, in which co-creation experience was performed as a second-order factor, produced satisfactory model fit ($\chi^2 = 3828.944$, $df = 1298$, $\chi^2/df = 2.95$, $p \leq 0.01$, GFI = 0.90, CFI = 0.92, TLI = 0.95, NFI = 0.9, RMSEA = 0.04 and SRMR = 0.05). Table 4.17 shows the difference between the fit indices of the two structural models. Therefore, the model in which co-creation was handled as a second-order factor predicting customer values and satisfaction was used to analyze parameter estimates of the proposed research propositions.

Table 4.17 Comparison of Structural Models (N = 1,200)

Competing Models	Chi-Square	df	χ^2/df	GFI	NFI	TLI	CFI	RMSEA	SRMR
Model 1	6225.343	1294	4.811	0.799	0.863	0.881	0.888	0.056	0.2437
Model 2	3815.415	1297	2.942	0.895	0.916	0.949	0.945	0.040	0.0534

An examination of the bootstrap structural path coefficients indicated that except for one research proposition (i.e., Research Proposition 6c), all other proposed research propositions were statistically significant and displayed positive influences. The results in Table 4.18 show that when predicting different customer values in peer-to-peer accommodation, co-creation experience exhibited strongest influence on experiential value ($\beta = 0.76$, $p \leq 0.001$), followed by its influence on social value ($\beta = 0.65$, $p \leq 0.001$), functional value ($\beta = 0.59$, $p \leq 0.001$), and cost value ($\beta = 0.46$, $p \leq 0.001$). As a second-order latent construct, co-creation experience explained 58% of the variance in customer experiential value in peer-to-peer accommodation, 42% in social value, 35% in functional value, and 20% in cost value. In regard with the impacts of customer values on customer satisfaction of overall peer-to-peer accommodation experience, experiential value

demonstrated the strongest positive influence ($\beta = 0.40, p \leq 0.001$), followed by cost value ($\beta = 0.21, p \leq 0.001$) and functional value ($\beta = 0.20, p \leq 0.001$). Social value was found to be non-significant predictor of customer satisfaction ($\beta = 0.07, p \geq 0.05$). Additionally, co-creation experience positively and significantly influenced customer satisfaction ($\beta = 0.26, p \leq 0.001$). Together, co-creation experience and customer values explained 65% of variance in customer satisfaction of overall peer-to-peer accommodation experience. Furthermore, customer satisfaction was a significant and positive predictor of customer intention of future usage of peer-to-peer accommodation. Figure 4.3 displays a visual depiction showing all standardized loadings within the second-order factor (i.e. co-creation experience), structural path coefficients of the proposed research model and the values of R^2 associated with dependent variables.

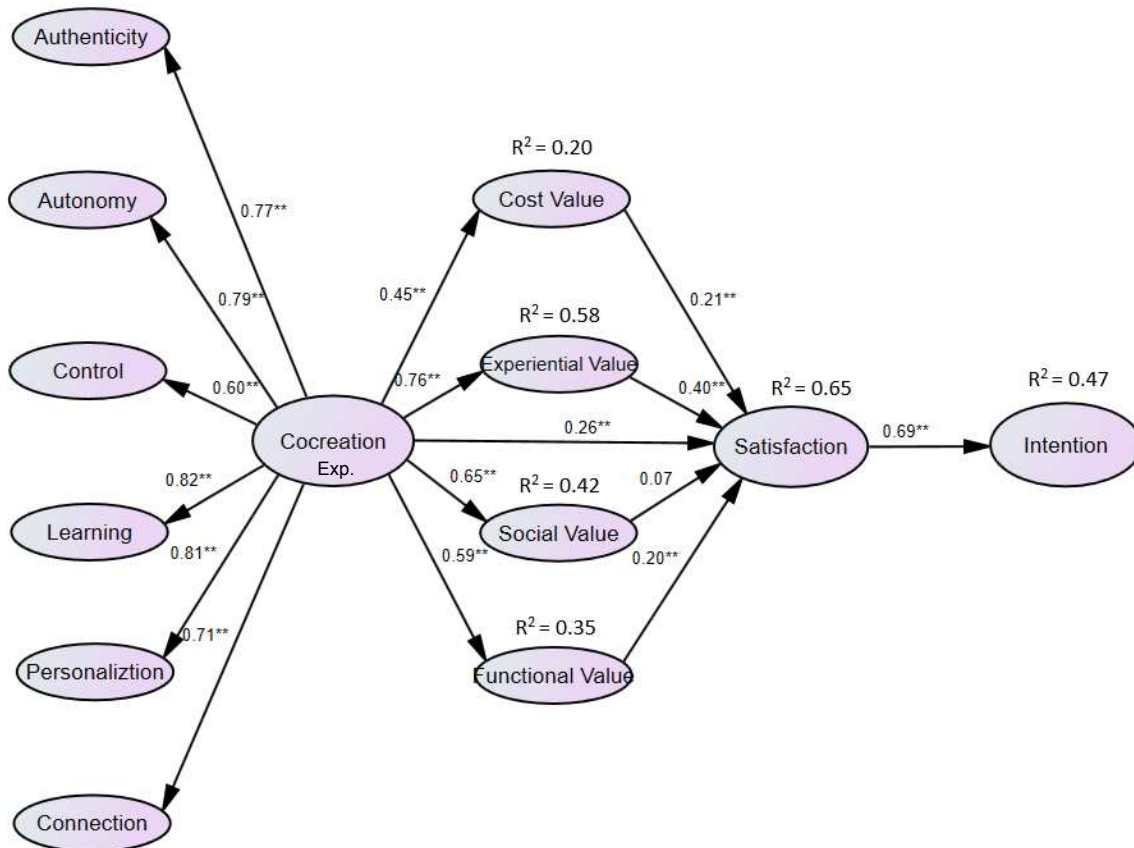
The research model was further trimmed with the exclusion of the non-significant path between social value and guest satisfaction. The trimmed model showed that by taking out the non-significant path, overall model fit would be slightly deteriorated ($\chi^2 = 3834.196$ ($df = 1299, p \leq 0.01$), $\chi^2/df = 2.95$, GFI = 0.89, CFI = 0.95, TLI = 0.94, NFI = 0.89, RMSEA = 0.05, SRMR = 0.05). This might be due to the fact that though the relationship between social value and satisfaction was non-significant at 95% confidence level, it was significant at 90% confidence level ($0.10 \leq p \leq 0.05$). Therefore, the non-significant path was retained in the results of the research model.

Table 4.18 Structural Model Results (N = 1,200)

Dependent Variables	Independent Variables	RP	β^a	p-value	R^2	Results
Cost Value	Co-creation Exp.	RP1	0.46	≤ 0.001	0.20	Supported
Experiential Value		RP2	0.76	≤ 0.001	0.58	Supported
Social Value		RP3	0.65	≤ 0.001	0.42	Supported
Functional Value		RP4	0.59	≤ 0.001	0.35	Supported
Satisfaction	Co-creation Exp.	RP5	0.26	≤ 0.001	0.65	Supported
	Cost Value	RP6a	0.21	≤ 0.001		Supported

	Experiential Value	RP6b	0.40	≤ 0.001		Supported
	Social Value	RP6c	0.07	≥ 0.05		Not Supported
	Functional Value	RP6d	0.20	≤ 0.001		Supported
Intention	Satisfaction	RP7	0.69	≤ 0.001	0.47	Supported

Notes. Model Fit: $\chi^2 = 3828.944$ ($df = 1298$, $p \leq 0.01$), $\chi^2/df = 2.95$, GFI = 0.90, CFI = 0.95, TLI = 0.95, NFI = 0.90, RMSEA = 0.04, SRMR = 0.05; RP = Research Proposition; ^a Bootstrap Path Coefficients



Note. Model Fit: $\chi^2 = 3828.944$ ($df = 1298$, $p \leq 0.01$), $\chi^2/df = 2.95$, GFI = 0.90, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.04, SRMR = 0.05; ** $p \leq 0.001$

Figure 4.3 Research Model Results (N = 1200)

4.4.4 Mediation Analysis

As can be observed from Figure 4.3, customer values (i.e. cost value, experiential value, social value, functional value) served as mediators between co-creation experience and satisfaction, with co-creation experience directly influencing satisfaction at the same

time. Therefore, it is necessary to examine the mediating effect through a comparison of multiple models (Table 4.19).

To conduct the mediation test, the researcher followed steps suggested by James, Mulaik and Brett (2006) and adopted by So (2013). Firstly, the relationship between the independent variable and the mediators (i.e. co-creation experience → customer values) as well as the relationship between the mediators and the dependent variable (i.e. co-creation experience → satisfaction) were examined. The full mediation results indicated significant and direct influences from co-creation experience to the four customer values, as well as significant and direct relationships from the co-creation experience to most of the customer values, except for social value. Secondly, co-creation experience was modelled as an independent variable parallel to customer values. Thus the relationship between the independent variable and the dependent variable without mediators (i.e. co-creation experience → satisfaction) was assessed. The results showed significant and direct influence from co-creation experience to satisfaction (i.e. IVs to DV model). Thirdly, the paths from the independent variable to the mediators (i.e. co-creation experience → customer values) were further included to the IVs to DV model, which resulted in a decreased size of the direct path from co-creation experience to satisfaction, indicating the existence of a partial mediation model.

Next, a comparison of the model fit across the full mediation, no-mediation, and partial mediation models showed that the partial mediation model was significantly better than both full mediation ($\Delta \chi^2 (1) = 21.79, p \leq 0.001$) and no-mediation model ($\Delta \chi^2 (5) = 216.16, p \leq 0.001$), providing addition support for a partially mediated model (See Table 4.19). Therefore, the mediation analysis offered strong evidence for the proposed partial

mediation model, in which customer values were treated as the mediators between co-creation experience and customer satisfaction.

Table 4.19 Mediation Analysis Results – Model Fit Comparison (N = 1,200)

Model	χ^2	<i>df</i>	GFI	NFI	TLI	CFI	RMSEA	SRMR
Full Mediation	3837.21	1298	0.89	0.92	0.94	0.94		0.055
IVs to DV	5508.17	1301	0.84	0.88	0.90	0.90	0.05	0.215
No Mediation	4031.58	1302	0.88	0.91	0.93	0.94	0.04	0.060
Partial Mediation	3815.42	1297	0.90	0.92	0.95	0.95	0.04	0.053

Table 4.20 Mediation Analysis Results – Path Coefficients Comparison (N = 1,200)

Path Relationships	Full Mediation	IVs to DV	No Mediation	Partial Mediation
CE – CV	0.45**	--	0.51**	0.46**
CE – EV	0.77**	--	0.79**	0.76**
CE – SV	0.65**	--	0.63**	0.65**
CE – FV	0.59**	--	0.62**	0.59**
CE – SA	--	0.30**	0.76**	0.26**
CV – SA	0.24**	0.28**	--	0.21**
EV – SA	0.52**	0.50**	--	0.40**
SV – SA	0.01	0.03	--	0.07
FV – SA	0.25**	0.26**	--	0.20**
R²				
CV	0.20	--	0.26	0.20
EV	0.59	--	0.62	0.58
SV	0.42	--	0.39	0.42
FV	0.35	--	0.38	0.35
SA	0.64	0.48	0.58	0.65
IN	0.47	0.38	0.64	0.47

Note. IV = Independent Variable; DV = Dependent Variable; ** $p \leq 0.001$

CHAPTER 5

CONCLUSION

5.1 DISCUSSION OF THE CO-CREATION EXPERIENCE SCALE

The first primary research objective of the current study was to construct a valid and reliable scale to measure an emerging concept, co-creation experience, based on the theoretical discussion of a series of conceptual constructs including control, personalization, autonomy, authenticity, connection, and learning (See Chapter 2 Literature Review). Specifically, the current study aimed to provide empirical answers to the research questions asking “what are the measurement dimensions of co-creation experience?” and “to what extent does the co-creation experience scale yield an appropriate level of validity and reliability?”

By adopting the exploratory sequential mixed method (Creswell, 2013), the researcher followed a systematic four-step scale development procedure suggested by Churchill (1979) and Netemeyer et al. (2003) (See Chapter 3. Methodology). This multi-stage scale development procedure generated a valid and reliable measurement scale of co-creation experience containing six reflective dimensions consistent with the initial conceptualization discussed in Chapter 2 (i.e. authenticity, autonomy, control, learning, personalization, and connection). Therefore, the primary research objective was achieved and the answers to the above research questions were addressed. The conceptualization and the empirical development of the co-creation experience scale moved beyond the current theoretical limit by understanding value co-creation from its experiential

perspective, which has been recently called for as one of the primary research priorities in the literature streams of value co-creation and S-D logic (Baraldi et al., 2014; Line & Runyan, 2014; Leclercq et al., 2016; Ranjan & Read, 2016). The developed scale captured the full conceptual domain of co-creation experience with the six underlying dimensions collectively constituting the measurement of the higher-order latent factor of co-creation experience. The results showed that all the dimensions exhibited significant and high factor loadings, supporting the proposed conceptualization.

5.1.1 Personalization

Particularly, personalization ($\beta = 0.81, p \leq 0.001$) and learning ($\beta = 0.81, p \leq 0.001$) tended to be the strongest dimensions of co-creation experience according to the magnitudes of their factor loadings. Personalization refers to the extent to which an accommodation experience is selected and designed for a guest based on the need/preference/interest of the guest. The results showed that by co-creating their peer-to-peer accommodation experience, guests felt that they had great opportunities to tailor service offerings to their specific needs and interests. Previous research also indicates the need for customized service experience to be a dominant motive of participating in value co-creation, as co-creative customers tend to customize their tourism experience to their unique preferences if they have certain ideas of what they want to see and do when entering into the experience space (Minkiewicz et al., 2010; Ranjan & Read, 2016). Meanwhile, the peer-to-peer accommodation platforms (e.g., the website of Airbnb) are largely supported by Internet as well as information and communication technologies (ICTs), which have greatly empowered customers' quests for personal needs and wants (Buhalis & Law, 2008; Ramaswamy & Gouillart, 2008; Shaw et al., 2011).

5.1.2 Learning

Besides personalization, learning was also found to be one of the strongest dimensions of co-creation experience. Learning refers to the degree to which a guest acquires or improves knowledge or skills through co-creative activities. The analysis results of the current study demonstrated that by co-creating their peer-to-peer accommodation experience through activities such as searching, reading and comparing information about potential rental homes and surrounding features, talking with the hosts on site on insider's tips, and exploring neighborhoods in residential areas, guests were likely to gain a strong sense of learning as their knowledge of the destinations were greatly improved. This finding confirmed the results from past studies in which customer learning value is found to be a key experience value of co-creation (Zhang et al., 2015). Additionally, consumer learning was also reported as a major activity in creative and co-creative behavior (Dahl & Moreau, 2007; Ranjan & Read, 2016). Likewise, by choosing shared rental home as their accommodation during travel, guests have naturally agreed to take the responsibility as partial employee (i.e. co-creator) to create their service and experience offerings, resulting in active and experiential learning (Bonwell & Eison, 1991; Kolb, 1974).

5.1.3 Autonomy

While personalization and learning were found to be the most significant indicators of co-creation experience, the strength of autonomy ($\beta = 0.79, p \leq 0.001$) and authenticity ($\beta = 0.78, p \leq 0.001$) were also high. Autonomy means the degree of independence and freedom a guest has in the process of experience specification and realization. Autonomy is firstly found to be an important element in customer enjoyment

of consumer creative experience by Dahl and Moreau (2007). Later, several studies have corroborated the role of autonomy in value co-creation (Füller et al., 2011; Zwass, 2010; Piller et al., 2011). The results of the current study indicated that guests exhibited feelings of freedom and independence (e.g., “I felt like I can be myself...”) when co-creating their peer-to-peer accommodation experience, substantiating previous arguments that customer autonomy is a crucial underlying dimension of value co-creation. In the meantime, collaborative consumption such as peer-to-peer accommodation is likely to encourage autonomous behavior because it requires certain degree of autonomy in order for customers to make self-assisted decisions in the shared consumption system (Polese et al., 2011). By examining co-creation experience in the context of peer-to-peer accommodation, the current study proved that autonomy was also an essential constituent in collaborative consumption experience.

5.1.4 Authenticity

Authenticity refers to a state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them. The participants in the current study indicated that by actively participating in the design, configuration, and realization of their peer-to-peer accommodation experience, they felt closer to the authentic local life of the destination. This was achieved through co-creative activities such as searching an authentic place to stay (e.g., a local resident’s house), interacting with the locals, and visiting those under-explored places in the destination recommended by the hosts or other actors met in the trip. Though not being previously found as an underlying component of either co-creation behavior or co-creation experience, authenticity was discussed as an important factor related to value co-creation

(Di Domenico & Miller, 2012; Dijk et al., 2014; Fisher & Smith, 2011; Prahalad & Ramaswamy, 2004). As indicated by previous researchers, tourism experience attains authenticity if the sources of travel plan and activity creations are partially driven by customer input (Fisher & Smith, 2011). The current study made the first empirical attempt to include authenticity as one of the underlying dimensions of co-creation experience. The results provided strong evidence that authenticity, along with other five theoretical dimensions, formed the latent construct of co-creation experience. Further, the results were in line with other studies focusing on shared accommodation, in which authenticity was shown to be a prominent factor in guest peer-to-peer accommodation experience (e.g., Liang, Choi, & Joppe, 2017; Stors & Kagermeier, 2015; Yannopoulou, Moufahim, & Bian, 2013).

5.1.5 Connection

Connection pertains to the degree to which a guest has informational access to the host and social relationships with actors involved in the experience. The analysis results suggested a robust sense of connection among guests in their co-creation experience using peer-to-peer accommodation. Connection has been both conceptually and empirically included as a critical dimension of value co-creation in previous studies from both the firm perspective (Prahalad & Ramaswamy, 2004b) and customer perspective (McColl-Kennedy, 2012; Neghina et al., 2015; Randall et al. 2011; Ranjan & Read, 2016; Verleye, 2015; Zhang et al., 2015). The results of the current study corroborated the significant role of connection in co-creation experience. In the meantime, the importance of connection found in the current study also confirmed that social belongingness or the need to be part of a community is considered a dominant factor for participating in

collaborative consumption (Ostrom, 1990; Nelson and Rademacher, 2009; Galbreth, Ghosh, & Shor, 2012).

5.1.6 Control

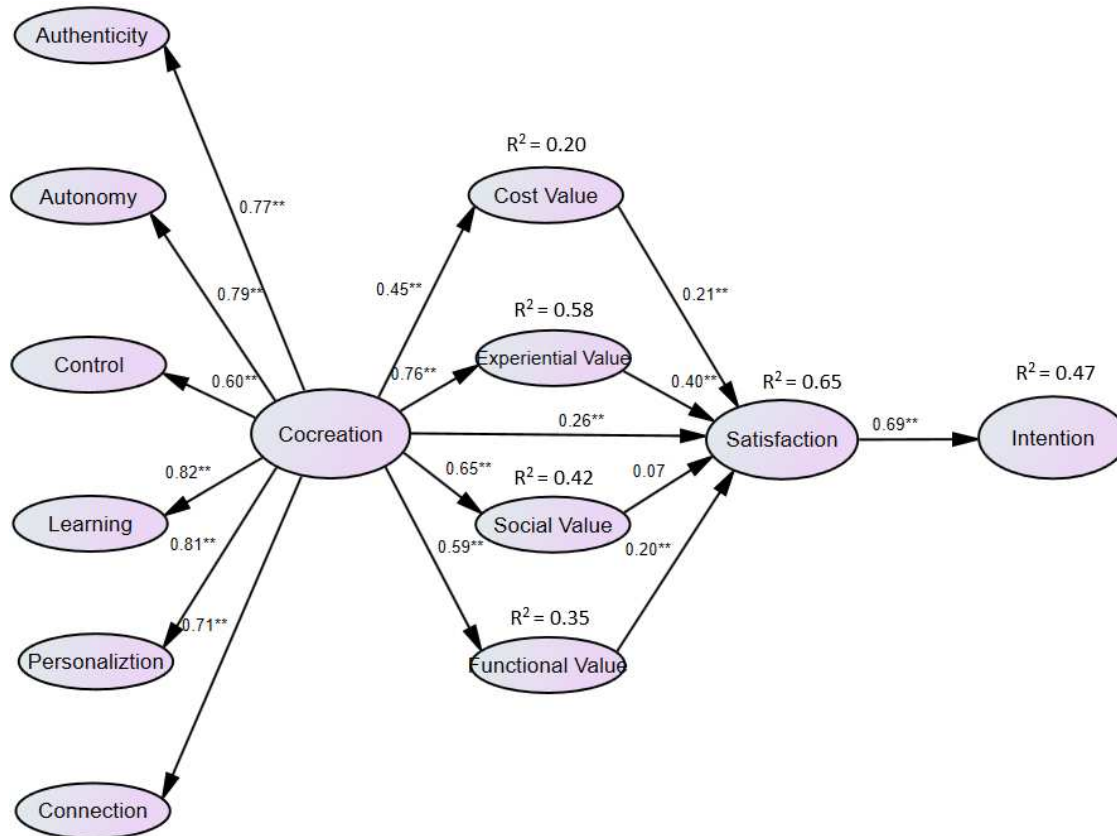
Control in the current study is described as “the degree of competence, power, or mastery a guest has over an experience specification and realization”. The emergence of the S-D logic has gradually passed the sense of control of the service and experience offerings from firms to customers. Previous studies found that an increased level of perceived control is positively linked to participative behavior in service and consumption experience (e.g., Chandran & Morwitz, 2005; Chang, 2007; Christodoulides et al., 2012). Factors which are theoretically similar to control (i.e. competence, empowerment) were identified as important components of value co-creation in past conceptual (Dahl & Moreau, 2007; Jaakkola et al., 2015; Neghina et al., 2015) and empirical articles (Füller et al., 2011). The results of the current study revealed that by actively participating in designing, configuring, and realizing their own accommodation experience, peer-to-peer accommodation guests acquired a feeling of control with which they felt they are greatly in charge of their own consumption experience. Therefore, control was empirically verified to be a significant dimension of co-creation experience. Furthermore, most of the collaborative consumption platforms such as peer-to-peer accommodation are operated through the Internet, which have enabled the shift of control to the customers. For example, Airbnb users become ‘writers’ to author and distribute reviews about the rental homes they have stayed, rendering sources of controlled feelings to future guests (Fisher & Smith, 2011).

5.2 DISCUSSION OF THE RESEARCH MODEL

In addition to the first primary research objective, which was to construct a valid and reliable scale to measure co-creation experience, the current study also aimed to test the developed co-creation scale in a research model pertaining to the examination of the relationships between co-creation experience, customer values in peer-to-peer accommodation, guest satisfaction of the overall peer-to-peer accommodation experience, and guest intention of future usage. Specifically, the proceeding analysis in Chapter 4 empirically assessed a structural model using co-creation experience as an independent variable (i.e. a second-order latent factor), guest satisfaction and intention as dependent variables, and customer values in peer-to-peer accommodation as partial mediators between co-creation experience and guest satisfaction (i.e., Figure 4.3 being re-illustrated in this section, see below). Overall, the model fit exceeded the suggested satisfactory level (Bagozzi & Yi, 1988; Hair et al., 2006; Hu & Bentler, 1999), and most of the proposed theoretical paths (See Table 2.4) exhibited significant and positive empirical relationships. Therefore, the second and the third research objective discussed in Chapter were met. The answers to the corresponding research questions were successfully addressed. The following sections elaborate each path relationship based on the analysis results.

5.2.1 Co-creation Experience → Customer Values in Peer-to-peer Accommodation

The results of the structural model showed that co-creation experience, as a second-order factor, positively and significantly influence guests' cost value, experiential value, social value, and functional value of using peer-to-peer accommodation. Though all of the four relationships were significant, the influence of co-creation experience on



Note. Model Fit: $\chi^2 = 3828.944$ ($df = 1298$, $p \leq 0.01$), $\chi^2/df = 2.95$, GFI = 0.90, CFI = 0.95, TLI = 0.95, NFI = 0.92, RMSEA = 0.04, SRMR = 0.05; $^{**} p \leq 0.001$

Figure 4.3 Structural Model Results (N = 1200)

experiential value tend to be the strongest ($\beta = 0.76$, $p \leq 0.001$). Meanwhile, the degree to which guests had co-creation experience which consists a composite feeling of authenticity, autonomy, control, learning, personalization, and connection explained nearly 60% of the variance of guest experiential value when using peer-to-peer accommodation ($R^2 = 58\%$). Thus, it is concluded that the overall co-creation experience significantly and greatly determined the enjoyment (i.e. experiential value) guests derived from using peer-to-peer accommodation. Co-creation experience has been found to generate high play value and innate enjoyment as the process greatly allows customers to self-construct different creative solutions related to their own preferences (Mathwick &

Rigdon, 2004). During such process, customers are likely to gain hedonic feelings through learning, practicing, and interacting with other actors, as well as taking in charge of their own consumption experience at the same time (Amabile, 1993; Füller et al., 2011; Roberts et al., 2014).

Social value was also found to be significantly and positively influenced by co-creation experience ($\beta = 0.65$, $p \leq 0.001$, $R^2 = 42\%$), indicating that the extent to which a guest had co-creation experience during the peer-to-peer accommodation consumption largely influenced the social value he or she perceived from using peer-to-peer accommodation. The emergence of the S-D logic has ended the separate roles of service consumers and service providers (Vargo & Lusch, 2008) and brings these two parties together. Therefore, social interaction acts as an important element in S-D logic and value co-creation. Botsman and Rogers (2010) argue that today's generation actively seeks to connect like-minded people in online and offline communities, which enable them to choose collaborative consumption and to co-create value in the system of shared economy. Consequently, customers are more likely to gain social benefits (e.g., developing social networks, making new friends) if they are allowed abundant opportunities to interact with different actors and co-design or co-create consumer outputs through active participation.

Furthermore, co-creation experience also significantly and positively impact guest functional value obtained from the use of peer-to-peer accommodation ($\beta = 0.65$, $p \leq 0.001$). The extent to which guests co-created their peer-to-peer accommodation experience accounted for 35% of the variance of their perceived functional value. Co-creation experience emphasizes the usage of products or services to produce value, which

is understood as “value-in-use” under the S-D logic (Vargo & Lusch, 2004; Vargo & Lusch, 2008b). Recently, studies have also revealed that both increased utilitarian and hedonic value serve as the goal of co-creation in the context of service marketing and management (Füller, 2010; Park & Ha, 2016). In the meantime, customers favor consumption experience through which they are able to readily choose products or service with the expected prices, as cost has been ranked as the most widely and intensely experienced travel constraint (Hinch & Jackson 2000). Being able to co-create, therefore, renders such experience, especially when customers feel that the consumption experience is autonomous, controlled and personalized (Fish & Smith, 2011). The results of the current study provided similar finding as the degree to which guests were able to co-create their peer-to-peer accommodation experience positively and significantly affecting their perceived functional value.

5.2.2 Co-creation Experience → Satisfaction → Intention of Future Usage

Besides the positive and significant relationships between co-creation experience and customer values in peer-to-peer accommodation, co-creation experience was also found to be a significant and positive predictor of guest satisfaction of their overall peer-to-peer accommodation experience ($\beta = 0.26, p \leq 0.001$). The finding was in line with previous research in which participation in co-creation activities can result in increased feelings of belongingness, which in turn leads to customer satisfaction and loyalty with the company (Bhattachary & Sen, 2003; Van Doorn et al., 2010). More recently, Mathis, and colleagues (2016) have investigated possible outcome variables of co-creation experience in tourism context. Similarly, their study found co-creation experience positively influences tourist satisfaction with vacation experience and loyalty to service

provider (Mathis et al., 2016). Furthermore, this current study results showed that guest satisfaction positively and significantly influenced their intention of using peer-to-peer accommodation again in future, which was consistent with findings in previous studies about the positive relationship between satisfaction and intention in both areas of general hospitality and tourism (e.g., Kozak & Rimmington, 2000; Kim et al., 2009) and collaborative consumption (Guttentag, 2015; Möhlmann, 2015; Tussyadiah, 2016).

5.2.3 Customer Values as Mediators between Co-creation Experience and Satisfaction

The results of the mediation test (See Table 4.19 and Table 4.20) showed that except for social value, customer cost value, experiential value, and functional value partially and significantly mediated the relationship between co-creation experience and guest satisfaction of the overall peer-to-peer accommodation experience. Based on the path coefficients, customer experiential value was found to be the strongest mediator between co-creation experience and satisfaction. Functional and cost value exhibited similar significant mediating strength. The finding was consistent with previous research which asserts that customer value is a close construct to satisfaction yet proceeds overall satisfaction and connects satisfaction with other important antecedents (Churchill & Surprenant, 1982; Eggert & Ulaga, 2002; Heskett & Schlesinger, 1994; Kuo et al., 2009; Lam et al., 2004; Oh, 1999; Woodruff, 1997). As partial mediators, cost value, experiential value and functional value, together with co-creation experience, explained 65% of the variance in guest satisfaction, denoting the prominence of different perceived benefits derived from using peer-to-peer accommodation, as well as the degree to which the guests were able to freely participate in their experience outcome formation.

Contradicting to most of the previous peer-to-peer accommodation studies, in which social value is found to be an essential factor influencing guest satisfaction, the results of the current study did not support such significant relationship (Cheng, 2016; Hobson & Lynch, 2016; Tussyadiah & Pesonen, 2016; Tussyadiah, 2016). As an alternative explanation, the non-significant relationship may be attributed to the type of shared accommodation the guests have chosen, which directly relates to their opportunity of having social interaction with the hosts. Based on the results of the current study, nearly 60% of the guests (See Table 4.5) chose entire apartment or entire house as their peer-to-peer accommodation type. Most of the hosts who rent their entire unit out for short-term rental tend to treat it as a second source of income, and prefer not to be present in their rental unit during the guests' stay (Zervas et al., 2016). Therefore, guests in the current study may have limited opportunity to derive social value from sufficient interpersonal conversations with both hosts and other guests who shared part of the unit. Future studies can further examine the role of social value in shared accommodation to test and confirm if there are distinct results apart from previous studies in that social value may not be a significant factor influencing guest satisfaction.

5.3 THEORETICAL CONTRIBUTION

By addressing the research gaps proposed in Chapter 1, the current study made several noteworthy contributions to the theoretical discussions in both fields of marketing and management as well as tourism and hospitality. Firstly, the development of comprehensive measurement scales related to value co-creation is still at its infancy stage, and most of the existing conceptualizations and scales of value co-creation centralize on co-creation behavior as opposed to co-creation experience (e.g., Leclercq et

al., 2016; Yi & Gong, 2013). Meanwhile, the importance of the experiential nature of value co-creation is highlighted in the concept's fundamental theoretical foundation (Prahalad & Ramaswamy, 2004b; Vargo & Lusch, 2004, 2006, 2008) as well as being raised as a prior research direction in S-D logic and value co-creation studies (Leclercq et al., 2016). Therefore, there is urgent need evidenced in the literature in developing a measurement scale focusing on co-creation experience.

The current study conceptualized co-creation experience as a second-order reflective construct composed of authenticity, autonomy, control, personalization, learning, and connection based on an extensive review of relevant literature and theories. Furthermore, it empirically tested the proposed conceptualization and developed a six-dimensional measurement scale which successfully passed a series of construct validity and reliability tests across multiple samples. Therefore, the current study effectively addressed the aforementioned research gap and contributed to the literature stream of value co-creation with a valid and reliable measurement scale capturing a comprehensive conceptual domain of co-creation experience. This scale is significant in its theoretical contribution to the literature because of several reasons. Firstly, co-creation experience is different from co-creation behavior, which has been mostly documented as measurement scales in value co-creation literature. As opposed to the actual co-creative behavior, co-creation experience focus on the psychological feelings customers derived from the co-creative behaviors. As Some of the fastest growing sectors of the global economy relating to the consumption of experiences rather than the actual behavior (Pine and Gilmore, 1999; Richards, 2001), tourism has been as the forefront of experience economy (Sternberg, 1997; Oh et al., 2004). Therefore, it is important to examine tourist

experience from different perspectives including tourist/guest co-creation experience. Meanwhile, the nature of value co-creation focus on the experiential perspective of the concept as value is always experientially determined (Vargo & Lusch, 2004, 2006, 2008). More and more researchers in S-D logic and value co-creation has called for the need to develop experience related conceptualization of value co-creation (Leclercq et al., 2016). In sum, the developed scale made significant theoretical contribution to the current literature.

Additionally, the present study filled the gap of the limited theoretical discussions in sharing economy, particularly peer-to-peer accommodation in tourism and hospitality (Heo, 2016). Up to date, empirical evidences remain scarce on the theoretical connection between value co-creation and sharing economy, though a lot of conceptual discussions have mentioned that value co-creation may serve as the underlining theoretical foundation for collaborative consumption (e.g., Matofska, 2014; Jaakkola et al., 2015; Tussyadiah, 2015; Tussyadiah & Pesonen, 2016). By addressing this research gap, the current study investigated guest co-creation experience of using peer-to-peer accommodation and further examined its relationships with customer values in peer-to-peer accommodation and important outcome variables including overall satisfaction and future intention of usage. Concisely, the current study provided one of the initial empirical explorations of investigating the timely topic of peer-to-peer accommodation using theories of value co-creation. Table 4.21 systematically listed each research gap and how the current study addressed it and contributed to the fields of both marketing and management as well as tourism and hospitality.

Table 4.21 Theoretical Contributions of the Current Study

Field	Research Gap/Problem (Chapter 1)	Addressed?	How?/Contribution
Marketing & Management	Conceptualization and development of a comprehensive measurement scale of value co-creation is still in its infancy stage.	✓	The current study theoretically conceptualized and empirically developed a valid and reliable measurement scale of co-creation experience.
Marketing & Management	Most existing conceptualizations and measurements focus on co-creation behavior rather than co-creation experience.	✓	
Marketing & Management	Empirical development of theoretically sound measurement scales of co-creation experience is a focal problem among the top research priorities in S-D logic and value co-creation literature.	✓	
Tourism & Hospitality	T&H is an optimum field for studying co-creation experience due to its experiential nature and service-oriented characteristics. Yet no study existed to explore tourism co-creation experience.	✓	The current study investigated guest peer-to-peer accommodation experience in T&H based on theories of value co-creation. Specially, the current study examined guest co-creation experience of using peer-to-peer accommodation and further tested its relationship with customer values in peer-to-peer accommodation, satisfaction and future intention of usage.
Tourism & Hospitality	Researchers in both S-D logic and shared economy have called for integrative researches in which co-creation experience can be investigated in shared consumption.	✓	
Tourism & Hospitality	The phenomenon of shared economy in T&H has raised increased research attention yet still at its early stage, with a lack of sound theoretical foundation. More research supported by theories were called for to investigate shared economy in T&H.	✓	

5.4 PRACTICAL IMPLICATION

In addition to making significant theoretical contributions, the current study also provides several practical implications for tourism and hospitality industry practitioners, especially for stakeholders who are engaged in the industry of sharing economy. The developed co-creation experience scale offers a valuable measurement apparatus for hosts and peer-to-peer companies (such as Airbnb, Uber) to acquire knowledge of guests' psychological and experiential feelings in the shared experience. Furthermore, the scale can also be employed and adapted into marketing and customer relationship management

practices by managers from other tourism and hospitality sectors including destination marketing organizations, hotels, or restaurants in which strategies of value co-creation are encouraged in order to improve tourist or guest experience.

Specifically, managers should focus on improving guest experiences of learning and personalization as the two dimensions tended to be the most important component in co-created peer-to-peer accommodation experience. Most of the visitors trust word-of-mouth above anything else for purchasing recommendations (Breese, 2016). Therefore, it is important for the hosts to improve the service to a next level by providing some local tips of places to visit, or restaurant to try. Consequently, guests will feel that they have learned something new during their visit. One thing that Airbnb continues doing in recent years is to partner with embracing destinations in various programs including learning opportunities (Airbnb, 2016). For example, in 2015, Airbnb and one of its destination partners, San Francisco Travel Association (SFT), co-created a print and online map highlighting locals' favorite business and experiences in all of the city's neighborhoods, providing useful and convenient information for tourists especially Airbnb guests. Besides providing plentiful learning experience, it is essential for companies to enable/facilitate customers to personalize their experience as personalization was found to be another strong dimension in co-creation experience. For instance, a website called "Meal Sharing" (<https://www.mealsharing.com/search>) allows visitors to eat with locals and customize their shared meal by features such as places to eat, meal type, food preference, etc.

Furthermore, authenticity and connection revealed in guest co-creation experience recommended industry stakeholders to impose these two elements in co-creation

strategies. One of the best social media destination marketing case in recent years, “Send Your Facebook Profiles to Cape Town”, provided such industry evidence related to authenticity and connection. The campaign allowed users to create their own trip itineraries for authentic “hidden treasures” of Cape Town, South Africa. Users received boarding passes and individually tailored content in their Facebook timelines, including photos, videos, and status update which they could “like” and share with their friends. At the end of the campaign, participants also received letters and gifts from locals in places their profiles had visited (DiMarco, 2017).

Lastly, the importance of the autonomy and control experiences requires industry practitioners to promote plenty of opportunities for customers to freely and independently select and construct their service experience while feeling controlled during the co-creation process. Co-creation experience, compared with traditional staged experience under the G-D logic, is more likely to render autonomous and controlled feelings to customers. Yet the use of technologies such as one-step apps installed in Smartphones are more frequently promoted by hospitality and tourism companies with the purpose to provide convenient and controlled service assistance. Marriott Hotel Groups has recently included a new feature of their mobile app which allows their guests to keep timely track of the preparation of hotel rooms, progress of room service or other related service orders (Wolf, 2017).

Besides to the practical implications of the developed construct of co-creation experience, the knowledge acquired from examining the proposed research model of co-creation experience and customer values in peer-to-peer accommodation also advances stakeholders’ understanding of the various relationships between value co-creation and

collaborative consumption experience. Specifically, the essential mediating role of experiential value between co-creation experience and satisfaction found in the current study indicated that industry stakeholders should focus more the enjoyment of the fun experience of peer-to-peer accommodation. It is believed that shared consumption to date is still a novel experience to most of people (Zervas et al., 2014). In such novel experience, the degree to which customers feel pleasant and enjoyable is curtail to their perceived value of using shared services (Sundararajan, 2013).

5.5 LIMITATIONS AND FUTURE RESEARCH

Though the study offered significant contributions to the literature, limitations are inherent in the research method like all other studies in general. While acknowledging the limitation is by no means to negate the significance and potential findings of the study, it is necessary to set boundaries within which the research was conducted.

The first limitation of the study related to the results' external validity. The subjects of the study were peer-to-peer accommodation guests. Therefore, the performance of the co-creation experience scale may differ from other population groups. Future studies need to validate the scale's performance and applicability within other population groups (e.g., hotel guests, event participants, and tourists, particularly fully independent travelers).

Second, the data collection in this study was limited to respondents from the population pool of QualtricsTM, a marketing research and online survey hosting company. The exact population of adults who have used peer-to-peer accommodation during their previous trips and have been a primary trip planner (i.e., sample selection criteria) is unknown. Though it is not unusual in academia that some researchers may outsource

their data collection to a research company to collect data from its established consumer panel, limitations exist with such approach including uncertainty of the sample representation, issues of time and space, and concerns over the design and implementation of the survey (Sirakaya-Turk, 2011). Therefore, future replication and generalization studies are needed in order to refine the co-creation experience scale and the results of the research model.

The third limitation pertained to the study's questionnaire. The questionnaire consisted of eight screening questions, ten travel pattern and peer-to-peer accommodation usage questions, seven demographic questions, and approximated fifty scale item questions. Therefore, the respondents were expected to take approximately fifteen to twenty minutes to complete the questionnaire. In this situation, respondents' burden (e.g., tiredness, anxiety, lack of interest) can be a limitation to the accuracy of the data.

Fourth, the study collects data using online, self-administered questionnaires, which induce a limitation in that participants may be influenced by social desirability and human memory during self-reporting, which can consequently influence the data's accuracy (Trochim & Donnelly, 2001).

Furthermore, several directions are recommended for future research. First, as suggested by Netemeyer et al. (2003), a newly developed scale needs to be tested across multiple samples in different contexts. Thus, researchers in future studies can adopt and adapt the current scale of co-creation experience into related contexts other than peer-to-peer accommodation or using different samples. Second, future studies need to further examine the construct's predictive validity using different outcome variables other than satisfaction and across different samples including non-western samples. Such test results

can provide stronger evidence of the construct validity of co-creation experience. Third, the influence of co-creation experience on customer values and satisfaction may demonstrate different level of strength with the inclusion of important moderators and mediators in the literature of value co-creation and sharing economy. Variables such as company support, e-word-of-mouth, technology acceptance, perceived trust, and perceived risk may be incorporated into the research model to further provide a comprehensive picture of customer co-creation experience and co-creation experience in sharing economy (Ert, Fleischer, & Magen, 2016; Grisseemann & Stokburger-Sauer, 2012; Cabiddu & Piccoli, 2013). Furthermore, by adapting the scale developed in current study, future studies can focus on conceptualizing co-creation experience of the hosts, frontline service providers and companies. As co-creation experience presences in different parties in a dynamic and multi-direction way, it is essential to explore co-creation experience among these less examined actors (Edvardsson, Tronvoll, & Gruber, 2011; Vargo et al., 2008).

REFERENCES

- Abbott, L. (1956). Quality and competition: an essay in economic theory. *Science and Society*, 20(3), 281-283.
- Ajzen, J., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs: Prentice-Hall, Inc.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411.
- Anderson, J. C., & Gerbing, D. W. (1991). Predicting the performance of measures in a confirmatory factor analysis with a pretest assessment of their substantive validities. *Journal of Applied Psychology*, 76(5), 732.
- Amabile, T. M. (1993). Motivational synergy: Toward new conceptualizations of intrinsic and extrinsic motivation in the workplace. *Human Resource Management Review*, 3(3), 185-201.
- Amabile, T. M., Conti, R., Coon, H., Lazenby, J., & Herron, M. (1996). Assessing the work environment for creativity. *Academy of Management Journal*, 39(5), 1154-1184.
- Andreassen, T. W., & Lindestad, B. (1998). The effect of corporate image in the formation of customer loyalty. *Journal of Service Research*, 1(1), 82-92.
- Ajzen, I. (2002). Perceived behavioral control, Self-Efficacy, locus of control, and the theory of planned Behavior1. *Journal of applied social psychology*, 32(4), 665-683.
- Arsenault, N. (2003, October). *The growth and potential of experiential and learning travel*. Paper presented at TTRA-Canada conference, Saint John, Canada.
- Achrol, R. S., & Kotler, P. (2006) The service-dominant logic for marketing: A critique, in R. F. Lusch & S. L. Vargo (Eds.) *The service-dominant logic of marketing: Dialog, debate, and directions* (pp. 320–33). Armonk: ME Sharpe.

- Arora, N., Dreze, X., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., ... & Sajeesh, S. (2008). Putting one-to-one marketing to work: Personalization, customization, and choice. *Marketing Letters*, 19(3-4), 305.
- Amichai-Hamburger, Y., McKenna, K. Y., & Tal, S. A. (2008). E-empowerment: Empowerment by the Internet. *Computers in Human Behavior*, 24(5), 1776-1789.
- Albinsson, P. A., & Yasanthi Perera, B. (2012). Alternative marketplaces in the 21st century: Building community through sharing events. *Journal of Consumer Behavior*, 11(4), 303-315.
- Arbuckle, J. L. (2016). *IBM SPSS Amos 24 user's guide*. Crawfordville, FL: IBM.
- Albinsson, P. A., Perera, B. Y., & Sautter, P. T. (2016). DART Scale Development: Diagnosing a Firm's Readiness for Strategic Value Co-Creation. *Journal of Marketing Theory and Practice*, 24(1), 42-58.
- Altinay, L., Sigala, M., & Waligo, V. (2016). Social value creation through tourism enterprise. *Tourism Management*, 54, 404-417.
- Blau, P. M. (1964). *Exchange and power in social life*. New York, NY: Transaction Publishers.
- Berman, M. (1970). *The politics of authenticity*. London: George Allen and Unwin.
- Berger, P. L. (1973). Sincerity and authenticity in modern society. *The Public Interest*, 31(Spring), 81-90.
- Becker, G. S. (1974). A theory of social interactions. *Journal of Political Economy*, 82(6), 1063-1093.
- Bacharach, S. B., & Lawler, E. J. (1980). *Power and politics in organizations*. San Francisco: Jossey-Bass.
- Bandura, A. (1986). The explanatory and predictive scope of self-efficacy theory. *Journal of social and clinical psychology*, 4(3), 359-373.
- Bentler, P. M., & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods & Research*, 16(1), 78-117.
- Biddle, B. J., Bank, B. J., & Slavings, R. L. (1987). Norms, preferences, identities and retention decisions. *Social Psychology Quarterly*, 50(4), 322-337.
- Blazey, M. A. (1987). The differences between participants and non-participants in a senior travel program. *Journal of Travel Research*, 26(1), 7-12.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.

- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of consumer research*, 15(4), 473-481.
- Bollen, K. A. (1989). A new incremental fit index for general structural equation models. *Sociological Methods & Research*, 17(3), 303-316.
- Block, P. (1991). The empowered manager. *San Francisco: Josey-Bass*.
- Bonwell, C. C., & Eison, J. A. (1991). *Active Learning: Creating Excitement in the Classroom*. 1991 ASHE-ERIC Higher Education Reports. ERIC Clearinghouse on Higher Education, The George Washington University, One Dupont Circle, Suite 630, Washington, DC 20036-1183.
- Bandura, A. (1991). Social cognitive theory of self-regulation. *Organizational behavior and human decision processes*, 50(2), 248-287.
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497-529.
- Brown, D. (1996). Genuine fakes. In T. Selwyn (Ed.), *The tourist image: Myths and myth making in tourism* (pp. 33-47). Chichester: Wiley.
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. Macmillan.
- Black, A. E., & Deci, E. L. (2000). The effects of instructors' autonomy support and students' autonomous motivation on learning organic chemistry: A self-determination theory perspective. *Science Education*, 84(6), 740-756.
- Bearden, W. O., Hardesty, D. M., & Rose, R. L. (2001). Consumer self-confidence: Refinements in conceptualization and measurement. *Journal of Consumer Research*, 28(1), 121-134.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-Company Identification: A Framework for Understanding Consumer's Relationship with Companies. *Journal of Marketing*, 67(4), 76-88.
- Blom, J. O., & Monk, A. F. (2003). Theory of personalization of appearance: why users personalize their pcs and mobile phones. *Human-Computer Interaction*, 18(3), 193-228.
- Baard, P. P., Deci, E. L., & Ryan, R. M. (2004). Intrinsic need satisfaction: A motivational basis of performance and Well-Being in two work settings¹. *Journal of Applied Social Psychology*, 34(10), 2045-2068.
- Ballantyne, D. (2004). Dialogue and its role in the development of relationship specific knowledge. *Journal of Business & Industrial Marketing*, 19(2), 114-123.

- Buhalis, D., & O'Connor, P. (2005). Information communication technology revolutionizing tourism. *Tourism Recreation Research*, 30(3), 7-16.
- Ballantyne, D., & Varey, R. J. (2006). Creating value-in-use through marketing interaction: the exchange logic of relating, communicating and knowing. *Marketing Theory*, 6(3), 335-348.
- Ball, D., Coelho, P. S., & Vilares, M. J. (2006). Service personalization and loyalty. *Journal of services marketing*, 20(6), 391-403.
- Berg, L. (2007). Competent consumers? Consumer competence profiles in Norway. *International Journal of Consumer Studies*, 31(4), 418-427.
- Bruns, A. (2007, June). Prodisage. In Proceedings of the 6th ACM SIGCHI conference on Creativity & cognition (pp. 99-106). ACM.
- Bailey, K. (2008). *Methods of social research*. New York, NY: Simon and Schuster.
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, 29(4), 609-623.
- Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2-3), 311-327.
- Beard, C. (2010). *The experiential learning toolkit: Blending practice with concepts*. Mishawaka: Kogan Page Publishers.
- Black, J. (2010). *The British and the Grand Tour (Routledge Revivals)*. New York: Routledge.
- Botsman, R., & Rogers, R. (2010). *What's mine is yours. The rise of collaborative consumption*. New York: HarperCollins.
- Broeck, A., Vansteenkiste, M., Witte, H., Soenens, B., & Lens, W. (2010). Capturing autonomy, competence, and relatedness at work: Construction and initial validation of the work-related basic need satisfaction scale. *Journal of Occupational and Organizational Psychology*, 83(4), 981-1002.
- Beldona, S., Lin, K., & Yoo, J. (2012). The roles of personal innovativeness and push vs pull delivery methods in travel-oriented location-based marketing services. *Journal of Hospitality and Tourism Technology*, 3(2), 86-95.
- Babbie, E. R. (2013). *The basics of social research*. Belmont, CA: Cengage Learning.
- Brandon, D. M., Long, J. H., Loraas, T. M., Mueller-Phillips, J., & Vansant, B. (2013). Online instrument delivery and participant recruitment services: Emerging opportunities for behavioral accounting research. *Behavioral Research in Accounting*, 26(1), 1-23.

- Baraldi, E., Proença, J. F., Proença, T., & De Castro, L. M. (2014). The supplier's side of outsourcing: Taking over activities and blurring organizational boundaries. *Industrial Marketing Management*, 43(4), 553-563.
- Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595-1600.
- Biggemann, S., Williams, M., & Kro, G. (2014). Building in sustainability, social responsibility and value co-creation. *Journal of Business & Industrial Marketing*, 29(4), 304-312.
- Buhalis, D., & Foerste, M. (2015). SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, 4(3), 151-161.
- Blazquez-Resino, J. J., Molina, A., & Esteban-Talaya, A. (2015). Service-Dominant Logic in tourism: the way to loyalty. *Current Issues in Tourism*, 18(8), 706-724.
- Buhalis, D., & Foerste, M. (2015). SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, 4(3), 151-161.
- Brochado, A., Troilo, M., & Shah, A. (2017). Airbnb customer experience: Evidence of convergence across three countries. *Annals of Tourism Research*, 63, 210-212.
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological bulletin*, 56(2), 81-105.
- Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73.
- Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 491-504.
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3), 371-386.
- Crang, M. (1996). Magic kingdom or a quixotic quest for authenticity?. *Annals of Tourism research*, 23(2), 415-431.
- Cohen, E. (2007). 'Authenticity' in Tourism Studies: Après la Lutte. *Tourism Recreation Research*, 32(2), 75-82.
- Conger, J. A., & Kanungo, R. N. (1988). The empowerment process: Integrating theory and practice. *Academy of management review*, 13(3), 471-482.
- Csikszentmihalyi, M. (1975). Play and intrinsic rewards. *Journal of humanistic psychology*, 15(3), 41-63.

- Csikszentmihalyi, M. (1990). The domain of creativity. In M. A., Runco & R. S., Albert (Eds.), *Theories of creativity* (pp. 190-212).
- Cordova, D. I., & Lepper, M. R. (1996). Intrinsic motivation and the process of learning: Beneficial effects of contextualization, personalization, and choice. *Journal of Educational Psychology*, 88(4), 715.
- Csikszentmihalyi, M. (1996). *Flow and the psychology of discovery and invention*. New York: Harper Collins.
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429-1464.
- Chu, R. K., & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travelers. *Tourism Management*, 21(4), 363-377.
- Canova, L., Rattazzi, A. M. M., & Webley, P. (2005). The hierarchical structure of saving motives. *Journal of Economic Psychology*, 26(1), 21-34.
- Chandran, S., & Morwitz, V. G. (2005). Effects of participative pricing on consumers' cognitions and actions: A goal theoretic perspective. *Journal of Consumer Research*, 32(2), 249-259.
- Choi, H. S. C., & Sirakaya, E. (2005). Measuring residents' attitude toward sustainable tourism: Development of sustainable tourism attitude scale. *Journal of Travel Research*, 43(4), 380-394.
- Chi, C. G., & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination. *International Journal of Hospitality Management*, 28(2), 245-253.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Collins, N., Watts, L., & Murphy, J. (2011). Keeping it real: applying 360 degrees of authenticity.
- Coviello, N. E., & Joseph, R. M. (2012). Creating major innovations with customers: Insights from small and young technology firms. *Journal of Marketing*, 76(6), 87-104.
- Choo, H., Moon, H., Kim, H., & Yoon, N. (2012). Luxury customer value. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 81-101.
- Christodoulides, G., Jevons, C., & Bonhomme, J. (2012). Memo to marketers: Quantitative evidence for change. *Journal of advertising research*, 52(1), 53-64.

- Chathoth, P., Altinay, L., Harrington, R. J., Okumus, F., & Chan, E. S. (2013). Co-production versus co-creation: A process based continuum in the hotel service context. *International Journal of Hospitality Management*, 32, 11-20.
- Calver, S. J., & Page, S. J. (2013). Enlightened hedonism: Exploring the relationship of service value, visitor knowledge and interest, to visitor enjoyment at heritage attractions. *Tourism Management*, 39, 23-36.
- Cabiddu, F., Lui, T. W., & Piccoli, G. (2013). Managing value co-creation in the tourism industry. *Annals of Tourism Research*, 42, 86-107.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: Sage Publications.
- Cho, H. (2014). Development and application of a nostalgia scale for sport tourism: A multilevel approach (Doctoral dissertation). Retrieved http://tigerprints.clemson.edu/cgi/viewcontent.cgi?article=2287&context=all_dissertations
- Chen, S. C., Raab, C., & Tanford, S. (2015). Antecedents of mandatory customer participation in service encounters: An empirical study. *International journal of hospitality management*, 46, 65-75.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, doi: 10.1080/13683500.2015.1081158
- Campos, A. C., Mendes, J., do Valle, P. O., & Scott, N. (2016). Co-creation experiences: Attention and memorability. *Journal of Travel & Tourism Marketing*, 33(9), 1309-1336.
- Chathoth, P. K., Ungson, G. R., Harrington, R. J., & Chan, E. S. (2016). Co-creation and higher order customer engagement in hospitality and tourism services: A critical review. *International Journal of Contemporary Hospitality Management*, 28(2), 222-245.
- Cheng, M. (2016). Sharing economy: A review and agenda for future research. *International Journal of Hospitality Management*, 57, 60-70.
- DeCharms, R. (1968). *Personal Causation*. New York: Academic Press.
- Deci, E. L. (1980). *The psychology of self-determination*. New York: Free Press.
- Deci, E. L., & Ryan, R. M. (1985). The general causality orientations scale: Self-determination in personality. *Journal of Research in Personality*, 19(2), 109-134.
- Davies, A., & Prentice, R. (1995). Conceptualizing the latent visitor to heritage attractions. *Tourism Management*, 16(7), 491-500.

- Deci, E. L., & Ryan, R. M. (1995). Human autonomy. In M. H. Kernis (Ed.), *Efficacy, agency, and self-esteem* (pp. 31-49). New York: Springer.
- Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry*, 11(4), 227-268.
- De Maesschalck, R., Jouan-Rimbaud, D., & Massart, D. L. (2000). The mahalanobis distance. *Chemometrics and Intelligent Laboratory Systems*, 50(1), 1-18.
- Deci, E. L., & Ryan, R. M. (2002). *Handbook of self-determination research*. University Rochester Press.
- Dann, G. (Ed.). (2002). *The tourist as a metaphor of the social world*. Oxfordshire: Cabi Publishing.
- Dolnicar, S., & Otter, T. (2003). Which hotel attributes matter? A review of previous and a framework for future research. In T. Griffin & R. Harris (Eds.), *Proceedings of the 9th Annual Conference of the Asia Pacific Tourism Association (APTA)* (pp. 176-188). Sydney, Australia.
- Daugherty, T., Eastin, M., & Gangadharbatla, H. (2005). eCRM: Understanding internet confidence and the implications for customer relationship management. In T. Flaherty & I. Clarke (Eds.), *Advances in Electronic Marketing* (pp. 67-82). Hershey: Idea Group Publishing.
- Declerck, C. H., Boone, C., & De Brabander, B. (2006). On feeling in control: a biological theory for individual differences in control perception. *Brain and cognition*, 62(2), 143-176.
- Dahl, D. W., & Moreau, C. P. (2007). Thinking inside the box: Why consumers enjoy constrained creative experiences. *Journal of Marketing Research*, 44(3), 357-369.
- Dong, B., Evans, K. R., & Zou, S. (2008). The effects of customer participation in co-created service recovery. *Journal of the Academy of Marketing Science*, 36(1), 123-137.
- Di Domenico, M., & Miller, G. (2012). Farming and tourism enterprise: Experiential authenticity in the diversification of independent small-scale family farming. *Tourism Management*, 33(2), 285-294.
- DeVellis, R. F. (2016). *Scale development: Theory and applications*. Thousand Oaks, CA: Sage publications.
- Efron, B., & Tibshirani, R. J. (1993). *An Introduction to the Bootstrap: Monographs on Statistics and Applied Probability*. New York and London: Chapman and Hall/CRC.
- Echtner, C. M., & Ritchie, J. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4), 3-13.

- Eggert, A., & Ulaga, W. (2002). Customer perceived value: a substitute for satisfaction in business markets?. *Journal of Business & Industrial Marketing*, 17(2/3), 107-118.
- Etgar, M. (2008). A descriptive model of the consumer co-production process. *Journal of the Academy of Marketing Science*, 36(1), 97-108.
- Elg, M., Engström, J., Witell, L., & Poksinska, B. (2012). Co-creation and learning in health-care service development. *Journal of Service Management*, 23(3), 328-343.
- Enz, M. G., & Lambert, D. M. (2012). Using cross-functional, cross-firm teams to co-create value: The role of financial measures. *Industrial Marketing Management*, 41(3), 495-507.
- Dijk, J., Antonides, G., & Schillewaert, N. (2014). Effects of co-creation claim on consumer brand perceptions and behavioral intentions. *International Journal of Consumer Studies*, 38(1), 110-118.
- Ert, E., Fleischer, A., & Magen, N. (2016). Trust and reputation in the sharing economy: The role of personal photos in Airbnb. *Tourism Management*, 55, 62-73.
- Van Raaij, W. F. & Pruyn, A. T. (1998), Customer control and evaluation of service validity and reliability. *Psychology & Marketing*, 15(8), 811-832.
- Fiske, S. T., & Taylor, S. E. (1991). *Social Cognition*. New York: McGraw-Hill.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Fornell, C., & Larcker, D. F. (1984). Misapplications of simulations in structural equation models: Reply to Acito and Anderson. *Journal of Marketing Research*, 21(1), 113-117.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *the Journal of Marketing*, 56(1), 6-21.
- Floyd, F. J., & Widaman, K. F. (1995). Factor analysis in the development and refinement of clinical assessment instruments. *Psychological Assessment*, 7(3), 286.
- Fidell, S., Silvati, L., Howe, R., Pearsons, K. S., Tabachnick, B., Knopf, R. C., Gramann, J. & Buchanan, T. (1996). Effects of aircraft overflights on wilderness recreationists. *The Journal of the Acoustical Society of America*, 100(5), 2909-2918.
- Fleetwood, S. (1997). Aristotle in the 21st century. *Cambridge Journal of Economics*, 21(6), 729-744.

- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-373.
- Faranda, W. T. (2001). A scale to measure the cognitive control form of perceived control: Construction and preliminary assessment. *Psychology & Marketing*, 18(12), 1259-1281.
- Fan, X. (2003). Using commonly available software for bootstrapping in both substantive and measurement analyses. *Educational and Psychological Measurement*, 63(1), 24-50.
- Fisher, D., & Smith, S. (2011). Cocreation is chaotic: What it means for marketing when no one has control. *Marketing Theory*, 11(3), 325-350.
- Füller, J. (2006). Why consumers engage in virtual new product developments initiated by producers. NA-Advances in Consumer Research Volume 33.
- Füller, J., Mühlbacher, H., Matzler, K., & Jawecki, G. (2009). Consumer empowerment through internet-based co-creation. *Journal of Management Information Systems*, 26(3), 71-102.
- Füller, J. (2010). Refining virtual co-creation from a consumer perspective. *California management review*, 52(2), 98-122.
- Füller, J., Hutter, K., & Faullant, R. (2011). Why co-creation experience matters? Creative experience and its impact on the quantity and quality of creative contributions. *R&D Management*, 41(3), 259-273.
- Fuchs, C., & Schreier, M. (2011). Customer empowerment in new product development. *Journal of Product Innovation Management*, 28(1), 17-32.
- FitzPatrick, M., Davey, J., Muller, L., & Davey, H. (2013). Value-creating assets in tourism management: Applying marketing's service-dominant logic in the hotel industry. *Tourism Management*, 36, 86-98.
- Forno, F., & Garibaldi, R. (2015). Sharing economy in travel and tourism: The case of home-swapping in Italy. *Journal of Quality Assurance in Hospitality & Tourism*, 16(2), 202-220.
- Fraiberger, S. P., & Sundararajan, A. (2015). Peer-to-peer rental markets in the sharing economy. NYU Stern School of Business Research Paper. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2574337
- Golledge, R. G., & Stimson, R. J. (1987). *Analytical behavioral geography*. London: Routledge Kegan & Paul.
- Gerbing, D. W., & Anderson, J. C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing research*, 25(2), 186-192.

- Giddens, A. (1991). *Modernity and self-identity: Self and society in the late modern age*. Cambridge: Polity Press.
- Gundersen, M. G., Heide, M., & Olsson, U. H. (1996). Hotel guest satisfaction among business travelers: what are the important factors?. *The Cornell Hotel and Restaurant Administration Quarterly*, 37(2), 72-81.
- Godek, J. (2002). Special session summary personalization and customization: Implications for consumer decision making and behavior. *NA-Advances in Consumer Research*. 29. 155-157.
- Getty, J. M., & Getty, R. L. (2003). Lodging quality index (LQI): Assessing customers' perceptions of quality delivery. *International Journal of Contemporary Hospitality Management*, 15(2), 94-104.
- Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Boston, MA: Harvard Business Press.
- Gangadharbatla, H. (2008). Facebook me: Collective self-esteem, need to belong, and internet self-efficacy as predictors of the iGeneration's attitudes toward social networking sites. *Journal of Interactive Advertising*, 8(2), 5-15.
- Grönroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, 6(3), 317-333.
- Grönroos, C. (2008). Service logic revisited: Who creates value? And who co-creates?. *European Business Review*, 20(4), 298-314.
- Grönroos, C. (2011). Value co-creation in service logic: A critical analysis. *Marketing Theory*, 11(3), 279-301.
- Grönroos, C., & Ravald, A. (2011). Service as business logic: implications for value creation and marketing. *Journal of Service Management*, 22(1), 5-22.
- Grönroos, C. (2011). Value co-creation in service logic: A critical analysis. *Marketing Theory*, 11(3), 279-301.
- Galbreth, M. R., Ghosh, B., & Shor, M. (2012). Social sharing of information goods: Implications for pricing and profits. *Marketing Science*, 31(4), 603-620.
- Grönroos, C., & Voima, P. (2013). Critical service logic: making sense of value creation and co-creation. *Journal of the Academy of Marketing Science*, 41(2), 133-150.
- Gustafsson, A., Kristensson, P., & Witell, L. (2012). Customer co-creation in service innovation: a matter of communication?. *Journal of Service Management*, 23(3), 311-327.

- Grissmann, U. S., & Stokburger-Sauer, N. E. (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management*, 33(6), 1483-1492.
- Guttentag, D. (2015). Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
- Guttentag, D., Smith, S., Potwarka, L., & Havitz, M. (2017). Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study. *Journal of Travel Research*, 0047287517696980.
- Hardin, G. (1968). The tragedy of the commons. *science*, 162(3859), 1243-1248.
- Handler, R. (1986). Authenticity. *Anthropology Today*, 2(1), 2-4.
- Haukeland, J. V. (1990). Non-travelers: The flip side of motivation. *Annals of Tourism Research*, 17(2), 172-184.
- Hui, M. K., & Bateson, J. E. (1991). Perceived control and the effects of crowding and consumer choice on the service experience. *Journal of Consumer Research*, 18(2), 174-184.
- Halstead, D., & Page, T. J. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intentions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5(1), 1-11.
- Heidmets, M. (1994). The phenomenon of personalization of the environment: a theoretical. *Journal of Russian & East European Psychology*, 32(3), 41-85.
- Heskett, J. L., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 72(2), 164-174.
- Holbrook, M. B. (1987). What is consumer research?. *Journal of Consumer Research*, 14(1), 128-132.
- Holbrook, M. B. (1994). The nature of customer value: An axiology of services in the consumption experience. In R. T. Rust & R. L. Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 21-71). Thousand Oaks, CA: Sage Publications.
- Hinkin, T. R. (1995). A review of scale development practices in the study of organizations. *Journal of Management*, 21(5), 967-988.
- Hinkin, T. R. (1998). A brief tutorial on the development of measures for use in survey questionnaires. *Organizational Research Methods*, 1(1), 104-121.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (1998). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.

- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate Data Analysis*. New York: Pearson.
- Holbrook, M. B. (1999). *Consumer value: a framework for analysis and research*. New York: Routledge.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55.
- Hinch, T. D., & Jackson, E. L. (2000). Leisure constraints research: Its value as a framework for understanding tourism seasonability. *Current Issues in Tourism*, 3(2), 87-106.
- Holbrook, M. B. (2005). Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection. *Journal of Business Research*, 58(1), 45-61.
- Holbrook, M. B. (2006). Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. *Journal of Business Research*, 59(6), 714-725.
- Hudson, S., & Gilbert, D. (2006). The internet and small hospitality businesses: B&B marketing in Canada. *Journal of hospitality & leisure marketing*, 14(1), 99-116.
- Hoffman, D. L., & Novak, T. P. (2009). Flow online: lessons learned and future prospects. *Journal of Interactive Marketing*, 23(1), 23-34.
- Hughes, G. (1995). Authenticity in tourism. *Annals of Tourism Research*, 22(4), 781-803.
- Holt, D. B. (1995). How consumers consume: A typology of consumption practices. *Journal of Consumer Research*, 22(1), 1-16.
- Holt, D. B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of Consumer Research*, 29(1), 70-90.
- Harrison, T., Waite, K., & Hunter, G. L. (2006). The internet, information and empowerment. *European Journal of Marketing*, 40(9/10), 972-993.
- Hennig-Thurau, T., Henning, V., & Sattler, H. (2007). Consumer file sharing of motion pictures. *Journal of Marketing*, 71(4), 1-18.
- Hsu, M. H., Ju, T. L., Yen, C. H., & Chang, C. M. (2007). Knowledge sharing behavior in virtual communities: The relationship between trust, self-efficacy, and outcome expectations. *International Journal of Human-computer Studies*, 65(2), 153-169.
- Hall, C. M. (2007). Response to Yeoman et al: The fakery of 'The authentic tourist'. *Tourism Management*, 28(4), 1139-1140.

- Heinonen, K., Strandvik, T., Mickelsson, K. J., Edvardsson, B., Sundström, E., & Andersson, P. (2010). A customer-dominant logic of service. *Journal of Service Management, 21*(4), 531-548.
- Hoyer, W. D., Chandy, R., Dorotic, M., Krafft, M., & Singh, S. S. (2010). Consumer cocreation in new product development. *Journal of service research, 13*(3), 283-296.
- Hagtvedt, H. (2011). The impact of incomplete typeface logos on perceptions of the firm. *Journal of Marketing, 75*(4), 86-93.
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research, 49*(3), 351-364.
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research, 66*(6), 730-737.
- Helkkula, A., Kelleher, C., & Pihlström, M. (2012). Characterizing value as an experience: implications for service researchers and managers. *Journal of Service Research, 15*(1), 59-75.
- Hsiao, C., Lee, Y. H., & Chen, W. J. (2015). The effect of servant leadership on customer value co-creation: A cross-level analysis of key mediating roles. *Tourism Management, 49*, 45-57.
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2015). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*. doi: 10.1002/asi.23552
- Hawlitshchek, F., Teubner, T., & Gimpel, H. (2016, January). Understanding the sharing economy--Drivers and impediments for participation in peer-to-peer rental. In *System Sciences (HICSS), 2016 49th Hawaii International Conference on*. Paper presented at Hawaii International Conference on System Sciences (pp. 4782-4791). Washington, DC: IEEE.
- Heo, C. Y. (2016). Sharing economy and prospects in tourism research. *Annals of Tourism Research, 58*(C), 166-170.
- Ihamäki, P. (2012). Geocachers: The creative tourism experience. *Journal of hospitality and tourism technology, 3*(3), 152-175.
- Israeli, A. A. (2014). An inter-paradigmatic agenda for research, education and practice in hospitality management. *International Journal of Hospitality Management, 42*, 188-191.
- Ikkala, T., & Lampinen, A. (2015, February). Monetizing network hospitality: Hospitality and sociability in the context of Airbnb. In *Proceedings of the 18th ACM conference on computer supported cooperative work & social*

- computing*. Paper presented at ACM conference on computer supported cooperative work & social computing (pp. 1033-1044). New York, NY: ACM.
- Jones, G. R. (1986). Socialization tactics, self-efficacy, and newcomers' adjustments to organizations. *Academy of Management journal*, 29(2), 262-279.
- Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12(2), 267-286.
- Jo Bitner, M., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193-205.
- Jackson, D. L. (2003). Revisiting sample size and number of parameter estimates: Some support for the N: q hypothesis. *Structural Equation Modeling*, 10(1), 128-141.
- Johnson, M. D., & Selnes, F. (2004). Customer portfolio management: Toward a dynamic theory of exchange relationships. *Journal of Marketing*, 68(2), 1-17.
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- James, L. R., Mulaik, S. A., & Brett, J. M. (2006). A tale of two methods. *Organizational Research Methods*, 9(2), 233-244.
- Jaakkola, E., Helkkula, A., & Aarikka-Stenroos, L. (2015). Service experience co-creation: conceptualization, implications, and future research directions. *Journal of Service Management*, 26(2), 182-205.
- Javid, A. (2016). Selection Criteria of Sharing Accommodation: Host-Guest Relationship in Airbnb (Master's thesis). Retrieved from <https://dspace.jaist.ac.jp/dspace/handle/10119/13605>
- Jung, J., Yoon, S., Kim, S., Park, S., Lee, K. P., & Lee, U. (2016, May). Social or financial goals?: Comparative analysis of user behaviors in couchsurfing and Airbnb. In *Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems*. Paper presented at CHI Conference Extended Abstracts on Human Factors in Computing Systems (pp. 2857-2863). New York, NY: ACM.
- Kalton, G. (1983). *Introduction to survey sampling*. Thousand Oaks, CA: Sage Publications.
- Kollock, P. (1999). The production of trust in online markets. *Advances in Group Processes*, 16(1), 99-123.

- Kernis, M. H., & Goldman, B. M. (2006). A multicomponent conceptualization of authenticity: Theory and research. *Advances in Experimental Social Psychology*, 38, 283-357.
- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity. *Annals of Tourism Research*, 34(1), 181-201.
- Kumar, A. (2007). From mass customization to mass personalization: A strategic transformation. *International Journal of Flexible Manufacturing Systems*, 19(4), 533-547.
- Kamis, A., Koufaris, M., & Stern, T. (2008). Using an attribute-based decision support system for user-customized products online: an experimental investigation. *MIS Quarterly*, 32(1), 159-177.
- Kim, W. G., Ng, C. Y. N., & Kim, Y. S. (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. *International Journal of Hospitality Management*, 28(1), 10-17.
- Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887-896.
- Kangas, M. (2010). Creative and playful learning: Learning through game co-creation and games in a playful learning environment. *Thinking Skills and Creativity*, 5(1), 1-15.
- Kim, S. (2010). Extraordinary experience: Re-enacting and photographing at screen tourism locations. *Tourism and Hospitality Planning & Development*, 7(1), 59-75.
- Kim, J. H. (2010). Development of a scale to measure memorable tourism experience (Doctoral dissertation). Retrieved <https://scholarworks.iu.edu/dspace/handle/2022/8786>
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing?. *Tourism Management*, 31(5), 652-664.
- Kline, R. B. (2011). *Convergence of structural equation modeling and multilevel modeling*. Guilford publications.
- Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25.
- King, C., Grace, D., & Funk, D. C. (2012). Employee brand equity: Scale development and validation. *Journal of Brand Management*, 19(4), 268-288.
- Kohler, T., Fueller, J., Matzler, K., Stieger, D., & Füller, J. (2011). Co-creation in virtual worlds: The design of the user experience. *MIS quarterly*, 35(3), 773-788.

- Kolb, D. A. (2014). *Experiential learning: Experience as the source of learning and development*. New Jersey: FT press.
- Komulainen, H. (2014). The role of learning in value co-creation in new technological B2B services. *Journal of Business & Industrial Marketing*, 29(3), 238-252.
- Kees, J., Berry, C., Burton, S., & Sheehan, K. (2017). An Analysis of Data Quality: Professional Panels, Student Subject Pools, and Amazon's Mechanical Turk. *Journal of Advertising*, 46(1), 141-155.
- Laenen, M. (1989). Looking for the future through the past. In D. Uzzell (Ed.), *Heritage Interpretation: Vol. 1. The natural and build environments* (p. 389). London: Belhaven.
- Lunt, P. K., & Livingstone, S. M. (1991). Psychological, social and economic determinants of saving: Comparing recurrent and total savings. *Journal of Economic Psychology*, 12(4), 621-641.
- Lankford, S. V., & Howard, D. R. (1994). Developing a tourism impact attitude scale. *Annals of Tourism Research*, 21(1), 121-139.
- Laibson, D. I., Repetto, A., Tobacman, J., Hall, R. E., Gale, W. G., & Akerlof, G. A. (1998). Self-control and saving for retirement. *Brookings Papers on Economic Activity*, 1998(1), 91-196.
- Lapierre, J. (2000). Customer-perceived value in industrial contexts. *Journal of Business & Industrial Marketing*, 15(2/3), 122-145.
- Lee, J., & Allaway, A. (2002). Effects of personal control on adoption of self-service technology innovations. *Journal of Services Marketing*, 16(6), 553-572.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context. *Journal of the Academy of Marketing Science*, 32(3), 293-311.
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: reactions, reflections and refinements. *Marketing theory*, 6(3), 281-288.
- Lusch, R. F., Vargo, S. L., & O'Brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of retailing*, 83(1), 5-18.
- Line, N. D., & Runyan, R. C. (2014). Destination marketing and the service-dominant logic: A resource-based operationalization of strategic marketing assets. *Tourism Management*, 43, 91-102.
- Lockyer, T. (2005a). Understanding the dynamics of the hotel accommodation purchase decision. *International Journal of Contemporary Hospitality Management*, 17(6), 481-492.

- Lockyer, T. (2005b). The perceived importance of price as one hotel selection dimension. *Tourism Management*, 26(4), 529-537.
- Liu, Y., & Shrum, L. J. (2002). What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of advertising*, 31(4), 53-64.
- Lloyd, S., & Woodside, A. G. (2013). Animals, archetypes, and advertising (A3): The theory and the practice of customer brand symbolism. *Journal of Marketing Management*, 29(1-2), 5-25.
- Leclercq, T., Hammedi, W., & Poncin, I. (2016). Ten years of value co-creation: An integrative review. *Recherche et Applications en Marketing (English Edition)*, 31(3), 26-60.
- Lee, G., Lee, J., & Tussyadiah, I. P. (2017). The roles of perceived internal and external benefits and costs in innovation co-creation: lessons from Japan. *Asia Pacific Journal of Tourism Research*, 22(4), 381-394.
- Liu, S. Q., & Mattila, A. S. (2017). Airbnb: Online targeted advertising, sense of power, and consumer decisions. *International Journal of Hospitality Management*, 60, 33-41.
- Lin, Z., Chen, Y., & Filieri, R. (2017). Resident-tourist value co-creation: The role of residents' perceived tourism impacts and life satisfaction. *Tourism Management*, 61, 436-442.
- Lalicic, L., & Weismayer, C. (2017). The Role of Authenticity in Airbnb Experiences. In *Information and Communication Technologies in Tourism 2017*. Paper presented at Information and Communication Technologies in Tourism (pp. 781-794). Cham, Switzerland: Springer.
- MacCannell, D. (1989). The tourist: A new theory of the leisure class. New York: Schocken.
- Mattsson, J. (1991). *Better business by the ABC of values*. Mishawaka, IN: Studentlitteratur.
- Mansfeld, Y. (1992). From motivation to actual travel. *Annals of Tourism Research*, 19(3), 399-419.
- Mooney, C. Z., Duval, R. D., & Duvall, R. (1993). *Bootstrapping: A nonparametric approach to statistical inference*. New York: Sage.
- Mittal, B., & Lassar, W. M. (1996). The role of personalization in service encounters. *Journal of Retailing*, 72(1), 95-109.
- McIntosh, A. J., & Prentice, R. C. (1999). Affirming authenticity: Consuming cultural heritage. *Annals of Tourism Research*, 26(3), 589-612.

- Mathwick, C., & Rigdon, E. (2004). Play, flow, and the online search experience. *Journal of consumer research*, 31(2), 324-332.
- Meuter, M. L., Bitner, M. J., Ostrom, A. L., & Brown, S. W. (2005). Choosing among alternative service delivery modes: An investigation of customer trial of self-service technologies. *Journal of marketing*, 69(2), 61-83.
- Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing*, 14(1), 41-56.
- Meng, F., Turk, E. S., & Altintas, V. (2012). Tour Operators' Service Quality and Efficacy of Satisfaction Measurement. *Tourism Analysis*, 17(3), 325-342.
- McNamara, C. (2009). General guidelines for conducting interviews. Retrieved January 11, 2010.
- Marathe, S., & Sundar, S. S. (2011, May). What drives customization?: Control or identity?. In *Proceedings of the SIGCHI conference on human factors in computing systems*. Paper presented at CHI Conference on Human Factors in Computing Systems, Vancouver, BC, Canada (pp. 781-790). New York, NY: ACM.
- McColl-Kennedy, J. R., Vargo, S. L., Dagger, T. S., Sweeney, J. C., & Kasteren, Y. V. (2012). Health care customer value co-creation practice styles. *Journal of Service Research*, 15(4), 370-389.
- Mayo, E. (2014). *The social problems of an industrial civilization*. New York, NY: Routledge.
- Mahr, D., Lievens, A., & Blazevic, V. (2014). The value of customer co-created knowledge during the innovation process. *Journal of Product Innovation Management*, 31(3), 599-615.
- Majdoub, W. (2014). Co-creation of value or co-creation of experience? Interrogations in the field of cultural tourism. *International Journal of Safety and Security in Tourism and Hospitality*, 1(7), 13.
- Matofska, B. (2014). What is the sharing economy? *The People Who Share*. Retrieved from www.dublinohiousa.gov
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1-2), 30-59.
- Morosan, C. (2015). An empirical analysis of intentions to co-create value in hotels using mobile devices. *Journal of Hospitality & Tourism Research*, doi: 1096348015597034.

- Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behavior*, 14(3), 193-207.
- Mohd-Any, A. A., Winklhofer, H., & Ennew, C. (2015). Measuring users' value experience on a travel website (e-value) what value is cocreated by the user?. *Journal of Travel Research*, 54(4), 496-510.
- Morosan, C., & DeFranco, A. (2016). Co-creating value in hotels using mobile devices: A conceptual model with empirical validation. *International Journal of Hospitality Management*, 52, 131-142.
- Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62-75.
- Nunnally, J. C., & Bernstein, I. H. (1994). The assessment of reliability. *Psychometric Theory*, 3(1), 248-292.
- Noels, K. A., Pelletier, L. G., Clément, R., & Vallerand, R. J. (2000). Why are you learning a second language? Motivational orientations and self-determination theory. *Language Learning*, 50(1), 57-85.
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Thousand Oaks, CA: Sage Publications.
- Nambisan, S., & Baron, R. A. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42-62.
- Nambisan, S., & Nambisan, P. (2008). How to profit from a better 'virtual customer environment'. *MIT Sloan management review*, 49(3), 53-61.
- Nambisan, S., & Baron, R. A. (2009). Virtual customer environments: Testing a model of voluntary participation in value co-creation activities. *Journal of product innovation management*, 26(4), 388-406.
- Nov, O. (2007). What motivates wikipedians?. *Communications of the ACM*, 50(11), 60-64.
- Nov, O., Naaman, M., & Ye, C. (2010). Analysis of participation in an online photo - sharing community: A multidimensional perspective. *Journal of the American Society for Information Science and Technology*, 61(3), 555-566.
- Nelson, M. R., & Rademacher, M. A. (2009). From trash to treasure: Freecycle. org as a case of generalized reciprocity. *Advances in Consumer Research*, 36, 905-906.

- Nicolau, J. L. (2011). Monetary and non-monetary efforts for leisure activities. *Annals of Tourism Research*, 38(3), 801-819.
- Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20(5), 404-423.
- Närvänen, E., Kartastenpää, E., & Kuusela, H. (2013). Online lifestyle consumption community dynamics: A practice - based analysis. *Journal of Consumer Behavior*, 12(5), 358-369.
- Navarro, S., Andreu, L., & Cervera, A. (2014). Value co-creation among hotels and disabled customers: An exploratory study. *Journal of Business Research*, 67(5), 813-818.
- Nysveen, H., & Pedersen, P. E. (2014). Influences of co-creation on brand experience The role of brand engagement. *International Journal of Market Research*, 56(6), 807-832.
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart technologies for personalized experiences: a case study in the hospitality domain. *Electronic Markets*, 25(3), 243-254.
- Neghina, C., Caniëls, M. C., Bloemer, J. M., & van Birgelen, M. J. (2015). Value co-creation in service interactions: Dimensions and antecedents. *Marketing theory*, 15(2), 221-242.
- Neuhofer, B. (2016). Value co-creation and co-destruction in connected tourist experiences. In I. Tussyadiah & A. Inversini (Eds.), *Information and communication technologies in tourism 2016* (pp. 779-792). New York: Springer.
- Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, 62(4), 480.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469.
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20(3), 418-430.
- Olson, M. (1989). Collective action. In J. Eatwell & M. P. Murray (Eds). *The Invisible Hand* (pp. 61-69). London: The Macmillan Press.
- Ozer, E. M., & Bandura, A. (1990). Mechanisms governing empowerment effects: a self-efficacy analysis. *Journal of personality and social psychology*, 58(3), 472.

- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67-82.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119-132.
- Oh, H., Assaf, A. G., & Baloglu, S. (2016). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219.
- O'Hern, M. S., & Rindfleisch, A. (2010). Customer co-creation. In N. K. Malhotra (Ed.), *Review of marketing research: Vol. 6*. (pp. 84-106). doi: 10.1108/S1548-6435(2009)0000006008
- Peter, J. P. (1979). Reliability: A review of psychometric basics and recent marketing practices. *Journal of Marketing Research*, 16(1), 6-17.
- Pepper, D., & Rogers, M. (1997). *Enterprise one to one*. London: Piatkus.
- Price, L. L., & Arnould, E. J. (1999). Commercial friendships: service provider-client relationships in context. *The Journal of Marketing*, 63(4), 38-56.
- Prahalad, C. K., & Ramaswamy, V. (2000). Co-opting customer competence. *Harvard business review*, 78(1), 79-90.
- Pons, P. O. (2003). Being-on-holiday: Tourist dwelling, bodies and place. *Tourist Studies*, 3(1), 47-66.
- Prince, M. (2004). Does active learning work? A review of the research. *Journal of Engineering Education*, 93(3), 223-231.
- Perea y Monsuwé, T., Dellaert, B. G., & De Ruyter, K. (2004). What drives consumers to shop online? A literature review. *International journal of service industry management*, 15(1), 102-121.
- Prahalad, C. K., & Ramaswamy, V. (2004a). Co-creating unique value with customers. *Strategy & leadership*, 32(3), 4-9.
- Prahalad, C. K., & Ramaswamy, V. (2004b). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.
- Prahalad, C. K., & Ramaswamy, V. (2013). *The future of competition: Co-creating unique value with customers*. Boston: Harvard Business School Publishing.
- Peterson, R. A. (2005). In search of authenticity. *Journal of Management Studies*, 42(5), 1083-1098.
- Payne, A., & Frow, P. (2005). A strategic framework for customer relationship management. *Journal of Marketing*, 69(4), 167-176.

- Pires, G. D., Stanton, J., & Rita, P. (2006). The internet, consumer empowerment and marketing strategies. *European Journal of Marketing*, 40(9/10), 936-949.
- Payne, A. F., Storbacka, K., & Frow, P. (2008). Managing the co-creation of value. *Journal of the academy of marketing science*, 36(1), 83-96.
- Piller, F. T., Moeslein, K., & Stotko, C. M. (2004). Does mass customization pay? An economic approach to evaluate customer integration. *Production Planning & Control*, 15(4), 435-444.
- Piller, F., Ihl, C., & Vossen, A. (2011). Customer co-creation: Open innovation with customers. In V. Wittke & H. Hanekop (Eds). *New forms of collaborative innovation and production on the Internet: An interdisciplinary perspective* (pp. 31-63). Göttingen: University Press Göttingen.
- Polese, F., Pels, J., & Brodie, R. (2011). Theoretical Underpinning to Successful Value Co-creation.
- Pongsakornrunsilp, S., & Schroeder, J. E. (2011). Understanding value co-creation in a co-consuming brand community. *Marketing Theory*, 11(3), 303-324.
- Peters, C., Bodkin, C. D., & Fitzgerald, S. (2012). Toward an understanding of meaning creation via the collective co - production process. *Journal of Consumer Behavior*, 11(2), 124-135.
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356.
- Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of Tourism Research*, 42, 240-261.
- Piligrimiene, Z., Dovaliene, A., & Virvilaite, R. (2015). Consumer Engagement in Value Co-Creation: what Kind of Value it creates for Company?. *Engineering Economics*, 26(4), 452-460.
- Prebensen, N. K., Kim, H., & Uysal, M. (2016). Co-creation as moderator between the experience value and satisfaction relationship. *Journal of Travel Research*, 55(7), 934-945.
- Polo Peña, A. I., Frías Jamilena, D. M., Rodríguez Molina, M. Á., & Rey Pino, J. M. (2016). Online Marketing Strategy and Market Segmentation in the Spanish Rural Accommodation Sector. *Journal of Travel Research*, 55(3), 362-379.
- Park, J., & Ha, S. (2016). Co-creation of service recovery: Utilitarian and hedonic value and post-recovery responses. *Journal of Retailing and Consumer Services*, 28, 310-316.

- Pew Research Center (2016). How many Americans use home-sharing services?
Retrieved <http://www.pewinternet.org/2016/05/19/shared-home-sharing-services/>
- Prebensen, N. K., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166-176.
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism management*, 25(3), 297-305.
- Ross, W. D., & Smith, J. A. (1908). The works of Aristotle (Vol. 8). Oxford: Oxford University Press.
- Rapoport, A., & Chammah, A. M. (1965). *Prisoner's dilemma: A study in conflict and cooperation (Vol. 165)*. Ann Arbor: University of Michigan press.
- Russell, J. A. (1978). Evidence of convergent validity on the dimensions of affect. *Journal of Personality and Social Psychology*, 36(6), 1161-1178.
- Rubin, A. M. (1993). The effect of locus of control on communication motivation, anxiety, and satisfaction. *Communication Quarterly*, 41(2), 161-171.
- Reis, H. (1994). Domains of experience: Investigating relationship processes from three perspectives. In R. Erber & R. Gilmour (Eds.), *Theoretical frameworks for personal relationships* (pp. 87–110). Hillsdale: Erlbaum.
- Richins, M. L. (1994). Valuing things: The public and private meanings of possessions. *Journal of Consumer Research*, 21(3), 504-521.
- Riecken, D. (2000). Personalized views of personalization. *Communications of the ACM*, 43(8), 26-26.
- Ryan, C. (2000). Tourist experiences, phenomenographic analysis, post-positivism and neural network software. *The International Journal of Tourism Research*, 2(2), 119.
- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68-78.
- Rha, J. Y., Montalto, C. P., & Hanna, S. D. (2006). The effect of self-control mechanisms on household saving behavior.
- Reisinger, Y., & Steiner, C. J. (2006). Reconceptualizing object authenticity. *Annals of Tourism Research*, 33(1), 65-86.

- Rintamäki, T., Kuusela, H., & Mitronen, L. (2007). Identifying competitive customer value propositions in retailing. *Managing Service Quality: An International Journal*, 17(6), 621-634.
- Ramaswamy, V., & Gouillart, F. (2008). Co-creating strategy with experience co-creation. *Balanced Scorecard Report*, 10(4), 1-3.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459-469.
- Randall, W. S., Gravier, M. J., & Prybutok, V. R. (2011). Connection, trust, and commitment: dimensions of co-creation?. *Journal of Strategic Marketing*, 19(01), 3-24.
- Roggeveen, A. L., Tsiros, M., & Grewal, D. (2012). Understanding the co-creation effect: when does collaborating with customers provide a lift to service recovery?. *Journal of the Academy of Marketing Science*, 40(6), 771-790.
- Rihova, I., Buhalis, D., Moital, M., & Beth Gouthro, M. (2013). Social layers of customer-to-customer value co-creation. *Journal of Service Management*, 24(5), 553-566.
- Roberts, D., Hughes, M., & Kertbo, K. (2014). Exploring consumers' motivations to engage in innovation through co-creation activities. *European Journal of Marketing*, 48(1/2), 147-169.
- Ranjan, K. R., & Read, S. (2016). Value co-creation: concept and measurement. *Journal of the Academy of Marketing Science*, 44(3), 290-315.
- Smith, A. (1776). *An inquiry into the nature and causes of the wealth of nations*. London: George Routledge and Sons.
- Symonds, P. M. (1924). On the Loss of Reliability in Ratings Due to Coarseness of the Scale. *Journal of Experimental Psychology*, 7(6), 456.
- Schunk, D. H. (1989). Self-efficacy and cognitive skill learning. *Research on Motivation in Education*, 3(2), 13-44.
- Sproles, E. K., & Sproles, G. B. (1990). Consumer decision-making styles as a function of individual learning styles. *The Journal of Consumer Affairs*, 24(1), 134-147.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Schriesheim, C. A., Powers, K. J., Scandura, T. A., Gardiner, C. C., & Lankau, M. J. (1993). Improving construct measurement in management research: Comments and a quantitative approach for assessing the theoretical content adequacy of

- paper-and-pencil survey-type instruments. *Journal of Management*, 19(2), 385-417.
- Som, R. K. (1995). *Practical sampling techniques*. New York, NY: CRC press.
- Shapiro, D. (1999). *Psychotherapy of neurotic character*. Basic Books.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Spiteri, J. M., & Dion, P. A. (2004). Customer value, overall satisfaction, end-user loyalty, and market performance in detail intensive industries. *Industrial Marketing Management*, 33(8), 675-687.
- Su, A. Y. L. (2004). Customer satisfaction measurement practice in Taiwan hotels. *International Journal of Hospitality Management*, 23(4), 397-408.
- Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism management*, 27(3), 394-409.
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33(2), 299-318.
- Smith, J. B., & Colgate, M. (2007). Customer value creation: a practical framework. *Journal of Marketing Theory and Practice*, 15(1), 7-23.
- Spohrer, J., Maglio, P. P., Bailey, J., & Gruhl, D. (2007). Steps toward a science of service systems. *Computer*, 40(1).
- Sanders, E. B. N., & Stappers, P. J. (2008). Co-creation and the new landscapes of design. *Co-design*, 4(1), 5-18.
- Siipi, H., & Uusitalo, S. (2008). Consumer autonomy and sufficiency of GMF labeling. *Journal of Agricultural and Environmental Ethics*, 21(4), 353-369.
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321-336.
- Shaw, G., Bailey, A., & Williams, A. (2011). Aspects of service-dominant logic and its implications for tourism management: Examples from the hotel industry. *Tourism Management*, 32(2), 207-214.
- Strandvik, T., Holmlund, M., & Edvardsson, B. (2012). Customer needing: A challenge for the seller offering. *Journal of Business & Industrial Marketing*, 27(2), 132-141.
- So K. K. F. (2013). An investigation of the role of customer engagement in strengthening service brand loyalty (Doctoral dissertation). Retrieved <http://www.tarjomano.com/wp-content/uploads/2016/08/2014-01.pdf>

- Satama, S. (2014). Consumer adoption of access-based consumption services-Case AirBnB.
- See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust—A theoretical analysis. *Computers in Human Behavior*, 31, 182-189.
- Seljeseth, P. I., & Korneliussen, T. (2015). Experience-based brand personality as a source of value co-creation: The case of Lofoten. *Scandinavian Journal of Hospitality and Tourism*, 15(sup1), 48-61.
- Szmigin, I., Bengry-Howell, A., Morey, Y., Griffin, C., & Riley, S. (2017). Socio-spatial authenticity at co-created music festivals. *Annals of Tourism Research*, 63, 1-11.
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. *The Social Psychology of Intergroup Relations*, 33(47), 74.
- Tajfel, H. (1982). Social psychology of intergroup relations. *Annual Review of Psychology*, 33(1), 1-39.
- Turner, C., & Manning, P. (1988). Placing authenticity—On being a tourist: A reply to Pearce and Moscardo. *The Australian and New Zealand Journal of Sociology*, 24(1), 136-139.
- Tabachnick, B. G., & Fidell, L. S. (1996). Analysis of covariance. *Using Multivariate Statistics*, 8(1), 321-374.
- Taylor, J. P. (2001). Authenticity and sincerity in tourism. *Annals of Tourism Research*, 28(1), 7-26.
- Turner III, D. W. (2010). Qualitative interview design: A practical guide for novice investigators. *The qualitative report*, 15(3), 754.
- Tynan, C., McKechnie, S., & Chhuon, C. (2010). Co-creating value for luxury brands. *Journal of Business Research*, 63(11), 1156-1163.
- Tynan, C., McKechnie, S., & Hartley, S. (2014). Interpreting value in the customer service experience using customer-dominant logic. *Journal of Marketing Management*, 30(9-10), 1058-1081.
- Tanford, S., Erdem, M., & Baloglu, S. (2011). Price transparency of bundled vacation packages. *Journal of Hospitality & Tourism Research*, 35(2), 213-234.
- Tseng, M. M. & Piller, F. (2011). *The customer centric enterprise: advances in mass customization and personalization*. Berlin Heidelberg: Springer.
- Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of tourism research*, 38(4), 1367-1386.

- Tussyadiah, I., & Zach, F. (2013). Social media strategy and capacity for consumer co-creation among destination marketing organizations. In L. Cantoni & X. Zheng (Eds.), *Information and Communication Technologies in Tourism 2013* (pp. 242-253). Berlin Heidelberg: Springer.
- Tussyadiah, I. P. (2015). An exploratory study on drivers and deterrents of collaborative consumption in travel. In I. Tussyadiah & A. Inversini (Eds.), *Information and communication technologies in tourism 2015* (pp. 817-830). New York: Springer.
- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040.
- Taghizadeh, S. K., Jayaraman, K., Ismail, I., & Rahman, S. A. (2016). Scale development and validation for DART model of value co-creation process on innovation strategy. *Journal of Business & Industrial Marketing*, 31(1), 24-35.
- Tussyadiah, I. P. (2016). The influence of innovativeness on on-site smartphone use among american travelers: Implications for context-based push marketing. *Journal of Travel & Tourism Marketing*, 33(6), 806-823.
- Tussyadiah, I. P. (2017). Technology and Behavioral Design in Tourism. In D. R. Fesenmaier & Z. Xiang (Eds.), *Design Science in Tourism* (pp. 173-191). Cham, Switzerland: Springer International Publishing.
- Uлага, W. (2003). Capturing value creation in business relationships: A customer perspective. *Industrial Marketing Management*, 32(8), 677-693.
- Velthouse, B. A. (1990). Creativity and empowerment: a complementary relationship. *Review of Business*, 12(2), 13-18.
- Venkatesh, A. (1992). *The representation of the past: Museums and heritage in the postmodern world*. London: Routledge.
- Vallerand, R. J. (2000). Deci and Ryan's self-determination theory: A view from the hierarchical model of intrinsic and extrinsic motivation. *Psychological Inquiry*, 11(4), 312-318.
- Vickers, J. S., & Renand, F. (2003). The marketing of luxury goods: an exploratory study—three conceptual dimensions. *The Marketing Review*, 3(4), 459-478.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.
- Vargo, S. L., & Lusch, R. F. (2008a). Service-dominant logic: Continuing the evolution. *Journal of the Academy of marketing Science*, 36(1), 1-10.
- Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008b). On value and value co-creation: A service systems and service logic perspective. *European management journal*, 26(3), 145-152.

- Vargo, S. L., & Lusch, R. F. (2014). Service-dominant logic. What it is, What it is not, What it might be. In S. L. Vargo & R. F. Lusch (Eds.), *The service-dominant logic of marketing: Dialog, debate, and directions*. New York, NY: Routledge.
- Vohs, K. D., & Baumeister, R. F. (2004). Understanding self-regulation: An introduction. In R. F. Baumeister & K. D. Vohs (Eds.), *Handbook of self-regulation: Research, theory, and applications* (pp. 1-9). New York: Guilford.
- Van der Heijden, H. (2004). User acceptance of hedonic information systems. *MIS quarterly*, 28(4), 695-704.
- Von Hippel, E. (2005). Democratizing innovation: The evolving phenomenon of user innovation. *Journal für Betriebswirtschaft*, 55(1), 63-78.
- Yeoman, I., Brass, D., & McMahon-Beattie, U. (2007). Current issue in tourism: The authentic tourist. *Tourism Management*, 28(4), 1128-1138.
- Volo, S. (2009). Conceptualizing experience: A tourist based approach. *Journal of Hospitality Marketing & Management*, 18(2-3), 111-126.
- Veloutsou, C., & Moutinho, L. (2009). Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*, 62(3), 314-322.
- Van den Broeck, A., De Cuyper, N., De Witte, H., & Vansteenkiste, M. (2010). Not all job demands are equal: Differentiating job hindrances and job challenges in the job demands–resources model. *European Journal of Work and Organizational Psychology*, 19(6), 735-759.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- Vega-Vazquez, M., Ángeles Revilla-Camacho, M., & J. Cossío-Silva, F. (2013). The value co-creation process as a determinant of customer satisfaction. *Management Decision*, 51(10), 1945-1953.
- Verleye, K. (2015). The co-creation experience from the customer perspective: its measurement and determinants. *Journal of Service Management*, 26(2), 321-342.
- Wärneryd, K. E. (1989). On the psychology of saving: An essay on economic behavior. *Journal of Economic Psychology*, 10(4), 515-541.
- Winer, R. S. (1986). A reference price model of brand choice for frequently purchased products. *Journal of Consumer Research*, 13(2), 250-256.
- Woodman, R. W., Sawyer, J. E., & Griffin, R. W. (1993). Toward a theory of organizational creativity. *Academy of Management Review*, 18(2), 293-321.

- Wang, N. (1996). Logos-modernity, eros-modernity, and leisure. *Leisure Studies*, 15(2), 121-135.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- Woodruff, R. B., & Gardial, S. (1996). *Know your customer: New approaches to understanding customer value and satisfaction*. Hoboken, NJ: Wiley.
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139-153.
- Wang, G., & Netemeyer, R. G. (2002). The effects of job autonomy, customer demandingness, and trait competitiveness on salesperson learning, self-efficacy, and performance. *Journal of the Academy of Marketing Science*, 30(3), 217-228.
- Wathieu, L., Brenner, L., Carmon, Z., Chattopadhyay, A., Wertenbroch, K., Drolet, A., Gourville, J., Muthukrishnan, A.V., Novemsky, N., Ratner, R., & Wu, G. (2002). Consumer control and empowerment: A primer. *Marketing Letters*, 13(3), 297-305.
- Woodall, T. (2003). Conceptualizing 'value for the customer': An attributional, structural and dispositional analysis. *Academy of Marketing Science Review*, 12, 1-42.
- Walter, A., Müller, T. A., Helfert, G., & Ritter, T. (2003). Functions of industrial supplier relationships and their impact on relationship quality. *Industrial Marketing Management*, 32(2), 159-169.
- Wright, L., Newman, A., & Dennis, C. (2006). Enhancing consumer empowerment. *European Journal of Marketing*, 40(9/10), 925-935.
- Whittaker, G., Ledden, L., & Kalafatis, S. P. (2007). A re-examination of the relationship between value, satisfaction and intention in business services. *Journal of Services Marketing*, 21(5), 345-357.
- Weltman, D., & Whiteside, M. (2010). Comparing the effectiveness of traditional and active learning methods in business statistics: Convergence to the mean. *Journal of Statistics Education*, 18(1), 1-13.
- Williams, B., Onsman, A., & Brown, T. (2010). Exploratory factor analysis: A five-step guide for novices. *Australasian Journal of Paramedicine*, 8(3), 1-13.
- Wirtz, J., den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., van de Klundert, J., Canli, Z. G., & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3), 223-244.

- Wei, W., Torres, E., & Hua, N. (2016). Improving consumer commitment through the integration of self-service technologies: A transcendent consumer experience perspective. *International Journal of Hospitality Management*, 59, 105-115.
- Xie, C., Bagozzi, R. P., & Troye, S. V. (2008). Trying to prosume: toward a theory of consumers as co-creators of value. *Journal of the Academy of Marketing Science*, 36(1), 109-122.
- Yung, Y. F., & Bentler, P. M. (1996). *Advanced structural equation modeling: Issues and techniques*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26(1), 45-56.
- Yim, C. K., Chan, K. W., & Lam, S. S. (2012). Do customers and employees enjoy service participation? Synergistic effects of self-and other-efficacy. *Journal of marketing*, 76(6), 121-140.
- Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279-1284.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering quality service: Balancing customer perceptions and expectations*. New York, NY: Simon and Schuster.
- Zimmerman, B. J., Bonner, S., & Kovach, R. (1996). *Developing self-regulated learners: Beyond achievement to self-efficacy*. American Psychological Association.
- Zimmerman, B. J. (2000). Self-efficacy: An essential motive to learn. *Contemporary Educational Psychology*, 25(1), 82-91.
- Zwick, D., Bonsu, S. K., & Darmody, A. (2008). Putting Consumers to Work: Co-creation and new marketing govern-mentality. *Journal of Consumer Culture*, 8(2), 163-196.
- Zwass, V. (2010). Co-creation: Toward a taxonomy and an integrated research perspective. *International Journal of Electronic Commerce*, 15(1), 11-48.
- Zainuddin, N., Previte, J., & Russell-Bennett, R. (2011). A social marketing approach to value creation in a well-women's health service. *Journal of Marketing Management*, 27(3-4), 361-385.
- Zainuddin, N. (2011). Value co-creation in social marketing wellness services (Doctoral dissertation). Retrieved <http://eprints.qut.edu.au/47995/>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Mason, OH: Cengage Learning.

- Zervas, G., Proserpio, D., & Byers, J. W. (2014). The rise of the sharing economy: Estimating the impact of Airbnb on the hotel industry. *Journal of Marketing Research*. doi: <http://dx.doi.org/10.1509/jmr.15.0204>
- Zervas, G., Proserpio, D., & Byers, J. (2015). A first look at online reputation on Airbnb, where every stay is above average. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2554500
- Zhang, H., Lu, Y., Wang, B., & Wu, S. (2015). The impacts of technological environments and co-creation experiences on customer participation. *Information & Management*, 52(4), 468-482.

APPENDIX A: INITIAL ITEM POOL

Initial Item Pool (Total = 81)

Control

<i>By actively co-creating my P2P accommodation experience.....</i>
CO1. I felt like I was in control.
CO2. I felt things were under control.
CO3. I felt I was in charge of my own experience.*
CO4. I felt like I had the ability to determine what to do.
CO5. I felt like I had control over the decisions involved in my experience.
CO6. I felt like I had no control over the decisions involved in my experience (reversed).
CO7. The decisions involved in my experience were up to me.*
CO8. The decisions involved in the experience were in my hands.
CO9. The trip-related choices were in my hands.
CO10. I felt like I was an active part in making decisions involved in the experience.
CO11. I had great input in decisions involved in my experience.
CO12. As a guest, I had considerable influence as a guest in my own experience.
CO13. I had great influence over the things that could affect my experience.
CO14. I had a big impact on the degree to which my preferences were met.
CO15. There was a lot that I as a guest could do to get the best out of my experience.
CO16. I as a guest was responsible for getting the best out of my experience.

Personalization

<i>By actively co-creating my P2P accommodation experience.....</i>
P1. I knew what I wanted for my own experience.
P2. I had an idea of what I wanted for my own experience.
P3. I felt like I could tailor things to my specific interests.
P4. I felt like I was able to find the solutions to fit my personal needs.*
P5. I felt like I got the same solution as others' (reversed).*
P6. I felt like I could choose my own adventure.
P7. I felt like I was able to behave in my preferred way.
P8. I felt like I was able to customize my experience according to my personal needs.
P9. I felt like I was able to personalize my experience.
P10. The benefit, value, or fun depend on my personal needs.
P11. My individual needs were met.
P12. My personal preferences were taken care of.*
P13. I felt like my experience was tailor-made.

Autonomy

<i>By actively co-creating my P2P accommodation experience.....</i>
AT1. I felt like I was free to make decisions.
AT2. I felt like I had a sense of freedom.
AT3. I felt free to act.*
AT4. I was free to express myself.
AT5. I had a great deal of freedom to create my own experience.
AT6. I had the opportunity for independent thought and action.
AT7. I felt like I was able to make decisions independently.
AT8. I felt like I was autonomous when making decisions.*
AT9. I had a sense of autonomy when making decisions.*
AT10. I felt like I was self-directed when making decisions.*
AT11. I felt like I was self-determining when making decisions.*
AT12. I felt like I was the one who created my own experience.

Authenticity

<i>By actively co-creating my P2P accommodation experience.....</i>
AC1. I felt like I was closer to the authentic local life.
AC2. I experienced the local way of life.
AC3. I felt a sense of what it's like to truly live there.
AC4. I enjoyed the authentic local life.
AC5. I enjoyed the authenticity of travel.
AC6. I felt like I lived the local way.
AC7. I felt like I lived like a local.
AC8. I felt the "the spirit of travel" by living like a local.*
AC9. I was able to stay in a non-touristy neighborhood.
AC10. I enjoyed the uniqueness of the experience.
AC11. I experienced a different way of travel.*
AC12. I explored a unique way of travel.
AC13. I felt like I was able to escape commercialization.*
AC14. I had the feeling of real home for my trip.

Connection

<i>By actively co-creating my P2P accommodation experience.....</i>
CN1. It was easy to express my specific questions to the host.
CN2. It was easy to communicate with the host.
CN3. The host gave me relevant information about the area.
CN4. The communication between me and the host went well.
CN5. I felt like I had meaningful interaction with the hosts.
CN6. I got insiders' tips on local attractions.
CN7. I felt a sense of connection with the local community.
CN8. I felt connected with the locals.
CN9. I had a sense of belonging with the local community.
CN10. I felt an attachment or relationship with the local community.
CN11. I felt like I was not just an outsider.*

CN12. I felt like I supported the local community.
CN13. I was able to meet new people.*
CN14. I was able to connect with new people.
CN15. I felt like I had a good a relationship with the host.
CN16. I felt like I have made new friends.*

Learning

<i>By actively co-creating my P2P accommodation experience.....</i>
L1. I applied my trip-planning knowledge and skills proactively.
L2. I felt like I became more knowledgeable about how to use P2P accommodation.
L3. I felt like I learned a lot about how to use P2P accommodation.
L4. I felt like I enhanced my trip-planning skills.
L5. The process of planning the trip evoked my curiosity to learn new things.
L6. I enjoyed learning new things about the area during my trip-planning stage.*
L7. I enjoyed exploring interesting places to go during my trip-planning stage.*
L8. I enjoyed discovering new things by myself during my stay.*
L9. I enjoyed exploring fun place to go during my stay.*
L10. I felt like it was a real learning experience.

*Note: * are items developed from qualitative in-depth interviews.*

APPENDIX B: EXPERT REVIEW ROUND TWO

Dear _____ (participant's name),

You are invited to participate in an evaluation of a potential measurement scale. This scale aims to measure guest co-creation experience in peer-to-peer accommodation (P2P accommodation).

[Please read this paragraph carefully] The concept “co-creation” is about the process through which, you as a customer, is actively involved in creating value of your own consumption. Traditionally, customers may passively receive value delivered by the company (e.g., travel agency arranges a travel package for you). **But** today's customers are more connected, informed and empowered due to the websites, mobile Apps, social media, and many other Internet technology. For example, by taking Airbnb when you travel, you as a customer can have the freedom and power to co-create your own experience, such as reading reviews to make your own decision, actively learning about local information by interacting with hosts, using kitchen facilities to prepare your own meals, exploring local culture by living a residence area, etc. Therefore, you as a customer, play an important role in maximizing the value out of your own travel experience.

- Do you understand the concept “co-creation”? Please circle your answer.
 - 1) Yes
 - 2) No

[Please read this paragraph carefully] The concept peer-to-peer accommodation is a short-term accommodation service where you pay a fee to stay at someone's property, such as Airbnb, which excludes free accommodation services, such as Couchsurfing.

- Do you understand the term “peer-to-peer accommodation”? Please circle your answer.
 - 1) Yes
 - 2) No

This document contains the **definitions** and **items** for six potential dimensions of co-creation experience which measure: 1) control, 2) personalization, 3) autonomy, 4) authenticity, 5) connection, and 6) learning. For each dimension, an associated abbreviation is provided (e.g., CO for “control”). **Your task is to allocate an abbreviation to each item that you think best represents the definition of the dimension.**

After your evaluation for the items, there is space for you to provide any comments or feedback. For example, if there are any items that you feel need re-wording, any other areas that you feel I may need to “tap into” and any other general comments that you may have about the scale or research. Thank you for your participation. Your input in this research project is highly appreciated!

Definition of the Dimension	Code
Control: The degree of competence, power, or mastery a guest has over an experience specification and realization	CO
Personalization: The extent to which an experience is selected and designed for a guest based on the need/preference/interest of the guest.	PR
Autonomy: The degree of independence and freedom a guest has in the process of experience specification and realization.	AT
Authenticity: A state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them.	AC
Connection: The degree to which a guest have access to the host and social relationships with actors involved in the experience.	CN
Learning: The degree to which a guest acquires or improves knowledge or skills through participative activities.	LG

Please allocate an abbreviation to each item below that you think **best represents** the definition of the dimension.

Item	Code
I felt a sense of connection with the local community.	
I felt like I had a good a relationship with the host.	

The decisions involved in the experience were in my hands.	
I had an idea of what I wanted for my own experience.	
I felt like I had no control over the decisions involved in my experience (reversed).	
I felt like I could tailor things to my specific interests.	
I had great input in decisions involved in my experience.	
I as a guest was responsible for getting the best out of my experience.	
The communication between me and the host went well.	
I enjoyed exploring interesting places to go during my trip-planning stage.	
I felt like I was an active part in making decisions involved in the experience.	
I felt an attachment with the local community.	
I got insiders' tips on local attractions.	
I felt like I had the ability to determine what to do.	
I felt a sense of what it's like to truly live there.	
I felt like I have made new friends.	
I had a great deal of freedom to create my own experience.	
I enjoyed discovering new things by myself during my stay.	
I felt like I had control over the decisions involved in my experience.	
It was easy to communicate with the host.	
The decisions involved in my experience were up to me.	
I felt like I learned a lot about how to use P2P accommodation.	
I felt like I got the same solution as other's (reverse).	
I experienced the local way of life.	
I felt like my experience was tailor-made.	
It was easy to express my specific questions to the host.	
I felt like I was able to customize my experience according to my personal needs.	
The process of planning the trip evoked my curiosity to learn new things.	
I had a sense of autonomy when making decisions.	
I had a sense of belonging with the local community.	
I felt like I was able to make decisions independently.	
I felt like I was free to make decisions.	

There was a lot that I as a guest could do to get the best out of my experience.	
The benefit, value, or fun depend on my personal needs.	
I enjoyed exploring fun place to go during my stay.	
I felt connected with the locals.	
I felt like I was the one who created my own experience.	
I knew what I wanted for my own experience.	
I felt like I was not just an outsider.	
I felt like I lived the local way.	
I was able to stay in a non-touristy neighborhood.	
I explored a unique way of travel.	
I felt like it was a real learning experience.	
I felt like I was autonomous when making decisions.	
I felt like I enhanced my trip-planning skills.	
I felt like I lived like a local.	
I felt I was in charge of my own experience.	
I enjoyed the authenticity of travel.	
I feel like I had meaningful interaction with the hosts.	
I enjoyed learning new things about the area during my trip-planning stage.	
I had the feeling of real home for my trip.	
The host gave me relevant information about the area.	
I had a big impact on the degree to which my preferences were met.	
I felt free to act.	
I experienced a different way of travel.	
I felt like I supported the local community.	
I was able to meet new people.	
My individual needs were met.	
I felt like I had a sense of freedom.	
I felt like I was self-directed when making decisions	
I felt like I was able to personalize my experience.	
I felt like I was able to behave in my preferred way.	
I was able to connect with new people.	

I enjoyed the authentic local life.	
I felt like I was self-determining when making decisions.	
I felt the “the spirit of travel” by living like a local.	
I felt like I was in control.	
I felt like I could choose my own adventure.	
I felt like I was able to find the solutions to fit my personal needs.	
I enjoyed the uniqueness of the experience.	
I felt like I lived the local way.	
I felt things were under control.	
As a guest, I had considerable influence t in my own experience.	
I was free to express myself.	
I applied my trip-planning knowledge and skills proactively.	
I felt like I was able to escape commercialization.	
My personal preferences were taken care of.	
I felt like I became more knowledgeable about how to use P2P accommodation.	
I felt like I was closer to the authentic local life.	
The trip-related choices were in my hands.	
I had great influence over the things that could affect my experience.	

APPENDIX C: EXPERT REVIEW ROUND THREE

Instruction:

This evaluative survey is used for expert review of a potential measurement scale. This scale aims to measure guest co-creation experience using the context of peer-to-peer accommodation. As one of the pre-stages to the development of a survey for my PhD dissertation, I would like to seek your expertise with the refinement of the potential scale items. To ensure that each scale item under development is measuring what it meant to be measured, I have explained the definitions with corresponding items. Please (1) carefully consider each definition and its subsequent scale items and (2) rate the degree to which you think the scale items represent the relevant definitions (Not Representative; Somewhat Representative; Clearly Representative).

*Please be noted that as this evaluation is used for the refinement of the scale items, there may be items that seem repetitive. After each section, there is space for you to provide any comments or feedback.

*Please also be noted that respondents will be asked to recall their most recent co-creation experience of peer-to-peer accommodation.

Thank you very much for your time!

Control: The degree of competence, power, or mastery a guest has over an experience specification and realization.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. I felt like I was in control.	1	2	3
2. I felt things were under control.	1	2	3
3. I felt I was in charge of my own experience.	1	2	3
4. I felt like I had control over the decisions involved in my experience.	1	2	3
5. The decisions involved in the experience were in my hands.	1	2	3
6. I had great influence over the things that could affect my experience.	1	2	3
7. I felt like I had no control over the decisions involved in my experience.	1	2	3

Other comments

Personalization: The extent to which an experience is selected and designed for a guest based on the need/preference/interest of the guest.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. I felt like I could tailor things to my specific interests.	1	2	3
2. I felt like I was able to find the solutions to fit my personal needs.	1	2	3
3. I felt like I was able to customize my experience according to my personal needs.	1	2	3
4. I felt like I was able to personalize my experience.	1	2	3
5. My individual needs were met.	1	2	3
6. My personal preferences were taken care of.	1	2	3
7. I felt like my experience was tailor-made.	1	2	3

Other comments

Autonomy: The degree of independence and freedom a guest has in the process of experience specification and realization.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. I felt like I was free to make decisions.	1	2	3
2. I felt like I had a sense of freedom.	1	2	3
3. I felt free to act.	1	2	3
4. I felt like I was able to make decisions independently.	1	2	3
5. I felt like I was autonomous when making decisions.	1	2	3
6. I had a sense of autonomy when making decisions.	1	2	3
7. I as a guest was responsible for getting the best out of my experience.	1	2	3

Other comments

Authenticity: A state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. I felt like I was closer to the authentic local life.	1	2	3
2. I experienced the local way of life.	1	2	3
3. I enjoyed the authentic local life.	1	2	3
4. I felt like I lived like a local.	1	2	3
5. I felt the “the spirit of travel” by living like a local.	1	2	3
6. I enjoyed the uniqueness of the experience.	1	2	3
7. I had the feeling of real home for my trip.	1	2	3

Other comments

Connection: The degree to which a guest has access to the host and social relationships with actors involved in the experience.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. It was easy to communicate with the host.	1	2	3
2. The host gave me relevant information about the area.	1	2	3
3. The communication between me and the host went well.	1	2	3
4. I felt like I had meaningful interaction with the hosts.	1	2	3
5. I felt a sense of connection with the local community.	1	2	3
6. I felt connected with the locals.	1	2	3
7. I had a sense of belonging with the local community.	1	2	3
8. I felt an attachment with the local community.	1	2	3
9. I was able to connect with new people.	1	2	3
10. I felt like I had a good a relationship with the host.	1	2	3
11. I felt like I have made new friends.	1	2	3

Other comments

Learning: The degree to which a guest acquires or improves knowledge or skills through participative activities.

By co-creating my P2P accommodation experience.....

	Not Representative	Somewhat Representative	Clearly Representative
1. I felt like I became more knowledgeable about the destination.	1	2	3
2. I felt like I learned a lot about the destination.			
3. I felt like I learned new things about the area.			
4. I felt like I learned about insider's tips local attractions.			
5. I felt like it was a real learning experience.			
6. My curiosity to learn new things was evoked.			
7. I felt like I enhanced my trip-related skills.			

Other comments

APPENDIX D: PILOT SURVEY

Hello, Thank you for participating in this study! This study aims to understand your co-creation experience when using peer-to-peer accommodation. "Peer-to-peer accommodation" refers to a short-term, home-sharing service that you pay a fee to stay at someone's property (such as Airbnb, HomeAway etc.), but it excludes free stay such as Couchsurfing. A short version of the term – "P2P accommodation" will be used in the survey.

[Please read this paragraph carefully] "Co-creation" is about the process through which, you as a customer, are actively involved in creating your own consumption experience. Traditionally, customers may passively receive what the companies have designed and created for them. For example, a travel agency arranges an all-inclusive vacation package for a client. But today's customers are more informed, connected and empowered due to the websites, mobile Apps, social media, and many other Internet technologies. They actively co-create their experiences together with the companies. For example, by taking Airbnb when you travel, you as a guest can have the freedom and power to co-create your own experience, such as reading reviews to make your own decision, learning about local information by interacting with hosts, using kitchen facilities to prepare your own meals, exploring local culture by living in a residence area, etc. Therefore, you as a guest, play an important role in maximizing the value out of your experience. In other words, you may have actively co-created your own experience by using peer-to-peer accommodation (i.e., home sharing).

Do you understand the term "P2P accommodation"?

- ☐ Yes
- ☐ No → Terminate

Do you understand the term "co-creation experience"?

- ☐ Yes
- ☐ No → Terminate

According to your understanding, what does “co-creation experience” mean?

- ☐ Customers actively participate in creating their own experience.
- ☐ Customers receive experience the companies have designed and created for them → Terminate

Have you ever used P2P accommodation during your trips in the past?

- ☐ Yes
- ☐ No → Terminate

Have you been the primary trip planner (or one of the primary trip planners) in any of your prior P2P accommodations? A primary trip planner is the person who takes care of trip-planning such as searching for places to stay, booking the rental home/room, and contacting the host, etc.

- ☐ Yes
- ☐ No → Terminate

Do you think you have ever co-created your P2P accommodation experience?

- ☐ Yes
- ☐ No → Terminate

In which year were you born? _____ (Terminate if ≥ 2000)

Now please recall your most recent P2P accommodation experience in which you were a primary trip planner. Considering you as an active part to co-create your P2P accommodation experience, including pre-trip planning/booking and on-site stay, please indicate to what extent you agree with the following statements.

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1. I felt like I was in control.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I felt I was in charge of my own experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I felt like the decisions involved in the experience were in my hands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I felt like I had control over the decisions involved in my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I felt things were under control.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I felt like I had no control over the decisions involved in the experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I had great influence over the things that could affect my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. This is an attention filter. Please select "Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
9. I experienced the local way of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I enjoyed the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I felt like I was closer to the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I experienced the “spirit of travel” by living like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I felt I lived like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I felt a sense of what’s it like to truly live there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
15. I felt like I could tailor things to my specific interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I felt like I was able to find the solutions to fit my personal needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I felt like I was able to customize my experience according to my personal needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I felt like I was able to personalize my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I felt like my experience was tailor-made.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I felt like my personal preferences were met.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I felt like I got the same experience as all the other tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
22. I felt like I had a good a relationship with the host.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. I felt like I had meaningful interaction with the hosts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. the host gave me relevant information about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. I felt a sense of connection with the local community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. I felt connected with the locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. I felt like I have made new friends during my stay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
29. I felt like I was free to make decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. I had a sense of freedom when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. I had a great deal of freedom to create my own experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. I felt like I can be myself when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. I felt like I was able to make decisions independently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. I felt like I was independent when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
36. I felt like I became more knowledgeable about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. I felt like I learned a lot about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. I felt like I learned new things about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. I felt like I learned about insider's tips of local attractions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. I felt like it was a real learning experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41. my curiosity to learn new things was evoked.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42. I felt like there was nothing to learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX E: IN-DEPTH INTERVIEW PROTOCOL

(Introduction)

- Hello XXX, I am Pei Zhang, a Ph.D. Candidate studying Hospitality Management at the University of South Carolina. Thank you very much for agreeing to participate in this study. I truly appreciate your time and great help!
- Before we start, I would like to remind you a little bit about my dissertation topic and my goal by talking with you today. My dissertation focuses on understanding consumer's cocreation experience when using peer-to-peer accommodation, such as Airbnb, HomeAway, or Flipkey (VRBO). The concept "co-creation" is about the process through which, you as a customer, is actively involved in creating value of your own consumption. Traditionally, customers may passively receive values delivered by the company. But today's customers are more connected, informed and empowered due to the websites, Apps, social media, and many other Internet technology. For example, by taking Airbnb when you travel, you as a customer can have the freedom to co-create your own experience, such as reading reviews to make your own decision, actively learning about local information by interacting with hosts, using kitchen facilities to make your own meals, etc. So you as a customer play an important role in maximizing the value out of your own consumption.
- The goal of this project is to understand how you feel about your co-creation experience by taking the peer-to-peer accommodation. So I am going to ask you several questions about your experience in using _____ (name of the peer-to-peer accommodation brand, e.g., Airbnb, HomeAway, or Flipkey).

(Confidentiality & Consent)

- I assure you that your identity and all information you provide are strictly confidential. I will not report your name or any person's name mentioned in the interview to anyone. I will not attach your name to any comments you make. The information collected is solely used for my dissertation and academic research.
- This interview will take about 40 to 45 minutes, is that okay with you?
- Tape recording: I will be tape recording the interview for data analysis. Is that okay with you?
- Do you have any questions about the project, or about what I've told you so far? (Answer interviewees' questions if there is any).

1. Tell me about the most recent trip in which you stayed at _____ (name of the peer-to-peer accommodation brand).

Probe

- When was the trip?
- Where did you travel to?
- Who did you travel with?
- What is the purpose of the travel? (Did you travel to take a vacation, to attend a business event, or to visit your friends and relatives?)
- How many nights did you stay at the destination? How many nights did you stay at the _____ (name of the peer-to-peer accommodation brand)?
- What activities did you do/attend at the destination?

2. During your travel planning stage (before you ended up with booking this rental home), what activities you think you did to cocreate your own experience?

Probe

- How do you feel about _____ (the activity indicated by the interviewee)? / What is your feeling about _____ (the activity indicated by the interviewee)?
- Can you use three words/phrases to summarize your feeling about _____ (the activity indicated by the interviewee)?

3. During your stay at this rental home, what activities you think you did to cocreate your own experience?

Probe

- How do you feel about _____ (the activity indicated by the interviewee)? / What is your feeling about _____ (the activity indicated by the interviewee)?
- Can you use three words/phrases to summarize your feeling about _____ (the activity indicated by the interviewee)?

4. How do you feel about you're the entire cocreation experience?

Probe

- Do you think you cocreated your experience? If yes, why? If no, why not?
- Besides being a customer, how do you feel about your role during the entire experience? Can you use three words/phrases to describe your role in the entire experience?

APPENDIX F: FORMAL SURVEY

Thank you for participating in this study! This study aims to understand your co-creation experience when using peer-to-peer accommodation. "Peer-to-peer accommodation" refers to a short-term, home-sharing service that you pay a fee to stay at someone's property (such as Airbnb, HomeAway etc.), but it excludes free stay such as Couchsurfing. A short version of the term – "P2P accommodation" will be used in the survey.

Please read this paragraph carefully] "Co-creation" is about the process through which, you as a customer, are actively involved in creating your own consumption experience. Traditionally, customers may passively receive what the companies have designed and created for them. For example, a travel agency arranges an all-inclusive vacation package for a client. But today's customers are more informed, connected and empowered due to the websites, mobile Apps, social media, and many other Internet technologies. They actively co-create their experiences together with the companies. For example, by taking Airbnb when you travel, you as a guest can have the freedom and power to co-create your own experience, such as reading reviews to make your own decision, learning about local information by interacting with hosts, using kitchen facilities to prepare your own meals, exploring local culture by living in a residence area, etc. Therefore, you as a guest, play an important role in maximizing the value out of your experience. In other words, you may have actively co-created your own experience by using peer-to-peer accommodation (i.e., home sharing).

Do you understand the term "P2P accommodation"?

- ☐ Yes
- ☐ No → Terminate

Do you understand the term "co-creation experience"?

- ☐ Yes
- ☐ No → Terminate

According to your understanding, what does “co-creation experience” mean?

- ☐ Customers actively participate in creating their own experience.
- ☐ Customers receive experience the companies have designed and created for them. → Terminate

Have you ever used P2P accommodation during your trips in the past?

- ☐ Yes
- ☐ No → Terminate

Have you been the primary trip planner (or one of the primary trip planners) in any of your prior P2P accommodations? A primary trip planner is the person who takes care of trip-planning such as searching for places to stay, booking the rental home/room, and contacting the host, etc.

- ☐ Yes
- ☐ No → Terminate

Do you think you have ever co-created your P2P accommodation experience?

- ☐ Yes
- ☐ No → Terminate

In which year were you born? _____ (Terminate if ≥ 2000)

How frequently do you take overnight leisure trip per year (including both domestic and international trips)?

- ☐ About once every other year
- ☐ About once a year
- ☐ 2-3 times a year
- ☐ More than 3 times a year

How many times have you used P2P accommodation for your leisure trip in the past?

- ☐ Just once
- ☐ 2 or 3 times
- ☐ 4 or 5 times
- ☐ 6 times and more

What platform(s) have you used to book your P2P accommodation rental home(s)?
(Please select all that apply)

- ☐ Airbnb
- ☐ HomeAway
- ☐ VRBO
- ☐ FlipKey
- ☐ Roomorama
- ☐ HomeSuite
- ☐ 9Flats
- ☐ Other (Please specify) _____

Now please recall your most recent P2P accommodation experience in which you were a primary trip planner and then answer the following questions. In what city and country was your most recent P2P accommodation experience?

City_____

Country_____

What was the type of your P2P rental home?

- ☐ Shared room
- ☐ Private room
- ☐ Entire home/apartment

Who did you travel with for that trip? (Please select all that apply)

- ☐ Just by myself
- ☐ Friend(s)/Relatives
- ☐ Spouse/partner
- ☐ Family including parent(s), spouse/partner and child(ren)

Including yourself, how many people were in your travel group for that trip?

- ☐ 1
- ☐ 2
- ☐ 3-5
- ☐ 6-7
- ☐ 8 or more

☐ How long did you stay at the P2P rental home?

- ☐ 1-2 nights
- ☐ 3 nights – 7 nights
- ☐ 8 nights – 2 weeks
- ☐ More than 2 weeks

How did your decision to stay at P2P rental home influence your length of stay at the destination?

- ☐ I spent more nights at the destination
- ☐ I spent fewer nights at the destination
- ☐ No effect

What activities did you involve in co-creating your P2P accommodation experience?
(Please select all that apply)

- ☐ Search information (e.g., price, location, room feature, etc.) about potential rental homes
- ☐ Read reviews
- ☐ Contact hosts
- ☐ Make the booking
- ☐ Interact with hosts during the stay (e.g., conversations, learn about each other)
- ☐ Ask hosts about local tips (or host provided it voluntarily)
- ☐ Explore fun places around the neighborhoods
- ☐ Clean the room
- ☐ Use home amenities (e.g., make coffee, cook meals, do laundry)
- ☐ Other (Please specify.) _____

Now please recall your most recent P2P accommodation experience in which you were a primary trip planner. Considering you as an active part to co-create your P2P accommodation experience, including pre-trip planning/booking and on-site stay, please indicate to what extent you agree with the following statements.

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I experienced the local way of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was closer to the authentic local life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I experienced the “spirit of travel” by living like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt I lived like a local.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt a sense of what’s it like to truly live there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I could tailor things to my specific interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was able to find the solutions to fit my personal needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was able to customize my experience according to my personal needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was able to personalize my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like my personal preferences were met.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I got the same experience as all the other tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I had a good a relationship with the host.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I had meaningful interaction with the hosts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The host gave me relevant information about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I have made new friends during my stay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt connected with the locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I was free to make decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a sense of freedom when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a great deal of freedom to create my own experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I can be myself when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was able to make decisions independently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention filter. Please select "Strongly Disagree" to pass.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was independent when making decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By actively co-creating my P2P accommodation experience.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I felt like I became more knowledgeable about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned a lot about the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned new things about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I learned insider's tips about the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like it was a real learning experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like there was nothing to learn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you think you have co-created your P2P accommodation experience?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Overall, I am an active part in co-creating my P2P accommodation experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you agree with the following statements about the benefits of using P2P accommodation.

Staying at P2P accommodation.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... allowed me to save money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... helped me to lower my travel cost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... made my travel more affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... benefited me financially.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staying at P2P accommodation.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... was enjoyable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... was pleasant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staying at P2P accommodation.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... enabled me to have social interaction with locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to get to know people from the local neighborhoods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... helped me connect with locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... enabled me to develop social relationships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staying at P2P accommodation.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
... allowed me to have access to household amenities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to have large amount of space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me to have nice appliances.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... allowed me enjoy nice house features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you agree with the following statement about your satisfaction of using P2P accommodation.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
Overall, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When compared with your expectation, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When considering the money you spent, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When considering the time and effort, how satisfied were you with your P2P accommodation experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you agree with the following statements about your intention to P2P accommodation again in future.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I expect to continue using P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can see myself using P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that I will use P2P accommodation in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your gender?

- ☐ Male
- ☐ Female

Which of the following broad categories includes your age?

- ☐ 18 – 25
- ☐ 26 – 35
- ☐ 36 – 45
- ☐ 46 – 55
- ☐ 56 – 65
- ☐ 66 or above

What is your marital status?

- ☐ Single
- ☐ Married/Partner
- ☐ Separated/Divorced/Widowed
- ☐ Other

What is your ethnic group?

- ☐ Caucasian
- ☐ African-American
- ☐ Hispanic
- ☐ Asian
- ☐ Native American
- ☐ Multi-ethnic
- ☐ Other (Please specify) _____

What is the highest level of education you have completed?

- ☐ High school degree or lower
- ☐ Some college or Associate degree
- ☐ Bachelor's degree
- ☐ Master's/Doctoral degree
- ☐ Or something else (Please specify) _____

What was your total 2016 annual household income (before tax)?

- ☐ \$20,000 or less
- ☐ \$20,001 – \$40,000
- ☐ \$40,001 – \$60,000
- ☐ \$60,001 – \$80,000
- ☐ \$80,001 – \$100,000
- ☐ \$100,001 – \$150,000
- ☐ \$150,001 – \$200,000
- ☐ \$200,001 – \$300,000
- ☐ \$300,001 or above

What is your current employment status?

- ☐ Employed full-time/part-time
- ☐ Housewife/homemaker
- ☐ Temporarily unemployed/looking for work
- ☐ Retired
- ☐ Student
- ☐ Other (Please specify) _____

If you have any additional comments about your P2P accommodation experience, please write it down below (Optional). Thank you!
