2018

EXAMINING TOURIST NON-PURCHASE INTENTION OF PEER-TO-PEER ACCOMMODATION: IMPEDING FACTORS AND PERCEIVED RISKS

Ho-Young Lee
University of Kentucky, hoyoung.travel@gmail.com
Author ORCID Identifier:
https://orcid.org/0000-0002-8846-1340
Digital Object Identifier: https://doi.org/10.13023/ETD.2018.086

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Ho-Young Lee, Student

Dr. Pei Zhang, Major Professor

Dr. Scarlett C. Wesley, Director of Graduate Studies

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THESIS

A thesis submitted in partial fulfillment of the
requirements for the degree of Master of Science in
Retailing and Tourism Management
in the College of Agriculture, Food and Environment
at the University of Kentucky

by

Ho-Young Lee

Lexington, Kentucky

Director: Dr. Pei Zhang
Professor of Retailing and Tourism Management
Lexington, Kentucky

2018

ABSTRACT OF THESIS

EXAMINING TOURIST NON-PURCHASE INTENTION OF PEER-TO-PEER ACCOMMODATION: IMPEDING FACTORS AND PERCEIVED RISKS

With increasing trust and utilization of the Internet, the sharing economy is emerging in the tourism and hospitality marketplace. This study focused on tourist non-purchase intention to use peer-to-peer accommodation. To explore the non-purchase intention, the relationship between perceived risk and tourist non-purchase intention to use peer-to-peer accommodation, as well as the relationship between impeding factors and perceived risk were tested. The study employed survey data (N = 280) gathered from active adult U.S travelers who have never used peer-to-peer accommodation before and have no intention to use peer-to-peer accommodation in future. The results showed that six impeding factors (i.e., lack of trust, perceived cognitive effort, perceived cost, perceived safety and security, perceived service quality, perceived cleanliness) had significant effects on tourists' perceived risks. Two perceived risks (i.e., Performance Risk, Psychological Risk) had significant effects on tourist non-purchase intention. Based on the results. both academic and practical implications are provided.

KEYWORDS: Sharing economy, peer-to-peer accommodation, perceived risk, impeding factors, non-purchase intention

Ho-Young Lee

April 25, 2018

EXAMINING TOURIST NON-PURCHASE INTENTION OF PEER-TO-PEER ACCOMMODATION: IMPEDING FACTORS AND PERCEIVED RISKS

By

Ho-Young Lee

Dr. Pei Zhang
Director of Thesis

Dr. Scarlett C. Wesley
Director of Graduate Studies

April 25, 2018
Date

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Chapter One

Introduction

With increasing trust and utilization of the Internet, the sharing economy is emerging in the tourism and hospitality marketplace. Online networking platforms, such as Airbnb, assist people to find other peers who are sharing their rooms in tourism destinations (Belk, 2014; Tussyadiah & Zach, 2015). The growth of sharing economy is significant. For example, In European Union (EU), companies involved in 'sharing' or 'collaborative' economy lead a sector with a 28 billion annual turnover in euro (Taylor, 2017). Additionally, 19% of general tourists choose peer-to-peer accommodation such as Airbnb over hotels and this percentage is estimated to rise to 25% by 2018 (Ting, Oates, Skift, & Press, 2017).

Research in peer-to-peer accommodation is of increasing interests among tourism and hospitality academics. So far, many studies have focused on peer-to-peer accommodation. For example, Guttentag (2015, 2016) examined why tourists choose Airbnb based on the concept of disruptive innovation and a motivation-based segmentation. Tussyadiah (2015) identified several drivers and deterrents for using peer-to-peer accommodation in the United States. Similarly, Tussyadiah, and Pesonen (2016a) used a sample of Finland travelers to explore the market characteristics as well. The authors also identified how the use of peer-to-peer accommodation affects tourists' behavior (Tussyadiah & Pesonen, 2016b). Further, Tussyadiah and Zach (2015) explored the competitive edge of peer-to-peer accommodation compared to hotels. Moreover, there are several studies that focused on Airbnb's impacts on traditional accommodations (Lane & Woodworth, 2016; Zervas, Proserpio, & Byers, 2016).

Departing from previous research, this study focused on tourist non-purchase intention of peer-to-peer accommodation. To understand non-purchase intention, perceived risk theory is employed as the theory has the ability to explain the direct influence on purchase and non-purchase intention (Mitchell, Davies, Moutinho, & Vassos, 1999). Based on the previous studies, this study selected five different risk dimensions including performance risk, physical risk, financial risk, time risk, and psychological risk (Featherman & Pavlou, 2003; Savas, 2017; Stone & Grønhaug, 1993).

Furthermore, to explore the antecedents of perceived risk, the study identified several internal and external impeding factors. Under the internal impeding factors, lack of trust (Tussyadiah, 2015; Tussyadiah & Pesonen, 2016a), lack of awareness (Nowak et al., 2015; Tussyadiah, 2015), and perceived cognitive effort (Park & Jang, 2013) were examined. Under the external impeding factors, perceived cost (Sun, 2014; Tussyadiah, 2015; Völckner & Hofmann, 2007), perceived cleanliness (Tussyadiah, 2015), perceived safety and security (Nowak et al., 2015; Tussyadiah, 2015), and perceived service quality (Guttentag, 2015, 2016) were investigated.

Problem Statement

According to the report by Ting et al. (2017), although the tourism and hospitality marketplace has witnessed a rapid increase of peer-to-peer accommodation users in recent years, the majority of the general leisure travelers still do not intend to choose peer-to-peer accommodation for their trips. Meanwhile, extremely scarce research existed in understanding impeding factors and perceived risks which prevent tourist from selecting peer-to-peer accommodation for their leisure trips.

Purpose Statement

Unlike most of the existing research, the current study focused on tourists who do not intend to choose peer-to-peer accommodation for their leisure trips. It investigated the impeding factors and perceived risks that prevent them from choosing peer-to-peer accommodation. By identifying tourist non-purchase intention towards peer-to-peer accommodation, industry practitioners from both commercial accommodation (e.g., hotel) and peer-to-peer accommodation, as well as hosts of peer-to-peer accommodation can gain a better understanding of factors influencing leisure travelers' accommodation choices and acquire new insights on how to attract guests and enhance guest accommodation experience. Additionally, this study can contribute to the research field of sharing economy, specifically, peer-to-peer accommodation in tourism and hospitality, as examining impeding factors and tourist non-purchase intention provides a different direct from and add new insights to existing literature

Research Objectives

Specifically, the current study will examine the antecedent effects of both internal and external impeding factors on tourist perceived risks, as well as the relationships between various perceived risks and tourist non-purchase intention of peer-to-peer accommodation. Airbnb will be utilized as the study context of peer-to-peer accommodation.

Research Questions

Q1: How does internal and external impeding factors influence tourists' perceived risks of choosing peer-to-peer accommodation?

Q2: How does tourists' perceived risks of choosing peer-to-peer accommodation influence tourists' non-purchase intentions of peer-to-peer accommodation?

Chapter Two

Literature Review

Sharing Economy

The sharing economy is not a new concept because the sharing itself has been come along with humankind history such as sharing among close kin family members and friends (Belk, 2014). Sharing itself was defined as "the act and process of distributing what is ours to others for their use as well as the act and process of receiving something from others for our use" (Belk, 2007, p. 127). Benkler (2004) argued sharing is "nonreciprocal pro-social behavior". Also, Belk (2009) described two different sharing types, sharing with family or friends who have relatively close relationship is "sharing in" and the other one is "sharing out" which means sharing with relative strangers or one-time act such as providing someone with spare change, directions, or the time of day.

Background. There is no single definition of sharing economy (Juul, 2015). So far, there exists lots of relevant terms such as "sharing economy", "collaborative consumption", and "peer to peer economy", and these terms are using interchangeably (Trivett & Staff, 2013). Belk (2014) argued that "Collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation" (p. 1597). Stephany (2015) suggested that sharing economy is organized by "the value in taking under-utilized assets and making them accessible online to a community, leading to a reduced need for ownership" (p. 205). Juul (2015) defined sharing economy model as "A peer-to-peer model is the most generally known model of sharing economy in which peers (mostly individuals) offer and request goods and services. The platform then acts as an intermediary between them" (p. 2).

The Rise of Sharing Economy. The growth of web 2.0 assisted the development of online platforms in terms of user-generated content, sharing, and collaboration (Kaplan & Haenlein, 2010). Sharing economy started with the concept of not-for-profit platforms. For example, Couchsurfing and Freecycle. This concept has gradually grown into a big business model by taking an element of the sharing fee, such as Airbnb and Uber (Cheng, 2016). In 2011, Walsh (2011) argued that "sharing" is one of the ten ideas that will change the world. Successful sharing companies are likely to shake existing industries to the extent that sharing and collaborative consumption can drive fewer purchases or facilitate a move from individual ownership to shared ownership or short-term rental (Boesler, 2013). Sharing economy is rapidly expanding, people have been started to share their rooms through peer-to-peer accommodation platforms such as Airbnb, tools via SnapGoods, cars and bikes through RelayRides, Wheelz, and taxi services via Uber and Lyft (Malhotra & Van Alstyne, 2014). Further, industry practitioners estimated that sharing economy will potentially increase to 335 billion by 2025 compared with 15 billion in 2015 (PwC, 2015).

Sharing Economy in Tourism Industry (Peer-to-peer Accommodation). Not only other industries but also tourism industry has witnessed the strong impact of sharing economy in many ways, including taxi services (e.g., Uber), restaurant services (e.g., Eatwith), tour guide services (e.g., Vayable), and accommodation services (e.g., Airbnb) (Ert, Fleischer, & Magen, 2016; Trivett & Staff, 2013). With the impact of sharing economy, tourists and residents are able to share their belongings such as homes, cars, four course meals, and expert local knowledge (Sigala, 2014). In the meantime, tourists can receive authentic tourism experience, better value for money, interaction with local

community, and sustainability more than before (Forno & Garibaldi, 2015; Guttentag, 2015). Hamari, Sjöklint,and Ukkonen (2016) studied tourists' motivations to participate in sharing economy. They identified four motivational variables including sustainability, enjoyment of activity, reputation, and economic benefit. The results showed that enjoyment of activity and economic benefit had significant and direct effects on participation, yet sustainability was not directly associated with people's behavioral intention (Hamari et al., 2016).

Meanwhile, the growth of the sharing economy and peer-to-peer accommodation in the travel industry exhibits an impact on tourists' travel patterns. For example, their destination selection has been expanded; the frequency of vacation has been increased; the length of stay and the range of activities has been expanded as well (Tussyadiah & Pesonen, 2015). From the suppliers' point of view, getting involved in sharing economy is easy because of the low cost of start-up expense, they share what they already have (Nadler, 2014). Since the sharing economy platforms in tourism industry often offer on-line service, suppliers can easily appeal their service or product to travelers, which encourages people to participate in sharing economy (Juul, 2015).

Airbnb

In the current study, Airbnb is employed as the context of the sharing economy. Most of data and information discussed in the sections below were retrieved from the Airbnb website and their official reports.

Background. According to its website, Airbnb is described as "a trusted community marketplace for people to list, discover, and book unique accommodations around the world" (Airbnb, 2016). Airbnb well represents the peer-to-peer

accommodation platform (Zervas et al., 2016). Airbnb was founded in 2008 with currently a value of $30 billion, which is nearly $7 billion more than the next most valuable hospitality company, Hilton Worldwide (i.e., $23.33billion) (Ting, 2016). Based on Airbnb's summer travel report in 2015 (Airbnb, 2015), their listings expands to 191 countries and 34,000 cities around the world. In the summer of 2014, nearly 17million total guests stayed with Airbnb hosts around the world (Airbnb, 2015).

By using Airbnb, the hosts can list their spare rooms or entire home on its online platform. They can set up the price by themselves or follow the Airbnb's price recommendation. In addition, they can establish specific rules for their guests. Airbnb earns money from both guests and hosts, as "guests pay a 9 to 12% service fee for each reservation they make, depending on the length of their stay, and hosts pay a 3% service fee to cover the cost of processing payments" (Zervas et al., 2016, p. 7).

Impact on Hotel Industry. Since its initial growth, Airbnb has made significant impacts on hotel industry in terms of market share and competition (Guttentag, 2015). Dandapani and Spinnato (2015) found that the revenue of Airbnb has surpassed $451 million and has taken nearly 5% share of the overall NYC lodging market. According to research from Zervas et al. (2016), Airbnb has a negative effect on local hotel room revenue. The research estimated that "In Austin, where Airbnb supply is highest, the causal impact on hotel revenue is in the 8 to 10% range; moreover, the impact is non-uniform, with lower-priced hotels and those hotels not catering to business travelers being the most affected" (p. 1). Furthermore, 1% increase in Airbnb listing can cause .05% decrease in hotel revenues in the state of Texas (Zervas et al., 2016). The following

sections delve into the various independent and dependent variables proposed in the current study.

Perceived Risks

Perception of risk is an essential aspect of consumer behavior because the fundamental problem of consumer behavior is choice (Taylor, 1974). Whether a satisfied choice has been made or not can only be known after purchasing a product or service, which makes consumer to deal with uncertainty or risk (Taylor, 1974). Bauer (1960) first proposed the concept of perceived risk and suggested that when the consumer make purchase decision, they are unable to predict the consequence of the decision. The concept of perceived risk has gone through infancy to adulthood and has formed a tradition of research in consumer behavior studies (Mitchell, 1999). Peter and Ryan (1976) defined perceived risk as "the expectation of losses associated with purchase and acts as an inhibitor to purchase behavior" (p.185). Featherman and Pavlou (2003) defined perceived risk as "the potential for loss in the pursuit of a desired outcome of using an e-service" (p.454). As perceived risk is a powerful tool explaining consumer behavior since consumers often want to avoid mistakes than to maximize utility, the current study focused on perceived risk to investigate guest non-purchase behavior in peer-to-peer accommodation (Mitchell, 1999). Furthermore, because of the inherent unique characteristics of service including perishability and intangibility, a number of researchers have proved that services are riskier than products (Mitchell & Greatorex 1993; Cunningham, Gerlach, Harper, & Young 2005; Wu, Liao, Hung, and Ho, 2012). Particularly, in tourism services, perceived risk can become more important because of the intangible characteristic (Ruiz-Mafé, Sanz-Blas, & Aldás-Manzano, 2009; Park &

Tussyadiah, 2016). For instance, traveler's perception of and experiences with the products can be only evaluated during consumption because they cannot physically examine tourism products prior to purchase (Park & Tussyadiah, 2016). According to Stone and Gronhaug (2013), perceived risk contains six dimensions including performance risk, physical risk, financial risk, psychological risk, social risk, and time risk, adequately explaining 88.8% of the construct. Importantly, dimensions of perceived risk should be formed with consideration of a situation that aims at the research interest (Roehl & Fesenmaier, 1992; Park & Tussyadiah, 2016). Likewise, to investigate perceived risk for hotel service, Sun (2014) examined four dimensions of perceived risk; psychological, social, performance, and financial risks. Based on the previous research, the current study investigated six dimensions of perceived risk; psychological risks, performance risks, time risks, financial risks, physical risks, and overall perceived risk (Featherman & Pavlou, 2003; Stone & Gronhaug, 2013; Sun, 2014). Accordingly, the following part reviews related literature in regard to these different types of perceived risk, focusing on using peer-to-peer accommodation.

Types of Perceived Risk. Performance risk is the possibility of the product failing to meet the performance requirements intended of the purchase (Lee, 2009; Pires, Stanton & Eckford, 2004). Performance risk can also be explained as functional risk which involves the consumer's belief that a purchased service or product will not offer preferred benefits or will not perform as expected to a consumer (Kim L, Kim D, & Leong, 2005). According to Park and Tussyadiah (2016), travelers consider performance risk as a primary risk in purchasing tourism products. Furthermore, performance risk is important because expected performance for peer-to-peer accommodation is different

from traditional accommodation; peer-to-peer accommodation was often expected to outperform budget hotels/motels, underperform upscale hotels, and have mixed outcomes compared to mid-range hotels (Guttentag, 2016). Thus, this study hypothesized that:

H1: Performance risk positively influences tourist non-purchase intention of peer-to-peer accommodation.

Physical risk is the possibility that a purchased product lead to physical injury or threat while using the product or services (Chang & Hsiao, 2008; Kim et al., 2005; Lee, 2009). Physical risk is important in peer-to-peer accommodation because the safety is among the top perceived risks for potential peer-to-peer accommodation guests (Nowak et al., 2015; Guttentag, 2016). Also, Kamal and Chen (2016) found that 31% of their participant are unwilling to participate in sharing cars and rooms because of the risk of physical harm. Thus, this study hypothesized that:

H2: Physical risk positively influences tourists' non-purchase intentions of peer-to-peer accommodation.

Financial risk is "The probability that a purchase results in loss of money as well as the subsequent maintenance cost of the product" (Lee, 2009, p.131). Garner (1986) defined financial risk for services as the risk that the customers' purchased service will not have the best possible monetary gain for them. Previous studies found that one of the primary factors in hotel selection is price (Chu & Choi 2000; Dolnicar & Otter, 2003). One of the hindrance to use peer-to-peer accommodation was found to be lack of economic benefits (Buczynski, 2013; Tussyadiah, 2015). Furthermore, Möhlmann (2015) and Tussyadiah (2016) identified that cost-savings positively relates to intention to use peer-to-peer accommodation again in the future. Thus, this study hypothesized that:

H3: Financial risk positively influences tourists' non-purchase intentions of peer-to-peer accommodation.

Time risk is defined as the loss of time when making a bad purchasing decision by wasting time researching and making the purchase, learning how to use a product or service only to have to replace it if it does not perform to expectations" (Lee, 2009, p.131). Roselius (1971) verified that time risk is a significant element in perceived risk. Mitchell and Greatorex (1990) identified that time risk related to foods, shopping goods, and convenience durables, which was perceived to be less important than that of services such as hotel and restaurant meal. Furthermore, Savas (2017) argued that choosing Airbnb may be perceived as more time consuming than booking a traditional accommodation because consumers have to deal with more procedures such as "registering and creating their own online profiles" and "assessing host's profile and reviews from previous guests". Thus, this study hypothesized that;

H4: Time risk positively influences tourists non-purchase intention of peer-to-peer accommodation.

Psychological risk is the risk that purchasing a travel product will have a negative influence on a traveler's self-perception or peace of mind (Park & Tussyadiah, 2016). Dholakia (2001) defined psychological risk as "the experience of anxiety or psychological discomfort arising from anticipated post behavioral affective reactions such as worry and regret from purchasing and using the product" (p.1342). Kim et al. (2005) defined psychological risk as "Psychological risk refers to the possibility of failure in reflecting one's personality or self-image by purchasing" (p.37). According to Stone and Gronhaug (2013), psychological risk correlates with all other factors including

financial risk, social risk, time risk, performance risk and physical risk. Furthermore, psychological risk is one of the major risk dimensions to explain consumer's overall perceived risk (Stone & Gronhaug 2013). Kim et al. (2005) found that psychological risk has significant impacts on purchase intention. Thus, this study hypothesized that:

H5: Psychological risk positively influences tourist non-purchase intention of peer-to-peer accommodation.

For anticipating the actual purchasing decision from consumers, purchase intention has been identified as an important indicator (Tan, 1999). According to Mitchell et al. (1999), the theory of perceived risk can explain the direct influence on purchase intention. Previous studies have proven that perceived risk and purchase intention are negatively related (Gefen, 2002; Mitchell et al., 1999). Moreover, Han (2005) revealed this negative relationship in tourist's destination selection. Kim et al. (2005) also found that perceived risk has a negative effect on purchase intention to purchase online airline ticket. In mobile travel booking, Park and Tussyadiah (2016) confirmed that tourist's behavioral intention can be predicted by perceived risk. In addition, Savas (2017) suggested that examining the relationship between overall perceived risk and adoption intentions is also important to identify the perceived risk in general and found that overall perceived risk and adoption intentions of RNS (Really-New Service such as Airbnb and Uber) are negatively related. Other previous studies also found that there is a negative relationship between overall perceived risk and adoption intentions of service innovation (Hanafizadeh & Khedmatgozar, 2012; Luo, Li, Zhang, & Shim, 2010; Roy Chowdhury, Patro, Venugopal, & Israel, 2014). Thus, this study hypothesizes that:

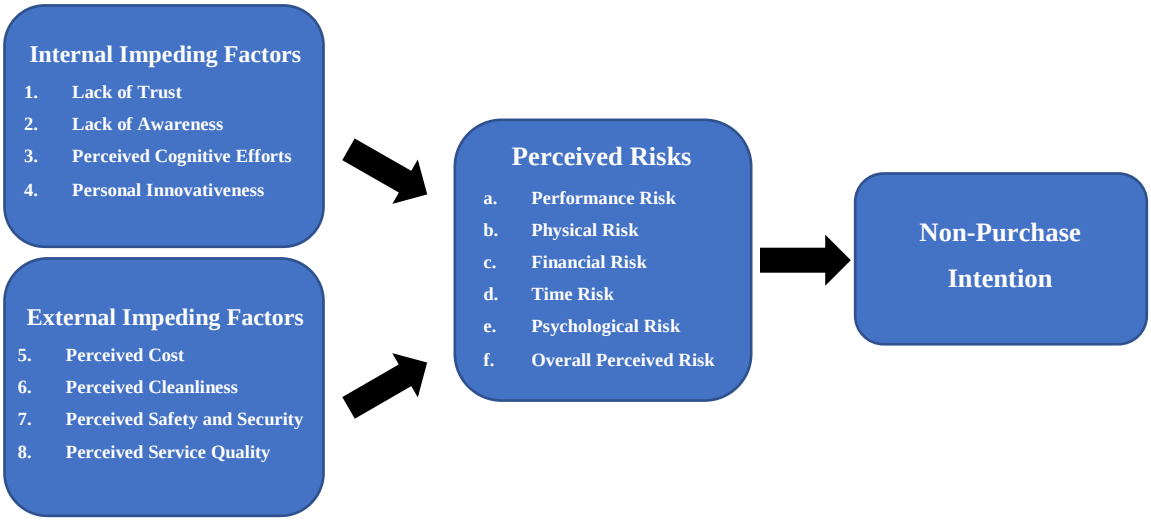
H6: Overall perceived risk positively influences tourists' non-purchase intentions of peer-to-peer accommodation.

To summarize the above discussion, the dimensions of perceived risk are explained respectively in Table 2.1.

Table 2. 1 Dimensions of perceived risk

Dimension	Definition
Performance Risk	"The possibility of the product malfunctioning and not performing as it was designed and advertised and therefore failing to deliver the desired benefits" (Lee, 2009, p.131).
Physical Risk	"The probability that a purchased product results in a threat to human life" (Lee, 2009, p.131).
Financial Risk	"The probability that a purchase results in loss of money as well as the subsequent maintenance cost of the product" (Lee, 2009, p.131).
Time Risk	"Consumers may lose time when making a bad purchasing decision by wasting time researching and making the purchase, learning how to use a product or service only to have to replace it if it does not perform to expectations" (Lee, 2009, p.131).
Psychological Risk	Purchasing a travel product will have a negative influence on a traveler's self-perception or peace of mind (Park & Tussyadiah, 2016).

Figure 2. 1 Conceptual Model



Internal Impeding Factors

In this section, internal impeding factors that may influence consumer risk perception are discussed. Firstly, this study considers four internal impeding factors: lack of trust, lack of awareness, perceived cognitive efforts, and personal innovativeness.

Lack of Trust. Sharing with strangers in peer-to-peer marketplaces makes consumers encounter some level of risk. In this situation, trust is a solution for the specific problems of risk (Luhmann, 2000). Mayer, Davis, and Schoorman (1995) defined trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (p. 712). Also, Mayer et al. (1995) argued this definition of trust is relevant to a relationship with another identifiable party who is perceived to act and react with volition towards the trustor. Such relationship is similar to the transaction situation in the sharing economy because of certain behavioral expectations held by both parties involved and they tend to exhibit some vulnerability to each other. (Huurne, Ronteltap, Corten, & Buskens 2017). Lack of trust is the idea that other sharing users should not be trusted (Hawlitschek, Teubner, & Gimpel, 2016). For all types of Sharing platforms, facilitating trust among strangers is a key challenge (Horton & Zeckhauser, 2016). Therefore, a lack of trust can lead to barriers inhibiting transactions (Buskens, 2002; Huurne et al., 2017). Accordingly, lack of trust between peer-to-peer users was identified as the prominent barrier to peer-to-peer accommodation use (Hawlitschek et al., 2016; Tussyadiah & Pesonen, 2016a). Also, Tussyadiah and Personen (2016a) found that not only distrust in host but also distrust in technology can be another barrier to peer-to-peer accommodation. In peer-to-peer

accommodation, trust among parties is more critical than it is in earlier types of sharing economy platforms because earlier ones focus on selling products, while sharing economy platforms offer services (Ert et al, 2016). Therefore, earlier types of sharing economy involve only financial risk, while sharing economy platforms include additional risks (Ert et al., 2016). Kim, Ferrin and Rao (2008) found that trust has a strong negative effect on perceived risk in e-commerce. Thus, I expect that lack of trust positively affect tourists perceived risk.

H7: Lack of trust positively influences (a) Performance Risk (b) Physical Risk (c) Financial Risk (d) Time Risk (e) Psychological Risk (f) Overall Perceived Risk.

Lack of Awareness. Russ and Kirkpatrick (1982) suggested a buying behavior which has five mental states that buyers encounter when they purchase new products: awareness, interests, desire, action and reaction. They also claimed that if the product is familiar to buyers, they may skip some of these states. Milman and Pizam (1995) defined awareness as having heard of or recognizing the name of a vacation destination. Also, Mittendorf (2016) defined familiarity with Airbnb as "Understanding of Airbnb.com, including knowledge about the web interface, functions and available services, based on previous interactions and experiences with the platform" (p.4).

Previous study found that brand awareness has significant effect on consumer decision making, consequently influencing which brands to be included in the consumer's consideration set; the set of brands that receive consumer attention when making a purchase decision (Mcdonald, & Sharp, 2003). Moreover, Moisescu (2009) found brand awareness affects consumers' perceived risk assessment and their confidence in the purchase decision.

According to the study from Morgan Stanley (Nowak et al., 2015), 59% of respondents who have not used Airbnb indicated that the main reason for not utilizing it was because they have never heard of it before. Furthermore, Tussyadiah (2015) identified that one of the deterrent factors was lack of efficacy. The author measured this factor with the questions "I did not have enough information about how it works; I did not know what it is; it was not easy to search for the list of vacation rentals online" (p. 8). These questions indicated one of the key barriers for using Airbnb, that being, lack of awareness. Therefore, in the current study, lack of awareness is operationally defined as having not heard of or recognizing the peer-to-peer accommodation or Airbnb. It is thus expected that an increase in lack of awareness will lead to an increase in tourist's perceived risk.

H8: Lack of awareness positively influences (a) performance risk (b) physical risk (c) financial risk (d) time risk (e) psychological risk (f) overall perceived risk.

Perceived Cognitive Efforts. Wright (1975) argued that a considerable degree of cognitive effort is required in certain decision strategies in which the consumer does not want to put-forth. In many purchase situations, the consumers tend to spend minimal time and cognitive effort to choose brands (Hoyer, 1984). Furthermore, Fiske and Taylor (1984) described humans as "Cognitive misers" in which we expend only necessary efforts to make a satisfactory decision rather than an optimal decision.

Moreover, when the size of the choice set is increased, the psychological costs in decision making also increases, making the choice more strenuous (Bollen, Knijnenburg, Willemsen & Graus, 2010). Several studies have argued that large assortments on choice can lead to weaker preferences because individuals require more cognitive resources in

regard to the extra effort needed to assess the attractiveness of alternatives within a large assortment (Chernev, 2003; Huffman & Kahn, 1998; Jacoby, Speller & Berning, 1974; Scammon, 1977; Shugan, 1980). Furthermore, increasing the assortments on choice lead to not only weaker preferences but also lower the choice probability (Dhar, 1997; Greenleaf & Lehmann, 1995; Iyengar & Lepper, 2000; Malhotra, 1982).

Mogilner, Rudnick and Iyengar (2008) hypothesized that choice overload occurs based on the increased cognitive effort required to make a choice. Choice overload is when there is an overabundance of choices for the consumer, the consequences in consumer decision making is negatively influenced such as decrease in the satisfaction with the final decision or the motivation to choose (Diehl & Poynor, 2010; Iyengar & Lepper, 2000; Mogilner et al., 2008; Scheibehenne, Greifeneder & Todd, 2010). According to Park and Jang (2013), the choice overload phenomenon exists in tourism industry, specifically with hotel package choices. Also, Thai and Yuksel (2017) proved that the choice overload phenomenon exists not only in the late stage (e.g., accommodation, restaurant, tour) but also in earlier stage (e.g., destination choice) of the travel decision making process.

In the perceived risk section, the study defined time risk as “Consumers may lose time when making a bad purchasing decision by wasting time researching and making the purchase, learning how to use a product or service only to have to replace it if it does not perform to expectations” (Lee, 2009, p.131) and Psychological risk as “Purchasing a travel product will have a negative influence on a traveler’s peace of mind or self-perception” (Park & Tussyadiah, 2016, p.856). Therefore, this study expects significant

and positive relationship between ‘perceived cognitive efforts and time risk’ and ‘perceived cognitive efforts and psychological risk.’

H9: Perceived cognitive efforts positively influence (d) time risk (e) psychological risk (f) overall perceived risk.

Personal Innovativeness. In general, Internet and mobile technology are key component of the sharing economy (Belk 2014; Botsman & Rogers, 2010, Guttentag, 2016). Botsman and Rogers (2010) suggested that social network and Internet drive people to coordinate, scale, and overcome physical boundaries in their collaborative lifestyles such as peer-to-peer accommodation. Since peer-to-peer accommodation is characterized as innovative and on-trend (Botsman & Rogers, 2010; Walsh, 2011), the acceptance of peer-to-peer accommodation can be associated with the level of travelers’ personal innovativeness (Hawapi, Sulaiman, Kohar, & Talib, 2017; Tussyadiah, 2015).

According to Agarwal and Prasad (1998), personal innovativeness was defined as an individual’s intrinsic innovative personality towards new technology. In current study, personal innovativeness is understood as the tourist’s willingness to try out or experiment with peer-to-peer accommodation. Furthermore, several studies identified the negative relationship between personal innovativeness and perceived risk (Bauer, 1960; Cox & Rich, 1964; Cunnigham, 1964; Ostlund, 1974). Additionally, Rogers (1995) found that users who have higher levels of personal innovativeness are more willing to deal with the uncertainty of innovative technologies. Aldás-Manzano, Lassala-Navarré, Ruiz-Mafé, and Sanz-Blas (2009) revealed that consumer innovativeness reduces online banking risk perception. Several studies also identified that risk-taking tendencies of tourists are significantly related to their personal innovativeness (Beldona, Kline, &

Morrison, 2005; Christou, Avdimiotis, Kassianidis, & Sigala, 2004; Klein, Köhne, & Öörni, 2005; Nysveen, 2003; Sigala, 2005). In other words, tourists who have lower personal innovativeness are less willing to take risks and purchase travel services and products through online platforms than higher innovative travelers (Beldona et al., 2005; Lee, Qu, & Kim, 2007). Hence, this study hypothesizes that innovative tourists towards peer-to-peer accommodation will be less risk-averse than non-innovative tourists. Accordingly:

H10: Personal innovativeness negatively influence (f) overall perceived risk.

External Impeding Factors

In this section, external impeding factors that may influence consumer risk perception are discussed. According to previous studies in lodging choice decisions (Chu & Choi 2000; Dolnicar & Otter, 2003), price, cleanliness, service quality, security, reputation, location, value, and room comfort are consistently identified as primary influencing factors. This study adopted four external impeding factors: perceived cost, perceived cleanliness, perceived safety and security, and perceived service quality. The following sections discuss about these for external impeding factors.

Perceived Cost. Several studies suggested that one of the main drivers of consumer participation in the sharing economy is monetary benefit or more value with less cost (Bellotti et al., 2015; Botsman & Rogers, 2010; Gansky, 2010; Lamberton & Rose, 2012; Tussyadiah, 2015, 2016). Furthermore, sharing economy can appeal to consumers when consumer's perceived benefits overweigh the cost (Hennig-Thurau et al., 2007).

Nowak et al. (2015) found that 55% of respondents who had used or planned to choose Airbnb said that lower price was the one of the most important factors leading them to choose peer-to-peer accommodation service. Möhlmann (2015) and Tussyadiah (2016) revealed that one of the determinant of using a peer-to-peer accommodation again in the future is cost-saving. In addition, Balck and Cracau (2015) identified that the lower price was the main factor for tourists to select the peer-to-peer accommodation rather than hotels. Therefore, lack of economic benefits is one of the factors that prevent the use of peer-to-peer accommodation (Buczynski, 2013; Tussyadiah, 2015).

Nowak et al. (2015) as well as McCarthy and Richter (2018) found that Airbnb's global average daily rates (ADR) are lower than the hotel ADRs. However, Bird (2015) argued, Airbnb is actually more expensive than choosing a hotel. In addition, Lane and Woodworth (2016) also found that the average rate paid for Airbnb is 25% higher than the average hotel rate. Similarly, Tussyadiah (2015) revealed that "Travellers chose not to use peer-to-peer accommodation because it did not generate enough savings to be considered valuable" (p. 8).

Völckner and Hofmann (2007) argued that increasing the price point will create a higher level of perceived risk per the consumer in regard to making the wrong choice. Likewise, Grewal, Gotlieb and Marmorstein (1994) indicated that the inherent influencing factor of perceived financial risk is price. Furthermore, Sun (2014) confirmed that perceived cost can influence financial, performance, psychological, and social risks for hotel service. Therefore, the current research expects perceived cost to positively influence performance risk, financial risk, and psychological risk.

H11: Perceived cost positively influences (a) performance risk (c) financial risk (e) psychological risk (f) overall perceived risk.

Perceived Cleanliness. Cleanliness is one of the primary factors in choosing a hotel (Chu & Choi 2000; Dolnicar & Otter, 2003). Previous study revealed that the top attributes selecting a hotel was “cleanliness of the accommodation”, followed by “safety and security”, “accommodation value for money”, and “courtesy and helpfulness of staff” (Atkinson, 1988). Lockyer (2002) found that both accommodation managers and business guest consider cleanliness of the hotel as the most significant factor influencing accommodation selection. According to Callan (1996), standard of cleanliness and housekeeping are the most important factors in the accommodation selection. Likewise, Lockyer (2005) identified that perceived cleanliness is even more important than perceived cost in hotel selection.

Tussyadiah (2015) conclude that consumers expect similar core services (i.e. clean room) that hotels are offering when they use peer-to-peer accommodation. However, Airbnb rooms are cleaned by the hosts according to their own standards whereas traditional hotel rooms are cleaned day-to-day by professional employees (Guttentag, 2016). Thus, the current study expects that perceived cleanliness will negatively affect performance risk, physical risk, financial risk, and psychological risk.

H12: Perceived cleanliness negatively influences (a) performance risk (b) physical risk (c) financial risk (e) psychological risk (f) overall perceived risk.

Perceived Safety and Security. Tourists want to be secure and safe when they are using the accommodation and are willing to pay for that (Chu & Choi 2000). In the context of hotel choice decision, security is one of the primary attributes (Chu & Choi

2000; Chow, Garretson & Kurtz, 1995; Dolnicar & Otter, 2003; Marshall, 1993). Knutson (1988) found that the main concerns form leisure and business travelers for a hotel were safety and security. Moreover, Chu and Choi (2000) identified that leisure travelers care more about security factor than business travelers.

Furthermore, safety concern is the one of the main barriers in choosing Airbnb (Nowak et al., 2015; Tussyadiah, 2015). According to Nowak et al. (2015), 27% of respondents who have not used Airbnb said safety was the main reasons why they did not use Airbnb. Hotel safety involves preventing customers and employees within the property from potential death or injury, as well as protecting the hotel property and customer's possessions (Enz & Taylor, 2002). Enz and Taylor (2002) found that B&B or small inn scored lower mean in safety and security than other lodging types (i.e. all suite, conference or convention center, extended stay, and standard). Even though Airbnb has their own safety system (i.e., risk scoring system, background checking system, free smoke and carbon monoxide detector for free to hosts) (Airbnb 2018a, 2018b), the current study considers Airbnb to be less safe compared to hotel. Moreover, hotels provide the security of a locked and private room, but Airbnb guests often share the same residence with unlicensed stranger (Guttentag, 2016). Therefore, this study expects that perceived safety and security negatively influence physical risk and psychological risk.

H13: Perceived safety and security negatively influences (a) performance risk (b) physical risk (e) psychological risk (f) overall perceived risk.

Perceived Service Quality. In the above sections, cost, cleanliness, safety and security are stated as those of the important aspects influencing tourists' accommodation choice decisions. Furthermore, quality staff and service were considered to be the other

necessary aspects that are important tourists when selecting accommodation providers (Knutson, 1988; Lockyer, 2002; Weaver & McCleary, 1991; Weaver & Chul 1993). Parasuraman, Zeithaml and Berry (1988) found that quality of service was determined to be an important factor when leisure travelers tried to choose their overnight accommodation. Some studies found that perception of expertise is another aspect of service quality (Brady & Cronin, 2001; Ko & Pastore, 2005). Kim and Cha (2002) argued that hotel expertise is determined by four factors; (1) employee's knowledge of the hotel service and product, (2) employee's professional training and education about service, (3) employee's competence in providing service, and (4) employee's capabilities to offer a good service.

However, peer-to-peer accommodation significantly lacks service quality and trained staff (Guttentag, 2015). Guttentag (2016) demonstrated several service limitations of Airbnb when comparing to traditional hotel. Specifically, Airbnb has no professional staff to clean the rooms; Airbnb has no established standards of service quality; Airbnb generally does not offer augmenting services such as restaurants, meeting rooms, fitness centers, and room service; Airbnb guests has to rely on a host regarding unexpected problems yet host might not be present when needed; Airbnb often does not have 24/7 front desk service to deal with early morning and late night check-ins and check-outs.

Perceived service quality is the gap between perceived service and expected service (Parasuraman et al., 1988). Olson (2013) argued that consumers are concerned about receiving bad quality services and products. Therefore, they do not want to put forth effort even considering the potential value they can gain from collaborative consumption. Similarly, Wu et al. (2012) suggested that perceived service quality

negatively relates to consumer overall risk perception. Thus, the current study expects that perceived service quality negatively influences performance risk, financial risk, physical risk and psychological risk.

H14: Perceived service quality negatively influences (a) performance risk (b) physical risk (c) financial risk (e) psychological risk (f) overall perceived risk.

Table 2. 2 Hypotheses List

Hypotheses	
	Perceived Risk and Non-Purchase Intention
H1	Performance risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
H2	Physical risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
H3	Financial risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
H4	Time risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
H5	Psychological risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
H6	Overall perceived risk positively influences tourist non-purchase intention of peer-to-peer accommodation.
	Internal Impeding Factor and Perceived Risk
H7	Lack of trust positively influences (a) performance risk (b) physical risk (c) financial risk (d) time risk (e) psychological risk (f) overall perceived risk.
H8	Lack of awareness positively influences (a) performance risk (b) physical risk (c) financial risk (d) time risk (e) psychological risk (f) overall perceived risk.
H9	Perceived cognitive efforts positively influence (d) time risk (e) psychological risk (f) overall perceived risk.
H10	Personal innovativeness negatively influences (f) overall perceived risk.
	External Impeding Factor and Perceived Risk
H11	Perceived cost positively influences (a) performance risk (c) financial risk (e) psychological risk (f) overall perceived risk.
H12	Perceived cleanliness negatively influences (a) performance risk (b) physical risk (c) financial risk (e) psychological risk (f) overall perceived risk.
H13	Perceived safety and security negatively influences (a) performance risk (b) physical risk (e) psychological risk (f) overall perceived risk.
H14	Perceived service quality negatively influences (a) performance risk (b) physical risk (c) financial risk (e) psychological risk (f) overall perceived risk.

Chapter Three

Methodology

Target Population

The purpose of this study is to examine the antecedent effects of impeding factors on tourist perceived risks of choosing peer-to-peer accommodation, as well as the relationships between various perceived risks and tourist non-purchase intention of peer-to-peer accommodation. Therefore, the target population of this study is defined as adult (i.e. individuals over the age of eighteen) leisure travelers who have not used peer-to-peer accommodation before and have no intention to use peer-to-peer accommodation for their trips in future.

Sampling

Specifically, (1) Adult U.S. citizens who have travelled for leisure purposes at least once in the past twelve months; (2) who have never used peer-to-peer accommodation; (3) who have no intention to use peer-to-peer accommodation for their leisure trips in the following twelve months were recruited to complete an online survey. With regard to the sampling frame, the current study used Amazon Mechanical Turk. Amazon Mechanical Turk is an opt-in online service with which "requesters" post their surveys or other online-task and "workers" complete for a small fee. In social sciences, Mechanical Turk has become more frequently adopted by researchers (Berinsky, Huber, & Lenz, 2012). Particularly, several studies on peer-to-peer accommodation have also employed Mechanical Turk (Guttentag, 2016; Tussyadiah, 2015; Tussyadiah & Pesonen, 2016a; Tussyadiah & Pesonen, 2016b). Regarding the criteria of sample size needed for the current study, the researcher adopted Yamane's (1973) recommendation for the

minimum sample required for multivariate statistical analysis at 95% confidence interval. Furthermore, Hair, Ringle, and Sarstedt (2011) suggested a minimum sample size when using variance-based path analysis. Consequently, the current study set the initial sample size to be 300.

Survey Instrument

The online survey was distributed through Amazon Mechanical Turk. The survey includes six main sections: screening questions, demographic questions, perceived risk, internal impeding factor, external impeding factor and non-purchase intention. All of the measurement items were adopted from previous studies (Ajzen, 2002; Albacete-Saez, Fuentes-Fuentes, & Lloréns-Montes, 2007; Choi & Chu, 2001; Cooper-Martin, 1994; Kim et al., 2005; Lounio, 2014; Qiu, 2015; Savas, 2017; Sun, 2014; Tussyadiah, 2015, 2016; Tussyadiah & Pesonen, 2016a), using five-point likert scale from 1=strongly disagree to 5=strongly agree.

First, several screening questions were asked:

Table 3. 1 Screening Questions

Screening Questions	
Are you 18 years old or above?	Yes/No
Have you traveled anywhere for leisure purpose at least twice in the past two years?	Yes/No
Have you ever used peer-to-peer accommodation (e.g. Airbnb) before?	Yes/No
Do you intend to use peer-to-peer accommodation in next 12 months for your vacation?	Yes/No

Second, four major demographic questions were asked in order to understand the profile of the respondents. Specifically, the following demographic questions (table 3.2) were adopted from those in the study of Guttentag (2016).

Table 3. 2 Demographic Questions

Demographic Questions: adopted from those in the study of Guttentag (2016)	
Your age.	• 20 or under

Table 3. 2 (continued)

	• 21-30 • 31-40 • 41-50 • 51-60 • 61 or over
Your gender.	• Female • Male
Your highest level of completed education.	• High school or less • University / college • Graduate / professional degree
In comparison with others in your home country, how would you characterize your household's overall financial status?	• Well below average • Below average • Just below average • Just above average • Above average • Well above average

Third, the questions to investigate perceived risk were comprised of six dimensions: overall perceived risk, psychological risk, performance risk, time risk, financial risk, and physical risk. The question items for perceived risk were adjusted from those in the studies of Savas (2017), Sun (2014), Kim et al. (2005).

Table 3. 3 Overall Perceived Risk Questions

Overall perceived risk: adjusted from those in the study of Savas (2017).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
On the whole, considering all sorts of factors combined, choosing peer-to-peer accommodation is risky.	1	2	3	4	5
Using peer-to-peer accommodation exposes me to an overall risk.	1	2	3	4	5
Peer-to-peer accommodation is dan gerous to use.	1	2	3	4	5
Choosing peer-to-peer accommodat ion causes me to be concerned with experiencing some kind of lose.	1	2	3	4	5

Table 3. 4 Psychological Risk Questions

Psychological risk: adjusted from those in the study of Sun (2014).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
The thought of choosing peer-to-peer accommodation makes me feel psychologically uncomfortable.	1	2	3	4	5
The thought of choosing peer-to-peer accommodation gives me a feeling of unwanted anxiety.	1	2	3	4	5
The thought of choosing peer-to-peer accommodation causes me to experience unnecessary tension.	1	2	3	4	5
I would worry a lot when choosing peer-to-peer accommodation.	1	2	3	4	5

Table 3. 5 Performance Risk Questions

Performance risk: adjusted from those in the studies of Savas (2017) and Sun (2014).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
There is a high chance that there will be something wrong with the room or that it will not be the same as pictures on the web.	1	2	3	4	5
I would worry about how reliable peer-to-peer accommodation would be.	1	2	3	4	5
I would be afraid that peer-to-peer accommodation would not provide me with the level of benefits that I expected it to.	1	2	3	4	5

Table 3. 6 Time Risk Questions

Time risk: adjusted from those in the studies of Savas (2017) and Kim et al. (2005).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree

Table 3. 6 (continued)

The chance that I lose time due to having to switch to peer-to-peer accommodation are high.	1	2	3	4	5
Booking peer-to-peer accommodation would lead to an inefficient use of my time.	1	2	3	4	5
Selecting a room on the listing will take too much time or be a waste of time.	1	2	3	4	5

Table 3. 7 Financial Risk Questions

Financial risk: adjusted from those in the study of Savas (2017).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
Using peer-to-peer accommodation service would be a bad way to spend my money.	1	2	3	4	5
The financial investment I would make for peer-to-peer accommodation would not be wise.	1	2	3	4	5
I would be concerned that I may not get my money's worth from this service.	1	2	3	4	5

Table 3. 8 Physical Risk Questions

Physical risk: adjusted from those in the study of Savas (2017).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
Staying in peer-to-peer accommodation exposes me to potential physical risks.	1	2	3	4	5
Sharing an accommodation with strangers exposes me to potential physical risks.	1	2	3	4	5

Table 3. 8 (continued)

I have concerns about whether peer -to-peer accommodation could lead to uncomfortable physical effects.	1	2	3	4	5

Fourth, to investigate impeding factors, the questions were divided into two sections. The first section explores internal impeding factors with lack of trust, lack of awareness, perceived cognitive efforts, and personal innovativeness. The second section investigates external impeding factors with perceived cost, perceived cleanliness, perceived safety and security, and perceived service quality.

Table 3. 9 Lack of Trust Questions

Lack of trust: adjusted from those in the study of Tussyadiah and Pesonen (2016a).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I do not trust the host(s).	1	2	3	4	5
I do not trust the online platform to execute the transaction.	1	2	3	4	5

Table 3. 10 Lack of Awareness Questions

Lack of awareness: adjusted from those in the study of Tussyadiah and Pesonen (2016a).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I do not have enough information a bout how it works.	1	2	3	4	5
I do not know what peer-to-peer ac commodation is.	1	2	3	4	5

Table 3. 11 Perceived Cognitive Effort Questions

Perceived cognitive effort: adjusted from those in the studies of Lounio, (2014), Cooper-Martin (1994), and Qiu, (2015).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree

Table 3. 11 (continued)

I expect booking and choosing peer -to-peer accommodation to require a lot of mental effort.	1	2	3	4	5
I expect booking peer-to-peer acco mmodation to require continuous th inking and deliberation.	1	2	3	4	5
I expect selecting a room on the list ing takes a lot of time.	1	2	3	4	5
Learning how to use peer-to-peer a ccommodation is not easy for me.	1	2	3	4	5

Table 3. 12 Personal Innovativeness Questions

Personal Innovativeness: adapted from those in the study of Agarwal and Prasad (1998).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
If I heard about a new technology, I would look for ways to experiment with it.	1	2	3	4	5
Among my peers, I am usually the first to try out new information technologies.	1	2	3	4	5
In general, I like to try out new information technology.	1	2	3	4	5
I like to experiment with new information technology.	1	2	3	4	5

Table 3. 13 Perceived Cost Questions

Perceived cost: adjusted from those in the studies of Sun (2014) and Tussyadiah (2015).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
Considering the cost of renting a pe er-to-peer accommodation, I would say the price is very high compare t o a hotel?	1	2	3	4	5
I think staying at a peer-to-peer acc ommodation does not save me enou gh money.	1	2	3	4	5

Table 3. 14 Perceived Cleanliness Question

Perceived cleanliness: adjusted from those in the study of Choi and Chu (2001).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I expect the room will be clean.	1	2	3	4	5

Table 3. 15 Perceived Safety and Security Questions

Perceived safety and security: adjusted from those in the studies of Albacete-Saez et al. (2007) and Tussyadiah (2015).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I think using peer-to-peer accommodation is safe.	1	2	3	4	5
I think peer-to-peer accommodation is fitted with all necessary safety measures.	1	2	3	4	5

Table 3. 16 Perceived Service Quality Questions

Perceived service quality: adjusted from those in the studies of Albacete-Saez et al. (2007) and Tussyadiah (2016).					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I expect the property has good amenities.	1	2	3	4	5
I expect the property has nice appliances.	1	2	3	4	5
I expect the property is of high quality.	1	2	3	4	5
I think the host know their job, do it well and do not make mistakes.	1	2	3	4	5
I think the host always deals with your requests correctly and immediately.	1	2	3	4	5

The last section is to measure the non-purchase intention. The non-purchase intention section includes three items. This section also used five-point likert scale

ranging from strongly disagree to strongly agree. The measurement was adopted based on Ajzen's study (2002) of The Theory of Planned Behavior and Tussyadiah's study (2016) of future intention to peer-to-peer accommodation.

Table 3. 17 Non-purchase Intention Questions

Non-purchase intention: adjusted from those in the studies of Ajzen (2002) and Tussyadiah (2016)					
	Strongly disagree	Disagree	Neural	Agree	Strongly agree
I do not intend to use peer-to-peer accommodation in next two years.	1	2	3	4	5
I do not see myself using peer-to-peer accommodation in next two years.	1	2	3	4	5

Data Collection

Amazon Mechanical Turk was used for survey distribution. A total of 300 participants completed the survey. Participants were offered US $1.00 to complete the survey. The survey was posted on Amazon Mechanical Turk from March 26th to March 30th. Based on the participants' completion time, responses which indicated that the survey was completed in less than 90 seconds were excluded as a resulting in 280 valid responses in total.

Method of Analysis

In order to analyze the data, SPSS 24 was used to complete the factor analysis. Furthermore, Path Analysis was conducted by SmartPLS.

Chapter Four

Results

Demographic Characteristics

Among the 280 respondents, 59.3% were male and 35.4% were female. The respondents were within the age range of 21 to 30 (45%), 31 to 40 (33.6%), 41 to 50 (10.4%), 51 to 60 (8.6%), and 61 or over (2.5%). The respondents' highest level of completed education included High school or less (15.7%), University or college (53.6%), and Graduate or professional degree (30.7%). When asked to compare their household's overall financial status compared to others in their home country (USA), the respondents characterized themselves as Well below average (1.4%), Below average (12.5%), Just below average (23.6%), Just above average (41.1%), above average (19.3%), and Well above average (2.1%).

Table 4. 1 Demographic Characteristics of the Respondents

Variable	Frequency	Percentage
Gender		
Male	166	59.3%
Female	99	35.4%
Other	15	5.4%
Age		
20 or under	0	0%
21-30	126	45%
31-40	94	33.6%
41-50	29	10.4%
51-60	24	8.6%
61 or over	7	2.5%
Education Level		
High school or less	44	15.7%
University/college	150	53.6%
Graduate/professional degree	86	30.7%
Financial Status		
Well below average	4	1.4%
Below average	35	12.5%

Table 4. 1 (continued)

Just below average	66	23.6%
Just above average	115	41.1%
Above average	54	19.3%
Well above average	6	2.1%

Factor Analysis

Using SPSS 24, factor analyses were conducted to examine the dimensions of overall perceived risk, psychological risk, performance risk, time risk, financial risk, physical risk, lack of trust, lack of awareness, perceived cognitive effort, personal innovativeness, perceived cost, perceived safety/security, perceived service quality, and non-purchase intention. Since there is only one item under the perceived cleanliness, perceived cleanliness was not suitable for factor analysis. All the constructs were one-dimensional except the Lack of trust and explained more than 66% of their respective average variance. All the items loadings were above .79. Reliability values of each construct ranged from .683 to .898. Two items under the lack of trust were examined separately in path analysis due to low Cronbach's alpha (α = .486). Table 4.2 is the results of factor analysis and reliability analysis.

Table 4. 2 Factor Loadings and Construct Reliability

Constructs	**Loadings**	**CR**	**AVE**
Overall perceived risk (α = 0.835)		.891	.671
On the whole, considering all sorts of factors combined, choosing peer-to-peer accommodation is risky.	.848		
Using peer-to-peer accommodation exposes me to an overall risk.	.807		
Peer-to-peer accommodation is dangerous to use.	.808		
Choosing peer-to-peer accommodation causes me to be concerned with experiencing some kind of loss.	.814		
Psychological risk (α = .876)		.915	.730

Table 4. 2 (continued)

The thought of choosing peer-to-peer accommodation makes me feel psychologically uncomfortable.	.860		
The thought of choosing peer-to-peer accommodation gives me a feeling of unwanted anxiety.	.867		
The thought of choosing peer-to-peer accommodation causes me to experience unnecessary tension.	.881		
I would worry a lot when choosing peer-to-peer accommodation.	.807		
Performance risk (α = .781)		.873	.696
There is a high chance that there will be something wrong with the room or that it will not be the same as pictures on the web.	.832		
I would worry about how reliable peer-to-peer accommodation would be.	.822		
I would be afraid that peer-to-peer accommodation would not provide me with the level of benefits that I expected it to.	.848		
Time risk (α =.846)		.907	.766
The chance that I lose time due to having to switch to peer-to-peer accommodation are high.	.874		
Booking peer-to-peer accommodation would lead to an inefficient use of my time.	.882		
Selecting a room on the listing will take too much time or be a waste of time.	.869		
Financial risk (α = .789)		.877	.705
Using peer-to-peer accommodation service would be a bad way to spend my money.	.878		
The financial investment I would make for peer-to-peer accommodation would not be wise.	.844		
I would be concerned that I may not get my money's worth from this service.	.796		
Physical risk (α =.844)		.906	.763
Staying in peer-to-peer accommodation exposes me to potential physical risks.	.865		
Sharing an accommodation with strangers exposes me to potential physical risks.	.878		

Table 4. 2 (continued)

I have concerns about whether peer-to-peer accommodation could lead to uncomfortable physical effects.	.878		
Lack of trust (α = .486)			
I do not trust the host(s).	.815		
I do not trust the online platform to execute the transaction.	.815		
Lack of awareness (α =.683)		.860	.755
I do not have enough information about how it works.	.872		
I do not know what peer-to-peer accommodation is.	.872		
Perceived cognitive effort (α = .853)		.902	.698
I expect booking and choosing peer-to-peer accommodation to require a lot of mental effort.	.882		
I expect booking peer-to-peer accommodation to require continuous thinking and deliberation.	.823		
I expect selecting a room on the listing takes a lot of time.	.831		
Learning how to use peer-to-peer accommodation is not easy for me.	.804		
Personal Innovativeness (α = .870)		.855	.602
If I heard about a new technology, I would look for ways to experiment with it.	.847		
Among my peers, I am usually the first to try out new information technologies.	.800		
In general, I like to try out new information technology.	.877		
I like to experiment with new information technology.	.881		
Perceived cost (α = .700)		.866	.765
Considering the cost of renting a peer-to-peer accommodation, I would say the price is very high compared to a hotel?	.877		
I think staying at a peer-to-peer accommodation does not save me enough money.	.877		
Perceived safety and security (α = .849)		.930	.868
I think using peer-to-peer accommodation is safe.	.932		
I think peer-to-peer accommodation is fitted with all necessary safety measures.	.932		
Perceived service quality (α = .898)		.925	.712

Table 4. 2 (continued)

I expect the property has good amenities.	.876		
I expect the property has nice appliances.	.844		
I expect the property is of high quality.	.845		
I think the hosts know their job, do it well and do not make mistakes.	.805		
I think the hosts always deal with requests correctly and immediately.	.847		
Non-purchase intention (α = .834)		.923	.858
I do not intend to use peer-to-peer accommodation in next two years.	.926		
I do not see myself using peer-to-peer accommodation in next two years.	.926		

Path Analysis

To estimate the structural model, path analyses were employed using the SmartPLS 3.2.7. The results showed that all measures met the commonly accepted minimum criteria for assessing validity and reliability of the constructs (Henseler, Ringle, & Sinkovics, 2009). All the average variance extracted (AVE) values for each construct were above the .50 (Henseler et al., 2009), showing satisfactory convergent validity (see table 3.2). There is no item loaded higher on an opposing construct (Hair, Ringle, & Sarstedt, 2011). In addition, all constructs in table 3.2 acquired composite reliability (CR) values greater than .855, meaning adequate internal consistency (i.e., reliability).

A path analysis was conducted to determine the significant relationships in the model. Performance risk (β=.457, t=5.482, p<.001) and psychological risk (β=.207, t=2.382, p<.05) had significant and positive effects on tourists' non-purchase intention of peer-to-peer accommodation. Time risk (β=-.204, t=3.482, p<.05) had significant and negative effect on tourist non-purchase intention of peer-to-peer accommodation. The first item and (β=.398, t=7.014, p<.001) the second item in lack of trust (β=.146, t=2.524, p<.05), as well as perceived cost (β=.206, t=3.654, p<.001) had significant and positive effects on performance risk. Perceived safety and security (β=-.160, t=2.254, p<.05) and

perceived service quality (β=-.195, t=2.451, p<.05) had significant and negative effects on performance risk. The first (β=.332, t=5.280, p<.001) and second item under lack of trust (β=.272, t=5.155, p<.001) had significant and positive effects on physical risk. Perceived safety and security (β=-.335, t=4.040, p<.001) had significant and negative effect on physical risk. The first (β=.252, t=4.382, p<.001) and the second item under lack of trust (β=.203, t=2.935, p<.05), as well as perceived cost (β=.377, t=6.789, p<.001) had significant and positive effects on financial risk. Perceived service quality (β=-.179, t=2.554, p<.05) had significant and negative effect on financial risk. Second item in lack of trust (β=.209, t=3.733, p<.001). Perceived cognitive effort (β=.557, t=10.085, p<.001) had significant and positive effects on time risk. The first and (β=.314, t=5.714, p<.001) the second item under lack of trust (β=.146, t=2.156, p<.05), perceived cognitive effort (β=.246, t=3.517, p<.001), and perceived cost (β=.161, t=2.673, p<.05) had significant and positive effects on psychological risk. Perceived safety and security (β=-.235, t=3.064, p<.05) had significant and negative effect on psychological risk. The first item and (β=.285, t=5.120, p<.001)second item under lack of trust (β=.241, t=4.706, p<.001), perceived cognitive effort (β=.245, t=4.484, p<.001), perceived cost (β=.117, t=2.394, p<.05), and perceived cleanliness (β=.123, t=1.974, p<.05) had significant and positive effects on overall perceived risk. Perceived safety and security (β=-.299, t=4.806, p<.001) had significant and negative effect on overall perceived risk. Table 4.3 shows the results of hypothesis testing.

Table 4. 3 Results of Supported Hypotheses

Hypotheses		**Path Coefficient**	**t-Value**	**P-Value**
H1	PR→NON	.457	5.482	0.000
H4	TR→NON	-.204	3.482	0.001
H5	PSY→NON	.207	2.382	0.018

Table 4. 3 (continued)

H7_1(a)	LOT1→PR	.398	7.014	0.000
H7_1(b)	LOT1→PHR	.332	5.280	0.000
H7_1(c)	LOT1→FR	.252	4.382	0.000
H7_1(e)	LOT1→PSY	.314	5.714	0.000
H7_1(f)	LOT1→OVR	.285	5.120	0.000
H7_2(a)	LOT2→PR	.146	2.524	0.012
H7_2(b)	LOT2→PHR	.272	5.155	0.000
H7_2(c)	LOT2→FR	.203	2.935	0.003
H7_2(d)	LOT2→TR	.209	3.733	0.000
H7_2(e)	LOT2→PSY	.146	2.156	0.032
H7_2(f)	LOT2→OVR	.241	4.706	0.000
H9(d)	PCE→TR	.557	10.085	0.000
H9(e)	PCE→PSY	.246	3.517	0.000
H9(f)	PCE→OVR	.245	4.484	0.000
H11(a)	PC→PR	.206	3.654	0.000
H11(c)	PC→FR	.377	6.789	0.000
H11(e)	PC→PSY	.161	2.673	0.008
H11(f)	PC→OVR	.117	2.394	0.017
H12(f)	PCL→OVR	.123	1.974	0.049
H13(a)	PSC→PR	-.160	2.254	0.025
H13(b)	PSC→PHR	-.335	4.040	0.000
H13(e)	PSC→PSY	-.235	3.064	0.002
H13(f)	PSC→OVR	-.299	4.806	0.000
H14(a)	PSQ→PR	-.195	2.451	0.015
H14(c)	PSQ→FR	-.179	2.554	0.011

Note: PR: Performance Risk, NON: Non-purchase Intention, PHR: Physical Risk, FR: Financial Risk, TR: Time Risk, PSY: Psychological Risk, OVR: Overall Perceived Risk, LOT1: Lack of Trust (first item), LOT2: Lack of Trust (second item), PCE: Perceived Cognitive Effort, PC: Perceived Cost, PCL: Perceived Cleanliness, PSC: Perceived Safety and Security, PSQ: Perceived Service Quality.

Chapter Five

Conclusions

Summary of the Analysis

According to the demographic frequencies of the participants, 62.5% described their finical status themselves as just above average (41.1%), above average (19.3%), or well above average (2.1%). Additionally, most of the participants' ages were between 21 to 30 (45%) and more than half (53.6%) of the participants' education level was university/college. The demographic results showed that most of the respondents in the current study are comparatively young, with higher education level, and are financially self-sufficient.

Perceived Risk and Non-purchase intention Table 4.1 indicates 28 supported hypotheses and 18 rejected hypotheses. Performance risk and psychological risk had significant and positive effects on tourist non-purchase intention of peer-to-peer accommodation. This result signified that the reasons for tourist non-purchase intention of peer-to-peer accommodation can be their high perceived performance risk and psychological risk. This result showed that if tourists perceive higher risk to be associated with the room or service of peer-to-peer accommodation, they are less likely to use it. The result was also consistent with the outcome from the study of Park and Tussyadiah (2016). It revealed that when the tourists have higher psychological risk, they are less likely to use peer-to-peer accommodation, which wasalong with the findings of Kim et al. (2005).

Table 5. 1 Results of Hypothesis Testing

Hypotheses		**Supported**
H1	Performance risk → Non-purchase intention (+)	Yes
H4	Time risk → Non-purchase intention (-)	Yes
H5	Psychological risk → Non-purchase intention (+)	Yes
H7_1(a)	Lack of trust 1 → Performance risk (+)	Yes
H7_1(b)	Lack of trust 1 → Physical risk (+)	Yes
H7_1(c)	Lack of trust 1 → Financial risk (+)	Yes
H7_1(e)	Lack of trust 1 → Psychological risk (+)	Yes
H7_1(f)	Lack of trust 1 → Overall perceived risk (+)	Yes
H7_2(a)	Lack of trust 2 → Performance risk (+)	Yes
H7_2(b)	Lack of trust 2 → Physical risk (+)	Yes
H7_2(c)	Lack of trust 2 → Financial risk (+)	Yes
H7_2(d)	Lack of trust 2 → Time risk (+)	Yes
H7_2(e)	Lack of trust 2 → Psychological risk (+)	Yes
H7_2(f)	Lack of trust 2 → Overall perceived risk (+)	Yes
H9(d)	Perceived cognitive effort → Time risk (+)	Yes
H9(e)	Perceived cognitive effort → Psychological risk (+)	Yes
H9(f)	Perceived cognitive effort → Overall perceived risk (+)	Yes
H11(a)	Perceived cost → Performance risk (+)	Yes
H11(c)	Perceived cost → Financial risk (+)	Yes
H11(e)	Perceived cost → Psychological risk (+)	Yes
H11(f)	Perceived cost → Overall perceived risk (+)	Yes
H12(f)	Perceived cleanliness → Overall perceived risk (+)	Yes
H13(a)	Perceived safety and security → Performance risk (-)	Yes
H13(b)	Perceived safety and security → Physical risk (-)	Yes
H13(e)	Perceived safety and security → Psychological risk (-)	Yes
H13(f)	Perceived safety and security → Overall perceived risk (-)	Yes
H14(a)	Perceived service quality → performance risk (-)	Yes
H14(c)	Perceived service quality → Financial risk (-)	Yes
H2	Physical risk → Non-purchase intention (+)	No
H3	Financial risk → Non-purchase intention (+)	No
H6	Overall perceived risk → Non-purchase intention (+)	No
H7_1(d)	Lack of trust 1 → Time risk (+)	No
H8(a)	Lack of awareness → Performance risk (+)	No
H8(b)	Lack of awareness → Physical risk (+)	No
H8(c)	Lack of awareness → Financial risk (+)	No
H8(d)	Lack of awareness → Time risk (+)	No
H8(e)	Lack of awareness → Psychological risk (+)	No
H8(f)	Lack of awareness → Overall perceived risk (+)	No
H10(f)	Personal innovativeness → Overall perceived risk (-)	No
H12(a)	Perceived cleanliness → Performance risk (-)	No
H12(b)	Perceived cleanliness → Physical risk (-)	No
H12(c)	Perceived cleanliness → Financial risk (-)	No
H12(e)	Perceived cleanliness → Psychological risk (-)	No

Table 5. 1 (continued)

H14(b)	Perceived service quality → Physical risk (-)	No
H14(e)	Perceived service quality → Psychological risk (-)	No
H14(f)	Perceived service quality → Overall perceived risk (-)	No

Note: (+): Positive, (-): Negative

Internal Impeding Factor and Perceived Risk Firstly, Lack of trust had significant and positive effect on performance risk, meaning that lower level of trust in either host or platform can lead to higher performance risk. Similarly, Kim et al (2005) indicated that performance risk can also be explained as functional risk which involves the consumer's trust. Furthermore, lack of trust had significant and positive effect on all of other perceived risks except time risk. Additionally, this study identified that perceived cognitive effort had significant and positive effect on time risk, psychological risk, and overall perceived risk. The findings suggested that when tourists expect a large amount of mental effort or time when booking peer-to-peer accommodation, they will have higher level of time risk, psychological risk, and overall perceived risk. Likewise, Tussyadiah (2015) identified that one of the key barriers for peer-to-peer accommodation was lack of awareness. However, this study showed that lack of awareness had no significant effect on perceived risk. Additionally, personal innovativeness also had no significant effect on perceived risk. Therefore, future studies can investigate the non-significant relationships using a different sample or with a different peer-to-peer platform in tourism and hospitality.

External Impeding Factor and Perceived Risk Based on the analysis results, perceived cost had significant and positive effects on four perceived risks including performance risk, financial risk, psychological risk, and overall perceived risk. Therefore, when the tourists consider that the price of peer-to-peer accommodation is higher than

hotelor think that choosing peer-to-peer accommodation does not necessarily save them enough money, they will have high level of performance risk, financial risk, psychological risk, and overall perceived risk. This result was similar to the study of Sun (2014). Perceived safety and security had significant and negative effect on performance risk, physical risk, psychological risk, and overall perceived risk. Similarly, researcher such as Knutson (1988), Chu and Choi (2000) also identified that guests' perceived safety and security is negatively related to perceived risk. Therefore, this study showed that such relationship also existed in peer-to-peer accommodation. Furthermore, the results showed that perceived service quality had significant and negative effect on performance risk and financial risk. This result meant that if the tourists expect higher quality of amenities, appliances, and service from the host, they will have higher level of performance risk and financial risk. Such result was support the previous study of Olson (2013).

On the other hand, perceived cleanliness had no significant effect on perceived risk. Previous studies found that perceived cleanliness in one of the most important factors for choosing accommodation (Chu & Choi 2000; Dolnicar & Otter, 2003). However, this study focused on the relationship between perceived cleanliness and perceived risk with the purpose to explain tourist non-purchase intention of peer-to-peer accommodation. Therefore, the result of this study does not indicate that perceived cleanliness is not an important factor in explaining non-purchase intention. Wu et al. (2012) argued that perceived service quality has negative effects on overall perceived risk. Contrary to the study of Wu et al. (2012), tourists' perceived service quality had no significant effect on physical risk, psychological risk, and overall perceived risk. Yet Wu

et al. (2012) focused on perceived service quality of hotel but not the peer-to-peer accommodation. It is possible that the expectation for the service quality for peer-to-peer accommodation can be different from that for hotel.

Conclusion

According to the results, this study identified several relationships between impeding factors and perceived risks as well as relationship between perceived risk and tourists' non-purchase intention of peer-to-peer accommodation. First, lack of trust in host(s) had significant and positive effect on performance risk, physical risk, financial risk, psychological risk, and overall perceived risk. Second, lack of trust in platform(s) had significant and positive effect on performance risk, physical risk, financial risk, time risk, psychological risk, and overall perceived risk. Third, perceived cognitive effort had significant and positive effect on time risk, psychological risk, and overall perceived risk. Fourth, perceived cost had significant and positive effects on performance risk, financial risk, psychological risk, and overall perceived risk. Fifth, perceived safety and security had significant and negative effect on performance risk, physical risk, psychological risk, and overall perceived risk. Sixth, perceived service quality had significant and negative effect on performance risk and financial risk. Lastly, performance risk and psychological risk had significant and positive effects on tourists' non-purchase intention.

Therefore, the host and platform of peer-to-peer accommodation needs to think more about the trust issue to reduce the tourists' perceived risk. Also, peer-to-peer accommodation needs to be more simple and easy because tourists perceived cognitive effort such as mental effort and amount of time to book the room increase their perceived risk. In addition, to reduce the tourists perceived risk, peer-to-peer accommodation needs

to think more about their cost for booking a room compare to hotel. Furthermore, peer-to-peer accommodation needs to improve their safety and service quality to reduce tourists perceived risk. Moreover, to reduce tourists' non-purchase intention, peer-to-peer accommodation needs to investigate the tourists' expectation for the room and the service and should accord with their expectation. This might reduce the performance risk and psychological risk.

Also, perceived cleanliness had significant and positive effect on overall perceived risk. This is because tourists expect their room will be clean and when this expectation increase, their overall perceived will increase as well.

Implications

This study partially proved the applicability of perceived risk theory in predicting tourists' non-purchase intention to use peer-to-peer accommodation. Particularly, performance risk and psychological risk are positively predicting non-purchase intention to use peer-to-peer accommodation. Furthermore, this study identified several antecedents impeding factors including lack of trust, perceived cognitive effort, perceived cost, perceived cleanliness, perceived safety and security, and perceived service quality that effects on perceived risk. This result will assist in future study on peer-to-peer accommodation. To date, most of researchers have studied on the motivation of using peer-to-peer accommodation but there is almost no research that has been focused on the non-purchase intention for peer-to-peer accommodation. This study provides possible explanations for this emerging phenomenon from the opposite point of view by empirical test on the relationship between impeding factors and perceived risk as well as the relationship between perceived risk and non-purchase intention.

There are several lessons that can be learned for the hosts and peer-to-peer accommodation platforms. First, both of them need to find how to improve their customers' trust in their house or platform. Second, the platforms should focus on how to make the process of booking and selecting a room more comfortable and easier in order to reduce consumers' cognitive effort. Third, both the host and the company need to consider the price by reducing the cost of the room and/or providing the consumer with better service in terms of the quality of service, cleanliness, safety and security.

Limitation and Recommendation

The major limitation of this study is that the sampling frame only cover U.S citizen. The findings then may not be generalizable to people from other countries. Although, the respondents' demographic characteristics was diverse in terms of age, gender, level of education, and financial status, the population from which the sample was drawn might not be totally representative of the general U.S citizen's tourist population. Furthermore, this study used Amazon Mechanical Turk to distribute the survey. Amazon Mechanical Turk is an online-based peer-to-peer work platform. Therefore, participants may be familiar with peer-to-peer service and were comfortable with using new technology. Moreover, most of the participants were in their twenties. This may affect the result of this study in terms of participant's level of perceived risk and personal innovativeness. Also, this study only used one question item when measuring perceived cleanliness. Thus, there may not be t be sufficient number of questions to understand tourists' perceived cleanliness.

Consequently, future researchers can conduct relevant study with larger number of participants and diverse nationalities. Additionally, using data collection methods other

Amazon Mechanical Turk can alleviate the shortages that participants may be already familiar with peer-to-peer service and new technology. Moreover, future researchers can incorporate more variables and questions which might influence tourists' perceive risk to provide a more comprehensive picture of the various relationships between impeding factors, perceived risk, and non-purchase intention.

Appendices

Appendix A: Questionnaire Cover Letter

College of Agriculture, Food and Environment
Retailing and Tourism Management

Dear participant:

My name is Ho-Young Lee and I am a Master student in the Retailing and Tourism Management at University of Kentucky (Kentucky, USA). For my thesis, I am researching why travelers not choose peer-to-peer accommodation.

At the end of the survey, you will receive a $1.00 to your Amazon Mechanical Turk account. I hope to receive completed questionnaires from about 300 people, so your answers are important to me. You have a choice about whether or not to complete the survey/questionnaire, but if you do participate, you are free to discontinue at any time. However, skipping questions or discontinuing will result in you not receiving the incentive. There are no known risks to participating in this study. Your response to the survey is anonymous which means no names will appear or be used on research documents or be used in presentations or publications. The research team will not know that any information you provided came from you, nor even whether you participated in the study. This survey will take approximately 15 minutes to complete and consist primarily of questions about perceived risk, impeding factors and some basic demographic questions are also included.

Please be aware, while we make every effort to safeguard your data once received from the online survey company, given the nature of online surveys, as with anything involving the Internet, we can never guarantee the confidentiality of the data while still on the survey company's servers, or while en route to either them or us. It is also possible the raw data collected for research purposes will be used for marketing or reporting purposes by the survey/data gathering company after the research is concluded, depending on the company's Terms of Service and Privacy policies.

Please note that as a potential participant **you must be 18 years of age or older, have not used peer-to-peer accommodation before and have no intention to use peer-to-peer accommodation for leisure purpose in next two years.**

Here is the basic description of peer-to-peer accommodation, please read this before you start survey.

Peer-to-peer accommodation: People who have spare bedrooms or extra properties can make money by renting the entire house, a section or a bedroom to those seeking alternative accommodations such as a hotel. This alternative form of accommodation can be found through online platforms such as Airbnb.

If you have questions about the study, please feel free to contact me; my contact

information is given below. Thank you in advance for your help in making this study a success. If you have complaints, suggestions, or questions about your rights as a research volunteer, contact the staff in the University of Kentucky Office of Research Integrity at 859-257-9428 or toll- free at 1-866-400-9428.

Ho-Young Lee

Department of Retailing and Tourism Management

College of Agriculture, Food and Environment

E-mail: hle234@g.uky.edu

Appendix B: IRB Approval for Exemption Certification

EXEMPTION CERTIFICATION

IRB Number: 43962

TO: Ho-Young Lee
Retailing & Tourism Management
PI phone #: XXXXXXXXXX

PI email: hle234@g.uky.edu

FROM: Chairperson/Vice Chairperson
Non Medical Institutional Review Board (IRB) SUBJECT: Approval for Exemption Certification
DATE: 3/22/2018

On 3/22/2018, it was determined that your project entitled "AN EXAMINING TOURIST NON-PURCHASE INTENTION OF PEER-TO-PEER ACCOMMODATION: IMPEDING FACTORS AND PERCEIVED RISKS" meets federal criteria to qualify as an exempt study.

Because the study has been certified as exempt, you will not be required to complete continuation or final review reports. However, it is your responsibility to notify the IRB prior to making any changes to the study. Please note that changes made to an exempt protocol may disqualify it from exempt status and may require an expedited or full review.

The Office of Research Integrity will hold your exemption application for six years. Before the end of the sixth year, you will be notified that your file will be closed and the application destroyed. If your project is still ongoing, you will need to contact the Office of Research Integrity upon receipt of that letter and follow the instructions for completing a new exemption application. It is, therefore, important that you keep your address current with the Office of Research Integrity.

For information describing investigator responsibilities after obtaining IRB approval, download and read the document "PI Guidance to Responsibilities, Qualifications, Records and Documentation of Human Subjects Research" available in the online Office of Research Integrity's IRB Survival Handbook. Additional information regarding IRB review, federal regulations, and institutional policies may be found through ORI's web site. If you have questions, need additional information, or would like a paper copy of the above mentioned document, contact the Office of Research Integrity at 859-257-9428.

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VITA

Ho-Young Lee was born in Seoul, South Korea. He received a Bachelor of Business Administration from the Kangwon National University in February of 2015. In January of 2016, Ho-Young Lee entered graduate school in the Department of Retailing and Tourism Management. He worked as a tour conductor and travel consultant at Naeil Tour (Seoul, South Korea) from 2013 to 2015.