Factors Influencing Participation in Peer-To-Peer Accommodation – A Systematic & Bibliometric Review

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ABSTRACT

Accommodation options offered under sharing economy model, also known as peer-to-peer (P2P) accommodation, have seen a burgeoning demand in the tourism sector over the last decade and offered tough competition to the traditional hotel industry. In the light of increasing curiosity among academia and practitioners, we explore the extant literature pertaining to factors affecting visitor's intention to participate in P2P accommodation during travel. This study examines 127 research articles identified from two databases (Scopus and Web of Science) over the period of 2000-2023 and screened using PRISMA methodology. Bibliometric analysis combined with systematic literature review (SLR) was conducted employing Theory-Context-Characteristics-Methodology (TCCM) framework with an aim to uncover present status of scholarly research, existing gaps and prospective areas of inquiry. Trust and sustainability has emerged as key themes with growing popularity whereas Airbnb has appeared as the most widely studied platform. Future research directions for P2P accommodation are also discussed.

Keywords: peer-to-peer accommodation, sharing economy, Airbnb, usage intention, systematic review, bibliometric

1 INTRODUCTION

Sharing is not a new phenomenon. This activity of exchange dates back to the early days of mankind (Belk, 2014). Communities have grown and thrived because they shared resources amongst themselves in many forms. Whether it is an economic or non-economic exchange, sharing of the resources has been at the core of the society at large. Fast forward to 21st century, sharing has taken a new avatar and goes by multiple names such as sharing economy (SE), collaborative consumption, temporary-access consumption, access-based consumption, etc. The basic premise of SE is that the users are given temporary access to provider's underused/underutilized assets. This form of exchange is different from the traditional model of linear consumption as it is based on sharing the right to use products & services (via temporary access) rather than owning them. SE facilitates the exchange of real-world resources (Botsman and Rogers, 2011), usually through online platforms. These business formats are heavily reliant on the Internet and enabled with Web 2.0 (Belk, 2014).

Businesses based on sharing economy models have grown tremendously across the globe over the last decade. A study by Forbes Business Council in 2019 projected a big leap in growth of the sharing economy from USD 15 billion to USD 335 billion over the period of 2014-2025 (Sarote Tabcum Jr., 2019). This shows consumer's readiness to use shared assets and a paradigm shift to alternative consumption ways. There has been an ongoing transition in the preferences of consumers from traditional consumption patterns which focused on ownership of assets to access based or liquid consumption which is characterized by ephemerality, flexibility, speed, adaptability, fluidity (Bardhi & Eckhardt, 2017). One of the key features of SE is optimal utilization of current resources by sharing which is aligned with the sustainable development goals (SDG's) given by United Nations in 2015 as they focus on resource efficiency and sustainability.

There has been a surge in demand of products/services offered under the sharing economy business models, particularly in the accommodation sector. The rise of peer-to-peer accommodation (P2PA) has created a new wave in tourism & hospitality segment and has given a tough competition to the standardised hotel industry. Tourists are opting for these lodging options over hotels as it provides them with unique and authentic experiences as compared to the hotels (Mao & Lyu, 2017). It is a battle between standardised (hotels) vs non-standardised (P2PA) services with growing demand for the latter since the younger working population seeks novelty and one-of-a-kind experience. Apart from this, P2P accommodations are known to be economical as it delivers value for money. This has garnered a lot of academic attention with some scholars labelling it as disruption and some looking at it as an opportunity in tourism & hospitality segment.

Peer-to-peer accommodations are facilitated by online platforms which act as a mediator and connect individual units on supply side (i.e., hosts) to the individual units on demand side (i.e., visitors). The hosts can list their properties and set prices according to what they deem fit. It helps people earn money by providing underutilised space in their homes/properties temporarily. The let-out properties are either shared homes (sharing with hosts and other guests) or

entire properties. Also, the transaction can be monetary or non-monetary depending on the motivations of the host. Some hosts might have utilitarian motives (Wu et al., 2017) and would want to earn money out of short-term rentals like the listings on Airbnb. Others may give way to their hedonic motives (Amaro et al., 2018) and open doors to their homes for developing a deep sense of community and social interactions with other travellers (Belarmino et al., 2017) without any monetary compensation. Couchsurfing serves as the biggest example of platforms where the hosts let travellers stay in their homes for no monetary compensation.

1.1   Research Gap

The growing scholarly interest in the demand side of P2PA has resulted in a considerable amount of publications on this topic. There are a few literature review studies (Kuhzady et al., 2020; Belarmino & Koh, 2020; Sainaghi, 2020; Prayag & Ozanne, 2018; Dolnicar, 2019) on P2PA which have synthesised the existing knowledge but these are generally encompassing the broad topic of P2PA and have covered studies until 2020 (Table 1). Also, these studies have applied systematic literature review (SLR) and not done scientific mapping of studies using bibliometric tools except for Sainaghi & Baggio, 2019. With growing popularity of P2PA model and increase publication trend over the last few years, there is a need for a more detailed and focused review study to help better understand the visitor's intention to participate.

Table 1: Details of review articles on Peer-to-Peer Accommodation

Reference	Timespan covered	Type of review
Kuhzady et al., 2020	2000-2019	Systematic Literature Review
Prayag & Ozanne, 2018	2010-2016	Systematic Literature Review (MLP)
Belarmino & Koh, 2020	2010-2017	Systematic Literature Review
Sainaghi, 2020	Upto 2018	Systematic Literature Review
Sainaghi & Baggio, 2019	2010-2019	Network cluster & cross-citation analysis
Dolnicar, 2019	Upto 2019	Systematic Literature Review

This paper uses a hybrid review approach by performing bibliometric analysis and a systematic review of the studies identifying factors determining visitors' intention to participate in P2P accommodation. This investigation focused on both the theoretical and empirical components of these research domains. It attempts to answer the following research questions:

RQ1. What is the present status of scholarly research regarding factors influencing visitors' P2PA usage, the recent trends of publication with respect to time, authors, journals, institutions and countries?

RQ2. What are the most significant P2PA papers with respect to average no. of citations?

RQ3. What are the most common themes and current trends in the area of study?

RQ4. What are the different factors affecting the visitors' intention to participate in P2PA?

RQ5. What are the existing gaps and prospective areas of inquiry that necessitate further investigation?
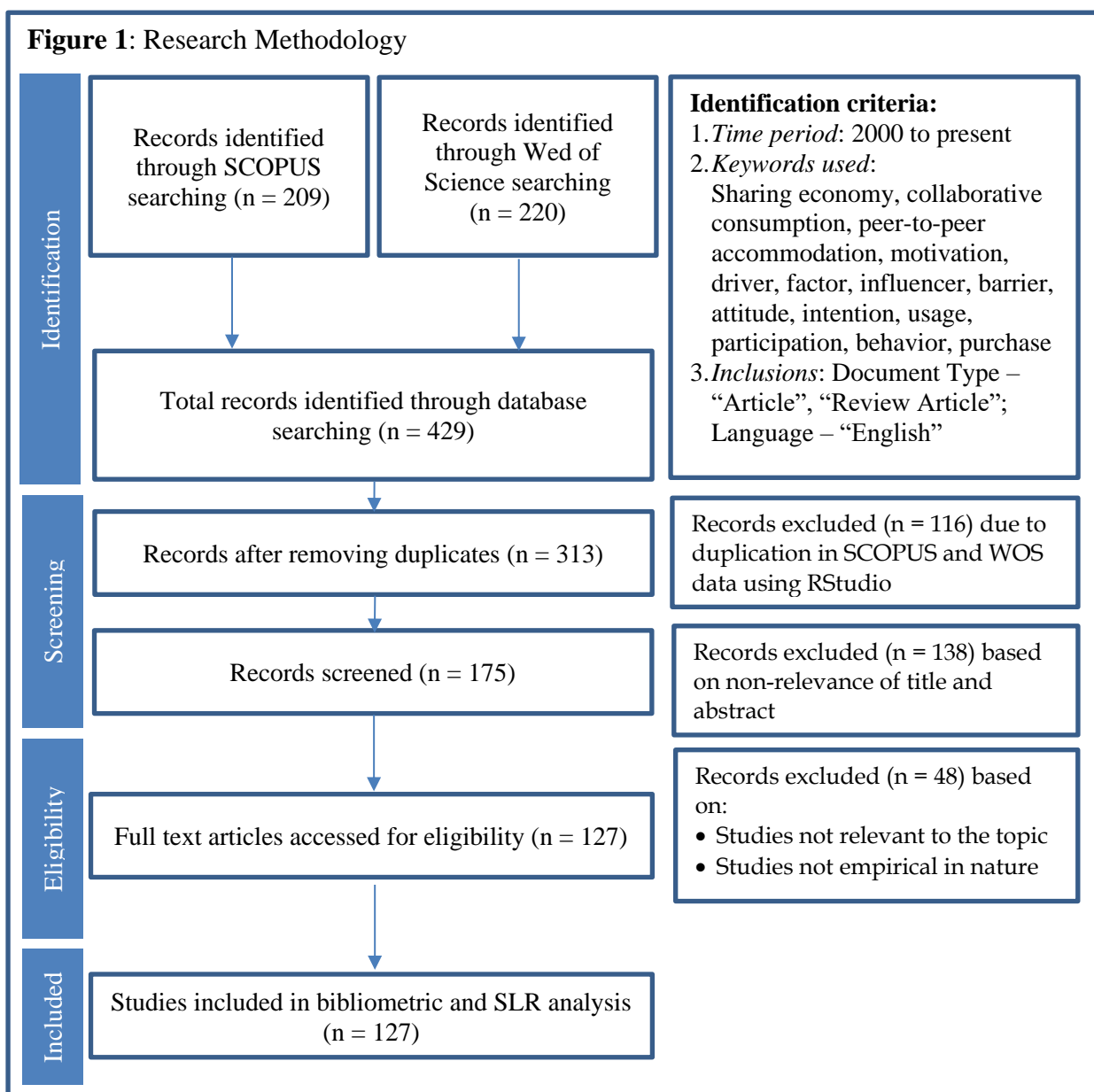
2   METHODOLOGY

There are several methodologies to conduct systematic reviews (Lim et al., 2021; Paul et al., 2021). The literature consists of various types of reviews, including theme-based reviews (Kahiya, 2018; Paul et al., 2017; Rana & Paul, 2017; Mishra et al., 2020; Rosado-Serrano et al., 2018), theory-based reviews (Hassan et al., 2015), framework-based reviews (Lim et al., 2021; Paul & Rosado-Serrano, 2019), theory development reviews (Pansari & Kumar, 2017; Paul & Mas, 2019), hybrid reviews (Dabic et al., 2020; Goyal & Kumar, 2021), and bibliometric analysis (Randhawa et al., 2016; Ruggeri et al., 2018). We used a hybrid review technique in this paper to illustrate the intellectual framework of the research study. To discover answers to the research questions, a systematic and bibliometric literature review was carried out. There is a need to conduct literature review in the field of P2PA particularly in relation to a framework like Theory-Context-Characteristics-Methodology (TCCM) and such review studies often have a bigger impact than other types of reviews. This research aims to bridge that gap by conducting SLR using TCCM and bibliometric examination of P2PA services.

This study employs Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology to conduct systematic literature review. Data for conducting the study is retrieved from the two most widely used databases

namely, Scopus and Web of Science (WoS) to ensure extensive literature search. These databases were chosen because WoS is considered as the most comprehensive platform for scientific citation search and Scopus offers a larger and more diversified collection of academic content (Block & Fisch, 2020; Bonilla et al., 2015; Korom, 2019). The search was conducted using the topic specific keywords along with appropriate boolean operators to capture the data comprehensively - sharing economy, collaborative consumption, Airbnb, P2P accommodation, peer-to-peer accommodation, motivation, driver, factor, participation, behaviour, etc. After the initial search, we retrieved 209 documents from Scopus and 220 articles from Web of Science (Figure 1). This included articles and review articles and excluded any book chapters, conference proceedings, conference papers, and letters. Language filter, including articles published in English was also applied. In the next step, 116 duplicate records were removed using R-programming giving us a total of 313 unique records from both databases combined. These articles were analyzed for their relevance to the objective of the study on the basis of their title and abstracts, and 175 were found relevant. After reading full-text of the remaining articles, only 127 were found relevant to the study and 48 documents which were not aligned to the scope of the study (i.e., off-topic) were removed from the dataset. The final dataset included 127 articles on factors influencing participation in P2PA on which the review analysis was conducted.

Figure 1: Research Methodology

3   ANALYSIS

To enhance understanding of the existing body of literature in the emerging subject of P2PA, a quantitative approach is employed by utilizing a mix of Systematic Literature Review (SLR) and bibliometric analysis. This methodology enables the characterization, evaluation, and tracking of previously published research. To focus the search on the most significant publications and objectively mapping the subject topic, bibliometric methods are utilized to perform SLR (Zupic & Cater, 2015; Paul & Benito, 2018; Gilal et al., 2019; Rosado-Serrano et al., 2018; Glanzel, 2005), authors with high citations (Block & Fisch, 2020; Bühren et al., 2021), highly cited research articles, and most cited documents from various nations and institutions (Randhawa et al., 2016; Knoll & Matthes, 2017; Paul & Mas, 2019; Paul & Bhukya, 2021). The primary objectives of SLRs include providing a thorough summary of the available literature, minimizing bias in the review process, and identifying potential gaps and areas for further investigation in the subject field (Paul & Benito, 2018; Kumar et al., 2019). This study gives an overview of primary bibliometric dataset. The performance analysis is conducted using the 'Biblioshiny' function from the 'Bibliometrix' package of R studio. This function utilises citation data and author-related data to analyse criterias such as authorship, affiliations, and nations (Narin & Hamilton, 1996; Singh et al., 2020). Co-citation analysis of authors and references and keyword analysis (Xu et al., 2018) is performed using Vosviewer.

4   RESULT ANALYSIS

Result analysis, performed using Bilblioshiny, includes the annual publication trend of the studies, list of top journals, authors, countries, affiliations, top publications, keyword evolution, trend topics, keyword co-occurrence, and co-citation analysis.

4.1   Trend of publications of factors affecting visitor's participant in P2PA

Research on understanding factors affecting visitor participation in P2PA has been seeing a rising trend in line with growing popularity of these models. Figure 2 depicts the increasing trend of publication in this area. The first studies were published in 2016 and since then this topic has received increased scholarly interest. Majority of the studies have been published after 2020, which would not have been covered in the existing review articles on P2PA.

Figure 2: Annual publication trend from 2016 to 2023 (till June)
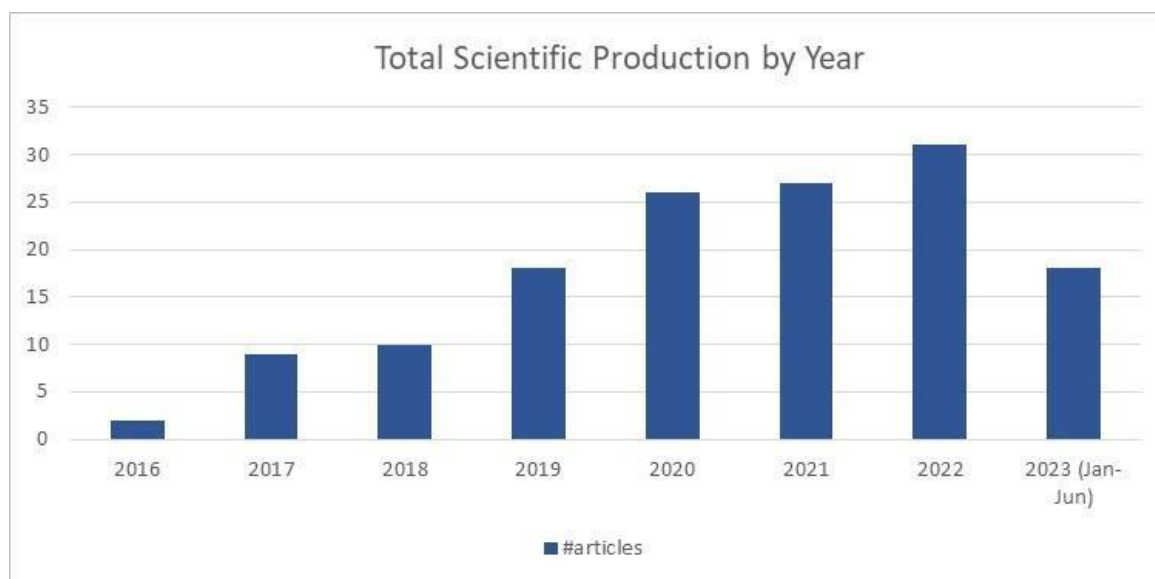
4.2   Top publication journals

Figure 3 shows the leading journals (top 10) publishing the studies in the area of P2PA with respect to the number of documents published. The underlying theme of these journals is hospitality, tourism, and sustainability.

Figure 3: Leading journals publishing on factor affecting visitor participation in P2P accommodation
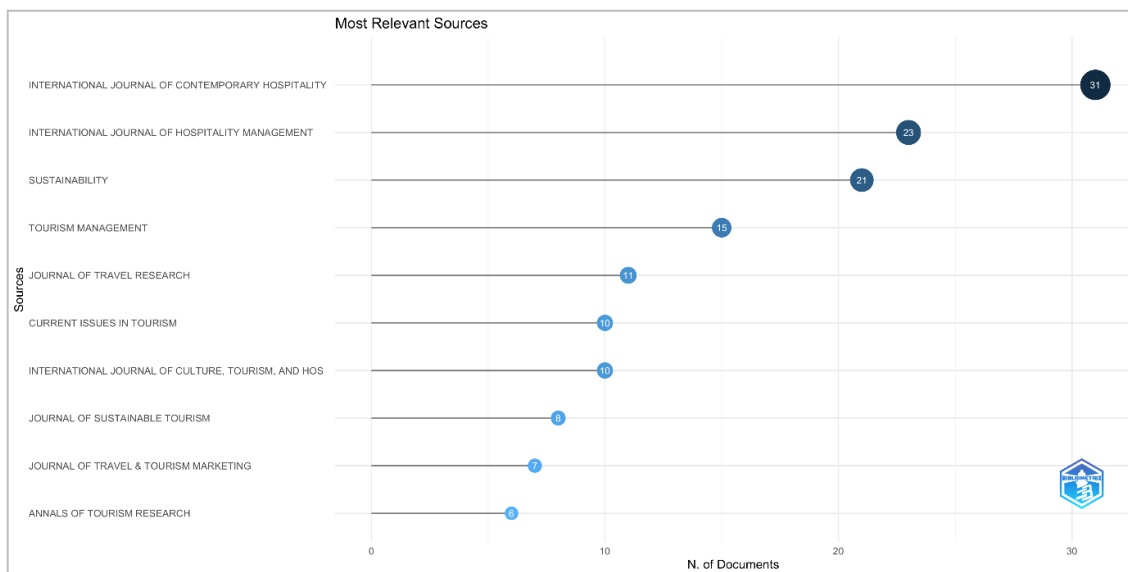
4.3 Productive authors, countries and institutions

Table 2 presents a list of the main contributors in the field, containing authors, nations and universities, as identified from our dataset. These top 10 contributors are on the basis of the number of publications. The top 2 most relevant authors are So K. and Mody M. which received the highest number of citations – 572 and 412, respectively. Table 2 also shows the most productive universities in terms of publication volume from 2016 to 2023. These top universities are based in the United States. The table also lists the top nations where the authors have produced studies on P2PA. China (69 publications) and United States (59 publications) lead in publications in this domain with 808 and 1961 citations, respectively. The quality of studies produced in the United States in this domain have more impact than any other country. India has merely 10 studies with 112 citations and thus, this area needs more research focus.

Table 2: Top authors, affiliations, and countries (top 10) publishing on factor affecting visitor participation in P2P accommodation

Authors	TP	TC	Country	TP	TC	Affiliations	TP
So K.	9	572	China	69	808	University of South Carolina Columbia	13
Mody M.	8	412	USA	59	1961	State University System of Florida	9
Garau-Vadell J.	6	97	Spain	22	328	University of South Carolina System	9
Law R.	6	71	UK	20	392	Florida State University	7
Zhang C.	6	42	Australia	12	253	Temple University	7
Dogru T.	5	142	Korea	11	172	Texas A&M University	7
Suess C.	5	136	Malaysia	11	124	University of Johannesburg	7
Liang S.	5	91	India	10	112	University of Macau	7
Li C.	5	12	Italy	10	242	Boston University	6
Xie K.	4	267	Portugal	9	362	Purdue University	6

Abbreviations: TC, total citations; TP, total publications

Source: Authors' elaboration.

All three fields (authors, affiliations, and countries) are independent of each other.

4.4 Most impactful publications

Table 3 depicts the most relevant papers in order of citations received. Citation analysis is the most effective method for mapping the influence of a research article (Tsay, 2009). When a document is frequently cited, it is thought to have a

greater influence on a certain issue than less cited research (Merigo et al., 2016). Global Citation (GC) is the overall number of citations received by a document from all publications in a database (WOS, Scopus, Google Scholar, etc), whereas Local Citation is the aggregate number of citations received by a document from other documents in the specific search performed (Batista-Canino et al., 2023) or in the dataset that is being referred to. The most influential papers in the subject area are Ert et al., 2016 followed by Guttentag et al., 2018.

Table 3: The most cited papers on factor affecting visitor participation in P2P accommodation

Paper and Journal	#Local Citations (LC)	#Global citations (GC)	LC/GC Ratio %
Ert E, 2016, Tourism Manage	64	767	8%
Guttentag D, 2018, J Travel Res	64	385	17%
Amaro S, 2019, Curr Issues Tour	20	86	23%
Varma A, 2016, Tour Manag Perspect	16	126	13%
Wirtz J, 2019, J Serv Manage	14	167	8%
Hossain M, 2020, Int J Hosp Manag	11	135	8%
Mahadevan R, 2018, J Hosp Market Manag	10	51	20%
Mody M, 2019, Tourism Manage	10	74	14%
Belarmino A, 2020, Int J Hosp Manag	10	58	17%
Liang S, 2020, Int J Hosp Manag	9	58	16%

4.5 Keyword evolution

Table 4 shows the evolution of keywords over a period from 2016-2023. The keywords 'Sharing economy' and 'Airbnb' have appeared since 2016 and have growing trend of publications year on year. Airbnb has caught scholarly attention early on whereas the studies with keywords 'P2PA' and 'Peer-to-Peer Accommodation' are relatively new, i.e., since 2019. This is because Airbnb has been one of the first companies in P2PA industry. It had a first mover advantage thus capturing maximum market share and scholarly interest. Sustainability has gained momentum in the context of P2PA recently. This is because people in general have become more sensitized towards judicious use of resources and environmental impact of their pro-consumption behaviour. Trust is also being explored recently as trust in P2PA platforms and the host has emerged as one of the main factors that could help in increasing the adoption rate amongst tourists.

**Table 4**: Evolution of keywords between 2016-2023 (number of occurrences)

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Sharing Economy	0	1	11	25	43	63	86	118	132
Airbnb	0	3	6	14	28	45	71	100	113
Peer-To-Peer Accommodation	0	0	0	0	4	7	10	16	26
Tourism	0	1	1	5	8	10	18	24	25
Trust	0	0	1	4	5	6	11	16	19
Covid-19	0	0	0	0	0	1	4	12	16
Collaborative Consumption	0	0	2	4	5	7	10	11	15
Hospitality	0	0	1	2	4	4	5	12	14
P2P Accommodation	0	0	0	0	5	8	10	13	13
Sustainability	0	0	0	0	1	3	6	8	10

4.6 Trend topics

Figure 4 depicts patterns in the topics that have been explored in relation to P2PA over a period of time. This analysis highlights the change in relevance of various topics in this field - topics which have been studied for several years, while others which have been added recently.

Figure 4: Trend topics

Source: Author's elaboration using Biblioshiny
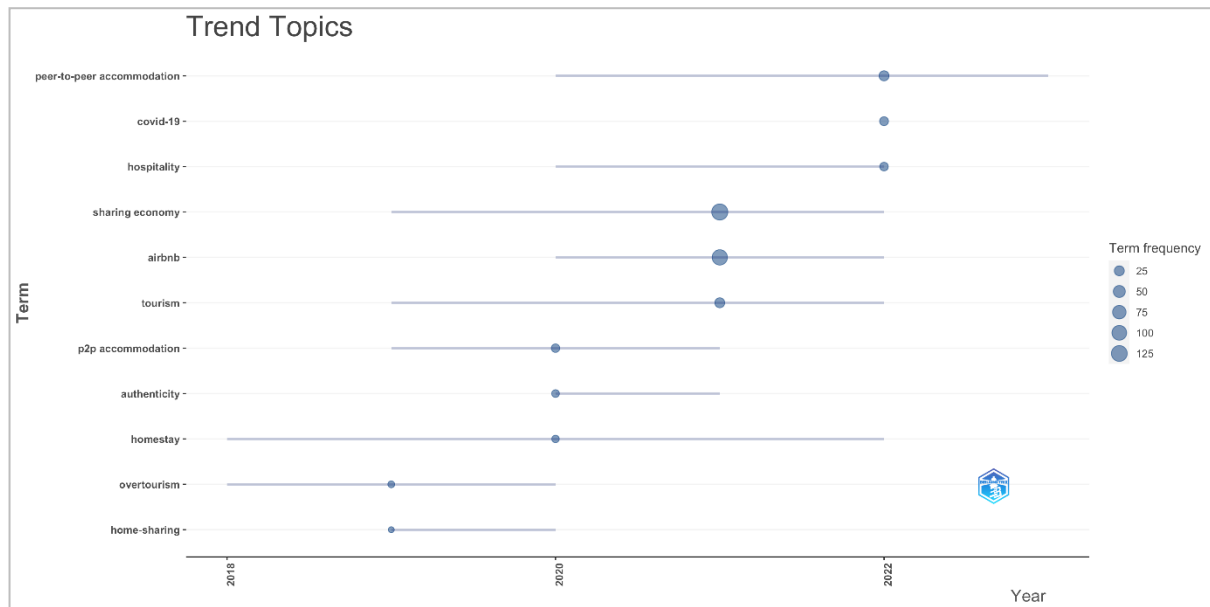
4.7 Keyword co-occurrence analysis

Author keywords are used to conduct keyword co-occurrence analysis. It helps in discovering the thematic progression of topics. The keyword co-occurence analysis makes the assumption that words that often occur together have a thematic connection to one another (Donthu et al., 2021). It can be used in conjunction with other scientific mapping techniques such as co-citation analysis and bibliographic coupling to understand and validate the thematic evolution. Keyword co-occurrence analysis if performed on "limitations" and "future research directions" sections of the publications can forecast future trajectories in the research field (Donthu et al., 2021).
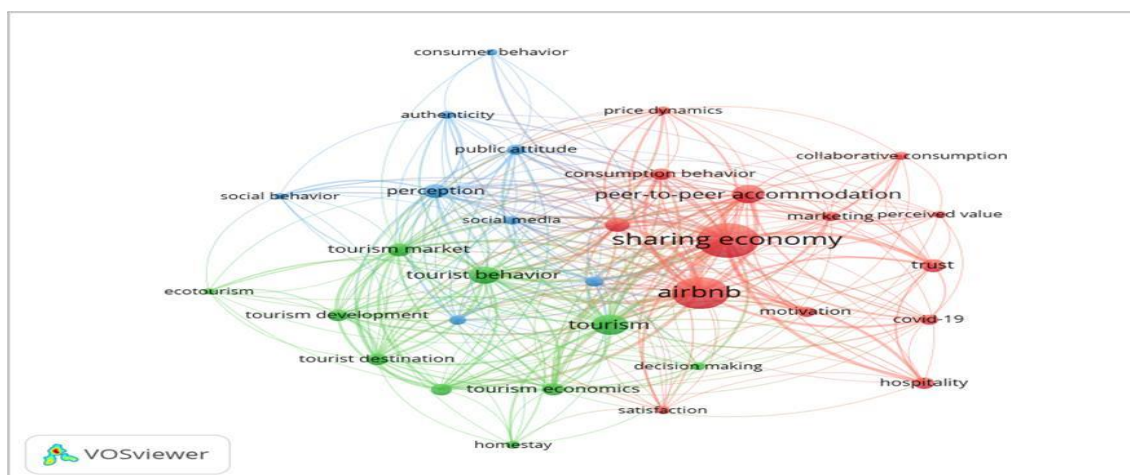

**Figure 5a**: Keyword co-occurrence for SCOPUS data

Source: VOSviewer

The keyword co-occurrence analysis of SCOPUS dataset conducted using VOSviewer (Figure 5a) shows three clusters – red, green and blue. The size of the nodes show frequency of that particular keyword (bigger the node, higher the frequency) while the density of lines between two keywords show their frequency of co-occurrence. Red cluster shows

the prominence of industry or platform related keywords such as "sharing economy", "Airbnb"& "peer-to-accommodation". Blue cluster shows aspects related to consumer behaviour through keywords such as "perception", "public attitude", "authenticity" & "social behaviour". Green cluster highlights the keyword co-occurrence related to industry such as "tourism", "tourism market", "tourism development", etc.

The keyword analysis of Web of Science dataset conducted using VOSviewer (Figure 5b) also shows three clusters – red, green and blue. Red cluster shows that Airbnb has been studied in the context of trust, determinants, behaviour. Green cluster depicts tourism, satisfaction, motivation, collaborative consumption as the main keywords. In the blue cluster keywords such as sharing economy, intention, hospitality, customer satisfaction are occurring.

Figure 5b: Keyword co-occurrence for WOS data
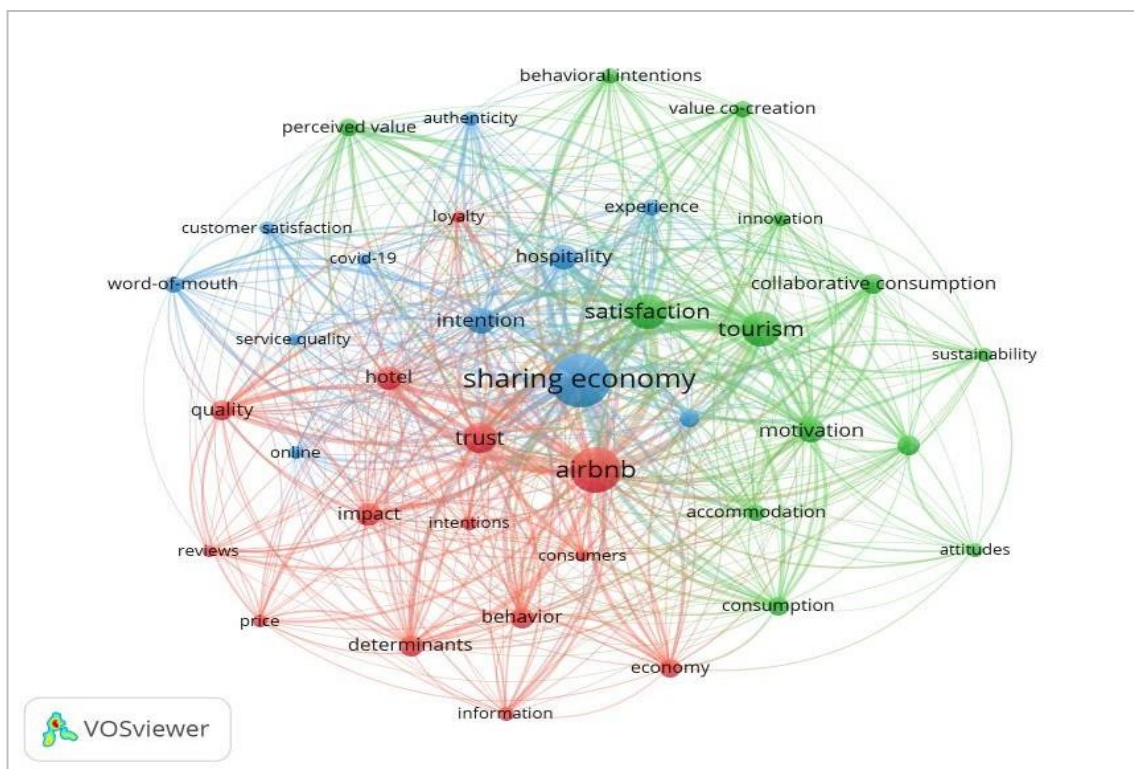
Source: VOSviewer

4.8   Co-citation analysis

Co-citation analysis is a scientific mapping approach that implies papers that are often referenced together are thematically comparable (Hjørland, 2013). It examines the papers that are referenced together, therefore capturing influential information and emphasizing highly cited publications within a certain field (Donthu et al., 2021). One advantage of employing co-citation analysis is its ability to not only identify highly important publications, but also to unveil thematic clusters within the research field (Bhawna et al., 2023). In a co-citation network, the connection between two publications is established when they are both referenced in the bibliography of a third publication. A node is a representation of a reference, with its size denoting the cumulative count of citations. A co-citation relationship is shown by the presence of a link between two nodes and the density of the link indicates the number of citations associated with the reference (Bhawna et al., 2023). The given co-citation map (Figure 6) illustrates the references that have been cited a minimum of three times by the articles within the review sample. The different colored clusters represent the documents that have been cited together. In red cluster publications of Hamari & Tussyadiah are highly co-cited followed by Belk & Botsman. In blue cluster references by Guttentag, Mody, Mao & Liang are highly co-cited. In green cluster Guttentag, Ert & Zervas are the most prominent ones.

Figure 6: Reference co-citation network by the publications (WOS data only)
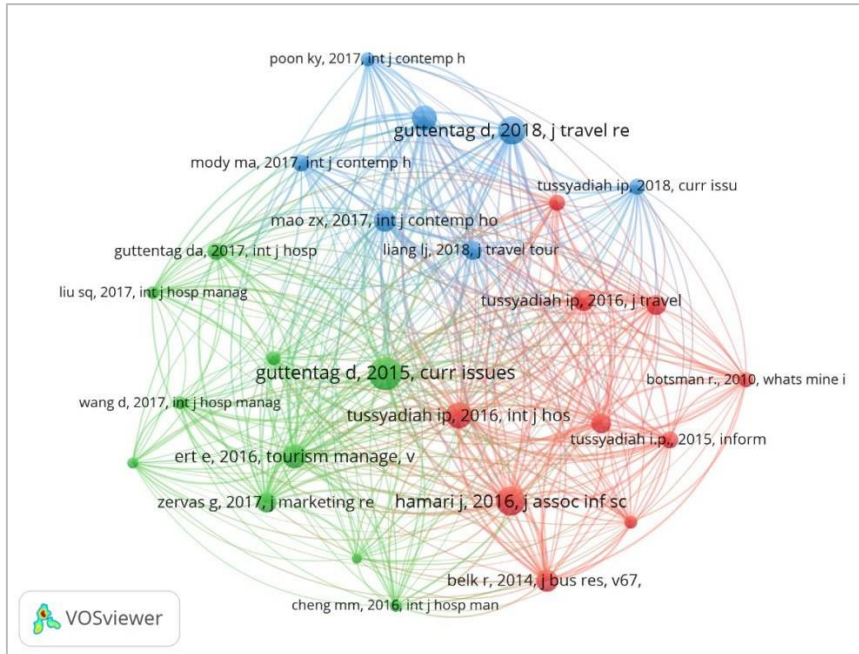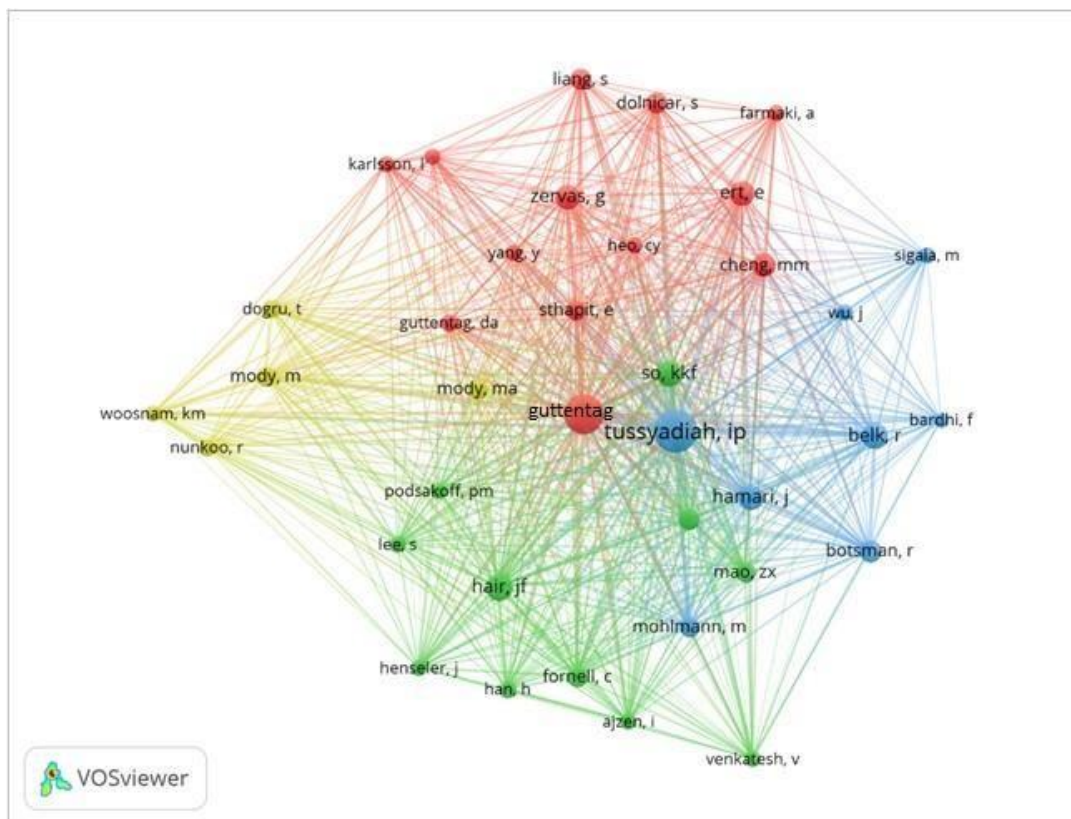
Source: VOSviewer

Figure 7: Authors co-citation network by the publications (WOS data only)

Source: VOSviewer

The analysis of co-authorship investigates the interactions between researchers within a certain research domain (Donthu et al., 2021). Co-authorship serves as a recognised means for scholarly collaboration (Acedo et al., 2006; Cisneros et al., 2018). Consequently, it is crucial to comprehend the dynamics of scholarly interactions, including factors such as author affiliations and countries. Collaborations among academics have been a typical occurrence due to the growing

complexity in research methodologies and theoretical frameworks (Acedo et al., 2006). Indeed, the establishment of partnerships among researchers has the potential to enhance the quality of research as it may result in improved clarity and deeper insights (Tahamtan et al., 2016). Figure 7 depicts four co-authorship clusters – green, blue, red and yellow.

5   RESEARCH AGENDA

This section identifies research gaps within the current body of literature and the proposal of new research avenues in the context of factors affecting visitors' participation in P2PA. This aim has been achieved by applying the TCCM framework, given by Paul and Rosado-Serrano (2019).

5.1   Theory development

Table 5: Theories used for research on factor affecting participation in P2PA

Theory Used in Research	#Studies	% Studies
Theory of Planned Behaviour (TPB)	10	8%
Prospect Theory	6	5%
Social exchange theory	6	5%
Push-Pull Mooring Model	5	4%
Trust Building Model	5	4%
Stimulus organism response theory	5	4%
Self-determination Theory	4	3%
Unified Theory of Acceptance and Use of Tech. (UTAUT)	4	3%
Means-end Chain Theory	4	3%
Theory of Reasoned Action	3	2%
Signalling Theory	3	2%
Other Theories Used[1]	46	36%
No Guiding Theory	55	43%

Note: (1) Other theories include Attribution Theory, Cohort theory, Attachment Theory, Consumer Socialization Theory, Grounded Theory, Signalling Theory, Value-based Adoption Model, Social Penetration Theory, AIDA Model, etc.

Table 5 presents the predominant theoretical frameworks employed in the examination of visitors' intention to use P2PA in various contexts. The frameworks elucidate the antecedents across cognitive, social, cultural, psychological and ethical levels, with the fundamental objective of explaining visitors' attitudes and behaviours. Out of the 127 research studies analysed, the theory of planned behaviour (TPB) was shown to be the most frequently employed theoretical framework. Multiple theories offer a more comprehensive understanding and therfore some studies have employed more than one theory to explain the endogenous variables better. For instance, TPB has been used with cultural dimensions theory, social exchange theory and prospect theory (Lee et al., 2021; Chatterjee et al., 2019; Mao & Lyu, 2017). Other than these push-pull mooring model, trust building model and stimulus organism response theory have been used in five studies, whereas self-determination theory, UTAUT, means end chain theory have been used in four studies each. There are fifty-five studies which have not used any underlying theory for developing their research model.

5.2   Context

An extensive review of scholarly articles pertaining to factors affecting visitors' participation in P2PA reveals that a lot of these studies were carried out in a broad context. The subsequent section presents a discussion on the platforms and country wise markets that have been studied in the context of P2PA.

5.2.1   Platform

There are various online websites offering listing opportunities to P2PA hosts such as Airbnb, VRBO, Xiaozhu, Homexchange, Couchsurfing, etc. In the internet era, these platforms serve as the backbone of P2PA industry by acting as an intermediary between supply and demand side. Thus it is very important to capture the studies which have investigated these specific platforms. When a company enjoys huge market share it becomes synonymous to the industry. Airbnb has been the most studied online P2PA platform with 81 articles examining the demand side of the platform (e.g.,

Guttentag et al., 2018; Furner et al., 2021; Godovykh, 2022; Kabadayi et al., 2021; Tajeddini et al., 2021; Amaro et al., 2018; So et al., 2018; Mao & Lyu, 2017; Purohit et al., 2022). Other than that we have Xiaozhu, China-based P2PA platform, which has been researched specifically in six studies (like Guo et al., 2019; Wang et al., 2019; Wu et al., 2017; Xu et al., 2020; Zhang et al., 2020). VRBO and Couchsurfing are two other platforms but they haven't been investigated in particular by many articles. A lot of research in P2PA has not been platform specific (Figure 8). These studies amount to 41 in number and they have generically studied the overall P2PA industry rather than a specific platform.

Figure 8: Number of studies by platform
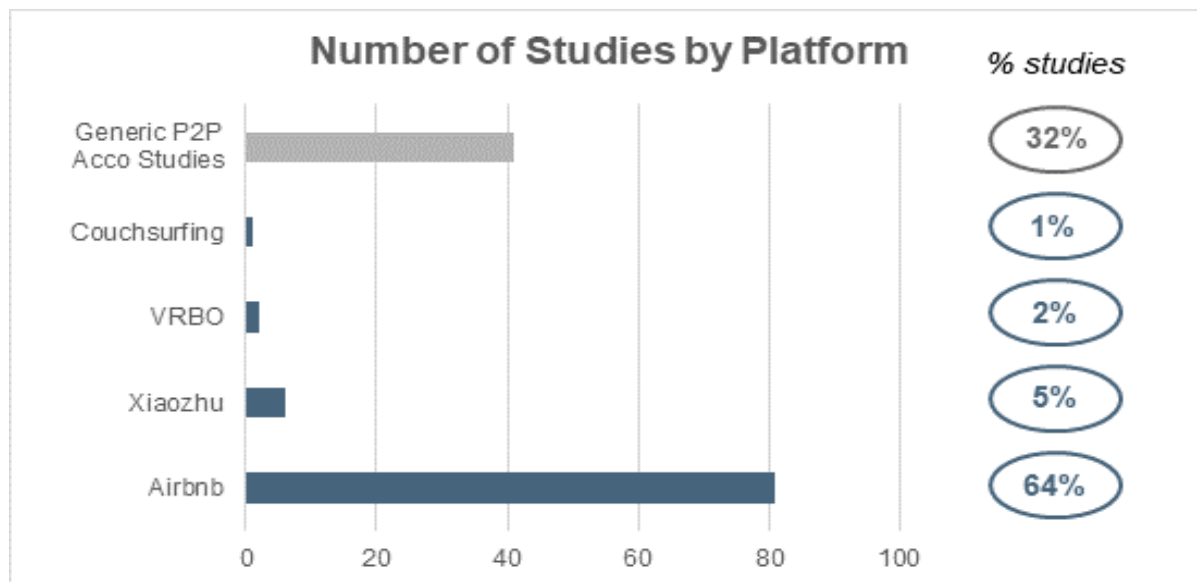
5.2.2   Country

Research conducted in P2PA has gained significant popularity among scholars in both Western and Asian nations. According to the data presented in Figure 9, among the 127 studies analyzed, United States market has the highest interest with 33 studies, followed by China with 27 studies, Europe with 19 studies, India and UK with 6 studies each, and South Korea with 5 studies. Several countries like Malaysia, Taiwan, Australia, Turkey, New Zealand, Vietnam, Canada have been explored in fewer than 5 studies.

Figure 9: Number of studies by country studied
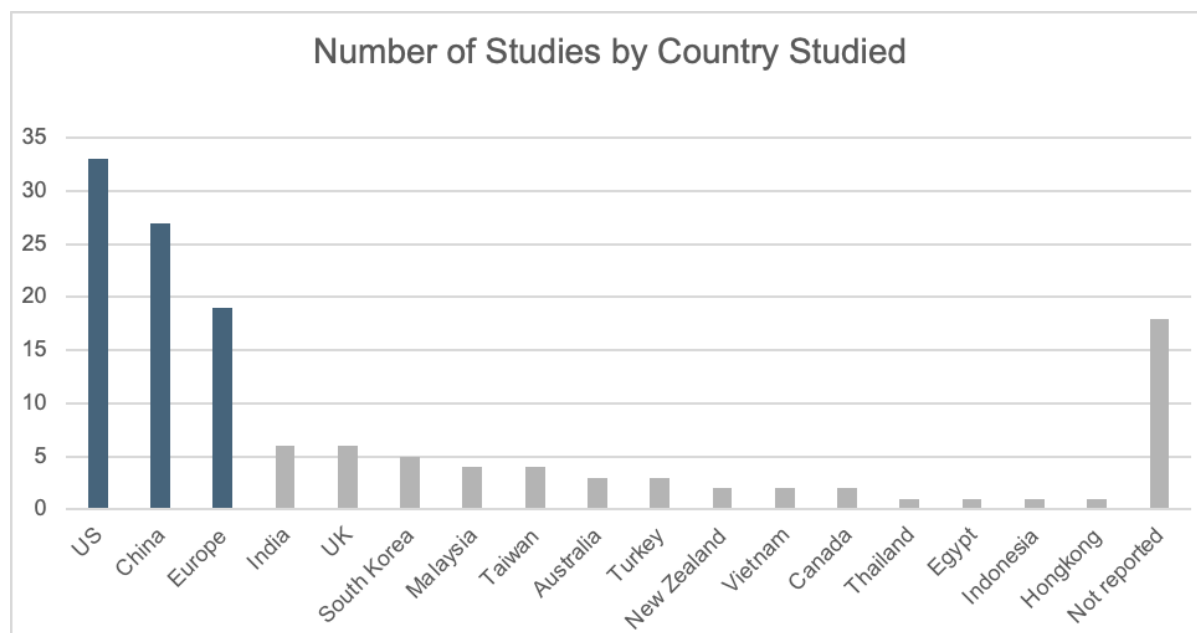
5.3   Characteristics

Numerous factors have been studied in different research works that potentially influence visitor's participation in P2PA. These factors will be examined herein as independent variables. The antecedents studied in the context of visitor's participation in P2PA have been divided into three distinct categories : enablers, barriers and platform related variables. The purpose is to provide a comprehensive analysis, guide the literature towards explaining visitor's intention to participate in P2PA and identify areas for further investigation from different categories.

5.3.1   Enablers

Table 6 shows the variables, which acts as key drivers, in the order of most researched to least researched variables. Economic benefit has been the most studied driving factor with relation to P2PA framework. Fifty-seven studies have examined economic benefits as key factor driving visitor's participation in P2PA. (e.g., Gupta et al., 2023, Young & Corsun, 2021; Oliveira et al., 2023, Ampountolas, 2018, Ofori et al., 2023 etc). Similarly other major enabling factors which have been studied widely includes home benefits, social interaction, utilitarian values, sustainability, authentic experiences, hedonic value and location benefit. Whereas factors such as trend affinity, community feeling and length of stay have been studied in less than 10% of the studies.

Table 6: List of enablers studied

Enabler	#Studies	% Studies
Economic Benefit	57	45%
Home Benefit	37	29%
Social Interaction	36	28%
Utilitarian Values	35	28%
Sustainability	27	21%
Authentic Experience	26	20%
Subjective Norm	22	17%
Hedonic Value	22	17%
Location Benefit	22	17%
Novelty/Unique Experience	19	15%
Trend Affinity	7	6%
Community Feeling	3	2%
Length of Stay	3	2%

5.3.2   Barriers

While looking at the factors affecting a particular phenomenon, it is important to not only look at the driving factors but also the factors that act as hindrance or barrier (Table 7). Trust plays a huge role in business models which revolve around human interactions and interpersonal relations. P2PA businesses thrive on their USP of social interactions between guest-host and between guests themselves. Since this is an unregulated sector lack of trust can significantly impact the adoption and performance of these platforms. Lack of trust, perceived risk, safety and privacy concerns have emerged as major barriers which are widely studied in the context of P2PA industry.

Table 7: List of barrier studied

Barrier	#Studies	% Studies
Trust	30	24%
Perceived Risk	22	17%
Safety/Privacy	13	10%
Unfamiliarity	8	6%

Effort	3	2%
Uncertainty	4	3%

5.3.3 Platform related

In the digitization era where tourists like to book everything related to their travel through virtual platforms, it is pertinent for P2PA to have their presence online. Since these small businesses are individual units hosting tourists it does not make sense for them to have their own website. So these P2P accommodations have a multitude of options to list their properties on online platforms like Airbnb, VRBO, Homexchange, etc. Some of these platforms have global operations. Thus platform related factors also have a bearing if tourists would book these properties or not (Table 8). Since these are standalone properties in unregulated sector, the potential customers usually look for the reviews/ratings given by previous visitors while booking a property. The information given about the host and property, reputation of the platform/website also impacts the visitor's intention to book a P2PA property. All these factors, if positive and as desired, significantly reduce the feeling of perceived risk and distrust in the system thus enhancing visitor's booking intention. Yan & Gong, 2023 studied uncertainty reduction factors such as online customer reviews, property description textual and visual impacting purchase intention. The study conducted in China on Airbnb indicated that online property reviews, textual descriptions, visual descriptions, and instant messaging on online platforms may effectively reduce uncertainties related to service dimensions of the property (Yan & Gong, 2023).

Table 8: List of platform related factors studied

Platform Related	#Studies	% Studies
Customer Reviews	33	26%
Information	22	17%
Platform/Website Features & Reputation	13	10%
Loyalty Program	1	1%

5.4 Methodology

5.4.1 Research Approach

The findings of our study indicate that utilisation of quantitative techniques is more prevalent compared to qualitative methods. A total of 116 quantitative research employed the primary data gathering approach. The majority of researchers gathered cross-sectional data pertaining to various age groups, income groups, gender, and educational backgrounds. Some researchers have shown a preference for young consumers (like Amaro et al., 2019; Fan et al., 2022) due to their high adoption rate of P2PA services.

5.4.2 Analytical Methods

The examination of 127 research articles reveals that, in accordance with their respective objectives and as per the suitability for the type of data, several methodologies and approaches have been employed (Table 9). Structural equation modeling (SEM) was most commonly used statistical technique as it is suitable for multivariate and multilevel path analysis of complex models. 75 studies employed either CB-SEM or PLS-SEM using Amos and SmartPLS software, respectively. Regression techniques such as linear, multiple regression were most commonly used, while hierarchical regression was also employed to determine mediation & moderator effects in some studies. Analysis of variance (ANOVA) was utilised to evaluate the difference in various demographic segments (e.g., Guttentag et al., 2017; Del Chiappa et al., 2021; Pino et al., 2020). Either exploratory factor analysis or confirmatory factor analysis were a part of majority of studies. Several other analytical techniques were employed such as chi-square, descriptive analysis, process macro, multi-group analysis etc. according to the research objectives of various studies.

Table 9: Most used research methodologies

Research Methodology	#Studies	%Studies
Structural equation modelling (SEM)	75	59%
Factor analysis[1]	32	25%

Regression analysis[2]	28	22%
Descriptive analysis	15	12%
ANOVA[3]	18	14%
Qualitative analysis	11	9%
Others[4]	18	14%

Note: (1) Includes Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA)

(2) Includes multiple regression analysis, linear regression analysis, discriminant analysis and hierarchical regression analysis

(3) Includes MANOVA and ANCOVA

(4) Other methodologies include Process Macro, Correlation, Multi-group analysis, Logit modelling, LDA modelling, General Linear Model, Propensity Score Matching

6   FUTURE RESEARCH DIRECTIONS

This section discusses the potential avenues for future research. The following table gives area-wise suggestions for further studies on the basis of gaps identified in the past studies.

Table 10: Suggestions for future research by area

Area	Suggestions
Theory/Framework	Several underpinning theories like theory of planned behaviour, prospect theory, social exchange theory etc., have been used to explain consumer's purchase intention with respect to P2PA in the past studies. But the use of these well-established theories have been far and few. With the limited use of existing theories it seems like researchers are exploring frameworks that have the power to significantly explain the endogenous variables. Also, more than 40% of the studies have not used any guiding theory for the research. This leaves a gap to develop new framework or a fresh theory which can effectively capture consumer behaviour towards P2PA.
Platform	Future research concerning P2PA needs to be conducted in different contexts with respect to platforms and countries. There is a great scope of research in online mediating P2PA platforms such as VRBO, Couchsurfing, Lohonostays, Homexchange etc. Only Airbnb has been studied in various different countries whereas these other platforms are underexplored but growing in demand.
Segmentation	There is a need to perform segmentation analysis on the basis of behavioural characteristics, socio-demographics of the visitors such as age, lifecycle stage which has been conducted only in a handful of studies like Mahadevan, 2018 and Guttentag et al., 2018. Mahadevan, 2018 has studied and explained how tourists' motivations to use P2PA differ across generational cohorts and between genders. The motivations might also differ depending on the tourists' previous experience with P2PA. Segmentation of tourists can also be created on the basis of characteristics of the trip (Menor-Campos et al., 2019) like the length of the trip and travel group size. This will help the companies in leveraging different customer profiles by devising suitable and specific targeting strategies.
Countries	The most researched countries in the context of P2PA are the United States, China & some European nations. But P2P accommodations have grown significantly in many other countries like India, Malaysia, Korea, Taiwan, Turkey leaving a huge room to explore this business model in these emerging economies.

Factors	Antecedents related to enablers have been studied thoroughly. But there is a further need to examine the barriers and platform related factors in different settings. Future researchers have the opportunity to conduct empirical investigations on the impact of understudied factors that have received less attention in previous studies.
Methodology	The research methodologies employed in studying P2P accommodations are predominantly quantitative in nature, encompassing techniques such as structural equation modeling (SEM), factor analysis and regression analysis. Very few studies have used qualitative analysis like Huang et al., 2020; Pung et al., 2022, Li et al., 2022. It is recommended to employ qualitative research techniques, such as pure or mixed-method study designs, in order to gain a more comprehensive understanding of visitor's intention towards P2PA. A potential avenue for future studies is the development of a scale through the utilisation of Exploratory Factor Analysis and Confirmatory Factor Analysis.
Product-type	P2PA industry offers different product types, e.g., properties that are shared with hosts or other guests and private properties. Also, the properties range from cheaper options like homestays to luxury private villas. This demands a need to investigate visitors' motivations with respect to the type of properties available.
Keywords	The keyword evolution over years has shown sustainability and trust garnering academic attention recently. These concepts are very relevant in P2PA industry as lack of trust has been identified as major barrier and the P2PA platforms should see how can they build up customers' trust and reduce their fear of uncertainty and negative experiences. Investigation of sustainable consumption and pro-environment behaviour have picked up in various industries in last few years and tourism is no different. Thus future researchers can focus on P2PA against the backdrop of sustainable tourism.

CONLUSION

P2P accommodation research is booming, with Airbnb as a significant focus for tourism academics. P2PA research focuses on the provision of economic benefits, home benefits, authentic local experiences, sustainability issues and social interactions. Trust, risk, safety & privacy concern are the key impediments to consumer adoption of P2PA platforms. Even though the demand for P2P accommodations in tourism is increasing, the industry is facing hindrance in the growth due to the factors such as privacy, safety concerns and lack of familiarity with the system (Tiamiyu et al., 2022 ; Huang et al., 2019). Since this is an unregulated sector a lot of users shy away from experiencing-the-unknown and opt for the hotels instead. This is especially prevalent in the developing economies like India where people don't place their trust in strangers easily and are risk-averse. Thus it is important that more studies investigate the barriers of this industry and suggest how to alleviate them.

From geographical standpoint, most researched countries are the United States & China leaving room for other regions to be explored. In terms of the technique used, the majority of the publications employed quantitative methods like SEM and regression analysis; yet, none of the studies used longitudinal data. Furthermore, more qualitative research utilizing focus groups and interviews are required to comprehend the particular dynamics of the P2PA industry. Almost half of the publications were not theory-based thus showing an opportunity to build fresh theories and enhance existing theories in order to explain the distinctive characteristics of P2P accommodations.

There are several limitations in this study. First, only two indexing databases, Scopus and Web of Science, were used in retrieving the dataset. Adding more databases might broaden the dataset and bring in deeper insights. Second, the factors studied could be categorized in a different manner e.g., cultural, personal, social, ethical factors. That would help future researchers gain a fresh understanding and perspective. It will also help in the development of new framework specifically for P2PA industry.

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