A greener way to stay: The role of perceived sustainability in generating loyalty to Airbnb

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Abstract

The sustainability potential of peer-to-peer (P2P) accommodation sharing will not be fully achieved until sustainability is fully understood as a motivating force. This study examines the influence of perceived sustainability and familiarity on loyalty intentions with platform trust and satisfaction as mediators and age as a moderator. An online survey with 507 UK Airbnb users found that perceived sustainability and familiarity are effective drivers of consumers' loyalty in relation to Airbnb, alongside the mediators of platform trust and satisfaction. In addition, the effect of perceived sustainability on platform trust is greater among younger users, which feeds further to satisfaction and consequently loyalty. This timely study adopts an integrative approach which recognises the interplay of sustainability, familiarity, trust and satisfaction in predicting loyalty intentions for P2P accommodation. This can, in turn, help to unlock the potential of P2P accommodation to deliver more sustainable outcomes for people, places and the planet.

Keywords: Sustainability, Familiarity, Platform Trust, Sharing Economy, Airbnb, P2P Accommodation

Article Classification: Research Paper

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1. Introduction

The sharing economy (SE) has brought profound changes to the tourism and hospitality sector, particularly through the development of paid online peer-to-peer (P2P) accommodation platforms (Lee and Kim, 2018; Park and Tussyadiah, 2019). Airbnb represents a major player in the accommodation sector with 4 million hosts and over 1 billion guest arrivals (Airbnb, 2021). Its annual revenue grew continuously from US$0.4 billion in 2014 to US$5.99 billion in 2021 (Statista, 2022).

Travellers are, meanwhile, becoming increasingly concerned about environmental issues, aiming to reduce their travel carbon footprint (Gupta et al., 2019; Guttentag et al., 2018; Tussyadiah, 2016). For example, 81% of global travellers intend to choose sustainable accommodation in the upcoming year (Booking.com, 2021). In the UK, nearly half of all Airbnb users consider climate change an important issue to be addressed (Statista, 2022). Recently, Airbnb has committed to becoming a 'net zero' company by 2030, which includes educating and encouraging hosts to embed sustainable practices, such as switching to renewables to reduce the carbon footprint of stays (Airbnb, 2021).

Environmental issues have also received heightened attention by academics with several studies exploring customers' motivations and decision-making processes in choosing green hotels (e.g. Han et al., 2011; Martinez, 2015; Wang et al., 2018). These studies have consistently found that green image (i.e., consumers' perception of a hotel's commitment to sustainability) significantly affects loyalty intentions via green trust and satisfaction.

However, in the context of P2P accommodation, research on the motivators remains fragmented, focusing on prominent factors such as satisfaction (Tussyadiah, 2016), loyalty (e.g. Lee and Kim, 2018), and trust (e.g. Mao et al., 2020; Park and Tussyadiah, 2019). More recently, the emphasis has shifted to customer perceived value, including price, quality, self-gratification and social aspects (So et al., 2022; Tajeddini et al., 2022). Although green consumption behaviours play an even more important role in the SE (Hamari et al., 2016), the underlying mechanisms shaping the demand for Airbnb accommodation from a sustainability perspective are not well understood (Dolnicar, 2019; Gössling and Hall, 2019; Kuhzady et al., 2020).

This lack of attention paid to sustainability in the SE context is considered perplexing (Frenken, 2017), particularly given that many of its early supporters were proponents of the

alternative economy: a paradigm that adopts achieving a sustainability transition as a guiding principle. "The sharing economy can [be] considered, at least potentially, [to be] contributing to a sustainability transition" (Frenken, 2017, p.1), as the use of assets that would otherwise be lying idle (Curtis and Mont, 2020) should result in less resource and energy consumption, fewer pollution emissions and less waste (Gössling and Hall, 2019; Hamari et al., 2016; Mi and Coffman, 2019). A recent bibliometric analysis reveals that despite the phenomenal growth of articles and citations on sustainability in tourism and hospitality between 1994-2020, a comprehensive understanding of the relationship is still lacking and its effects is yet to be established (Molina-Collado et al., 2022). Molina-Collado et al. (2022, p.3048) critiqued the misinterpretation of sustainability in hospitality and tourism and stated that "[s]ustainability, therefore, must be understood as a key way forward for the differentiation of tourism businesses and the improvement of competitiveness towards more intelligent and responsible tourism."

With sharing having such deep conceptual roots in sustainability thinking, it is surprising that so few SE studies have examined sustainability as a potential motivating force. Perhaps even more surprising is the observation that those studies that did include sustainability tended to find it not to be an effective driver of sharing. One reason could be that the limited number of studies in P2P accommodation have examined sustainability alongside other motivators such as trust, economic benefits, enjoyment, etc. (Hamari et al., 2016; Sung et al., 2018; Tripp et al., 2022; Tussyadiah, 2016). Whilst sustainability concerns may be an important initial determinant when considering P2P accommodation, these concerns might be 'crowded-out' by other factors such as value-for-money or reputation (Shin et al., 2020).

Furthermore, previous studies examining sustainability as an antecedent centred on satisfaction or attitude as key factors of loyalty intentions in P2P accommodation (e.g. Hamari et al., 2016; Jiang et al., 2022; Shin et al., 2020; Tussyadiah, 2016; Ye et al., 2021). Recently, researchers proposed the use of trust-centred theoretical frameworks to explain Airbnb continuance intention (e.g. Li and Tsai, 2022; Yang et al., 2019; Ye et al., 2021). Trust-based frameworks (i.e., trust in the platform as a mediator) could complement traditional satisfaction-based models to provide a more comprehensive approach (Ye et al., 2021).

The current research adopts the self-determination theory (SDT) as an overarching framework (Deci and Ryan, 1985). The SDT considers consumers' motivations as a key driver of loyalty and is frequently applied in P2P accommodation research (Hamari et al., 2016; Kuhzady et al., 2020; Tripp et al., 2022; Tussyadiah, 2016). This study explores how sustainability perceptions of P2P accommodation influence loyalty intentions via platform trust

and satisfaction. By doing so, we also respond to Tripp et al.'s (2022, p.17) call for research to examine "how motivation and trust constructs complement each other" in the context of SE.

Moreover, existing studies have indicated that young consumers are more concerned about environmental issues and willing to engage in green (P2P) accommodation (Agag, 2019; Han et al., 2011; Li and Wen, 2019). However, the extent to which age might influence the importance of sustainability perceptions as a driver for P2P accommodation has been mostly overlooked in the literature, in particular it is unknown how age moderates the relationship between sustainability perceptions, satisfaction and platform trust.

This study thus adopts an integrative approach to understanding the interplay of sustainability, familiarity, platform trust and satisfaction in determining loyalty intentions. It also examines how these relationships vary by users' age. We contribute to the literature by developing an improved understanding of the role of sustainability in consumer choice with respect to P2P accommodation. This can, in turn, help to unlock the potential of P2P accommodation to deliver more sustainable outcomes for people, places and the planet.

2. Literature Review

2.1. Sustainability Impacts of P2P Accommodation Sharing

The introduction of P2P platforms has fundamentally transformed the dynamics of the tourism accommodation sector (Kuhzady et al., 2020; Zhu et al., 2017). This has stimulated much academic research, which has mostly focused on the complex issues relating to motivations and barriers, building trust in market exchange, and competition between the SE and the traditional economy (Dolnicar, 2019; Möhlmann, 2015; Tajeddini et al., 2022). Despite scholarly endeavours in identifying the effective determinants of P2P usage, the list of factors is diverse and no clear consensus has emerged (Barari et al., 2022).

In their recent meta-analysis of 192 studies, Barari et al. (2022) put forward a multilevel network for the SE considering three levels: micro (consumers and service providers), meso (platforms) and macro (e.g. cultural values). Their analysis found, that in addition to utilitarian and hedonic motivators, social and environmental values may have significant positive effects on trust and satisfaction.

However, work examining sustainability as a motivation for using P2P accommodation is rather limited (Gössling and Hall, 2019; Hossain, 2020; Kuhzady et al., 2020). Dolnicar's (2019) review of 122 academic articles concluded that while the social aspects of online P2P accommodation platforms have occasionally been studied, discussion of the environmental

aspects remains largely absent. The lack of research into the role of sustainability as a motivator to use P2P accommodation is remarkable given that the rationale for P2P sharing has often been framed in such terms (Palgan et al., 2017).

In the case of accommodation sharing, the potential benefits were considered to come mainly from reduced energy use, with small private homes often being more energy efficient than larger commercial buildings (Airbnb, 2017; Cheng et al., 2020; Skjelvik et al., 2017). According to Cheng et al. (2020), the carbon footprint (CF) of Airbnb accommodation and booking services ranges from 7.27 to 9.39kg CO_2-e per room per night in the Greater Sydney region. Whilst this CF is significantly lower than the emissions per room per night for traditional hotels which range between 23.17 and 34.32kg CO_2-e, it does not include the emissions related to the induced consumption of Airbnb hosts generated by the additional income (Cheng et al., 2020). Thus, whilst it is debatable whether P2P accommodation sharing overall leads to a significant reduction in CF, travellers still consider Airbnb as a sustainable alternative to traditional hotels (Airbnb, 2021).

It is also possible that the growth of the accommodation-sharing economy may forestall the need to build new hotels to meet growing demand, and hence avoid the environmental impacts associated with construction. However, such gains might be largely offset by so-called 'rebound effects', such as the additional transport impacts associated with the additional journeys made by people who can now afford to take trips due to the lower cost of P2P accommodation (Eckhardt et al., 2019).

It is important to note, however, that the studies exploring the relationship between P2P accommodation and sustainability have focused mainly on attempting to measure the sustainability impacts of the activity. This is not the same as examining the perception of sustainability in motivating participation in P2P accommodation. Indeed, a guest's desire to be more sustainable through their choice of accommodation style may be strong, even if the outcome in terms of generating positive sustainability impacts might be relatively weak. If such impacts are achieved at scale, as may well be the case given the rising popularity of P2P accommodation platforms such as Airbnb, their significance may be substantial.

2.2. Sustainability as a Motivation for P2P Accommodation Sharing

The literature presents conflicting findings regarding sustainability as a motivator for renting P2P accommodation (Hossain, 2020; Ye et al., 2021). In addition, P2P sharing is likely to have both positive and negative sustainability impacts (Gössling and Hall, 2019). It would be plausible that some people may be more motivated to choose P2P accommodation for its

sustainability credentials because they consider such impacts to be positive and important (e.g. Dann et al., 2019; Guttentag et al., 2018). Others, meanwhile, may be less motivated by the sustainability credentials, or perhaps even hold the belief that P2P accommodation is antagonistic to sustainable development.

Our overarching theoretical framework is based on the SDT (Deci and Ryan, 1985) According to the SDT, individuals' behaviours can be directed by intrinsic and extrinsic motivation (Ryan and Deci, 2000). The former explains how individuals are energised, from within, due to interest, inner pleasure and satisfaction, e.g., with regard to making more sustainable consumption choices. The latter is associated by external factors, such as economic benefits. Earlier work (Hamari et al., 2016) found that extrinsic motivations more strongly influence consumers' participation in the SE than intrinsic motivations.

More recent evidence suggests, however, that intrinsic motivations are becoming more important as drivers to explain SE behaviours (e.g. Balaji et al., 2022; Li and Wen, 2019; Ye et al., 2021). Ye et al. (2021), for example, reported a positive indirect effect of perceived enjoyment on reuse intention through satisfaction in P2P accommodations. Sung et al. (2018) found that Airbnb users in South Korea sought factors such as enjoyment, enhanced opportunities and the diversity offered by the platform, but were not influenced by sustainability as a rationale.

In contrast, Li and Tsai (2022) found that environmental benefits had the largest significant effect on consumers' trust in Airbnb, whilst economic benefits did not influence trusting beliefs. This suggests that even though some consumers might be aware of the sustainability credentials of P2P accommodation sharing, these are not yet effectively driving their decision-making directly. It is possible that users have not sufficiently internalised the sustainability credentials of P2P sharing to transfer awareness to actual behaviour (Hamari et al., 2016). Thus, examining environmental aspects of sustainability from the micro perspective remains as valid goal (Balaji et al., 2022).

In summary, the literature review suggests that there is presently little agreement about how sustainability may serve as a motivation for the use of P2P accommodation. This remains a gap in the literature that this paper intends to fill. In this study we explore the role of the intrinsic motivator – sustainability perceptions of Airbnb – in building trust in the platform, leading to satisfaction with their stay and consequently leading to loyalty intentions. Similar frameworks examined the role of green image, trust, satisfaction on loyalty in the context of green hotels (e.g. Martinez, 2015; Wang et al., 2018). Applications in the context of P2P accommodation, however, remain strictly limited.

3. Hypotheses Development

3.1. Perceived Sustainability

Dann et al.'s (2019) review of 118 research papers suggests that sustainability is frequently theorised as a motivation for using Airbnb. However, empirical studies show conflicting findings. Hamari et al. (2016) found that perceived sustainability significantly influenced attitude but not behavioural intention, even though a small indirect effect through attitude was found. Shin et al.'s (2020) meta-analysis, meanwhile, found a small effect of sustainability on satisfaction but no direct significant effect on loyalty. Sustainability had a direct effect on satisfaction and indirectly influenced return intention through satisfaction for users of a Chinese domestic P2P platform (Ye et al., 2021). However, the effect of sustainability on satisfaction for Airbnb users was not confirmed. This could possibly be explained by the relative unfamiliarity with Airbnb in comparison to the Chinese domestic platforms (Ye et al., 2021). However, in the context of hotels, previous studies have consistently identified a significant link from green image to trust, satisfaction and consequently loyalty intentions (e.g. Martinez, 2015; Wang et al., 2018).

Möhlmann (2015), meanwhile, found no significant effect from environmental benefits either on satisfaction or re-use intentions. Tussyadiah (2016) also found that among those who stayed in entire homes/apartments, sustainability did not have a significant impact on satisfaction or their future intention of using P2P accommodation.

Despite these conflicting findings, there is some tentative evidence to support a positive link between sustainability perceptions of P2P accommodation and satisfaction/loyalty intentions. Thus, the following hypotheses are proposed:

H1. Perceived sustainability has a significant positive effect on satisfaction.

H2. Perceived sustainability has a significant positive effect on loyalty.

3.2. Trust in Platform

In the P2P accommodation sharing context, trust can be viewed as an essential pre-requisite for exchange because of the potential risks involved (Ert et al., 2016; Yang et al., 2019), when unknown individuals (e.g. hosts/guests) and/or entities (e.g. Airbnb as an intermediary platform) interact (Park and Tussyadiah, 2019).

Both consumers and hosts will need to assess the levels of trust in the SE platform to effectively facilitate the process of exchange (Li and Wang, 2020). If trust in the platform is sufficient, a trusting belief can be transferred to the host (Stewart, 2003). Following trust transfer

theory (Stewart, 2003) and its previous explanatory efficacy in P2P accommodation sharing research (e.g. Park and Tussyadiah, 2019), the present paper holds that trust in the platform is a prime judgement in using Airbnb, which feeds to interpersonal trust. The former occurs at the institutional level (e.g. Airbnb as an intermediary) and can be affected by factors such as familiarity with the intermediary, the platform's reputation, assurances and information quality (Mao et al., 2020). Interpersonal trust (such as trust in host) is embedded in institutional trust which helps building structural assurance by strengthening underpinning norms, rules, principles, policies, or procedures.

The literature investigating sustainability perceptions and trust in SE contexts remains relatively limited (Hawlitschek et al., 2018; Tripp et al., 2022). In the context of hotels, Gupta et al. (2019) found a strong relationship between perceived green service encounters (e.g., low-energy lighting, recycling bins) and trust. A recent study of Airbnb consumers found that environmental benefits positively affect their trusting beliefs in the platform (Li and Tsai, 2022). When consumers believe in Airbnb's environmental claims, they are more likely to place high trust in the platform. This implies some degree of 'transference', which is in line with previous work suggesting a positive effect of green image/green service encounters on trust in the context of green hotels (Gupta et al., 2019; Martinez, 2015; Wang et al., 2018).

Previous work often shows that both trust and motivations are important determinants of the SE growth (Tripp et al., 2022). Despite the complementary connection between trust and motivations within SE contexts, they are often studied in isolation. Tripp et al. (2022) advocate for a combined model, arguing that motivations involve assessment of a SE service's benefits (e.g. through sustainability), whilst trust relates to how others behave in a vulnerable situation. The proposed combined model appears to be superior to examining the constructs individually. Hawlitschek et al. (2018) also include sustainability and trust to develop a comprehensive model of consumer motivations for P2P sharing activities. Both sustainability and trust were found key drivers of sharing activities, including the sharing of apartments, cars, rides, and so on. However, the sharing activities are not specific to particular platforms (e.g., Airbnb), which the current study attempts to address.

Studying the interplay between sustainability (as a motivation) and trust thus has merit, in advancing the limited evidence found previously (Hawlitschek et al., 2018; Li and Tsai, 2022; Tripp et al., 2022). The present research begins to address this call by assessing the link from sustainability to trust. Given the above, it is therefore hypothesised that:

H3. Perceived sustainability has a significant positive effect on trust in platform.

3.5. Familiarity

Familiarity is a precondition for trust (Gefen, 2000) and relates to an individual's record of interactions with a particular entity (Mao and Lyu, 2017). As such, familiarity can be primarily platform-based as the consumer builds up their experience, confidence and knowledge when using the platform. Familiarity reflects the extent to which a consumer comprehends the platform's interface and procedures, e.g. knowing how to use the platform for accommodation booking. In P2P sharing contexts, Möhlmann (2015) argues that trust cannot exist in an unfamiliar environment and thus increased familiarity builds trust in a cumulative manner.

Previous research consistently indicates support for a positive relationship between familiarity, satisfaction and P2P accommodation loyalty (Mao and Lyu, 2017; Möhlmann, 2015; Shin et al., 2020; Yang et al., 2019). As consumers become more familiar with the mode of exchange, they are more likely to trust the process and use it preferentially (Mao and Lyu, 2017), thus reducing transaction costs (Möhlmann, 2015). Yang et al. (2019) report that familiarity has a significant indirect positive influence on consumers' continuous intention to use Airbnb via trust in the host and subsequent attachment to Airbnb. Given the above considerations, the following hypotheses are put forward:

H4. Familiarity has a significant positive effect on platform trust.

H5. Familiarity has a significant positive effect on satisfaction.

H6. Familiarity has a significant positive effect on loyalty.

3.7. Satisfaction and Loyalty

In our study context, satisfaction can be defined as "the post-consumption evaluation of P2P accommodation service that draws overall responses to the P2P accommodation experience" (Shin et al., 2020, p. 3). Trust can thus be seen as an antecedent of satisfaction with their current or most-recent stay (Möhlmann, 2015).

Previous studies have sought to explain loyalty intentions using various measures of trust (e.g. Liang et al., 2018; Shin et al., 2020). However, the findings are inconsistent. For example, Dann et al. (2019) argue that trust can be an important variable not only in consumers' choice of P2P accommodation for the first time but also in developing loyalty to that mode of exchange. Yang et al. (2019) found that consumers intention to reuse Airbnb was related to trust in the platform, mediated through attachment to the platform. Similarly, Kim and Kim (2020) reported a positive effect of trust in the platform on loyalty intentions. Kim (2019) found that both trust and satisfaction had a significant positive impact upon loyalty, but did not test the link between trust and satisfaction. Shin et al. (2020), meanwhile, found that trust had a significant positive

311 impact of satisfaction but not on loyalty. Möhlmann's (2015) study reached a similar conclusion.
312 Thus, the following hypotheses are proposed:
313 H7. Trust in the platform has a significant positive effect on satisfaction.
314 H8. Trust in the platform has a significant positive effect on loyalty.
315
316 The relationship between satisfaction and loyalty intentions has been frequently examined
317 in P2P accommodation research. For example, studies show that satisfaction is a significant
318 positive determinant of future intentions (Kim, 2019; Lee and Kim, 2018; Möhlmann, 2015; Shin
319 et al., 2020; Tussyadiah, 2016). Future intention usually includes the intention to provide positive
320 word-of-mouth (WOM) and/or the intention to reuse the platform in the future (Li et al., 2021;
321 Priporas et al., 2017). Both are thought to be particularly important in the tourism and hospitality
322 sector, and the strong link between loyalty and profitability is well-recognised (Priporas et al.,
323 2017). Given the findings noted above, the following hypothesis is proposed:
324 H9. Satisfaction has a significant positive effect on loyalty.
325
326 *3.9. Indirect Effects*
327 The development of the hypotheses so far indicates a complex picture based on inconsistent
328 findings in the context of P2P accommodation. The foregoing literature does not tend to specify
329 particular indirect or mediating effects that should be investigated to more fully explain the
330 relationships involved (e.g. Möhlmann, 2015; Tussyadiah, 2016; Ye et al., 2021). This lack of
331 clarity can mask the understanding of how these key constructs affect consumers. To address
332 this, the current paper examines the mediating effects of platform trust and satisfaction, followed
333 by testing the sequential mediation effects of them to loyalty. The following hypotheses are
334 adopted:
335 H10. Perceived sustainability has a positive indirect effect on loyalty via (a) platform trust,
336 (b) satisfaction and (c) platform trust and satisfaction.
337 H11. Familiarity has a positive indirect effect on loyalty via (a) platform trust, (b) satisfaction
338 and (c) platform trust and satisfaction.
339
340 *3.10. Moderating Effects of Age*
341 Airbnb more broadly appeals to younger generation (Amaro et al., 2019). Younger, more
342 liberal and highly-educated consumers are more likely to embrace pro-environmental or
343 sustainable consumption (White et al., 2019), as well as P2P-SE platforms such as second-hand
344 clothing (Styvén and Mariani, 2020). In the context of green hotels, age has been found to

moderate the relationship between green image, trust, satisfaction and WOM intentions (Wang et al., 2018). The authors discovered stronger effects of green image on green satisfaction and green trust for Millennials in contrast to non-Millennials. Dimara et al. (2017) found that younger hotel guests were more willing to pay extra for towel reuse programmes.

Likewise, within P2P accommodation contexts, there is evidence indicating that younger generations appear to be more concerned about sustainability issues, choose sustainable brands, practices, and willing to engage in green (P2P) accommodation (e.g. Agag, 2019; First Insight, 2021; Han et al., 2011; Li and Wen, 2019). Agag (2019) found that age moderates the relationship between attitudes and intentions to use green P2P accommodation with a higher impact for younger guests. In addition, Del Chiappa et al. (2021) and Mahadevan (2018) found that the SE philosophy, i.e., benefits associated with collaborative consumption such as ecological and social aspects were more important for younger travellers and the effect on satisfaction was also stronger for the younger generations.

Extending this view to the current research, the focus on age as a moderator enables us to develop a more in-depth understanding to provide guidance on how to encourage Airbnb guests to engage more sustainable accommodation bookings. The extent to which age might influence the importance of sustainability perceptions as a driver for P2P accommodation has been mostly overlooked in the literature. It is less clear how age exactly moderates the relationship between sustainability perceptions, satisfaction and platform trust. Given the consistent expectation that young generations are more motivated to choose P2P accommodation based on ecological factors (Agag, 2019; Li and Wen, 2019) or sustainability more broadly (White et al., 2019), it is reasonable to anticipate a negative moderation effect:

H12. Age negatively moderates the positive effect of perceived sustainability on platform trust.

H13. Age negatively moderates the positive effect of perceived sustainability on satisfaction.

H14. Age negatively moderates the positive effect of perceived sustainability on loyalty.

Figure 1 displays the hypothesised relationships.

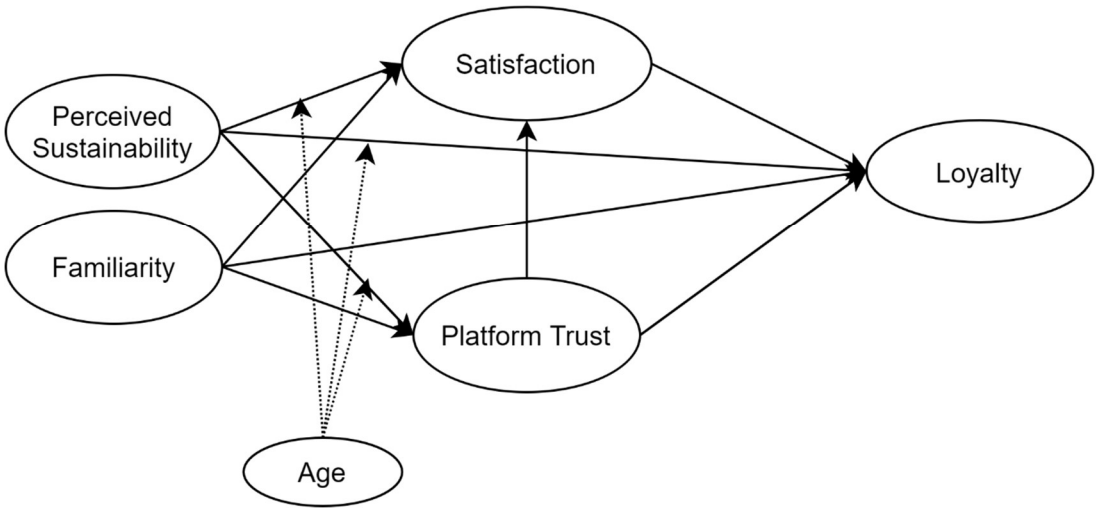

Figure 1: Conceptual Model

4. Methods

4.1. Sample and Data Collection

Data were collected via an online survey hosted by a market research company (Dynata). Quota sampling was employed to obtain a gender-balanced sample of qualified customers (i.e., individuals over 18-year-old, living in the UK, stayed in Airbnb accommodation at least once in the past 12 months). Respondents who failed to meet the criteria were eliminated from the sample. Dynata distributed the survey to their panel members in late March 2020 and the required number of completions was reached within seven days. Respondent authentication and data-quality checks (e.g., missing values, speeders, 'straight-line' responses, attention-check questions) were undertaken. All ineligible data were excluded from the subsequent analysis. The final sample consisted of 507 completed responses. Table 1 shows the sample profile.

Table 1. Sample Profile

Characteristics		Frequency	%
Gender	Male	254	50.1
	Female	253	49.9
Age[1]	18-24	40	7.9
	25-34	99	19.5
	35-44	101	19.9
	45-54	83	16.4
	55-64	103	20.3
	65+	81	16.0
Education	Secondary school or less	85	16.8
	College of further education	112	22.1
	College of higher education/University bachelor's degree	207	40.8
	Master's degree or higher	103	20.3
Annual household income before tax	Under £20,000	54	10.7
	£20,000 - £39,999	162	32.0
	£40,000 - £59,999	119	23.5
	£60,000 - £79,999	60	11.8
	£80,000 or above	91	18.0
	Prefer not to answer	21	4.1
Type of Airbnb accommodations	Entire property	348	68.6
	Private room(s) for self/family	156	30.8
	Room shared with other people	3	0.6

Note: [1]Ranged from 18-79; recoded into 6 groups for presentation purpose.

4.2.Measures and Analyses Methods

Scales measuring the hypothesised determinants to Airbnb satisfaction and loyalty were derived from previous studies. Trust in platform was measured by six items (Yang et al., 2019). Familiarity was operationalised using four items (Bhattacherjee, 2002; Möhlmann, 2021). Perceived sustainability consisted of four items adopted from Tussyadiah (2016). Four items on satisfaction with Airbnb were adopted (Tussyadiah, 2016) whilst loyalty consisted of six items relating to repurchase intention and WOM recommendations (Maxham and Netemeyer, 2002) (see Appendix).

Confirmatory factor analysis (CFA) using AMOS 25 was conducted to assess scale reliability and validity. The hypothesised direct and indirect effects were tested with a serial mediator model using Hayes' Process Syntax v3.5 in SPSS (Model 6, 10,000 bootstrap samples), whilst the moderated mediation was tested with Model 85 (Hayes, 2018), both employing bias-corrected 95% confidence intervals. The PROCESS macro estimates both mediation and interaction effects with bootstrapping samples that can increase a model's predictive validity and does not require normality assumptions. Furthermore, it enables the estimation of the direct and

indirect effects at various values of the moderating variable (Hayes, 2018). Several studies recently published in this journal have used a similar approach to test mediation and moderation (e.g. Balaji et al., 2022; Chen and Eyoun, 2021; Wei et al., 2021). Mean scores for each construct were used as input for the PROCESS models.

5. Results

5.1. Scale Evaluations

The goodness-of-fit indicators of the CFA measurement model were within the recommended ranges demonstrating that the model fits the data well (χ^2 is 651.1, p<.000, χ^2/df=2.987, CFI =.953, TLI =.945, SRMR=.052, RMSEA =.063). Composite reliabilities (CR) were above .7 for all constructs confirming adequate reliability. Estimated factor loadings were significant (p<.001) for all indicators (Anderson and Gerbing, 1988) and the average variance extracted (AVE) scores were above .5, supporting convergent validity. The square root of all AVE scores exceeded their corresponding inter-construct correlation estimates confirming discriminant validity (Fornell and Larcker, 1981) (see Table 2). As the data for this study was derived from one single source, common method bias (CMB) could arise. The following procedural techniques were applied to address this: randomised order of scale items, separation of predictor and criterion items, variation of scales and response labels (Podsakoff et al., 2012). In addition, Harman's one-factor test showed that a single factor accounted for 32.76% of variance which is below the threshold of 50%, demonstrating that one factor would not adequately represent the data (Podsakoff et al., 2003). Only high levels of common method variance potentially cofound actual relationships (Fuller et al., 2016). Thus, the above suggests that CMB is not a serious concern in this study.

Table 2. Means, Reliability, Correlations and Discriminant Validity of the Constructs

Construct	Mean (SD)	AVE	CR	Sust	Fam	Sat	Trust	Loy
Sust	4.82 (1.20)	.705	.905	**.840**				
Fam	5.63 (1.12)	.740	.919	.341	**.860**			
Sat	4.04 (.70)	.641	.877	.350	.446	**.801**		
Trust	5.09 (.98)	.605	.901	.634	.480	.641	**.778**	
Loy	5.46 (1.14)	.714	.926	.559	.550	.776	.766	**.845**

Note: Square root of AVE scores in the diagonal. (Sust=Perceived Sustainability; Fam=Familiarity; Sat=Satisfaction; Trust = Platform Trust; Loy=Loyalty)

5.2. Testing of Hypothesised Relationships

Hypotheses were tested with a serial mediation model (Model 6, 10,000 bootstrap samples) (full results in Table 3). Gender, age, education levels, usage frequency and property type (shared/private room vs entire property) were included as control variables as these could confound the results[1]. The model explained 68% of the variation in Airbnb loyalty.

Perceived sustainability had no significant effect on the satisfaction with the Airbnb stay, thus not supporting H1 (a_{12}=.004, p=.869). However, a significant direct impact of sustainability on loyalty to Airbnb was found (c'_1=.149, p<.001), supporting H2. Perceived sustainability also significantly increased trust in the Airbnb platform (a_{11}=.438, p<.001), supporting H3. Thus, the more Airbnb users perceived that they could have a positive environmental impact by using Airbnb accommodation, the more likely they were to recommend and reuse Airbnb and place trust in the platform.

Familiarity with Airbnb had a significant positive effect on platform trust (a_{21}=.211, p<.001), satisfaction (a_{22}=.121, p<.001) and loyalty (c'_2=.168, p<.001), supporting H4, H5 and H6. Thus, the more familiar Airbnb users become with the processes and the platform in general, the higher is their trust in the platform, satisfaction with their stay and loyalty intentions. As hypothesised, higher trust in the platform also significantly increased satisfaction (d_{12}=.351, p<.001), supporting H7. Thus, the more (less) users trust in the Airbnb platform, the more (less) they were satisfied with their stay. In addition, platform trust had a positive significant association with loyalty intentions towards the platform (b_1=.340, p<.001), providing support for H8. The well-established link between satisfaction with Airbnb stays and loyalty intentions to the platform was confirmed in this study (b_2=.680, p<.001), supporting H9. Platform trust and satisfaction were thus major drivers of loyalty intentions, followed by familiarity and perceived sustainability. The control variables revealed that older travellers and those renting the entire property were more satisfied, whilst females and those with lower education showed higher loyalty intentions.

[1] Control variables were measured as follows: gender (dummy, 1=female), age (continuous variable), education (1– less than secondary school to 5 – Master degree or higher), usage frequency (continuous variable), property type (dummy, 1=entire property)

Table 3. Model Coefficients for the Mediation Effects of Trust and Satisfaction: Unstandardised Direct and Indirect Effects

		Consequent								
		M_1 Trust			M_2 Sat			Y Loy		
Antecedents										
Direct effects		**Coeff**	***SE***	***p***	**Coeff**	***SE***	***p***	**Coeff**	***SE***	***P***
X_1 Sust	a_{11}	.438	.030	< .001	a_{12}	.004	.027	.869	c'_1	.149	.032	< .001
X_2 Fam	a_{21}	.211	.032	< .001	a_{22}	.121	.025	< .001	c'_2	.168	.030	< .001
M_1 Trust					d_{12}	.351	.033	< .001	b_1	.340	.044	< .001
M_2 Sat									b_2	.680	.053	< .001
Constant	i_{M1}	1.733	.264	< .001	i_{M2}	1.222	.206	< .001	i_Y	-.473	.251	.060
Gender	c_{11}	.084	.067	.209	c_{12}	.012	.050	.810	c_{13}	.145	.059	.014
Age	c_{21}	.002	.002	.332	c_{22}	.006	.002	< .001	c_{23}	-.001	.002	.544
Education	c_{31}	-.032	.034	.345	c_{32}	-.009	.025	.712	c_{33}	-.068	.030	.023
Frequency	c_{41}	.003	.005	.510	c_{42}	-.001	.004	.773	c_{43}	.008	.005	.073
Prop Type	c_{51}	.006	.072	.930	c_{52}	.144	.054	.008	c_{53}	-.049	.064	.441
		R^2=.434 F(7,499) = 54.695, p < .001			R^2=.381 F(8,498) = 38.312, p < .001			R^2=.679 F(9,497) = 117.047, p < .001		

Indirect effects		**Effect**	**BootSE**	**BootLLCI**	**BootULCI**
Sust → Trust → Loy	$a_{11}b_1$	.149	.024	.104	.197
Sust → Sat → Loy	$a_{12}b_2$	.003	.019	-.034	.043
Sust → Trust → Sat → Loy	$a_{11}d_{12}b_2$	.104	.020	.069	.146
Total indirect effect		.257	.034	.191	.326
Fam → Trust → Loy	$a_{21}b_2$	.072	.015	.046	.104
Fam → Sat → Loy	$a_{22}b_2$	.082	.024	.038	.129
Fam → Trust → Sat → Loy	$a_{21}d_{12}b_2$	.050	.013	.029	.078
Total indirect effect		.204	.035	.141	.278

The indirect effect of perceived sustainability on Airbnb loyalty via platform trust ($a_{11}b_1$=.149) based on 10,000 bootstrapped samples was significant as the 95% bias-corrected confidence interval was entirely above zero (95% CI Lower Limit (LLCI)=.104 and Upper Limit (ULCI)=.197), supporting H10a. However, the indirect effect via satisfaction was not significant as the confidence interval included a zero ($a_{12}b_2$=.003, LLCI=-.034, ULCI=.043). No support for H10b was found. The indirect effect of perceived sustainability via platform trust and satisfaction is significant ($a_{11}d_{12}b_2$=.104, LLCI=.069, ULCI=.146), supporting H10c. This shows that higher perceived sustainability benefits will lead to higher platform trust which in turn increases satisfaction with Airbnb stays and consequently increases future repurchase and recommendation behaviour.

Familiarity with Airbnb had a significant indirect effect on loyalty via trust ($a_{21}b_1$=.072, LLCI=.046, ULCI=.104), satisfaction ($a_{22}b_2$=.082, LLCI=.038, ULCI=.129) and via trust and satisfaction ($a_{21}d_{12}b_2$=.050, LLCI=.029, ULCI=.078), supporting H11a-c.[2]

Hypotheses 12 to 14 were assessed with a moderated serial mediation model (Model 85, 10,000 bootstrap samples). It was hypothesised that the strength of the link between perceived sustainability on platform trust, satisfaction and loyalty varies with age in that the links are stronger for younger Airbnb users. The model controlled for gender, education, usage frequency, property type and used familiarity as a covariate. Similar results were found in that those renting the entire property showed higher satisfaction levels, whilst females and those with lower education backgrounds demonstrated higher loyalty intentions.

The results for the moderated serial mediation model confirmed a significant negative interaction effect of age and perceived sustainability on platform trust (Interaction= -.009, p<.001, LLCI: -.012, ULCI: -.005), confirming H12. Thus, whilst the impact of perceived sustainability on platform trust is positive and significant, this effect significantly decreases with age. For example, the effect of perceived sustainability on platform trust for an 18-year-old user was a_{11}=.692 (SE=.059, p<.001), whilst for a 48.5-year-old user that decreases to a_{11}=.421 (SE=.030, p<.001), and for a 79-year-old user the effect was only a_{11}=.150 (SE=.065, p<.001). In addition, a significant moderated mediation effect of age was found. The index of the moderated mediation via trust (Sust→Trust→Loy, Index: -.003, LLCI: -.005, ULCI: -.002) and the moderated serial mediation effect via trust and satisfaction (Sust→Trust→Sat→Loy, Index: -.002, LLCI: -.003, ULCI: -.001) was negative and significant. Thus, with increasing age the mediated effect of perceived sustainability via platform trust and satisfaction on loyalty also decreases. No support for H13 and H14 was found as the interaction effect of age and perceived sustainability on satisfaction and loyalty was not significant. Table 4 exhibits a summary of the results.

[2] Whilst PROCESS is an OLS-based regression analysis approach, comparable results (i.e., standardised coefficients for direct and indirect effects tested with a bootstrapping procedure) obtained with covariance-based structural equation modelling (CB-SEM) in AMOS which takes account of measurement errors (Model fit χ^2=826.09, χ^2/df=2.68, CFI=.945, TLI=.945, SRMR=.047, RMSEA=.058;).

Table 4. Overview of Results

Hypothesized paths		Result
H1	*Sust → Sat*	*No Support*
H2	Sust → Loy	Supported
H3	Sust → Trust	Supported
H4	Fam → Trust	Supported
H5	Fam → Sat	Supported
H6	Fam → Loy	Supported
H7	Trust → Sat	Supported
H8	Trust → Loy	Supported
H9	Sat → Loy	Supported
H10a	Sust → Trust → Loy	Supported
H10b	*Sust → Sat → Loy*	*No support*
H10c	Sust → Trust → Sat → Loy	Supported
H11a	Fam → Trust → Loy	Supported
H11b	Fam → Sat → Loy	Supported
H11c	Fam → Trust → Sat → Loy	Supported
H12	Age * Sust → Trust	Supported
H13	*Age * Sust → Sat*	*No support*
H14	*Age * Sust → Loy*	*No support*

6. Discussion

This study contributes to an improved understanding of the role of perceived sustainability in P2P accommodation. Sustainability and familiarity are effective drivers of consumers' loyalty, alongside the mediators of trust and satisfaction. Furthermore, the effect of perceived sustainability on platform trust decreases with age. These findings provide important theoretical and timely practical implications to hospitality marketers.

6.1 Role of Perceived Sustainability

Similar to the work of Möhlmann (2015) and Tussyadiah (2016), the present study did not find a direct influence of sustainability on satisfaction. A possible explanation for the insignificant link is that the relationship is complex. The respondents felt strong forces from within which feed to platform trust and loyalty. According to SDT (Ryan and Deci, 2000), motivations should regulate goal-oriented behaviours and enable individuals to be satisfactory with their goals. In addition, our study found that sustainability had a significant influence on loyalty via platform trust and satisfaction. This suggests that the effect of sustainability on satisfaction might be 'crowded-out' by the stronger effect on platform trust (Shin et al., 2020). Guests thus might translate sustainability perceptions to higher trust in the platform before making the link to satisfaction with their stay. This is also supported by the evidence that the

effect from sustainability to trust was larger (a_{11}=.438, p<.001) than that of sustainability to loyalty intentions (c'_1=.149, p<.001).

Perceived sustainability, familiarity, platform trust and satisfaction are effective direct determinants to loyalty. The positive direct link between sustainability and loyalty is of great interest as this indicates that consumers' loyalty towards Airbnb is motivated by their perceived sustainability/environmental benefits associated with P2P accommodation. Whilst this contradicts earlier studies (e.g. Hamari et al., 2016; Möhlmann, 2015; Tripp et al., 2022; Ye et al., 2021); the present study provides new empirical evidence that perceived sustainability is an important motivator supporting previous work in the context of P2P accommodation (e.g., Martinez, 2015; Dann et al 2019; Hawlitscheck et al. 2018, Guttentag et al. 2018). As expected, satisfaction had a positive effect on loyalty in line with previous research (Kim, 2019; Lee and Kim, 2018; Möhlmann, 2015; Shin et al., 2020; Tussyadiah, 2016). Furthermore, platform trust significantly influenced satisfaction and loyalty intentions, supporting previous research (Kim and Kim, 2020; Möhlmann, 2015; Shin et al., 2020; Yang et al., 2019).

The more users perceive sustainability benefits by using Airbnb accommodation, the greater their trust in the platform and the more likely they are to recommend and reuse Airbnb in the future. This study contributes to the limited literature on sustainability and trust – confirming previous findings (e.g. Gupta et al., 2019; Li and Tsai, 2022; Tripp et al., 2022; Wang et al., 2018) in P2P accommodation contexts.

The mediation analysis further uncovers the complex relationships among the constructs and behavioural outcomes. As discussed above, platform trust can effectively mediate the link between sustainability and satisfaction which then feeds to loyalty. This extends previous research in the context of green hotels (e.g. Martinez, 2015; Wang et al., 2018) and the findings by Hamari et al. (2016) and Hawlitschek et al. (2018), who found a significant link from sustainability to intention via attitudes in P2P sharing.

Age significantly moderates the relationship between perceived sustainability and platform trust, meaning that whilst sustainability positively influences platform trust, such effect decreases with age. This finding gives fresh evidence to support recent research (e.g. Agag, 2019; Li and Wen, 2019; Wang et al., 2018) and demonstrates that attitudinal changes are taking place among younger consumers with respect to environmental issues (Styvén and Mariani, 2020). Environmental benefits are thus important drivers for younger consumers to engage with P2P accommodation.

563 *6.2 Role of Familiarity, Satisfaction and Loyalty*

564 As expected, the research found that familiarity has direct links to satisfaction, platform
565 trust and loyalty, thus supporting previous work (Mao and Lyu, 2017; Möhlmann, 2015; Shin et
566 al., 2020; Yang et al., 2019). Extending Gefen's (2000) proposition, familiarity can be considered
567 a precondition for trust to Airbnb, thus adding further evidence to the literature (Möhlmann,
568 2015; Yang et al., 2019). As individuals' positive experience and engagement with the
569 intermediary increase, so will their knowledge and trust in the platform.

570 Furthermore, the effect of familiarity to loyalty is mediated by trust in the platform and
571 satisfaction. In particular, the sequential mediation shows that familiarity feeds to trust in
572 platform which goes on to satisfaction and ultimately loyalty. The results show that for Airbnb
573 as an intermediary, trust in platform occurs at the institutional level and has a profound effect on
574 consumers' loyalty behaviours. This is in line with previous research which also found a positive
575 link between trust in platforms and intention (Mao et al., 2020; Park and Tussyadiah, 2019). As
576 expected, the positive link between satisfaction and loyalty is confirmed and supporting previous
577 work (e.g. Kim, 2019; Lee and Kim, 2018; Möhlmann, 2015; Priporas et al., 2017; Shin et al.,
578 2020; Tussyadiah, 2016).

579

580

581 **7. Conclusions**

582 There are expectations that Airbnb can take a pioneer role in leading the SE and helping it
583 to make its full contribution to sustainable development. It is expected that P2P sharing can be
584 more sustainable than traditional market-based accommodation (Frenken, 2017; Gössling and
585 Hall, 2019; Hamari et al., 2016; Mi and Coffman, 2019). Given the vast scale of the P2P
586 accommodation sharing sector globally, the potential contributions to sustainable development
587 associated with P2P accommodation may be considerable. Such advances are surely to be
588 welcomed in an industry where other sustainability gains can be difficult to achieve. This
589 research argues that sustainability is an essential precursor of platform trust and loyalty to P2P
590 accommodation sharing and that this link is stronger for younger consumers.

591

592 *7.1. Theoretical Contributions*

593 This research makes several theoretical contributions. First, the paper clarifies the
594 relationships between sustainability and loyalty in the P2P accommodation context by
595 considering not only direct but also indirect effects. In common with several prior studies
596 (Möhlmann, 2015; Tussyadiah, 2016), the present research also did not find a significant

relationship between perceived sustainability and satisfaction. Consequently, satisfaction was not found to serve as a mediator of perceived sustainability and loyalty in the present study.

The relationship between perceived sustainability and loyalty was, however, mediated by platform trust, as well as satisfaction preceded by platform trust. This accords with the findings of recent studies by Gupta et al. (2019), Li and Tsai (2022), Martinez (2015), and Wang et al. (2018), which all found strong positive relationships between green credentials and trust in a wider hospitality context. This reinforces the importance of building platform trust in the P2P accommodation market as a precursor to developing strong perceptions of satisfaction and loyalty intentions (Ert et al., 2016; Park and Tussyadiah, 2019; Yang et al., 2019). This research thus extends the current theoretical understanding of the role of trust in mediating the link between sustainability and loyalty intentions to the context of P2P accommodation.

In terms of SDT, the results suggest that users of P2P platforms may not be transitioning a dominance of extrinsic rather than intrinsic motivations as some studies suggest (Balaji et al., 2022; Li and Wen, 2019; Ye et al., 2021) and that the latter remain important in understanding customers' satisfaction and loyalty in the SE. Second, this study suggests that the effect of perceived sustainability is negatively moderated by age, thus promoting sustainability benefits to younger users appears to be an effective step forward to building trust and loyalty. Previous research shows that the SE appeals to younger generations for motivations such as economic benefits (Amaro et al., 2019) and the use of new technology (Tussyadiah, 2016). The present study adds to this knowledge arguing that this also applies to environmental benefits. Two possible explanations can help understand this. First, it is reasonable to expect that young consumers are more ready to respond to sustainability calls and accept behavioural changes. Secondly, as consumers evolve during their interactions with the marketplace, their self-identities also evolve and so do their consumption practices (Hamilton and Price, 2019). For example, the emergence of the SE has encouraged a shift in consumption modes and business models (Curtis and Mont, 2020). The shift may have been driven by economic benefits at first but is now driven by social and environmental considerations. Perhaps younger consumers consider using P2P accommodation as a more sustainable form of consumption: a green way to align their consumptions with their identities, values and inner satisfaction. Thus, sustainability acts as a powerful intrinsic motivation.

7.2. Managerial Implications

The findings have important implications for Airbnb and its hosts. Given the direct and indirect effects of sustainability found in this study, Airbnb should adopt an outside-in-approach

taking consumers' sustainability motivations to the core of their strategies. Airbnb should encourage its hosts to more clearly promote and communicate sustainability (especially the environmental benefits) to consumers as these can effectively drive trust and, through this, satisfaction, and loyalty intentions. This study suggests that such a strategy may be most effective among younger consumer segments.

When consumers decide whether or not to recommend or reuse Airbnb in future, building trust in the platform is crucial as it effectively mediates the positive impact of sustainability on satisfaction and loyalty. Airbnb should fully commit to sustainability and trust-building across its full range of touchpoints with consumers. For example, users should be informed of how Airbnb keeps its promises and delivers environmental benefits throughout the consumer journey. Placing emphasis on how competent Airbnb is and putting consumers' interest first may also help Airbnb to grow trust among its consumers.

Thus, extending the notion of consumer journeys (Hamilton and Price, 2019) to the current study, embedding trust in the platform and satisfaction across all touchpoints in the consumer journey should boost the effect of sustainability on loyalty. The establishment of touchpoints is an ongoing process as consumers interact with and have new experiences of Airbnb and its hosts. The emphasis of sustainability/environmental benefits should not just be appearing ('saying') in communication and promotion messages but also actions ('doing') – being seen in actual operations and practices of Airbnb. It seems reasonable to question the efficacy of 'saying' tactics, as they can erode trust if promises fail to be delivered. The element of 'doing', however, should feed trust in platform which can be transferred to Airbnb hosts.

7.3. Limitations and Final Observations

Despite the advances in understanding this paper presents, there are several limitations of which the reader should be aware. Firstly, the research was based on a cross-sectional design with a self-completed survey. While this was helpful to capture a snapshot of the research context at a point of time, the sequential effects should be validated to establish confidence in generalisability of the results. To overcome this limitation, future research should examine the effects with other sharing practices. Secondly, the moderated mediation results provide a useful foundation for exploring the age effect. This paper therefore calls for more work to investigate how age interacts with sustainability/environmental benefits and loyalty behaviours in other sharing contexts. Ideally, consideration of different sociocultural cohorts would be a fruitful area for extending the knowledge base.

Note on Covid-19

The research was conducted in late March 2020 when the UK went into its first national lockdown due to the Covid-19 pandemic. It is reasonable to believe, however, that respondents' experiences with and perceptions of Airbnb were largely unaffected by the pandemic at the point of data-collection.

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Appendix. Measurement Scales and Descriptives

Variable	Mean	SD
Perceived Sustainability[1]		
Staying in accommodation booked through Airbnb ...		
... is a more sustainable way for me to travel.	4.90	1.29
... helps me reduce the negative impacts of travel on the environment.	4.79	1.38
... helps me reduce the consumption of energy and other resources while travelling.	4.75	1.42
... allows me to be a more socially responsible traveller.	4.84	1.38
Familiarity[1]		
I am familiar with the processes on Airbnb.	5.45	1.39
I am familiar with making a booking through Airbnb.	5.69	1.20
I am familiar with the process of reviewing ratings on Airbnb.	5.64	1.23
Overall, I am familiar with Airbnb.	5.75	1.17
Trust in Airbnb[1]		
Based on my own experience, I believe that ...		
... Airbnb is honest.	5.11	1.12
... Airbnb keeps its promises.	5.23	1.09
... Airbnb puts customers' interests before its own.	4.75	1.37
... Airbnb demonstrates its belief that "the customer is always right".	4.78	1.26
... Airbnb is competent in carrying out its online accommodation booking transactions.	5.30	1.15
... Airbnb knows how to provide an excellent online accommodation booking service.	5.35	1.14
Satisfaction[2]		
Overall, I am generally satisfied with the stays I have had.	4.03	0.84
When compared with my expectations, I am generally satisfied with the stays I have had.	4.02	0.81
When considering the time and effort, I am satisfied with the stays I have had.	4.04	0.82
When considering the money I spent, I am satisfied with the stays I have had.	4.08	0.79
Loyalty[3]		
In the future, I intend to use booking services from Airbnb.	5.50	1.29
If I am looking for accommodation in the future, I am likely to use one of the properties listed on Airbnb.	5.47	1.26
In the near future, I will not use Airbnb as my accommodation provider.[4]	3.60	2.04
I am likely to spread positive word-of-mouth about Airbnb as an accommodation booking website.	5.36	1.36
I would recommend Airbnb's accommodation-booking website to my friends.	5.49	1.28
If my friends were looking for an accommodation booking website, I would tell them to try Airbnb.	5.49	1.31

Note: [1] Items measured on a 7-point Likert scale (1=strongly disagree to 7=strongly agree). [2] Items measured on a 5-point sale (1=strongly disagree to 5=strongly agree). [3] Items measured on a 7-point scale (1=very unlikely to 7=very likely). [4]Item being removed from the model.