



THE INFLUENCE OF PERCEIVED SUSTAINABILITY DIMENSIONS OF SHARING ECONOMY ON TOURISTS' EMOTION AND INTENTION: CASE OF AIRBNB

Mona Masoumi Dinan

Universitat Rovira i Virgili, Spain

mona.masoumi@estudiants.urv.cat

ORCID: 0000-0003-2251-606X

Abstract

Accommodation is a significant component of the tourism industry, and sharing economy platforms have become novel providers in this sector. This paper aims to identify the relationship between Airbnb tourists' behavior, emotions, and satisfaction concerning sustainability by using the Stimulus-Organism-Response (SOR) model as a conceptual framework. First, sustainability indicators were identified and considered the main stimuli for participating in the sharing economy. This was followed by emotional value and satisfaction of Airbnb tourists, which were considered the organism. Moreover, Word-Of-Mouth (WOM) and searching for alternatives were considered responses in the research model, and four hypotheses were developed based on a literature review. To collect the data, a Likert scale survey with 22 items based on the derived indicators was designed, confirmatory factor analysis (CFA) was employed to test the hypotheses. The results revealed a significant positive impact of perceived sustainability on emotional value. Additionally, most participants gave high scores on the sustainability aspects of Airbnb. Furthermore, a positive influence of emotional value on satisfaction, and a positive impact on WOM and loyalty were achieved from the results. Finally, a path analysis was conducted to investigate the indirect effects of sustainability and emotional value, indicating that emotional value and satisfaction play significant mediating roles in the model.

Keywords: sharing economy, sustainability, Airbnb, Stimulus-Organism-Response theory, customer behavior

INTRODUCTION

Sharing economy is a recent phenomenon that has been one of the most important global socio-economic developments (Frenken, 2017). There is growing attention on the sharing economy impacts amongst entrepreneurs, innovators, businesses, policymakers, media commentators, and academic researchers (Martin, 2016). Although sharing economy is disturbing traditional industries across the world, these firms bring economic, environmental, and entrepreneurial benefits such as increasing the employment rate and reducing carbon dioxide (Cannon & Summers, 2014). Additionally, the sharing economy produced development in the tourism industry especially in the accommodation sector so that according to Bakker & Twining-Ward (2018), P2P accommodation platforms in 2018 provided 7% of global accommodation with around eight million beds and a 31% increase estimated between 2013 to 2025. Nonetheless, this growth was challenged due to the COVID-19 pandemic (Gössling & Michael Hall, 2019). The "Sharing Economy" emerged in 2008, signifying a system of "collaborative consumption" characterized by the acts of sharing, swapping, and renting resources without the necessity of ownership (Lessig, 2008). Indeed, the sharing economy can promote more sustainable consumption practices, such as access over ownership, potentially leading to reduced resource consumption and environmental impact (Liu & Chen, 2020). CleanTech (2014) specifies that according to a survey from Cleantech Group (CTG), Airbnb promotes a more sustainable way of traveling than traditional hotel accommodation.

In the sharing economy, consumer satisfaction plays an important role in improving consumer loyalty, as satisfied consumers are more likely to increase their spending and recommend such platforms to others (Kim, 2019). Higher customer satisfaction in the service sector leads to a higher competitive position. As a result, previous research indicates that implementing sustainability principles by telecom companies has a positive influence on their customer satisfaction and generates higher loyalty (Strenitzerová & Gaňa, 2018). Furthermore, green product quality tending influences eco-conscious customer satisfaction, and consequently, their satisfaction potentially impacts loyalty (Chang & Fong, 2010).

Although some studies suggest sustainability as one of the drivers for using the sharing economy (Chang & Fong, 2010; Li & Wen, 2019; Tussyadiah, 2016; With et al., 2013), the research gap for awareness of guests and the influence of sustainability on satisfaction and behavioral intention remains. Based on previous studies, the following research questions are addressed:

- To what extent, sustainability can influence Airbnb tourists' emotions?
- To what extent would Airbnb tourists' emotions about sustainability influence their satisfaction?

- To what extent, does Airbnb tourists' satisfaction with sustainability practices at Airbnb influences their decision to continue using Airbnb in the future or to suggest it to others?

Therefore, this study aims to investigate the relationship between sustainability, customer emotion, customer satisfaction, and customer intention of Airbnb tourists. Furthermore, this research points to three dimensions of sustainability on Airbnb as a sharing economy platform from the point of view of guests. Policymakers can employ the results for new policies to raise awareness and perhaps reduce the negative impacts of these platforms.

Stimulus-Organism-Response (S-O-R) theory has been considered a theoretical substance to research on customer behavior (Mehrabian & Russell, 1974). Stimuli (S) from the environment affect people's internal evaluations (O) that, in turn, influence behavior responses (R) (Mari & Poggese, 2013). S-O-R theory is embraced in many studies related to psychology and marketing and justifies the relationship between services, emotions, and customer satisfactions (Li & Wen, 20219). Therefore, this theory is a useful framework to examine tourist behavior since the theory expanded in tourism and marketing research studies such as Kim (2019) and Jani & Han (2015) structural equation modeling (SEM), which was utilized to analyze the relationship between sustainability, customer satisfaction, emotional value, and customer behavior.

LITERATURE REVIEW

Belk (2007) defines sharing as a substitute to private ownership in both marketplace and gift giving and enhances in sharing two or more people enjoy costs or benefits from owning things apart from what is mine or yours. The sharing economy spread in many economic sectors and the main idea of creation is connected to the sustainable use of resources (Geissinger et al., 2019). With the growth of the collaborative economy, accommodation has been the enormously impacted sector (Toni et al., 2018). Sharing economy is a new business model of Peer-to-Peer (P2P) positioned for exchanging underutilized assets, providing new opportunities for entrepreneurs in more sustainable use of resources and consumer cooperation in the economy (Gössling et al., 2020). Accommodation as the largest and most ubiquitous sub-sector in the tourism sector (Sharpley, 2000) with around one-third of total trip spending is a vital element in the tourism experience and has been shaken up by P2P service (Kuhzady et al., 2020). In fact, the emergence of sharing economy enabled people to use their underutilized inventory while consumers rapidly adopted services offered by firms such as Lyft, Airbnb, Uber, and TaskRabbit (Zervas et al., 2017). Customers' needs that are fulfilled by P2P accommodation are different from hotels (e.g. lower price, more meaningful social experience, a more sustainable trip, etc.) which as a result, guest satisfaction and intention of the guest who

participates in P2P are likewise diverse from those guests who desire hotels as accommodation (Tussyadiah, 2016).

Airbnb is an American company, founded in 2008 by Brian Chesky, Nathan Blecharczyk, and Joe Gebbia in San Francisco, California. Airbnb is a shortened version of its original name AirBedandBreakfast.com. Indeed, Airbnb principally is an online rental platform that enables tourists individually book their accommodations including “entire place,” “private room,” “shared room” and “hotel rooms”. Globally, in 2020 Airbnb had more than 7.9 million active lists which 5.9 million of these listings have received at least one booking and indicated around 21 million Airbnb demand (night). In the addition, Airbnb listings worldwide generated \$26.8 billion in gross revenues (Revenues for Airbnb + Hosts), down 41% from 2019 when Airbnb listings generated \$45.3 billion in gross revenue (AllTheRooms, 2023).

Many existing studies indicate customers have different reasons and motivations to participate in sharing economy. Guttentag et al. (2018) identified interaction, home benefits, novelty, sharing ethos, and local authenticity as the motivation factors. moreover, travelers use P2P accommodation for cost saving plus the desire for social relationships and the studies verify significant changes in travel patterns as stimulation expansion in the destination choice set, increase in travel frequency, length of stay, and range of activities participated in the destination (Tussyadiah & Pesonen, 2016). In addition, Agapitou et al. (2020) suggests firstly people use Airbnb because they can find decent accommodation at an affordable price, and secondly, they can find remarkable accommodation in a very good location where the hotel may not exist according to the restrictions in local land-use requirements. Furthermore, Sustainability (responsibility for the negative impacts on the environment), Community (making meaningful social connections), and economic benefits (more value than cost) are three motivation factors of sharing economy users (Tussyadiah, 2015). According to With et al. (2013), there are three-factor drivers to collaborative economy including social, economic, and technological drivers. He reflects on sustainability and increasing awareness of the impact of our habits on the environment. However, Yang & Ahn (2016) believes enjoyment and reputation revolved around a substantial attitude toward Airbnb rather than sustainability and economic benefits.

The Stimuli, Organism, and Response framework consists of a set of attributes that may affect the consumers' attitudes (Wang et al., 2018). The model explains “stimuli” as “external environmental signals that provoke an individual's emotional and cognitive states. The term “organism” refers to the humans' cognitive and affective states, such as their perceptions, experiences, and feelings. Finally, “response” in the SOR model reflects the concluding outcomes as peoples' choices in terms of their behavioral responses (Mehrabian & Russell, 1974).

Indicators of three dimensions (social, economic, and environmental) of sustainability in sharing economy, have been considered in many previous literatures. Building social ties and meeting new people are the social impacts of sharing economy (Gössling & Michael Hall, 2019; Mehrabian & Russell, 1974). Moreover, trust and reputation focus on the system and technology and communication of users with each other through the platform (López et al., 2021). In Airbnb communication between host and guest before booking and during the stay is a key to trust for guests (Ayscue & Bynum Boley, 2016) and considers a social aspect of sustainability in sharing economy.

Consumer empowerment achieves by consumer-generated content or opinion written in the review part of the platform. Airbnb for instance, by “super host” status affects the price of the accommodation (Liang et al., 2017). According to López et al. (2021) economic aspect refers to consumer empowerment as consumer advantage in terms of pricing, time, and access and describes it as the economic aspect of these platforms and the average savings users make by participating in sharing economy. Consumer consumption patterns and behavior changes to less waste and better use of resources due to sharing activities. Moreover, the percentage of users who participate in environmentally friendly activities such as recycling, etc., and their knowledge and awareness about these activities is another indicator of the environmental aspect of sustainability in sharing economy (López et al., 2021). By reducing the cost of accommodation tourists tend to travel more times and stay longer which therefore carbon footprint to increase due to the consumption of energy and goods (Barrington-Leigh & Millard-Ball, 2018).

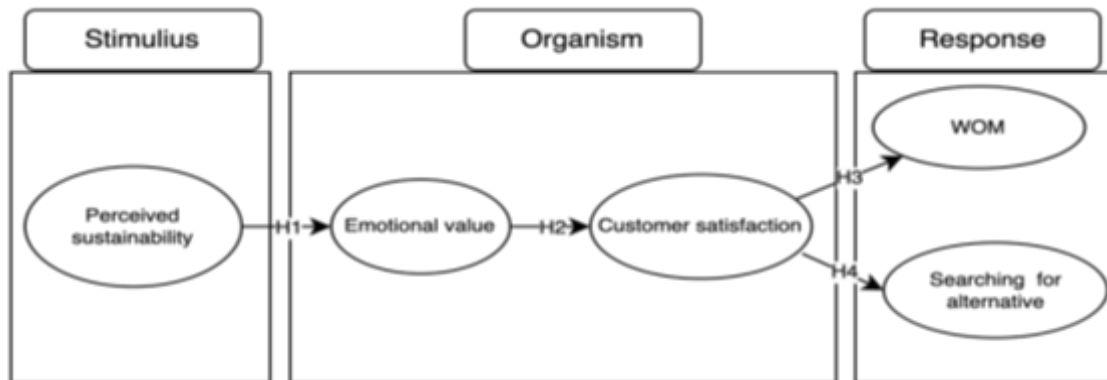
RESEARCH MODEL & HYPOTHESES DEVELOPMENT

To develop the research model, as already stated, the present study has utilized the components of the S-O-R framework. According to the literature, the social, economic, and environmental dimensions of sustainability are considered as the stimuli in this model. These stimuli influence the organism, represented by emotional value and satisfaction. The organism then generates a response, which in this context includes behaviors such as Word of Mouth and the search for alternative options. Figure 1 indicates the proposed research model.

A stimulus indicates any environmental factor that extracts individuals’ internal reactions to that environment (Choi & Kandampully, 2019). Sustainability aspects in Airbnb are considered as a stimulus for the research model (Chang & Fong, 2010; Tussyadiah, 2016; With et al., 2013). This framework helps in understanding how sustainability factors affect consumer emotions and behaviors, providing a comprehensive approach to studying the impact of sustainability on consumer decision-making processes.

Verhoef et al. (2009) suggests that the customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social, and physical responses to the retailer and adds that the customer experience encompasses the total experience, including the search, purchase, consumption, and after-sale phases of the experience, and may involve multiple retail channels.

Figure 1: Proposed research model based on S.O.R theory



Relationship between sustainability dimensions and customer emotions

Emotional responses are influenced by the benefit received from services or products and emotional value measures the perceived efficacy that consumers companion with the ability of a product or service to arouse feeling or affective states (Khan & Mohsin, 2017). 89.1% of people felt that by purchasing recycled products, they are redeeming the environment (Bei & Simpson, 1995). People care about maintaining a positive self-concept and may prefer to be green rather than greedy because it gives them positive emotions (Bolderdijk et al., 2012).

H 1: There is a positive relationship between sustainability and customer emotions.

Relationship between emotional value and customer satisfaction

Customer satisfaction occurs when the perceived service is beyond the expectation (Yu & Dean, 2001) and is a critical goal for all industries, especially in the hospitality and tourism sector since there are many alternatives with different prices to choose (Sandvik & Grønhaug, 2007; Yuan & Wu, 2008). Businesses usually generate different stimulation including environment, atmosphere, and layout and consequently customers experience different perception and response to these stimuli (Yu & Dean, 2001). Chang & Chen (2008) represented organisms by cognitive and affective intermediary states and expresses the relationship between stimulus and individual response. Emotional value is defined as the perceived utility of products or services that enflames feeling or affective states (Sheth et al., 1991). Customer

satisfaction has been considered as an intervening variable that plays a mediating role to form a connotation between Stimulus (service received by the firm) and behavioral outcomes from the customers (Response) (Choi & Kandampully, 2019). With the higher perception of emotional value, improves customer satisfaction which means customers consider emotional value as an important factor (Choi & Kim, 2013). Therefore:

H2: There is a positive relationship between emotions and customer satisfaction.

The relationship between satisfaction and behavioral intension

Satisfaction is considered to lead the customer to loyalty, goodwill, and repurchase however, dissatisfaction often hints the seeking redness behaviors such as requesting for refund and as a result, complainants are likely to start the negative Word of Mouth Blodgett et al. (1993). In addition, satisfaction and dissatisfaction equally have a frequency in the spread of WOM about the product or service and the originator of positive and negative WOM are similar (East et al., 2015). In addition, satisfaction as a mediator is positively related to emotions and customer behavior (Ladhari, 2009). Furthermore, study by Posgraduate et al. (2024) indicates that satisfaction positively influence on customer behavior. According to these studies, the hypothesis below is formed:

H3: Satisfaction positively influences on the intention to spread positive or negative word of mouth

H4: Satisfaction positively influences behavioral intentions (Keep using Airbnb)

RESEARCH METHODS

The Study

To collect the data, a survey was designed. The survey was divided into multiple sections to gather comprehensive information. The first section included four demographic questions, such as the age, gender, occupation, and education of the participants. The second section focused on the participants' Airbnb usage profile, including questions about how many times they had used the platform in the last five years. The third section inquired about the types of accommodations used by the participants. This section covered various accommodation options, including entire places, hotel rooms, private rooms, and shared rooms. Additionally, the survey aimed to understand participants' preferences and satisfaction levels with different types of accommodations. The next part of the survey was designed based on an extensive literature review and included 16 items covering six constructs: the environmental, economic, and social aspects of sustainability, emotional value, customer satisfaction, and customer loyalty. These

constructs were measured using a 7-point Likert-type scale, which offers high reliability (Preston & Colman, 2000) ranging from (1) strongly disagree to (7) strongly agree.

To assess the social, economic, and environmental aspects of sustainability, three questions per aspect were included, designed to evaluate the perceived sustainability efforts of Airbnb by tourists. The indicators for these aspects were adapted from previously validated literature. For the social aspect of sustainability, the indicators included social ties, cultural learning, and trust systems. The economic aspect was measured using indicators such as price, customer empowerment, and online reputation. For the environmental aspect, indicators like consumption waste, CO2 emissions, and awareness of cultural changes were used (Bustamante & Rubio, 2017). Moreover, emotional value was assessed with three items: enjoyment, good feeling, and pleasure, drawn from previous literature (Sweeney & Soutar, 2001). Customer satisfaction was evaluated with two questions asking directly about their satisfaction, and second if they are regrated for their payment (Zhang et al., 2015). Finally, the participants' intention, including recommending Airbnb to others and loyalty, was assessed with two items (Sweeney & Soutar, 2001; Zhang et al., 2015). This comprehensive approach ensured that the survey captured a wide range of factors influencing the participants' perceptions and behaviors related to sustainability and their overall experience with Airbnb.

Data collection and descriptive statistic

To collect data, an online survey of 458 respondents accompanied in March 2022. The survey link was published through social media, and email to university students to cover random people from all groups of people. Afterward, with scanning responses to ensure the integrity and reliability of our survey results, we excluded participants based on several criteria: incomplete responses, uniform responses indicating lack of engagement, and statistical outliers. Outliers were identified using z-scores, with responses more than three standard deviations from the mean being removed, as they suggested potential misunderstanding or random answering. Additionally, we checked for consistency, participants who selected the same response option for all Likert scale items were excluded, as this pattern suggests a lack of engagement or understanding of the survey. These steps were taken to enhance the validity of our findings by focusing on genuinely engaged and consistent responses. Finally, 291 responses were valid to analyze. Table 1 shows the demographic statistic of participants. Most of the participants were between 25- 34 years old (49%) and the age group of 35-44 comes next (20%). The frequency of using the platform was asked for the last 5 years.

Table 1: Descriptive statistics (n=291)

Information	Count	Information	Count
Gender		Education	
Female	117	Bachelor's degree	204
Male	174	Doctorate	7
		High school	20
		Less than high school	1
		Master's degree	58
		Post-grad internship	1
Occupation		Age	
Full-time Employed	218	18-24	18
Part-time employed	20	25-34	142
Retired	2	35-44	81
Self- Employed	30	45-54	26
Student	14	55-64	16
Unemployed	7	65+	8
Frequency of using the platform			
1-5 times	114		
6 to 10 times	126		
More than 10 times	51		

In the addition, the survey asked the participants to choose the type of accommodation with the possibility of choosing more than one option among entire place, private room, hotel room, and shared room. Private rooms with 40.2% the most used type of accommodation. Moreover, the entire place and hotel room with 28% and 24.9%, respectively were used followed by the private room. Shared room was the least used by participants with 6.7%.

Data Analysis

This study employed Confirmatory Factor Analysis (CFA), which is widely recognized as a robust method for establishing construct validity in theory-based instrument construction. CFA models consider the discrepancies between true and observed scores by incorporating pertinent error variances as model parameters within a structural equation modeling (SEM) framework. This approach is used to evaluate the fit of the research model and to test the validity of the hypotheses (Pritha, 2023). For this analysis, the Lavaan package in RStudio (Rosseel, 2012) was utilized to fit the model. Given that the Maximum Likelihood Robust (MLR) estimation method is less reliant on the assumption of normal distribution, it was employed to fit the model

(Hair et al., 2014). The data, based on Likert scales, displayed negative skewness (left skewed), which further justified the use of MLR to estimate the model. The results indicated a good fit for the model.

The measurement model, as shown in Table 2, derived from the CFA, demonstrated a satisfactory level of fit when examining all goodness-of-fit indices. With 120 degrees of freedom and a sample size of N=291, the key model fitness. These indices confirm the adequacy of the model fit, supporting the validity of the constructs and the overall research framework.

Table 2: Fitting indexes

Fit index	Recommended value	Measurement Model
Comparative Fit Index (CFI)	> 0.90	0.94
Robust Root Mean Square Error of Approximation (RMSEA)	< 0.05	0.04
root mean residual (RMR)	< 0.08	0.07
(Adjusted) Goodness of Fit Index (AGFI)	> 0.95	0.99
Goodness of Fit Index (GFI)	> 0.90	0.99
Standardized Root Mean Square Residual (SRMR)	< 0.08	0.05
Tucker-Lewis's index (TLI)	> 0.90	0.91

RESULTS

Measurement Model

To test the validity of the survey, Cronbach's Alpha method was conducted. As shown in Table 3, convergent, discriminant, and composite validity of the data. Cronbach's alpha values indicate >0.9 – excellent, >0.8 – good, >0.7 – acceptable, >0.6 questionable, >0.5 – poor, and <0.5 – unacceptable. Scale reliability statistics received from the data indicate a Cronbach's alpha of more than 0.80 for all the items and specify excellent reliability (Hair et al., 2014). Discriminant validity is often examined based on the square roots of AVEs. AVE is recommended to be higher than 0.5 however according to (Fornell & Larcker, 1981), if the composite reliability is acceptable and higher than 0.6 still the validity of the construct is sufficient (Pervan et al., 2017).

The reliability of each factor is evaluated by factor loading through confirmatory factor analysis (CFA) technique. All the factors are above 0.7 which indicates that the construct is greater than the error variance (Hair et al., 2014).

Table 3: Convergent and discriminant validity

	Indicator	Question	FL	Cronbach's Alpha	CR
Social/ cultural	Social tie	Using Airbnb gave me an opportunity to meet new people with different background, nationality and education level and helped me make new friends	0.68	0.85	
	Cultural learning	Communication with the host on my pre-booking process was easy	0.59	0.84	
	Trust system	I could get answers to my questions from the host during my stay without any problem	0.51	0.85	0.77
Economical aspect	Price	The cost was more reasonable than the traditional accommodations such as hotel	0.72	0.85	
	Consumer empowerment	I had choices because I had opportunity to compare the prices	0.77	0.85	
	Online reputation	I made my choice based on online reviews and believe it was helpful	0.64	0.85	
Environmen tal aspect	Consumption wasting	I believe there is less wasting in consumption in Airbnb rather than traditional accommodation such as hotel	0.64	0.86	
	CO2 emission	Since I am using Airbnb, I can travel more	0.97	0.87	
	Awareness/ culture change	Airbnb owners always have a home recycling bins	0.99	0.85	
Emotional Value	Enjoyment	I enjoyed my experience in Airbnb During my staying,	0.70	0.85	0.70
	Good feeling	I was feeling good	0.68	0.85	
	Pleasure	It felt pleased during my experience in Airbnb	0.66	0.85	
Satisfaction		I feel satisfied with my staying at Airbnb accommodation	0.72	0.86	0.54
		I don't regret for my payment	0.68	0.85	
Customer intention	Loyalty	I will continue to use the Airbnb	0.73	0.84	0.69
	Word Of Mouth	I will recommend Airbnb to my friends and other people	0.77	0.84	

Note(s): FL: factor Loadings, CR: Composite Reliability

Table 4 indicates the Pearson Correlation Coefficient of the study variables and analysis of the correlation provided initial support for the proposed hypothesis. As displayed in the table, there is a significant positive correlation between emotional value and satisfaction ($r = 0.95$). In addition, the result shows that perceived sustainability is correlated, with emotional value, satisfaction, loyalty, and WOM with ($r=0.89$, $r=0.61$, $r=0.60$) respectively. The results also indicate a correlation between, emotional value, loyalty, and WOM ($r=0.66$, $r=0.65$).

Table 4: Pearson Correlation Coefficient

	Mean	Standard deviation	(1)	(2)	(3)	(4)	(5)
Perceived							
sustainability	5.42	1.26	1.000				
emotional value	5.76	1.02	0.79	1.000			
satisfaction	5.57	1.16	0.89	0.95	1.000		
loyalty	5.87	1.00	0.61	0.66	0.69	1.000	
word-of-mouth	5.80	1.05	0.60	0.65	0.68	0.53	1.000

Structural Model

To test the relationship between variables, confirmatory factor analysis (CFA) was conducted. This robust statistical technique helps in examining the hypotheses regarding relationships between latent variables such as attitudes, traits, intelligence, and clinical disorders.

As shown in the Figure 2, all four hypotheses were supported by the analysis. Specifically, perceived sustainability aspects of Airbnb had significant positive impacts on emotional value, with a path coefficient of ($\gamma = 0.79$, $Z=4.835$). This strong relationship confirms Hypothesis H1.

For Hypothesis H2, the standard coefficient ($\gamma = 1.13$, $Z=2.608$) demonstrated a significant and positive relationship between tourist emotion and satisfaction, thereby supporting this hypothesis.

Similarly, Hypothesis H3 was supported by a significant standard coefficient of $\gamma = 1.13$ and a Z-value of 2.106, indicating a robust relationship between customer satisfaction and the spreading of Word of Mouth (WOM).

Finally, Hypothesis H4, with a standard coefficient of $\gamma = 0.69$ and a Z-value of 2.090, also proved to be valid, further supporting the hypothesized relationship.

Table 5: Summarized Results of Hypothesis Testing

Hypothesis	Standard coefficient	Z -Value	P-Value	Result
H 1: There is a positive relationship between sustainability and customer emotions.	0.79***	4.835	0.000	Supported
H2: There is a positive relationship between emotions and customer satisfaction.	1.13**	2.608	0.009	Supported
H3: Satisfaction positively influence on the intention to spread the positive or negative word of mouth	0.68*	2.106	0.035	Supported
H4: Satisfaction positively influence behavioral intentions (Keep using Airbnb)	0.69*	2.090	0.037	Supported

Path analysis

In-depth analysis of the mediating roles of sustainability aspects and emotional value was conducted to determine their function as mediators within the research framework.

As illustrated in Table 6, sustainability exhibited a strong positive indirect effect on customer satisfaction through the mediation of emotional value. Additionally, it influenced word of mouth (WOM) and loyalty via the combined mediation of emotional value and satisfaction ($\gamma = 2.11$, $z = 3.47$, $p < 0.001$). Moreover, emotional value significantly and indirectly impacted WOM and loyalty through the mediation of customer satisfaction ($\gamma = 1.55$, $z = 5.485$, $p < 0.000$).

Consequently, both emotional value and customer satisfaction were found to play significant mediating roles within the model, reinforcing the importance of these factors in enhancing customer-related outcomes.

Table 6: Mediating Effects

Path	Direct effect	Indirect effect	Total effect
Perceived sustainability→emotional value	0.79***		0.79***
perceived sustainability→emotional value→ customer satisfaction→WOM+ Loyalty	0.79***	2.112	2.90
Emotional value→customer satisfaction	1.13**		1.13**
Emotional value→customer satisfaction→WOM + Loyalty	1.13**	1.55	2.68



Figure 2: Results from path analysis

CONCLUSION

Growing the number of tourists increases the demand for accommodation in the tourism industry and part of this demand is satisfied by the sharing economy. Airbnb as a huge supplier of this sector has been functioning in recent years and brought many economic opportunities. Moreover, this platform offers more sustainable traveling. Nonetheless, the research gap in the relationship between the perceived sustainability of this platform, tourist emotions, and behavior has lingered.

To bridge this gap, this research primarily identified the main indicators of the sustainability of the sharing economy from previous research. Using the SOR theory, this study examined Airbnb tourists' stimulus, responses, and behavioral intentions. Accordingly, this research developed and tested a theoretical framework for the relationships among perceived sustainability (stimulus), emotional value and satisfaction (organism), recommending to other people (positive WOM), and loyalty (response) using the SOR paradigm. This paper utilized confirmatory factor analysis (CFA) to identify effects on emotions, satisfaction, and behavioral intentions by considering the sustainability dimensions of sharing economy on their customers. The results revealed that most of the participants gave a high score to the sustainability dimensions of Airbnb and there is a highly significant impact of sustainability on tourists' emotions. Additionally, this study identified emotional value as a predictor significantly influenced tourist satisfaction and suggests that positive and good emotions increase satisfaction. The results further demonstrates that customer intention to spread the Word Of Mouth or searching alternatives is influenced by their satisfaction in a way that increases satisfaction, the likelihood of them recommending Airbnb to their friends, and also prompts them to keep using Airbnb in the future. A path analysis was conducted which indicated a significant

impact on emotional value and satisfaction and positively mediated between variables in the model.

Today people increasingly ask peers about goods and services. Awareness amongst consumers could potentially help unsustainable decisions in shared items. Moreover, environmental preservation and sustainability have been crucial concerns for policymakers, business managers, and scholars in recent years. This study sheds light on future policymakers to increase awareness among tourists and moreover for researchers to investigate more sustainable solutions for tourism.

LIMITATIONS AND FUTURE RESEARCH

This study has several limitations that should be acknowledged. Firstly, the data were collected from a single platform, Airbnb, which may limit the generalizability of the findings to other sharing economy platforms. Secondly, the study relied on self-reported data, which may be subject to biases such as social desirability or recall bias. Lastly, the sample size, although sufficient for the analysis conducted, may not be large enough to represent the entire population of Airbnb users, particularly those from diverse geographic and cultural backgrounds.

Future research should consider expanding the scope to include multiple sharing economy platforms to enhance the generalizability of the findings. Additionally, future studies could incorporate objective measures of sustainability practices and behaviors, alongside self-reported data, to mitigate biases. Researchers should also aim to include more diverse and larger samples to ensure the findings are representative of the broader population. Finally, investigating the role of cultural differences in shaping perceptions of sustainability and subsequent behaviors in the sharing economy could provide deeper insights into how these factors interact globally

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