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Revisiting Consumers' Intention to Use Peer-to-peer Accommodation Services: The Role of Positive Emotional Response from COVID-19 Crisis Response Communication

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ABSTRACT

The study revisits the predictors of consumers' intentions to use peer-to-peer accommodation ($P2PA$) services and accents the impact of positive emotional responses from COVID-19 crisis response communication efforts adopted by P2PA service providers. An online scenario-based survey was carried out among 265 consumers from the Philippines. The results of the analysis reveal that peer-to-peer accommodation usage intentions remain driven by perceived economic benefits, environmental benefits, and trust while dismissing the desire for social interaction. Emotions elicited from crisis response communication affect consumer psychology and behavior; hence, service providers should aptly communicate crisis response efforts along the route to crisis recovery.

KEYWORDS: Peer-to-peer accommodation, sharing economy, consumer behavior, crisis response communication, emotional response

Introduction

The COVID-19 pandemic adversely affected the hospitality industry, including peer-to-peer accommodation rentals (**Benítez-Aurioles, 2021**; **Gerwe, 2021**). Peer-to-peer accommodation, or $P2PA$, is a new service phenomenon, allowing ordinary homeowners to share their spare lodging spaces with peers or vacationers via an online platform (**I. P. Tussyadiah, 2016**). Airbnb is a popular example of a $P2PA$ platform provider. It has sustained unprecedented growth, as demonstrated by its global reach, and it has even caused disruptive effects on budget and upscale hotels and other lodging services (**Blal et al., 2018**; **D. A. Guttentag & Smith, 2017**). However, scholars argue that the pandemic has changed tourists' perceptions and usage of accommodation services. Vacationers are more perceptive about travel risks and prefer longterm stays (**Kolomatsky, 2021**; **S. H. S. H. Lee & Deale, 2021**; **Yohn, 2020**). They also built stronger precedence for privacy, cleanliness, hygiene, and accommodation safety (**Y. Jiang & Wen, 2020**; **J. J. Kim & Han, 2022**; **Zhang et al., 2021**). Shared lodging spaces spawned safety concerns and, with little regulatory attention (**Dolnicar, 2019**), somehow capped $P2PA$ as an unreliable option for consumers. Previously, it has been reported that $P2PA$ holds traction in the lodging industry as consumers acknowledge its economic benefits, social incentives, environmental benefits, and trustworthiness (**Hossain, 2020**; **Lyu et al., 2019**; **I. P. Tussyadiah, 2016**;

Wang & Jeong, 2018). However, as consumer attitudes and behaviors typically change after exposure to a crisis (**Vázquez-Martínez et al., 2021**), it remains a question of which of these attributes remain relevant to the consumers as they intend to use the service in the post-pandemic era.

Meanwhile, in any crisis occurrence, the literature asserts the need for organizations to implement effective communication strategies to mitigate its catastrophic effects and expedite recovery (**Kwok et al., 2021**). The Situational Crisis Communication Theory ($SCCT$) serves as the cornerstone in selecting a crisis response strategy based on the nature of the crisis and crisis responsibility that the public attributes to the organization (**T. T. Coombs, 2006**). When an organization is subjected to a high reputational threat arising from a crisis, the higher the crisis responsibility. Thus, the business organization must enforce more rigid responses (**W. T. Coombs & Holladay, 2005**). However, **Macnamara** (**2021**) argues that the $SCCT$ framework does not explicitly articulate crises like Covid-19. It is only closer to the victim and accidental crisis types, but predominant management actions adopted by organizations are distinct from what was previously specified by **T. Coombs** (**2006**). **Kwok et al.** (**2021**) specify that organizations in the travel and tourism sector commonly adopt Covid-19 prevention protocols and inform stakeholders about the organizations' Covid-19 virus prevention efforts, adding a new bolstering strategy in the $SCCT$.

For example, Airbnb - a leading $P2PA$ platform, published its enhanced clean protocol, which is claimed to conform to industry-leading cleaning and sanitization standards. Hosts who commit to this process obtain an "enhanced-clean" highlight on their listing page. They were also asked to revise their listing description by further communicating their cleaning routine and sanitization protocols to their guests (**Airbnb, 2021b**). Such crisis response and communication efforts may elicit pertinent emotions that preserve consumers' favorable position toward the organization, its products, and services. **Waugh** (**2020**) explicitly stresses the importance of engendering positive emotion to consumers as it regulates one's reappraisal of negative events. **Jin** and **Oh** (**2021**) also assert that imbuing positive emotion can promote positive consumer perceptions, attitudes, and behavior toward a target. However, it remains unknown in the literature how this new Covid-19 preventive communication effort appeals to consumer emotions (**Tutmann, 2016**), their attitudes, and booking intentions toward $P2PA$ services (**Bagozzi et al., 2016**; **Loewenstein et al., 2001**; **Lu & Huang, 2018**; **Seegebarth et al., 2019**; **Wu et al., 2018**). Also, little information exists on the potential of positive emotion to moderate consumers' attitudes and their perceptual assessment of the attributes of $P2PA$.

Succinctly, the occurrence of the Covid-19 pandemic has heightened consumers' travel risk perceptions (**S. H. S. H. Lee & Deale, 2021**), spawned hygiene and safety concerns for accommodation services (**Dolnicar, 2019**), and imbued negative emotions of anxiety and Covid-related fear (**Di Crosta et al., 2021**). It is suspected that these developments could potentially induce lasting effects on consumer behavior toward $P2PA$ in the post-pandemic era (e.g., added importance of trust, the need for high cleanliness/sanitation standards, and the relevance of $P2PA$'s functional elements; **Godovykh et al., 2022**; **W. Jiang et al., 2022**; **Wen et al., 2020**). Therefore, the study seeks to further respond to the suspicions about the changes in consumer behavior in the post-pandemic era and fill the knowledge gaps on the behavioral influence of positive emotions elicited from crisis response communication in the $P2PA$ context. The study has three major objectives. First, it aims to validate the antecedents of consumers' attitudes toward $P2PA$ services and their booking intentions following the COVID-19 outbreak. Second, it examines the influence of positive emotional responses from COVID-19 prevention highlights and messages in shaping attitudes and booking intentions toward $P2PA$ services. Third, the work further explores the potential moderating effect of positive emotions on the relations between consumers' attitudes and their perceptions about attributes of $P2PA$ services.

Theoretically, the study contributes insights into the potential changes in consumer behavior toward $P2PA$ services following a crisis. We address a timely query on which perceived attributes about $P2PA$ services remain relevant in shaping their attitudes and usage intentions in the post-pandemic era. Meanwhile, the work offers a new understanding of the consumers' emotional and behavioral responses to the Covid-19 preventive crisis response communication strategy in $P2PA$ booking platforms. Practically, the study discerns pathways that effectively support the recovery of the $P2PA$ sector in the post-pandemic era and whenever similar crisis types happen in the future.

Literature review and hypotheses development

Booking intentions (INT) and attitudes (ATT) toward $P2PA$ services

Several consumer behavior studies parse behavioral intention as it is purported as the proximal determinant of actual behavior (**Ajzen, 1991**; **Sutton, 2012**; **Trafimow & Sheeran, 2004**). **Ajzen** (**1991**) denotes that when the intention to perform a behavior is relatively strong, the higher the likelihood that actual behavior follows. Meanwhile, behavioral intention is best predicted by attitude or the "degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (**Ajzen, 1991**, p. 188). Several studies supported the relationships between attitude, intention, and actual behavior in the sharing economy context (**Akande et al., 2020**). In the $P2PA$ context, attitudes significantly predict $P2PA$ usage intentions (**Amaro et al., 2019**; **Shin & Kang, 2021**; **I. P. Tussyadiah & Pesonen, 2018**). Nevertheless, **Vázquez-Martínez et al.** (**2021**) reported that consumer attitudes and behaviors usually change after exposure to any crises types. Hence, to validate these relationships and extant theorizations in the post-pandemic era, we postulate that:

H1: Consumers' attitude (ATT) toward P2PA services positively influences their booking intentions (INT)

Prior findings stress economic benefits (ECO), social incentives (SOC), environmental benefits (EN), and trust (TRU) as demand drivers in the sharing economy, including $P2PA$ (**Botsman & Rogers, 2010**; **Frenken & Schor, 2017**; **I. P. Tussyadiah & Pesonen, 2016**). A summary of these findings is presented in **Table 1**. Remarkably, these factors impact consumers' attitudes and usage intentions of $P2PA$ materialize during the "normal" times before the COVID-19 crisis. As new dynamics come to light following the pandemic (**Vázquez-Martínez et al., 2021**), it remains uncertain which perceptions remain relevant in predicting consumers' attitudes toward $P2PA$ services.

Perceived economic benefits (ECO). It is argued that the sharing economy bears affordable alternatives for products and services provided in traditional channels. In $P2PA$, staffing and maintenance costs are lower than in hotels; hence, prices are relatively lower (**D. Guttentag, 2015**; **Yan et al., 2019**). $P2PA$ presents an affordable alternative for lodging, especially in areas with a dense presence of premium hotels (**Onder et al., 2019**; **Tavana et al., 2020**). The explorative findings of **Tussyadiah** and **Pesonen** (**2018**) noted the economic appeal of $P2PA$ in driving consumers' of its usage. It is an affordable option for quality accommodation, helping lower travel costs and promoting moneysaving. Similarly, **Young et al.** (**2017**) indicate that consumers perceive more economic advantages when staying in $P2PA$ for leisure over hotels. Longer stays in $P2PA$ are also perceived to offer more economic advantages over staying in traditional lodging services (**Lyu et al., 2019**). Moreover, **D. Guttentag et al.** (**2018**) assert that $P2PA$ users can be segmented into two: economic-driven and experience-driven. With these, the study speculates that:

H2: ECO influences ATT to book $P2PA$ services

Table 1. A summary of the key factors driving consumers' usage of $P2PA$ services.

Factors	Description	Literature
Perceived economic benefits	Affordability, cost-advantage, and money-saving prospects drive consumers' usage of P2PA services	Young et al. (2017), Guttentag et al. (2018), Tussyadiah and Pesonen (2018), Lyu et al. (2019)
Perceived social incentives	Opportunities for social interaction (host-guest) and the desire to build meaningful connections influence consumers' use of P2PA services	Wang and Jeong (2018), Kim (2019), Yan et al. (2019), Moon et al. (2019), Zhang et al., 2021), De Canio et al. (2020), Pappas (2019), Xu (2020)
Perceived environmental benefits	Beliefs about the environmental and ecological impacts associated with the use of services in peer-to-peer platforms (e.g., P2PA) spur consumer engagement and usage of the service	I. P. Tussyadiah (2015), Gazzola et al. (2019), S. H. N. Lee and Chow (2020), Kuhzady et al. (2020)
Perceived trust	Trust transpiring between exchanging parties (hosts vs guests) and reliability of transactions in peer-to-peer platforms is a critical driver of P2PA usage	Pappas (2017), Wang and Jeong (2018), Boateng et al. (2019), Yang et al. (2019), Park and Tussyadiah (2020), Kuhzady et al. (2020)

Perceived social incentives (SOC). **Pappas** (**2019**) and **Xu** (**2020**) indicate that consumers' overall experiences in $P2PA$ are also governed by the social incentives that succeed from host-guest interactions. **Tussyadiah** and **Pesonen** (**2018**) articulate these social matters as the consumers' desire for meaningful social connection, cultivating a sense of community, and indulging in a more localized and authentic experience, which traditional accommodation providers may not be able to provide. De **Canio et al.** (**2020**) claim that social interaction opportunities in $P2PA$ setup strongly drive consumers' usage of the service. **Yan et al.** (**2019**) also consider social benefits from $P2PA$'s host-guest interactions in $P2PA$ a relevant factor for consumers to switch from traditional lodging to $P2PA$ service. Moreover, **Zhang et al.**, **2021**) recognize the role of social value in influencing consumer repurchase intention for $P2PA$, while **Kim** (**2019**), **Wang** and **Jeong** (**2018**), and **Moon et al.** (**2019**) assert its role in consumer satisfaction. In this study, we postulate that:

H3: SOC influences ATT to book $P2PA$ services

Perceived environmental benefits (EN). **Botsman** and **Rogers** (**2010**) argue that utilizing idle capacities of resources through sharing them with others can reduce asset ownership and thus the production of new goods. In consequence, it may curb the rapid depletion of scarce natural resources. Maximizing the use of idle lodging facilities through sharing with others in peer-to-peer platforms advances collaborative consumption, which is allied with environmental and ecological benefits through reduced material consumption (**Hamari et al., 2016**; **Mohlmann, 2015**). These benefits drive $P2PA$ usage among environment-conscious consumers (**Kuhzady et al., 2020**; **I. P. Tussyadiah, 2015**). Other evidence suggests that beliefs about the sharing economy's environmental and sustainability implications impel consumer participation in its $P2PA$ subsector (**Gazzola et al., 2019**; **S. H. N. S. H. N. Lee & Chow, 2020**). However, **Frenken** and **Schor** (**2017**) argue that materializing the pro-environmental and sustainability aspirations of the sharing economy remains obscure. Earnings generated from the sharing economy may compel people to add new resource capacities, degrading its original ethos. The presence of $P2PA$ has also been associated with increased tourist activity, aggravating pollution, and deteriorating infrastructures and natural areas (**Garau-Vadell et al., 2019**).

Studies gauging the proenvironmental and sustainable impacts of the sharing economy still offer ambivalent findings. Nevertheless, to revalidate extant claims, this work posits that:

H4: EN influences ATT to book $P2PA$ services

Perceived trust (TRU). **Pavlou** (**2003**) ascribes the fundamental role of trust in diverse economic and social interactions in uncertain environments. The authors associate trust as a belief relating to goodwill and credibility of transactions and parties involved. **Ert et al.** (**2016**) assert that trust is the principal currency in online peer-to-peer transactions. Online sharing platforms facilitate the exchanges between two strangers, yet, establishing trust between parties is essential for transactions to succeed (**Boateng et al., 2019**; **Pappas, 2017**). **Yang et al.** (**2019**) explain this necessity for trust-building in the case of $P2PA$ (Airbnb), as they argue that it should transpire between exchanging parties (i.e., host-guest), including trust in the sharing platform (i.e., website or mobile app). **Wang** and **Jeong** (**2018**) reveal the effect of perceived trust in shaping consumers' attitudes and intentions to reuse Airbnb. **Park** and **Tussyadiah** (**2020**) similarly emphasize the importance of trust in shaping consumers' booking intention of $P2PA$. Moreover, **Kuhzady et al.**'s (**2020**) review asserts that several scholars have largely considered trust a critical driver in peer-to-peer transactions. Given the notable findings, the work postulates that:

H5: TRU influences ATT to book $P2PA$ services

Crisis response communication and consumer emotional response

The situational crisis communication theory ($SCCT$), deducted from attribution theory and empirical accounts, emerges as a framework for selecting a crisis response strategy pertinent to a particular crisis type and attribution of crisis responsibility (**T. T. Coombs, 2006**; **W. T. Coombs & Holladay, 2002**). **Coombs, 2007a**) indicates that a crisis is a negative event posing a reputational threat to organizations (**W. T. Coombs, 2007b**). As crisis occurs, stakeholders experience negative emotions, speculate on the cause, and attribute responsibility to the organizations involved (**W. T. Coombs, 2007b**; **W. T. Coombs, 2017**). **Coombs, 2007b**) also emphasized that when an organization is deemed responsible for the crisis, its reputational assets suffer, potentially severing the ties with stakeholders. Communication efforts and other measures adopted by the organization are crucial in mitigating the outcomes of the crisis. However, for these to be effective and offer robust reputational protection, the $SCCT$ prescribes managers to match crisis response strategies to the degree of crisis responsibility that stakeholders attribute to the organization.

Under the $SCCT$ framework, three major crisis clusters are specified based on crisis responsibility and type: victim, accidental, and intentional (T. T. Coombs, 2006; W. T. Coombs, 2007a). The victim cluster bears the lowest crisis responsibility as the organization is a victim of the crisis. The accidental crisis articulates the unintentional action of the organization, which leads to the crisis. The intentional cluster holds the highest crisis responsibility as it includes the deliberate and inappropriate action of the organization that exposes stakeholders to risk, that even the actions violate existing laws and regulations.

Coombs (**2007**) outlines three reputational repair strategies to counter the previously indicated crisis clusters: denial, diminish, and rebuild. The denial strategy disassociates the organization from the crisis and suits best when attributed crisis responsibility is low (i.e., misinformation, natural disaster). Diminish strategy covers reinforcing communication efforts that assure the public that the crisis responsibility of the organization is minimal. The rebuilding strategy is fitted for crises high in

responsibility attributions and high reputational threat, aimed to imbue positive information about the organization. It is exemplified by public apologies, expending material, and symbolic compensation to victims. As it is considered a more generous and costly strategy, deeper decision analysis is required to ensure the appropriateness of implementing the strategy.

Also, it is important for crisis response communication strategies to effectively manage stakeholders' after-crisis emotions to preserve their favorable position toward the organization, its products, or services (**W. T. Coombs & Holladay, 2005**; **Lu & Huang, 2018**). Emotion plays a central role in consumer behavior, influencing one's perceptual processing and appraisal of the potential action in question (**Zadra & Clore, 2011**; **Zeelenberg et al., 2006**). Effectively managing consumer emotions via crisis response communication is crucial in crisis recovery as it is expected to promote desired consumer behavior outcomes. Engendering pertinent emotions through crisis communication assigns an organization a human and emphatic face (**Van der Meer & Verhoeven, 2014**). As positive emotions are evoked, cognitive flexibility and available cognitive resources are enhanced, thus regulating the reappraisal of negative events (Waugh, 2020). It broadens how an individual assess a situation, facilitating openness and expanding interest in pursuing a certain action (**Løvoll et al., 2017**). **Jin** and **Oh** (**2021**) also argue that it promotes positive perceptions toward a target and subsequently influences attitudinal and behavioral outcomes. Hence, we surmise that communication efforts that induce positive emotions may regulate stakeholders' crisis-induced doubts and adversities, thus, expediting the route to crisis recovery.

The Covid-19 crisis falls close to the victim crisis type as business organizations and their stakeholders are victims of the crisis. The crisis occurrence is beyond the organizations' control, thus attributing low crisis responsibility. **Kwok et al.** (**2021**) believed that the nature of the COVID-19 crisis necessitates reminding, ingratiation, and victimage strategy for organizations to emerge from the crisis. That is, by advocating the organization's exceptional track record, applauding the stakeholders, and reminding them that the organization also suffered in the crisis. However, their findings suggest that ingratiating stakeholders and updating information about COVID-19 and prevention protocols received the greatest attention among consumers. As for the coping and rebuilding strategies in peer-to-peer accommodation platforms, communication of COVID-19 information and operational procedures for COVID-19 contagion prevention is likewise commonly observed.

$P2PA$ platforms like Airbnb award "enhanced clean" highlights on the listing page of hosts committed to their cleaning and sanitization process. Hosts likewise added cleaning and sanitization information to their listings. This study speculates that Covid-19 prevention information imbues consumers' positive emotions (EMO) and promotes their positive attitude (ATT) and intention (INT) to use $P2PA$ services. Meanwhile, the study postulates that EMO strengthens $P2PA$ perceptions and their relationship with attitude and usage intentions.

H6: Positive emotional response from COVID-19 crisis response communication (EMO) affects attitude toward $P2PA$ services (ATT)

> **H7a**: The relationship between ECO and ATT is stronger when EMO is high
>
> **H7b**: The relationship between SOC and ATT is stronger when EMO is high
>
> **H7c**: The relationship between EN and ATT is stronger when EMO is high
>
> **H7d**: The relationship between TRU and ATT is stronger when EMO is high

Figure 1 reflects the study's model specification, succeeding from the insights in literature and postulations of this study.
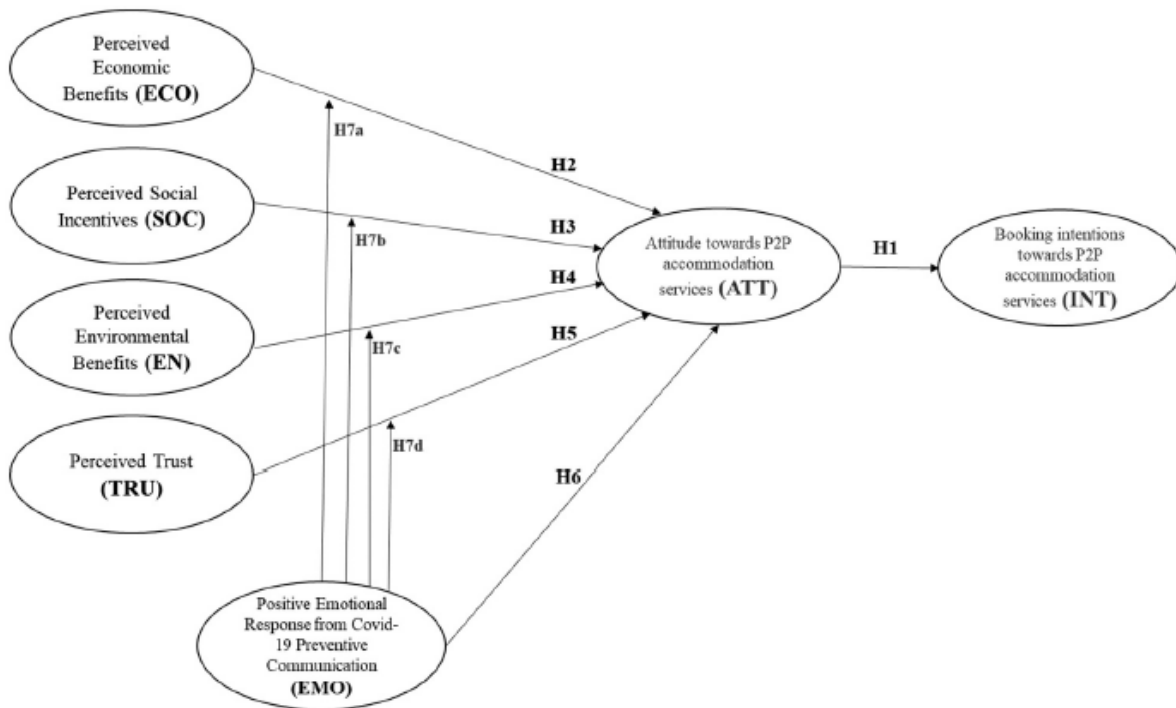
Figure 1. Research model.

Methodology

Study participants

A purposive sample of 400 consumers in the Philippines was invited to participate in the online survey. The major criterion followed in the sample selection is the individual's awareness of $P2PA$ services; thus, unaware participants were strictly excluded from the study. P2PA services are increasingly becoming an important contributor to the Philippines' accommodation sector. The Philippines is a popular travel destination in Southeast Asia, and as Covid-19 restrictions are relaxed and increase tourist arrivals, $P2PA$ adds to the supply of rooms available to accommodate domestic and international travelers (**Tumbali, 2020**). Data also shows that international guests express great interest in staying in $P2PA$ in the country, as Airbnb searches for listings grew by over 140% in 2021 (**Adel, 2022**). Airbnb-commissioned research from Oxford Economics likewise reveals that Airbnb hostings in the Philippines contributed USD 1 billion to the country's gross domestic product and provided more than 160,000 jobs (**Airbnb, 2021a**).

About 343 participated in the study, yet only 265 responses were valid after data screening. Whether the sample size is adequate for further analysis was addressed using statistical approaches. First, power sample analysis using G*power software revealed a minimum sample size of $n = 98$, at medium effect size $(f^2) = 0.15$, Power $= 80\%$, significance level $(\alpha) = 5\%$, and with at least 6 predictor variables. Second, consulting **Hair et al**.'s (**2017**) "10 times rule" on sample size determination (i.e., "equal or more than ten times the largest number of structural paths directed at a particular construct in the structural model" (p. 24)), means a minimum sample size of $n = 50$ is acceptable in the study. Given these assessments, the study's sample size of $n = 265$ is adequate and can be used for further analysis. The demographic profile of the respondents is presented in **Table 2**.

Table 2. Demographic information (n = 265).

	n	%		n	%
Gender			*Employment Status*		
Male	92	34.7	Employed full time	167	63
Female	167	63	Employed part time	39	14.7
Non-binary/third gender	3	1.1	Unemployed looking for work	13	4.9
Prefer not to say	3	1.1	Unemployed not looking for work	12	4.5
Age			Student	34	12.8
18–24	108	40.7	*Monthly income*		
25–34	102	38.5	below $300 (approx. below P15,000)	105	39.6
35–44	31	11.7	$301-$500 (P15,001 – P25,000)	71	26.8
45–54	9	3.4	$501-$1000 (P25,001 – P50,000)	65	24.5
55–64	14	5.3	$1001-$4000 (P50,001-P200,000)	24	9.1
75–84	1	0.4			
Education level					
Less than high school	2	0.8			
High school degree	17	6.4			
Some college	19	7.2			
College degree	178	67.2			
Master's degree	35	13.2			
Doctorate	14	5.3			

Note: Data collection September-October 2021

Questionnaire development

An online survey questionnaire was designed to gauge the constructs pertinent to the study. The study mainly adapted **Kang et al.**'s (**2020**) measure of emotional response, to which the items reflect the positive aspects of emotion. **Coté et al.** (**2011**) also considered some items measuring experienced emotions. It has demonstrated robust reliability in measuring emotional response toward advertising content (**Kang et al., 2020**). And as with any other information-based content, it is argued that employing such measures in the study is deemed suitable. Meanwhile, measurement items of the other constructs were adapted from various sources: booking intention (**Algesheimer et al., 2005**; **Shneor & Munim, 2019**), attitude (**Ajzen, 1991**), perceived economic benefits (ECO; **Pappas, 2017**), perceived social benefits (SOC; **Laurenti & Acuňa, 2020**; **I. P. Tussyadiah & Pesonen, 2016**), perceived environmental sustainability concern (EN; **Hamari et al., 2016**), and perceived trust (TRU; **Alonso-Almeida et al., 2020**; **Hawlitschek et al., 2018**; **Pavlou, 2003**; **Sparks & Browning, 2011**; **Table 3**). All items were measured using a 5-point Likert scale (1 - strongly disagree to 5 - strongly agree). The questionnaire did not undergo translation as English is an official language in the Philippines. Before data collection, the survey questionnaire was pretested to twenty college students to enhance its clarity and comprehensibility. After minor modifications, the questionnaire was deployed via the Qualtrics survey platform.

<div align="center">**Table 3**. Constructs, items, and assessment of the measurement model.</div>

Item	Mean	SD	FL	AVE	CR	CA
Intention (INT) (Algesheimer et al., 2005; Shneor & Munim, 2019)						
INT1 It is likely that I will reserve the place	3.91	0.80	0.91	0.79	0.95	0.93
INT2 I have the intention to make the reservation	3.80	0.85	0.88			
INT3 I predict that I would make the reservation	3.76	0.84	0.88			
INT4 It make sense to reserve the place	3.95	0.79	0.88			
INT5 Given the chance, I intend to make the reservation	3.96	0.85	0.90			
Attitude (ATT) (Ajzen, 1991)						
ATT1 It is a positive thing to reserve the place	3.95	0.81	0.92	0.85	0.94	0.91
ATT2 It is a wise move to reserve the place	3.87	0.86	0.91			
ATT3 It is a good thing to reserve the place	3.92	0.86	0.94			
ATT4 Booking the place is better than hotel accommodation	d					
Perceived economic benefits (ECO) (Pappas, 2017)						
ECO1 Is affordable	3.94	0.82	0.85	0.73	0.89	0.82
ECO2 Offers value for money (i.e. worth the money spent on it)	3.91	0.82	0.87			
ECO3 Help me to save money and spend later	3.87	0.80	0.85			
Perceived social benefits (SOC) (Laurenti & Acuña, 2020; Tussyadiah & Pesonen, 2016)						
SOC1 Provides an opportunity to socialize with other people	3.55	0.96	0.86	0.78	0.93	0.91
SOC2 Gives me the feeling of community participation	3.65	0.91	0.89			
SOC3 I get to meet and interact with diversity of people	3.62	0.94	0.90			
SOC4 I can gain unique social experiences	3.78	0.89	0.88			
Perceived environmental sustainability concern (EN) (Hamari et al., 2016)						
EN1 Respects the environment	d			0.81	0.93	0.88
EN2 Concerned with the reduction of consumption of natural resource	d					
EN3 Recycling is well managed	3.66	0.72	0.88			
EN4 Inform guests of its environmental practices	3.77	0.73	0.91			
EN5 Consume environmentally friendly renewable energy	3.65	0.76	0.89			
Perceived trust (TRU) (Alonso-Almeida et al., 2020; Hawlitschek et al., 2018; Pavlou, 2003; Sparks & Browning, 2011)						
TRU1 Is trustworthy	3.71	0.77	0.90	0.76	0.93	0.89
TRU2 The providers have high integrity	3.73	0.73	0.84			
TRU3 Operators are reliable	3.68	0.76	0.88			
TRU4 Committed toward keeping their promises	3.66	0.78	0.87			
Positive emotional response on crisis communication (EMO) (Côté et al., 2011; Kang et al., 2020)						
How do you feel about the COVID-19 crisis response communication shown on the accommodation listing:						
EMO1 Moving	3.82	0.92	0.72	0.59	0.89	0.86
EMO2 Meaningful	3.86	0.86	0.74			
EMO3 Happy	3.91	0.86	0.80			
EMO4 Touching	3.61	0.84	0.72			
EMO5 Interesting	4.02	0.84	0.79			
EMO8 Convincing	3.93	0.89	0.82			
EMO6 Creative	d					
EMO7 Impressive	d					

Note: D - dropped due to low factor loading, FL- factor loadings, AVE - average variance extracted, SD - standard deviation

CR- composite reliability, CA - Cronbach's alpha

Data collection procedure

An online scenario-based survey was adopted for data collection. Participants were asked to imagine themselves caught in a $P2PA$ listing and decide whether to reserve it or not. We presented a fictitious $P2PA$ listing page, simulating interface design features of a typical $P2PA$ booking page that prevailed during the pandemic (Appendix **Figure A1**). The presence of crisis response communication is distinct on the page, as exhibited by the "enhanced-clean" highlight and additional listing descriptions about the host's cleaning and sanitization efforts. After stimulus exposure, participants were asked to self-

report their emotional response to the Covid-19 crisis response communication on the accommodation listing page. Subsequently, attitude, booking intentions, and other constructs in the study were measured.

Data analysis

Partial least squares structural equation modeling or $PLS - SEM$ was used to explore and infer the hypothesized path relationships specified in this study's research model. Its use is prevalent in many empirical studies testing complex structural relationships in diverse fields (**Carranza et al., 2020**). It has also shown higher statistical Power in dealing with low sample sizes and nonnormal data (**Hair et al., 2017**). Therefore, considering the nature and purpose of the study, sample size, and data characteristics, $PLS - SEM$ is deemed appropriate.

Results

Assessment of the measurement model

The assessment focuses on the reliability and validity of measurement items and constructs specified in the research model. Firstly, factor loadings for items in each construct were inspected to ascertain reliability. As shown in **Table 2**, most item loadings concur on the acceptable threshold of ≥ 0.7 (**Hair et al., 2017**), except for items $ATT4$, $EN1$, $EN2$, $EMO6$, and $EMO7$ were discarded before further assessment. The constructs also exhibit good reliability as Cronbach's alpha (CA) and Composite Reliability (CR) values satisfy the minimum thresholds of 0.70-0.90 (**Hair et al., 2017**) and 0.70 (**Hair et al., 2017**; **Nunnally, 1994**). Convergent validity of constructs is also satisfactory, as the Average Variance Extracted (AVE) values exceeded the 0.50 minimum (**Hair et al., 2017**). The discriminant validity assessments, based on Fornell-Larcker Criterion and Heterotrait-Monotrait ($HTMT$) assessment, also reveal affirmative results (see, **Table 4**). The square root of AVE of each construct is higher than its correlation with other constructs (**Fornell & Larcker, 1981**; **Hair et al., 2017**), and $HTMT$ values are less than 0.85-0.90 (**Hair et al., 2017**; **Henseler et al., 2014**). Finally, the assessment argues common method bias concerns, as Harman's single factor test resulted in a cumulative variance of 39.718%, less than the 50% critical threshold (**Podsakoff et al., 2003**).

Table 4. Discriminant validity assessment result using Fomell-Larcker Criterion and $HTMT$.

	ATT	ECO	EMO	EN	INT	SOC	TRU
ATT	**0.92**	*0.67*	*0.67*	*0.52*	*0.84*	*0.35*	*0.65*
ECO	0.59	**0.86**	*0.51*	*0.48*	*0.60*	*0.42*	*0.68*
EMO	0.60	0.43	**0.77**	*0.42*	*0.67*	*0.39*	*0.54*
EN	0.46	0.41	0.36	**0.90**	*0.43*	*0.49*	*0.61*
INT	0.78	0.53	0.61	0.39	**0.89**	*0.33*	*0.53*
SOC	0.33	0.37	0.35	0.44	0.31	**0.88**	*0.43*
TRU	0.58	0.59	0.48	0.54	0.49	0.40	**0.87**

Note: Square root of AVE (diagonal elements in bold), HTMT values (iin italic)

Assessment of the structural model

Following the procedure for structural assessment, we initially check multi-collinearity issues that may be exhibited by the predictor variables in the structural model. Nonetheless, the analysis reveals no

severe issues as variance inflation factor (VIF) values fall below 3.0 to 3.3 (**Cenfetelli & Bassellier, 2009**; **Hair et al., 2017**; **Table 5**).

The explanatory capacity of the structural model was then examined by viewing the coefficient of determination (R^2) figures. The dependent variables attitude (ATT) and Intention (INT) indicate R^2 values of 56.32% and 60.70%, respectively. It is argued that the structural model exhibit a robust predictive capacity as values transcend the R^2 threshold of 20% (**Carranza et al., 2020**; **Hair et al., 2017**; **Rasoolimanesh et al., 2017**), commonly referred to in consumer behavior studies. Furthermore, we examined the predictive relevance of the model by performing the Stone-Geisser (Q^2) test. As the values are greater than zero ($Q^2_{Att} = 0.458$ and $Q^2_{INT} = 0.473$), the model has a robust predictive relevance (**Hair et al., 2017**; **Revilla-Camacho et al., 2017**).

Table 5. Summary results of the inner model assessment (complete).

Direct effects	VIF	ß	t-value	p-value	Hypothesis Supported
ATT → INT	1.00	0.78***	25.43	0.00	H1 (supported)
ECO → ATT	1.69	0.26**	4.76	0.00	H2 (supported)
SOC → ATT	1.38	−0.03	0.52	0.60	H3 (not supported)
EN → ATT	1.59	0.13**	2.01	0.04	H4 (supported)
TRU → ATT	1.97	0.20***	3.93	0.00	H5 (supported)
EMO → ATT	1.58	0.35***	6.35	0.00	H6 (supported)
Specific Indirect effects					
ECO → ATT → INT		0.20***	4.75	0.00	
SOC → ATT → INT		−0.02	0.52	0.60	
EN → ATT → INT		0.11**	2.11	0.04	
TRU → ATT → INT		0.16***	3.95	0.00	
EMO → ATT → INT		0.26***	5.74	0.00	
Moderating effects					
EMO*ECO → ATT		0.16**	2.43	0.02	H7a (supported)
EMO*SOC → ATT		0.04	0.65	0.52	H7b (not supported)
EMO*EN → ATT		−0.17***	2.71	0.01	H7c (supported)
EMO*TRU → ATT		−0.04	0.58	0.56	H7d (not supported)
		R^2	a.R^2	Q^2	
ATT		56.32%	54.78%	0.458	
INT		60.70%	60.55%	0.473	

*Note: *** sig. at 0.01, ** sig. at 0.05, **VIF** - variance inflation factor, **B** - path coefficient, **a.R²** - adjusted R², **Q²** -Stone-Geisser predictive relevance*

A complete bootstrapping procedure with 5,000 subsamples was performed to evaluate the study's hypotheses. The results indicate that attitude (ATT) has a positive and significant effect on the intention (INT) to book $P2PA$ ($\beta = 0.78$, $t = 25.43$, $P < .01$). Meanwhile, perceived economic benefits (ECO) ($\beta = 0.26$, $t = 4.76$, $P < .01$), trust (TRU) ($\beta = 0.20$, $t = 3.93$, $P < .01$), environmental benefits (EN) ($\beta = 0.13$, $t = 2.01$, $P < .05$), and positive emotional response (EMO) ($\beta = 0.35$, $t = 6.35$, $P < .01$) pose positive and significant influence to attitude (ATT). Given these results, H1, H2, H4, H5, and H6 are accepted. Only the influence of perceived social benefits (SOC) to ATT is opposed, thereby rejecting H3. Interestingly, the result demonstrates that EMO exerts the strongest influence on ATT among all predictors of attitude.

The analysis also reveals the moderating roles of EMO between ATT and antecedent perceptions on the attributes of $P2PA$. EMO exerts positive moderating effects on $ECO \rightarrow ATT$ and $SOC \rightarrow ATT$, while negative moderating effects are observed on $EN \rightarrow ATT$ and $TRU \rightarrow ATT$ relationships. However, at a 5% significance level, only the moderating effects on ECO^ATT ($\beta = 0.16$, $t = 2.43$, $P <$

.05) and $EN \rightarrow$ATT ($\beta = -0.17, t = 0.58, P < .05$) is significant. Therefore, H7a and H7c are accepted, while H7b and H7d are rejected.

Discussion and conclusion

The study primarily examines the factors shaping consumers' attitudes and intentions to book $P2PA$ services following the Covid-19 crisis. The study validates the relevant perceptual beliefs and examines the influence of positive emotional response from Covid-19 crisis response communication on consumers' attitudes and booking intentions toward $P2PA$ services.

Despite the shocks and experiences from the pandemic, consumers' attitudes and intentions to book $P2PA$ are still driven by their perceptions of the service's economic benefits, pro-environmental implications, and trustworthiness. $P2PA$, famed for offering affordable alternatives for quality accommodation (**I. P. Tussyadiah & Pesonen, 2018**), remains relevant in endorsing consumers' booking intentions. Beliefs about P2PA's environmental benefits are likewise integral, thereby corroborating previous findings (**Dann et al., 2019**; **Gazzola et al., 2019**; **Hossain, 2020**; **Petruzzi et al., 2020**). The study substantiates the role of perceived trust as a predictor of attitude and intention for booking P2PA and sharing economy participation in general (**Cheng et al., 2019**; **I. P. Tussyadiah & Park, 2018**; **Wang & Jeong, 2018**).

The results, however, oppose the postulated relationship between perceived social incentives, attitude, and booking intentions. This can be attributed to consumers' preference to stay alone or in private away from the hosts and maintain the social distancing protocol to prevent COVID-19 contagion. Emerging from the COVID-19 pandemic requires hosts and guests to make physical and social interactions at the bare minimum. Thus, the desire to interact with the hosts and gain meaningful and unique social experiences may not materialize comparable to the pre-pandemic period. Meanwhile, as the study scenario reflects P2PA in the respondents' domestic territory, the result may follow Tran & Filimonau's (2020) argument, attributing travelers' indifference to engage in socially beneficial interaction with hosts having relatively the same cultural orientation.

Furthermore, consumers' positive emotional response to Covid-19 crisis response communication on a $P2PA$ listing page affects their attitudes and booking intentions of $P2PA$ service. Notably, positive emotions pose the greatest influence among other antecedents of attitude examined in this study. This evidence is relatively new, as prior studies essentially consider P2PA participation to be propelled by economic reasons (**Hossain, 2020**; **I. P. Tussyadiah, 2016**). In addition, positive emotional responses play moderating roles in $ECO \rightarrow ATT$ and $EN \rightarrow ATT$ relationships. It is argued that bearing a positive emotional state elevates one's perceptual processing of the economic attributes of $P2PA$, hence their positive evaluation of $P2PA$ service and its usage. Contrarily, it weakens $EN \rightarrow ATT$ relationships, plausibly because the environmental benefits of P2PA may not yet be fully understood among the consumers.

The COVID-19 crisis is a unique phenomenal case in which prevailing crisis responses are directed toward communicating and updating COVID-19 information and preventive measures to relieve sentiments and uncertainties from negative events (**Waugh, 2020**) and instill and foster consumer confidence (**Kwok et al., 2021**). The evidence suggests that when consumers are exposed to this type of crisis response message, it elevates their perceptual processing, disposition, and behaviors in support of $P2PA$ services (**Jin & Oh, 2021**; **Løvoll et al., 2017**; **Waugh, 2020**).

Theoretical implications

The study shed light on the factors shaping consumers' intentions to book $P2PA$ services following the COVID-19 crisis. We found robust evidence that consumers' attitude toward $P2PA$ service remains a significant predictor of $P2PA$ booking intentions. Meanwhile, consumers' perceptions of the economic benefits, environmental implications, and trustworthiness of $P2PA$ remain relevant predictors of attitudes toward $P2PA$ services. Another noteworthy finding is an objection to the influence of perceived social incentives of $P2PA$ on consumers' appraisal of using $P2PA$ service. Fears of contracting the virus and domestic tourism dynamics cancel consumers' desire for social interaction with the host or other guests in $P2PA$.

We also underscore a pivotal understanding of positive emotional responses from crisis response communication in enhancing an individual's perceptual processes toward a target and appraisal of a behavior despite the shocks and uncertainties brought by a crisis. Explicitly, Covid-19 prevention highlights and messages on the $P2PA$ listing page are appreciated by consumers, influencing their attitude and intention to book a $P2PA$ service. Besides, positive emotions from such crisis response communication pose a relatively stronger impact on behavioral outcomes than any other recognized driving factors of $P2PA$ usage. The study also recognizes its moderating effects on the relationships between perceptions - attitudes. As an individual experience a positive emotional state, it further elevates perceptions of the most notable attributes of a target (i.e., economic benefits in the $P2PA$ context) and, concurrently, their attitudes toward the target.

We contribute further insights into the Situational Crisis Communication Theory ($SCCT$), specifically on the role of positive emotional responses from the crisis response communication efforts adopted by $P2PA$ providers in the Covid-19 pandemic. The unprecedented COVID-19 outbreak has reformed consumer behavior as risk perceptions heighten and negative emotions suffuse (**Foroudi et al., 2021**); however, to regulate these, we purport the relevance of instilling positive emotions through crisis response messages in drawing out desired behavioral outcomes from consumers.

Practical implications

Given the pandemic-induced shocks, reforms in consumer beliefs, and behavioral adaptation to the "new normal," the study suggests that $P2PA$ providers should continue to promote their services' competitive advantage. Eliciting positive emotions among consumers through communicating crisis response efforts may also be necessary to target more users of $P2PA$ services in the new normal. These practical guidelines may help shape and ensure the quality of $P2PA$ supply in the Philippines and ultimately offer a superior hospitality experience to domestic and international guests. Specifically, the following practical points need to be considered by $P2PA$ businesses.

Consumers seek accommodation stays that offer the best value for money. Thus, capturing these consumers requires $P2PA$ providers to set competitive prices for nightly stays, provide prime accommodation features (e.g., cleanliness, listing accuracy, fast check-in, prompt communication, adequate and functional amenities), and offer guests the best overall experience. Listings with excellent ratings with high scores in the value category may appeal well to these consumers. Meanwhile, appealing to environmentally-conscious consumers compels P2PA platforms and service providers to adopt green practices (e.g., use of green cleaning products, use of solar panels, and environment-friendly mode of transportation, recycling) and promote healthy tourism. $P2PA$'s pro-environmental advocacy needs to be effectively conveyed in various media channels. P2PA providers must also consider guests' privacy and safety from Covid-19 contagion. Offering private spaces, limiting

social (host- guest) interaction, and upholding high hygiene and safety standards are preferential to consumers in the new normal.

Furthermore, strengthening trust-forging strategies is even more critical with the heightened social uncertainty and risk perception about $P2PA$ spawned by the pandemic. $P2PA$ platform and service trust-building features should be preserved or even strengthened. This is by providing secure payment channels, account protection, scam prevention, and Covid-19 safety, including hazard prevention and disaster preparedness. Most importantly, P2PA service providers should continue to strive for excellent ratings and reliable customer reviews as these are relevant in imbuing trust among potential guests. Finally, communicating COVID-19 prevention protocols is the typical crisis response communication strategy adopted by $P2PA$ providers. Displaying marks and descriptors for accommodation listings upholding high standards of crisis response efforts (i.e., Covid-19 safety practices) may not only relax risk perceptions, but notably, these elicit positive emotions shaping consumers' favorable attitudes and intention to use $P2PA$. Therefore, a continued communication of crisis response efforts in the new normal and the route to crisis recovery must be pursued by platforms and service providers of $P2PA$.

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Appendix

Figure A1. Hypothetical $P2PA$ listing page used in scenario exposure