

Antecedents and Consequences of Co-creation Value with a Resolution of Complex P2P Relationships

ABSTRACT

Purpose

This research addresses three questions: (i) What are the main factors influencing co-creation behaviour among peers in a peer-to-peer (P2P) platform? (ii) What are the key consequences of such behaviour? (iii) What are the main factors that positively influence a sense of commitment among peers in a P2P platform?

Design

This study used a positivist paradigm (quantitative method) to scrutinise the causal associations among the scale validation and causal configurations of influential factors by employing fsQCA (fuzzy set qualitative comparative analysis).

Findings

The findings reveal the significance of co-creation behaviour in enhancing the sense of commitment in a P2P platform. Important implications for hospitality managers and researchers are highlighted.

Practical Implication

The findings of this research provide interesting insights for peer providers in a peer platform on how to enhance co-creation. They also offer guidelines on how to build a positive sense of commitment in the peer platform.

Originality

This research offers a unique theoretical contribution by investigating the antecedents and consequences of co-creation behaviour at the peer level. Drawing on complexity theory, the research also proposes two tenets supporting the managerial contribution by identifying and clarifying how co-creation behaviour and related constructs can lead to a sense of commitment between peers in a P2P platform.

Keywords: *peer identity; peer profile; co-creation behaviour; peer experience; peer perceived value; peer sense of commitment*

INTRODUCTION

Sharing is as old as humankind, and peer-to-peer (P2P) platforms are as old as the sharing economy (Dolnicar, 2019). P2P platforms are online platforms that encourage cooperative use of both tangible and intangible resources, which are delivered by individuals or ‘peers’ (Dolnicar, 2018; 2019; Karlsson and Dolnicar, 2016; Karlsson et al., 2017; Sundararajan, 2013). Peers can interact and engage in transactions with other peers on a P2P platform managed by a third party (e.g. Airbnb and Uber). P2P platforms show “the value in taking under-utilized resources and making them accessible online to a community, leading to a reduced need for ownership” (Stephany, 2015, p. 205). Having access to resources (e.g. property, cars, time, knowledge) instead of owning them facilitates consumption and helps peers to accommodate their needs at a much lower cost. The P2P business model, which is emblematic of the sharing economy context, suggests that the traditional approach to consumption, defined in terms of a customer/firm relationship that is firm/brand focused, based on concepts and theories built upon the common business-to-consumer (B2C) model can no longer be widely held.

Over the last decade, the pattern of communication and balance of power have significantly shifted from being predominantly controlled by firms to an increasing focus on the customer (Deighton and Kornfeld, 2009; Hennig-Thurau et al., 2010). With such sweeping changes – especially in the hospitality industry – firms have started to recognise the importance of customer power in co-creating value that can influence the purchasing behaviour of individuals (Canziani and Nemati, 2021). In the customer-centric context of P2P platforms, more businesses are trying to promote strategies that go beyond the transactional, aiming to nurture, retain and sustain customer relationships (Wei et al., 2013). Such promotional strategies encourage co-creation behaviour in which individuals take an active role in creating value (Assiouras et al., 2019) for themselves, other actors and the platform in a service ecosystem (Vargo and Lusch, 2017). Drawing on a service-dominant mentality, actors co-create value by

integrating resources in an institutional arrangement (Vargo and Lusch, 2016). The nature of the P2P platform in sharing economy contexts calls for co-creation behaviour (Chen, 2016) through mutual collaboration and the participation of peers.

The existing P2P literature on the hospitality industry is widely focused on perceptions and behaviours or guest motivation (Amaro et al., 2019). There has also been key research highlighting significant factors about co-creation through P2P relationships. Casais et al. (2020) studied tourism innovation based on the outcomes of guests' suggestions as a co-creation value. Camilleri and Neuhofer (2017) also drew upon co-creation and co-destruction values in guest-host practice and experience. However, further studies are needed to investigate the interrelations and configurations of P2P for co-creation value in greater depth, as suggested in the systematic review by Heinonen et al. (2018). Considering the gaps in the literature, this research is among the initial studies investigating the occurrence of peer identification and sense of commitment as significant dynamics within the co-creation behaviour between peers on a P2P platform.

This research facilitates the occurrence of co-creation behaviour with the support of peer identification and sense of commitment. It draws upon the service dominant logics (SDL) approach (Vargo and Lusch, 2016), which prioritises P2P interactions for value co-creation, and complexity theory (Foroudi et al., 2016; Woodside, 2014) as aids for resolving the complex relationships between peer identity, profile, experience and perceived value. To gain a deeper and richer perspective on the data, fsQCA (fuzzy set qualitative comparative analysis) and complexity theory are applied (Foroudi et al., 2016; 2021; Mikalef et al., 2015; Ordanini et al., 2013; Woodside, 2014; Wu et al., 2014). By employing CFA and fsQCA analysis, this article aims to highlight the interconnected causal and interdependency structures among the research variables using complexity theory from a configurational approach based on two tenets. The word tenet describes "testable precepts able to identify some kind of order within chaotic

systems” (Pappas, 2021, p. 3). To examine the extent to which complex configurations are adequate and use outcome scores, there is no need to include the metrics of statistical and consistency hypotheses (Papatheodorou and Pappas, 2017; Wu et al., 2014), and different results might be produced from the same set of causal factors (Pappas, 2021; Ordanini et al., 2014). With this in mind, the research provides an integrated understanding of when it is that peers are more likely to identify or feel a sense of commitment towards other peers in a P2P platform, based on the two tenets discussed below.

The current research contributes to the burgeoning research on peer relationships in the P2P context by offering the nature of co-creation behaviour as one of the most crucial psychological elements for the kind of meaningful, sustainable relationship that hospitality managers and policymakers are seeking in a P2P platform. The following sections discuss co-creation behaviour in the P2P tourism and hospitality context; we then aim to develop a comprehensive understanding of co-creation behaviour, antecedents, and consequences, as well as a peer-level conceptual model. The methodology employed to examine the proposed model is then described. The study concludes with a discussion of the theoretical significance of the research constructs, implications and limitations, as well as suggested avenues for future study.

LITERATURE REVIEW

P2P CONTEXT

The P2P business model entails collaborative creation, distribution and consumption of services and goods by peers (Dellaert, 2019). In the P2P business context, the individuals who provide and use resources are called peers, and are the main actors who nourish business sustainability with the support of the platform, which connects the disparate peers together. In recent years, the P2P business model has profoundly contributed to the global economy and individual welfare based on three foundation pillars: access, community base and the platform economy (Acquier et al., 2017). As a result of this integration, the P2P business model has

enjoyed the economic benefits from each of these bases. In terms of access, peers can share their under-utilised assets to maximise value for themselves and other actors, exchanging their resources with other actors through the digital platform (Geissinger et al., 2019) and coordinating through non-monetised, non-contractual and non-hierarchical forms of interaction (Altinay and Taheri, 2019).

Value co-creation behaviour in the P2P hospitality context

A brief review of the literature suggests that value co-creation has been investigated in a variety of business contexts; however, due to the nature of P2P in the hospitality context, the notion of value co-creation can be more complex than in other business contexts. Value co-creation behaviour explains how a peer would and could participate in discretionary, voluntarily behaviour to co-create value in a network of peers. In a P2P network, the online platform (e.g. Airbnb) is considered to be the most important actor, and can facilitate how peers interact and create various forms of connection with other actors. Airbnb consumption has therefore attracted enormous attention from many scholars, especially in the past decade, studies mainly focusing on topics ranging from purchase intentions to guest motivation.

The salient features of peer platforms have caused the nature of co-creation behaviour to be different from other business contexts. Firstly, multiple actors are involved in a normal peer-to-peer transaction, namely peer platform, peer providers and consumers. Online platforms facilitate the exchange of services or goods between individual consumers and individual providers. For instance, Airbnb is an online platform in which hosts provide a living space on short rental terms, to guests on the platform. In peer platforms, peer providers are the individuals who share their resources, allowing peer consumers to use and buy products and services at a lower price and have access to under-utilized resources in the peer platform. Furthermore, the relationship between individuals in the peer platform is multi-layered, for instance, peer provider-to-peer consumers, or peer provider-to-peer provider. As such, studying

co-creation behaviour in peer-to-peer platforms is different from other business contexts, namely peer focus, role fluidity, and dispersed value.

A peer focus: unlike value co-creation behaviour in other business contexts, which has a clear firm focus (Aarikka-Stenroos and Jaakkola, 2012), in the peer-to-peer platforms, value co-creation behaviour has an individual focus. For instance, peer consumers involved in value creation make a voluntarily resource contribution to peer providers, such as providing voluntarily feedback, or spreading positive word of mouth (Kumar et al., 2010). Unlike co-creation in other business contexts that have a clear brand focus, co-creation in peer-to-peer platforms not only does not have a firm/brand focus, but also manifests itself in connection with the fluid collection of different peers in a peer platform. Peer providers show personal initiative that goes beyond what is required or expected. The peer focus makes value co-creation behaviour in the P2P context different from other business contexts and, unlike the firm focus that remains constant between customer and firm, value co-creation behaviour can manifest itself by making connections with multiple disparate peers in a network.

Role fluidity: suggests that, in a P2P network, peers can have multiple identities (Tussyadiah and Park, 2018) resulting in more reciprocal and complex value co-creation behaviour. In a peer context, the role of peers is fluid, as different peers can take part in one transaction as a peer provider, and in another as a consumer—or even both simultaneously. Such fluidity reduces the role of marketers, and empowers customers to gain information from their social network instead of from commercial sources (Kozinets, 2002).

Dispersed value: although the outcome of value co-creation gravitates toward disparate actors, firms tend to be the focal beneficiaries of B2C interactions. However, in the P2P context, as multiple actors co-create, value co-creation behaviour no longer can be defined in its common

organisational sense. Value co-creation behaviour in the P2P context shows that value should not necessarily centre around a specific entity. The value of such co-creative behaviour can be felt by any actors in the network, rather than being limited to a specific firm.

The studies in the peer-to-peer platforms context have viewed value co-creation through SDL lenses (e.g., Johnson and Neuhofer, 2017; Zhang et al., 2021). The SDL paradigm shifts from company-centric to customer-centric co-creation value, and can therefore be applied for investigating the value co-creation in a peer platform from the peer perspective (Vargo and Lusch, 2016) interaction between peer providers and peer consumers that occurs during co-creation in a peer platform.

Although the SDL framework is highly relevant and useful for investigating value co-creation in peer platforms, it is insufficient for understanding the configurations and interrelations of P2P interaction dynamics. Various dynamics can play an important role, affecting value co-creation in a peer platform. Therefore determining the factors that impact on co-creation behaviour can give better understanding of co-creation behaviour in peer platforms.

Our study hence applied complexity theory, which “includes the recognition that no simple condition is the cause of an outcome of interest” (Wu et al., 2014, p. 1666), along with the SDL framework. There are only two noteworthy studies in the P2P hospitality literature that apply complexity theory. The first of these is Pappas (2017), who sought to understand the complex relations between benefits, risks, trust, and economic and social considerations and the purchase intentions of guests. The other study, by Olya et al. (2018), considered disabled tourists’ intentions in P2P accommodation choices to determine the relationships between different variables, such as host attribution, perceived charm, convenience and demographics.

The purpose of P2P platforms is to facilitate the adequate distribution of resources to different individuals. Value co-creation among peers in a P2P network is thus vital to the success of the platform. In the following, we aim to gain a better understanding of value co-creation between peers by explaining the existing relationship in our focal construct – value co-creation behaviour. We also employed fsQCA to offer an integrated strategic solution for peer providers so that they can co-create value more efficiently with consumers.

Peer identity, peer profile, and value co-creation behaviour

Peer identity and peer profile - A unique peer identity profile is critical in the communication (Balmer et al., 2007) between multiple peers. Peer identity refers to the state of being *distinctive* and having *unique* attributes (Balmer, 2011) that distinguish one peer from another (Abdullah et al., 2013; Bravo et al., 2012; Melewar et al., 2017; Ramaswamy and Gouillart, 2010; Vallaster and Von Wallpach, 2013) on a peer platform. Identity and its related elements (e.g. prestige) reflects potentially potent communication tools (AbuGhazaleh et al., 2012; Foroudi et al., 2020; Tarafdar and Zhang, 2008), and can influence the inferences made about peer attributes, such as reputation (Melewar et al., 2017), trustworthiness (Filieri et al., 2019; Liu and Park, 2015), or the content used (Kuksov et al., 2013) for communicating with the target audience. The identity of peers can easily be reflected in the peer provider profile. This is in line with Wirtz et al. (2019), who suggested that host lifestyle and culture can impact on host profile (Wirtz et al., 2019).

Peer profile and perceived value - The peer profile is an important tool for interaction and communication on a peer platform (AbuGhazaleh et al., 2012; Foroudi et al., 2020; Lee et al., 2019; Tarafdar and Zhang, 2008). It acts as a dynamic marketing tool to engage and attract guests looking to book accommodation (Akbar and Tracogna, 2018). The peer profile can thus

be used to signal peer provider uniqueness and create an external impression (Martin-Fuentes et al., 2018) on peer consumers. As such, peer consumers may trust a peer provider based on the impression created by his/her profile (Liang et al., 2018). The peer profile can be a starting point for peers to interact and co-create value for one another. According to previous researchers (e.g., Casais et al., 2020; Foroudi et al. 2019) peers may co-create by interacting during service encounters, outlining their preferences, expectations, reviews, likes and dislikes. A pleasant profile that shows trustworthiness (Shen et al., 2020), good reputation and appealing content (Li, 2019;) encourages value co-creation between peers (Prebensen and Xie, 2017; Yi and Gong, 2013).

Based on this, we therefore propose the followings:

***Tenet 1:** No single best configuration of factors such as peer identity (personality, positioning, prestige and promise) and peer profile (trustworthiness, reputation, visual content and non-visual content) practically leads to peer value creation behaviour, but there exist multiple, equally effective configurations of causal factors.*

Value co-creation, peer experience, perceived value, identification and sense of commitment

Co-creation behaviour and peer experience - Grounded in SDL theory, value involves satisfying customers' needs by virtue of the interactive experience (Brodie et al., 2011, Homburg et al., 2017). In this sense, the outcome of all interactions between different actors is an opportunity to co-create value (Grönroos and Voima, 2013) through interpersonal interaction. The interpersonal interaction between peers can fundamentally encourage value co-creation (Grönroos and Voima, 2013). In the process of value co-creation, peer providers and consumers are equally important as actors who jointly shape the peer experience through interaction and cooperation. Interpersonal interaction between peers can shape peers' experience (Mathis et al., 2016) on the peer platform. By actively engaging in co-creation

behaviour, peer consumers can demonstrate their needs and preferences to the peer providers. Accordingly, peer providers can understand peer consumers more readily and offer better experience.

Co-creation behaviour and peer perceived value - Peers perceive value based on the trade-off between their expectations and provider performance (Assiouras et al., 2019; Mathis et al., 2016; Ren and Mahadevan, 2018). When consumers are engaged in value co-creation behaviour, they try to provide voluntarily feedback, or offer information that can help the peer provider to more easily accommodate their needs (Foroudi et al., 2018). This will allow the provider to offer services that match (Chathoth et al., 2013) or even exceed expectations (Zhang et al., 2021), increasing perceived value (Chathoth et al., 2020). Thus, value co-creation can influence the perceived value of individuals (Prebensen et al., 2013; Salomonson et al., 2012) by accommodating their needs (Prebensen and Xie, 2017).

Peer experience and peer perceived value - Drawing on the previous literature (e.g. Baker and Crompton, 2000; Chen and Chen, 2010; Chen and Tsai, 2007), it is expected that high quality peer experience significantly and directly influences perceived value and behavioural intentions. Peer experience in a peer platform determines the functional, emotional, and substitutive value (Song et al., 2015). Essentially, in a peer platform context like Airbnb, the experience provided by the hosts can accommodate the guests' demand for a pleasurable trip, and therefore be seen as an important driver of creating superior perceived value.

Peer experience, peer perceived value and peer identification - Identification refers to “experiencing the feeling of psychological inclusion or belongingness that conveys a sense of being part of a particular target group” (Torres et al., 2017, p. 261). Given the importance of

the peer encounter in shaping perception (So et al., 2017), peers who are able to offer an appealing experience to other peers can lead to peer intertwining of self-thought (So et al., 2017). While some peers hardly ever occupy a salient position in the memory, others can leave an ineradicable memory, fostering a sense of individuality (Wolter and Cronin, 2016) through their experience. Previous studies have suggested that peers who can capture the sense of oneness – in addition to a feeling of similarity and close relationships (Chan et al., 2017) – are more successful in creating identification (Algesheimer et al., 2005).

Individuals signal (Sivanathan and Pettit, 2010) and reaffirm (Ferraro et al., 2011) themselves through the value of their possessions, and such signalling and reaffirmation suggests that experience can serve as the basis for identification. Peer experience can help peers with the expression of self-concepts, creating emotional attachment or non-attachment in the resulting perceptual evaluation. This emotional attachment occurs based on identification, which refers to “experiencing the feeling of psychological inclusion or belongingness that conveys a sense of being part of a particular target group” (Torres et al., 2017, p.261). When individuals experience their satisfactory reciprocal relationship with other peers, they are more likely to develop a strong sense of identification. Furthermore, a high level of value can lead peer consumers to develop an enhanced sense of belonging to a peer provider. A high level of perceived value can aid customers to meet their self-definitional needs, including self-enhancement or self-definitional needs (Bhattacharya and Sen, 2003). As such, when peer providers are perceived as being of high value, they can signal the customer status-signalling and reflect self-distinctiveness. Therefore, it is expected that peer perceived value impacts on peer identification in a peer platform.

Peer identification and peer sense of commitment - On a peer platform, individuals are attracted to those they find similar to themselves (Marín and de Maya, 2013), and this attraction is highly likely to result in a sense of commitment. Stronger identification will make peers feel more connected with the service provider, which then creates a strong sense of commitment (Lee et al., 2019). Peers who enrich, enable, and gratify other peers' sense of self can evoke a feeling of commitment. A committed peer expresses the high value of other peers and highlights the role of identification with him/her (Alnawas and Altarifi, 2016; Bairrada et al., 2018; Malär, 2011; Maxian et al., 2013; Wallace et al., 2017).

Based on this, we propose the following proposition:

***Tenet 2:** No single best configuration of value co-creation, peer experience (intellectual and affective); perceived value (substitutive, emotional, and functional); and identification (psychological ownership, identity-peer relevance, dual identification, and self-transformation) leads to peer sense of commitment, but there exist multiple, equally effective configurations of causal factors.*

<<<Insert Figure 1 about here>>>

MATERIALS AND METHODOLOGY

This research was undertaken to recognise peers' experience of other peers' identities and profiles, how this may improve co-creation on a P2P website, and how it can affect identification and a sense of commitment. A questionnaire survey was designed in English and conducted to obtain data for further scale verification and proposition inspection. The questionnaire consisted of questions relating to how peer identities and profiles affected peer co-creation, experience, perceived value, identification, and sense of commitment. We used a non-probabilistic convenience sampling method to collect data, as this was the most desirable approach in the field of tourism and hospitality management, where examining an entire population is practically impossible. We recruited four research assistants, who distributed the questionnaire via Airbnb Facebook groups, blog websites and social media, including travel-

related Facebook groups. The group administrators also posted an invitation to participate on their pages. The specific inclusion criteria were: (i) Airbnb users who had used the site more than twice, and (ii) had visited Airbnb platforms and related social media more than twice. From the 452 questionnaires distributed online among Airbnb users, 408 usable completed questionnaires were received and analysed.

The sample population of this study was Airbnb users, being a set of respondents selected from a larger population for the purpose of the survey (Salant and Dillman, 1994). The sample drawn from the population was representative, allowing the researchers to draw inferences from the sample statistics to the population under study. We collected data employing non-probabilistic/snowballing sampling, and invited informants to suggest others who might offer additional insights (Kirby and Kent, 2010), implying that “some units in the population are more likely to be selected than others” (Bryman and Bell, 2007, p. 182).

The majority of participants were female (55.6%), aged under 25 (40.4%) or between 25 and 34 (22.5%); they had used the Airbnb website at least twice (63.7). In terms of education, a high percentage of participants held a Master’s degree or above (40.9%), 29.2% were undergraduates and 16.7% were students. In terms of occupation, 14.2% were office/clerical staff, 14% were craftspeople, and 13.2% were lawyers, dentists, or architects. Based on the recommendations of Foroudi et al. (2014), a qualitative study was conducted prior to the main survey, with interviews and focus groups to gauge the perceptions of hospitality experts and consumers. During the qualitative study, we conducted 12 interviews with hospitality and tourism experts (five academics and seven managers in hospitality and tourism), who held postgraduate or PhD qualifications (seven female and five male), aged 34–69 years. In addition, five focus groups (total of 32 participants) were conducted with travellers and users (12 female and 20 male), aged 21–48 years who mainly held postgraduate degrees. Based on the results of

the qualitative study and literature review, we updated our conceptual model and item measurements.

Measurement

In this study, we employed items drawn from the validated scales in previous research (Foroudi et al., 2014; Hair et al., 2006) (see Web Appendix 1). We employed seven-point Likert-type scales ranging from strongly disagree (1), to strongly agree (7). Peer identity was examined through four constructs (personality, positioning, prestige, and image), with 15 items in total. Peer profile was examined via three constructs (trustworthiness, content, and reputation), with a total of 33 items (Appendix 1). Trustworthiness was assessed by competence, benevolence, and trust; content was examined in terms of visual, non-visual and credibility; reputation was assessed by service quality and customer orientation. Following Yi and Gong (2013), we measured value co-creation behaviour via seven items. Peer experience was measured by affective experience and intellectual experience, with six items, employing previously developed scales (Dennis et al., 2014; Foroudi et al., 2016; Yuksel et al., 2010). Peer perceived value was tested by three constructs (substitutive, functional, and emotional value) (Eid and El-Gohary, 2015). Peer identification was analysed through identity-peer relevance (Sivadas and Machleit, 1994), dual identification (Fritze et al., 2020; Hennig-Thurau et al., 2007), psychological ownership (Rindfleisch et al., 2009) and self-transportation (Harmeling et al., 2017), with 16 items. Peer sense of commitment was obtained through premium price (Albert and Valette-Florence, 2010), advocacy (Albert and Valette-Florence, 2010; Kim et al., 2005) and affective commitment (Sweeney et al., 2020). A total of 109 measurement items were used in the study. All item measurements were reviewed by five experts in the field for content and face validity. The original research items were also subjected to a series of reliability and factor examinations.

Web Appendix 1 contains the descriptive data for the research constructs. The composite reliabilities (construct level) of the scales are well above the commonly accepted values for psychometric reliability assessments (.834 through .980, i.e. all >.70) (Nunnally, 1978). Convergent validity was also tested for the homogeneity of the constructs. Web Appendix 2 shows the average variance extracted (AVE) for each construct, which ranged from 0.642 to 0.901 >.5 thus demonstrating adequate convergent validity. The study used a positivist paradigm (quantitative method) to scrutinise the causal associations among scale validation, and the causal configurations of factors leading to a consequence by employing fsQCA.

RESULTS

Confirmatory factor analysis

To scrutinise the relationships among a number of research factors, confirmatory factor analysis (CFA) was used to clarify the factors in terms of their common underlying elements. A total of 109 measures of the seven proposed constructs were subjected to CFA to determine the underlying structures of the study variables, to illuminate the factor structure of the measurement items, and to examine internal reliability (Tabachnick and Fidell, 2007). The findings illustrated in Web Appendix 1 confirm that the Cronbach's alpha for each factor is internally consistent (Nunnally, 1978).

We used two approaches to control method biases: (i) procedural remedies during data collection and (ii) statistical/ex-post procedural remedies after data collection and before/after analysis. As part of data collection, we reversed some items in the questionnaire and mixed the order of some questions. In ex-post procedural remedies, we employed several validity and reliability tests. In addition, we ran Harman's single-factor assessment, specifying a complex model - including non-linear and interaction terms (Podsakoff et al., 2003) to reduce the likelihood of CMV as current best practices.

We also employed Harman's one-factor test to assess the common latent factor and common method bias using the chi-square difference between the fully constrained and original model. The findings for the two models revealed that they shared a variance and were statistically different (Malhotra et al., 2006; Podsakoff et al., 2003). In addition, following the categorisation of the four sources of common method variance from Podsakoff et al. (2003), the results of model were inspected without any consideration of method biases.

fsQCA

We used fuzzy set and fsQCA to provide a richer viewpoint on the data, together with complexity theory (Foroudi et al., 2016, 2018; Leischnig and Kasper-Brauer, 2015; Mikalef et al., 2015; Ordanini et al., 2013; Pappas et al., 2016; Wu et al., 2014). Using fsQCA, which is a set-theoretic-approach, we have recognised the causal configurations of elements leading to a consequence and gone a step further from a set of empirical cases between dependent and independent variables (Ageeva et al., 2018). Based on the suggestion by Woodside (2014), we used contrarian-case analysis by quintiles for all constructs, and by presentation of cross tabulations using the quintiles between the concepts.

Web Appendix 2 presents an illustration of functional perceived value and co-creation. The correlation coefficient between the two variables is .412 ($p < .001$). Based on the positive important association, this research used contrarian case analysis by employing quintiles on all variables and by performing cross-tabulations using the quintiles. Web Appendix 3 exposes eight cells in the top-right and bottom-left of the cross-tabulation table ($2+6+7+1+12+2=30$ cases in total) accounting for $30/408=7\%$ of the sample. Based on previous authors' suggestions (Foroudi et al., 2018; Pappas et al., 2015; Woodside, 2014) "contrarian analysis should be examined to realize the relationships between the factors, as two factors may relate positively, negatively, and not all in the same set of data, regardless of the main effect of one on the other, and the results support the need to implement configural analysis for their

explanation” (p. 469). The results designate a practical asymmetric association between perceived value and co-creation. According to Woodside (2014), fsQCA is more appropriate in this case than conventional regression-type investigation.

Following the procedures of fsQCA, we transformed the variables into fuzzy-set membership scores for calibration, following the recommendation by Wu et al. (2014). Only a few out of the 408 participants scored less than 3 on a 7-point Likert scale. We therefore set 7 as the threshold for full membership (fuzzy score=.95), 5 as the crossover point (fuzzy score=.50), 2 as the threshold for full non-membership (fuzzy score=.05), and 1 as the minimum score (fuzzy score=.00). Following Fiss (2011), we set 1 as the minimum for frequency, and .90 as the cut-off point for consistency to recognise adequacy solutions employing a truth table algorithm. The results are illustrated in Table 1, which presents the outcome of the fsQCA examination for assessing Tenet 1. The solutions indicate that *no single best configuration of factors such as peer identity and peer profile components leads to a co-creation behaviour, but there exist multiple, equally effective configurations of causal factors*. The robustness assessment and alternative process calibration employed the percentage points (5%, 50%, 95%) as threshold values corresponding to set memberships (.05, .50, .95), and the results for both fsQCA analyses remain the same.

The outcome of Table 1 recommends four solutions, with a total solution coverage of .572 and a consistency of .891, which represents that four co-creation behaviour feature configurations explain an essential proportion of co-creation behaviour. Solution 1 (**Personality*~Image*~Reputation*~Trustworthiness ≤ Co-creation behaviour*) has a unique coverage of .011 and a consistency of .902, demonstrating that high scores for the personality feature in combination with a low score for image, reputation and trustworthiness is a sufficient condition for high scores in co-creation behaviour. Solution 4 (**Prestige*Image*~Reputation*~Trustworthiness*Content ≤ Co-creation behaviour*) illustrates that the combination of a high score for prestige,

image and content with a low score for reputation and trustworthiness are sufficient conditions for high scores in co-creation behaviour.

Insert Table 1 about here

Value co-creation, peer experience components (affective and intellectual), peer perceived value components (emotional, substitutive, and functional) and peer identification components (psychological ownership, identity-peer relevance, dual identification, and self-transformation) appear to predict peer sense of commitment. Table 2 suggests 10 solutions with a total solution coverage of .463 and a consistency of .795, suggesting that *no single best configuration of co-creation, peer experience, peer perceived value, and peer identification factors practically leads to a peer sense of commitment, but there exist multiple, equally effective configurations of causal factors (Tenet 2)*. Solution 1 shows that the combination of a high score for *co-creation, affective and intellectual experience, emotional, substitutive, and functional peer perceived value with low score of psychological ownership, dual identification, and self-transformation* illuminates an essential proportion of *peer sense of commitment*. Solution 10, with a unique coverage of .005 and a consistency of .833, suggests that a combination of co-creation behaviour, affective and intellectual experience, emotional, substitutive and functional peer perceived value, and entity-peer relevance, dual identification and self-transformation explains a substantial proportion of peer sense of commitment. These solutions indicate the asymmetrical and complex nature of the constructs explaining peer sense of commitment in the sharing economy.

Insert Table 2 about here

DISCUSSION

Related to our findings, the first tenet posits that on P2P platforms like Airbnb, it is not just the individual factors of the peer provider identity or peer provider profile that affect value co-creation behaviour, but rather a complex configuration of these factors. The results support the idea that a number of various recipes with different combinations of peer personality, peer positioning, peer prestige and peer content – along with peer image – can predict high scores on co-creation between peers on P2P platforms. The role of content in offering the best solution for co-creation behaviour between peers in P2P platforms is noteworthy here.

An interesting finding of this study is that, among the features that are positively related to value co-creation behaviour, some play a more vital role than others. For instance, we did not find high reputation and trustworthiness to be part of the sufficient condition for value co-creation behaviour. This could be because peer platforms are categorised by a high level of social interaction (Abrate and Viglia, 2019; Tussyadiah and Pesonen, 2016) compared to hotels. Future studies are advised to investigate why such differences exist in the peer context, and their underlying principles. Whether or not the content of the peer profile is perceived appealing is a sufficient condition to predict value co-creation behaviour favourably. This is supported by previous studies (e.g. Foroudi et al., 2019; Gregory et al., 2013) which suggest that website context and website content can positively affect value co-creation behaviour among users.

In the second tenet, this study suggests that the configuration of co-creation, peer experience, peer perceived value and peer identification can positively lead to peer sense of commitment. Our results suggest that co-creation behaviour between peers can predict a sense of commitment between peers. The intellectual peer experience plays a starring role as a successful predictor of sense of commitment between peers on a P2P platform. The leading role of peer functional perceived value as a successful predictor of peer sense of commitment is also noteworthy. Our results suggest that self-transformation in peer identification plays a

key role in envisaging the peer sense of commitment. Of particular note is the minor role of psychological ownership as a predictor of peer sense of commitment. Our findings thus provide a unique perspective on psychological ownership and commitment: engaging in value co-creation behaviour – such as providing voluntarily feedback or suggestion behaviour – can affect psychological ownership. However, drawing on our findings, it is expected that consumers do not develop a very high level of ownership towards peer provider accommodation and services. We therefore advise future researchers to investigate the conditions in which psychological ownership can be positively affected.

CONCLUSION

This study advances the marketing literature by identifying the associations and relationships between peer identity, peer profile, co-creation behaviour, peer experience, peer perceived value, peer identification and peer sense of commitment. It makes a profound contribution to the hospitality literature on P2P platforms, and contributes to the understanding of co-creation between peers on a P2P platform, while demonstrating insights from the bargaining and sharing economy sectors. Based on complexity theory and drawing from SDL, this research proposed two research tenets suggesting the multiple, equally effective configurations of causal factors affecting value co-creation behaviour and peer sense of commitment. The research offers a unique theoretical contribution by investigating the antecedents and consequence of co-creation behaviour at the peer level. By drawing on complexity theory, the research also proposes two tenets which offer a managerial contribution by identifying and clarifying how co-creation behaviour and related constructs can lead to a sense of commitment between peers in a P2P platform.

Theoretical contribution

This study offers an empirically validated framework for investigating the antecedents and consequences of co-creation behaviour on a P2P platform. The results contribute to the fields of marketing, hospitality and tourism, co-creation behaviour and sense of commitment between peers from the peer perspective, as well as providing fruitful theoretical discoveries. The study contributes to the academic literature in various ways. First, it pushes the boundaries of co-creation and peer platform research, integrating and consolidating previous studies on these two important topics in the marketing literature. To the best of our knowledge, this study is the first attempt in the hospitality literature to discuss and evaluate value co-creation behaviour between peers on a P2P platform. It theorises about value co-creation behaviour in a P2P context, including distinctive characteristics and foundations. The concept of value co-creation behaviour is developed with a grounding in SDL as a basis to yield new insights that could enhance value co-creation behaviour in the hospitality field.

Second, this study responds to the previous call by Yi and Gong (2013) to test value co-creation behaviour in a more comprehensive, complex and growing business model (i.e. P2P). Previous researchers have predominantly linked co-creation and commitment with a focus on the firm viewpoint, and have ignored the implications from the peer perspective in the P2P platform context. Unlike previous studies, this study investigated the sense of commitment rather than purchase intention. It illuminates how peer identity, peer profile, co-creation behaviour, peer perceived experience, peer perceived value and peer identification can shape and influence peer sense of commitment. It tested both the indirect and direct relationships between constructs and between peers on the platform, which the literature has not yet investigated.

Finally, this study is the first to investigate the configuration analysis based on individual-level data. Leischnig and Kasper-Brauer (2015) suggested that the application of complexity theory to individual level phenomena could be suitable for building theories. Following previous

researchers (e.g. Leischnig and Kasper-Brauer, 2015; Pappas et al., 2015) stressing the interconnected causal relations between the research constructs, this study has also employed CFA and fsQCA analysis.

Managerial contribution

The findings of this research may be useful for peers active on P2P platforms. Both provider and consumer peers could use the results of the study to identify the weaknesses and strengths of their abilities on a P2P platform. The research could also aid provider peers in coming up with the best strategies for evoking a sense of commitment in consumer peers. The present results suggest that provider peers should take a more active approach in their content development process. Building and managing a favourable peer profile requires a combined approach, both from a professional and an academic perspective.

According to our solutions, peer personality, positioning, prestige, and peer content can predict co-creation behaviour in a peer platform. As such, for guests to make their booking decisions, they not only need to have access to information about the accommodation and facilities, but it should also cover the personality of the hosts. Further to this, hosts are advised to create an identity that reflects distinctiveness and prestige. As such, prestigious and distinctive identities are manifested in memorable experiences for guests in peer platforms (So et al., 2017).

The current research also highlights the important role of co-creation behaviour as a route to achieving a sense of commitment between peers. The outcome of the research demonstrates the role of intellectual experience as a potential strength that can lead to an improved sense of commitment. The important role of intellectual experience, functional value and self-transformation for provider peers is shown to be an important predictor of a sense of commitment. Peer providers should thus pay attention to the functional aspect of their offered services to customer peers: to successfully evoke a sense of commitment, provider peers should

try to fully understand and accommodate the needs of consumer peers. As highlighted by the results of the study, co-creation behaviour can help provider peers to more easily understand the customer peer needs.

According to our results, value co-creation between peers remains the most important element in predicting peer sense of commitment. Therefore, hosts in peer platforms should emphasise their role as facilitators of co-creation. Guests who use hosts' resources in peer-to-peer platforms might experience a unique service, offering enhanced opportunities for social interaction between hosts and guests. This not only acts as a motivator for using host service offerings, but can also enhance the sense of commitment. Therefore, hosts are advised to actively communicate with their guests to improve perceived value and overall experience. As one example, peer providers on accommodation peer platforms like Airbnb can emphasise the meet-and-greet or meet-and-feedback meeting to enhance their ongoing interaction.

Limitations and future study

Like all research, the current study has a number of limitations. To the authors' knowledge, this is the first study to investigate an integrated model that considers peer identity, peer profile, co-creation behaviour, peer perceived value, peer experience, peer identification and peer sense of commitment. The first limitation of this research is the study context, which centred on London, so the results may not be generalisable to other contexts and cultures. To remedy this situation, future research could evaluate the moderating role of culture. Second, this research relates primarily to the Airbnb peer platform; other sharing economy firms were not investigated or analysed, so the results may not be generalisable to other services or P2P accommodation-sharing platforms. The results might be different for other types of P2P platforms (e.g. Uber) and industries, so future studies could focus on other hospitality and tourism businesses, and compare those results with the current findings. The key limitation of

this study relates to the timing of our data collection, which took place before the COVID-19 pandemic. We suggest that future researchers might collect data during and after the pandemic, and compare the results with our study.

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Figure 1: The conceptual research model

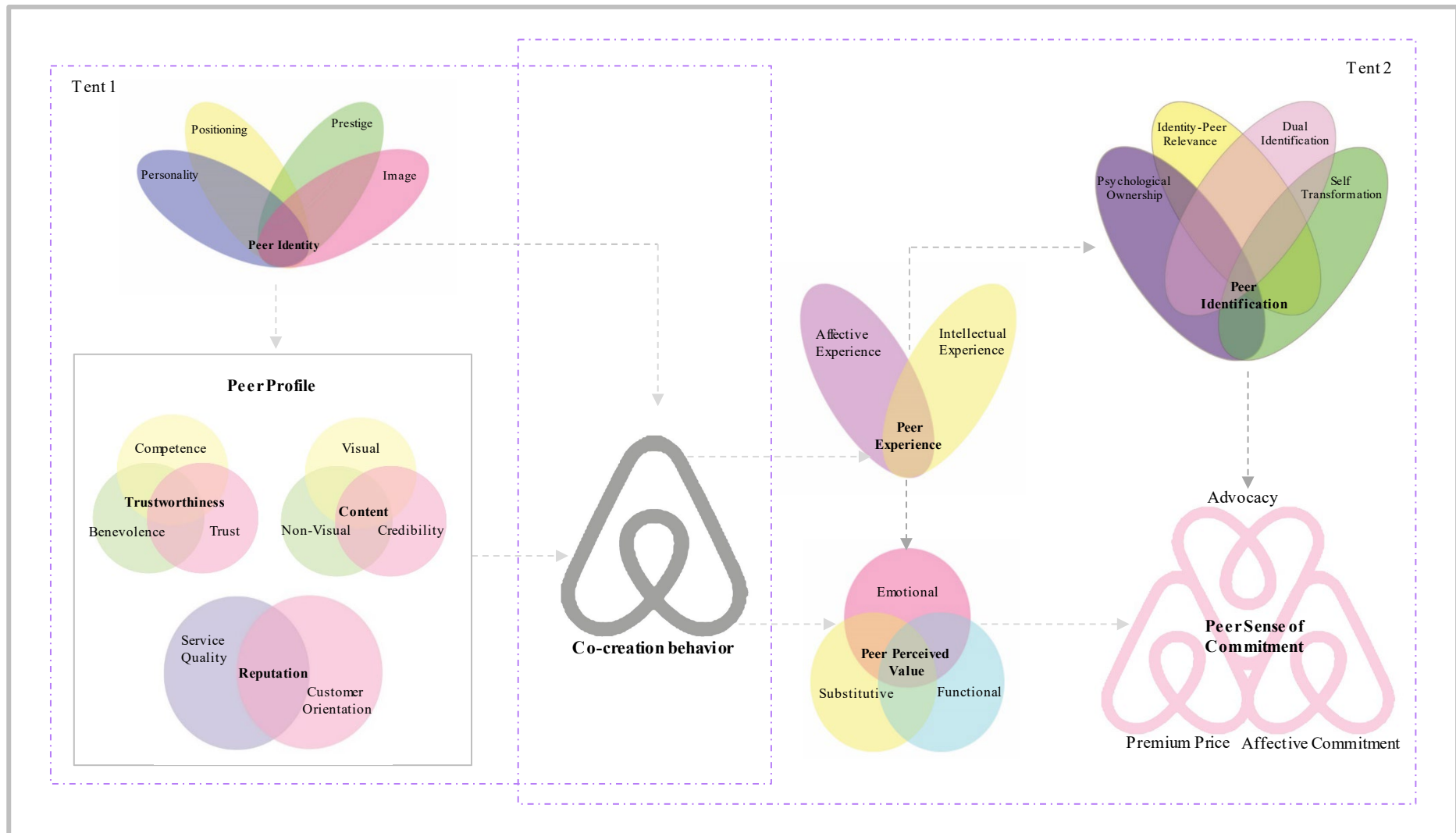


TABLE 1: CONFIGURATION OF PEER IDENTITY COMPONENTS (PERSONALITY, POSITIONING, PRESTIGE, IMAGE) AND PEER PROFILE COMPONENTS (REPUTATION, TRUSTWORTHINESS, CONTENT) PREDICTING CO-CREATION

Solution	Causal conditions							Raw coverage	Unique Coverage	Consistency
	Peer identity components				Peer profile components					
	Personality	Positioning	Prestige	Image	Reputation	Trustworthiness	Content			
1	●			○	○	○		0.281	0.011	0.902
2	●	●			○	○	●	0.488	0.066	0.935
3		●	●	○	○	○	○	0.173	0.018	0.925
4			●	●	○	○	●	0.351	0.045	0.930
Overall	Solution coverage: 0.572				Solution consistency: 0.891					

Note: Filled circles indicate above threshold levels of respective conditions, whereas unfilled circles indicate negative conditions. Large circles indicate core conditions; small ones, peripheral conditions. Blank cells represent “do not care” conditions.

TABLE 2: CONFIGURATION OF CO-CREATION, PEER EXPERIENCE COMPONENTS (AFFECTIVE AND INTELLECTUAL), PEER PERCEIVED VALUE COMPONENTS (EMOTIONAL, SUBSTITUTIVE, AND FUNCTIONAL), AND PEER IDENTIFICATION COMPONENTS (PSYCHOLOGICAL OWNERSHIP, IDENTITY-PEER RELEVANCE, DUAL IDENTIFICATION, AND SELF-TRANSFORMATION) PREDICTING CO-CREATION PEER SENSE OF COMMITMENT

Solution	Causal conditions									Raw coverage	Unique Coverage	Consistency	
		Peer Experience components		Peer Perceived Value components			Peer Identification components						
	Co-Creat.	Aff. Exp.	Int. Exp.	Emotion	Subst.	Function.	Psy.Ow	Ident.P.Relev.	D. Ident.				Self Tran.
1	●	●	●	●	●	●	○		○	○	0.173	0.048	0.809
2	●	○	●		○	●	○	●	●	●	0.113	0.037	0.824
3	●	●	●	○	●	●	○		●	●	0.156	0.019	0.826
4	●	●	●	●		●	●	●	●	●	0.166	0.011	0.902
5	●	●	●	●	○	●	○	○	●	○	0.090	0.008	0.821
6	●	●	●	●	○	●	●	○	○	○	0.083	0.022	0.912
7	●	●	●	○	○	●	○	●	○	●	0.073	0.011	0.867
8	●	○	●	●	●	●	●	●	○	●	0.076	0.013	0.931
9	●	●	●		●	●	○	●	●	●	0.216	0.000	0.826
10	●	●	●	●	●	●		●	●	●	0.214	0.005	0.833
Overall	Solution coverage: 0.463						Solution consistency: 0.795						

Web Appendix 1: Item measurements and reliability

Construct and Items		Cronbach Alpha	Factor loading	Mean	Standard Dev.	Reference
Peer Identity						
Personality		.931				
	The peer is rugged		0.777	5.3382	1.39085	Aaker 1997; Melewar et al. 2017
	The peer cares about others in the platform.		0.819	5.1618	1.60261	Becker-Olsen and Hill, 2006 Venable et al. 2005;
	The peer acts for the good of others in the platform.		0.827	5.1422	1.57667	
	The peer is an important part of the platform		0.801	5.2279	1.59837	Removed: The peer provider is a positive force in the platform (due to multiple loadings on two factors)
Positioning		.907				
	The peer creates value for other peer.		0.866	5.4902	1.55802	Balmer 2008; Barich and Kotler 1991; Jewell and Saenger 2014; Melewar et al. 2017
	The peer has a strong positioning strategy compared to other provider peers.		0.907	5.5294	1.53393	Hatch and Schultz 2010; Melewar et al. 2017
	The peer offers different services.		0.832	5.6765	1.59952	Wang and Xu 2015 Removed: The peer is distinctive (due to multiple loadings on two factors)
Prestige		.931				
	The peer stands out from others in the platform.		0.843	5.4926	1.59697	Sweeney et al. 2020
	The peer is one of the bests peers in the platform		0.930	5.6985	1.51318	
	The peer is very prestigious in the platform.		0.940	5.6495	1.55084	Stokburger-Sauer et al. 2012
Image		.960				
	I think other peers like the peer as well		0.951	5.3824	1.64126	Foroudi et al. (2014; 2018); Melewar et al. (2017);
	I like the peer compared to other peers in the platform		0.886	5.5074	1.58461	Foroudi et al. (2014; 2018); Melewar et al. (2017);
	The peer only offers high quality services.		0.959	5.4387	1.54257	Yoo et al. 2000
						Removed: The peer provides wide range of services (due to multiple loadings on two factors)
Peer Profile						

Reputation		.901				
Customer Orientation						Walsh, and Beatty, (2007)
	Based on the peer profile, the peer is concerned about the other peer needs.		0.782	5.3946	1.44129	Removed: Based on the peer profile, seems that the peer care about how other peer regardless of the resources they invested in (due to low reliability, Item to total correlation is less than 0.5)
	Based on the peer profile, the peer treats other peers courteously		0.856	5.3848	1.48091	
	Based on the peer profile, the peer takes other peers rights seriously.		0.859	5.4142	1.37278	
Service Quality		.915				
	Based on the peer profile, the peer offers high quality services.		0.794	5.4559	1.59945	Walsh, and Beatty, (2007)
	Based on the peer profile, the peer has a strong reputation for offering good quality services.		0.802	5.5931	1.57566	Schmitz, 2013
	Based on the peer profile, the peer is highly regarded for providing good services support to other peers		0.774	5.3897	1.64177	
	Based on the peer profile, the peer value high quality services more than other peers in the platform		0.811	5.5686	1.46715	
	Based on the peer profile, the peer provides services that are a good value for my resources.		0.810	5.5686	1.52625	Walsh, and Beatty, (2007) Removed: Based on the peer profile, the peer is a strong and reliable peer (due to multiple loadings on two factors) Removed: Based on the peer profile, the peer stands behind the services that it offers (due to low reliability, Item to total correlation is less than 0.5)
Trustworthiness						
Benevolence		.852				
	Judging from the peer profile, I rely on the peer to favour other peer's best interest.		0.752	5.0735	1.61214	Foroudi et al. 2020; Sirdeshmukh et al. (2002)
	Judging from the peer profile, I believe the peer has a great deal of benevolence.		0.752	4.9755	1.64231	Foroudi et al. 2020; Low and Ang (2013), Sirdeshmukh et al. (2002)
	Judging from the peer profile, I am confident that when I have a problem the peer will respond constructively and with care.		0.746	5.3088	1.47301	Foroudi et al. 2020; Sirdeshmukh et al. (2002);
Trust		.956				
	Judging from the peer profile, the peer put others interests first		0.788	5.4804	1.58761	DeWitt et al. 2008
	Judging from the peer profile, the peer can be counted on responding to other request		0.780	5.4779	1.52763	

	Judging from peer profile, the peer can be relied upon to keep his/her promises		0.766	5.4093	1.58668	
Competence		.960				
	Judging from the peer profile, the peer is expert in this his/her service.		0.917	5.3505	1.42536	Cho 2006
	Judging from the peer profile, the peer is competent.		0.898	5.1373	1.57086	
	Judging from the peer profile, the peer knows what he/she is doing.		0.913	5.2794	1.53273	
	Judging from the peer profile, the peer is proficient.		0.923	5.2328	1.55717	
Content						
Visual Content		.973				
	The peer profile architecture gives it an attractive character.		0.763	5.4510	1.68168	Foroudi et al. 2014; 2016; Melewar et al. 2017; Stepchenkova and Mills 2010
	The profile colour schemes are attractive.		0.793	5.4608	1.64949	Foroudi et al. 2014; 2016; Henderson and Cote 1998; Melewar et al. 2017; Stepchenkova and Mills 2010
	The peer profile images are catchy		0.791	5.3995	1.67499	Foroudi et al. 2014; 2016
	The peer profile visual content is attractive.		0.815	5.4240	1.68797	Huizingh 2000; González and Bañegil-Palacios 2004 Removed: The peer profile images are cool; The peer profile layout is favourable; The peer profile published pictures are striking (due to multiple loadings on two factors) Removed: The profile overall appearance is favourable (due to low reliability, Item to total correlation is less than 0.5)
Non-Visual Content		.953				
	The peer profile published information is accurate		0.891	5.5368	1.59502	Cyr 2008; 2013; Kim and Stoel 2004; Tarafdar and Zhang 2005; 2008
	The peer published information is useful.		0.875	5.4265	1.63033	Cyr 2008; 2013; Kim and Stoel 2004; Tarafdar and Zhang 2005; 2008
	The peer published information is detailed.		0.848	5.3946	1.67469	Tarafdar and Zhang, 2005, 2008
	The peer published information is sufficient.		0.867	5.5588	1.50069	Cyr (2008); Cyr and Head (2013); Zeithaml et al. 2020
	The peer published information is current		0.807	5.4730	1.56568	Tarafdar and Zhang, 2005, 2008

Credibility		.966				
	The published content on the peer profile is believable		0.738	5.5147	1.37895	Visentin et al. 2019
	The published content on the peer profile is authentic		0.920	5.5564	1.43722	
	The published content on peer profile can answer to all my questions		0.919	5.5392	1.47990	Modified from Kim, and Niehm, 2009
Value Co-Creation Behavior		.953				
	I have paid attention how other peers behave with the peer as well		0.789	5.4314	1.43155	Yi and Gong, 2013
	I answered all the peer information questions so that he/she can accommodate my needs		0.846	5.3971	1.46514	
	I followed all the peer directives		0.844	5.4142	1.41334	Removed: If the peer makes a mistake during service delivery, I would be willing to be patient (due to multiple loadings on two factors)
	I was very friendly with the peer		0.839	5.3701	1.45118	
	If I have any helpful suggestion on how to let the peer know		0.843	5.3946	1.34974	
	I will give advice to other peers about the peer		0.800	5.3603	1.30961	
Experience						
Affective Experience		.980				
	My decision to use the peer services made me happy.		0.749	5.6985	1.25977	Dennis et al. 2014; Foroudi et al. 2016; Yuksel et al. 2010
	The decision to use the peer services was a right decision.		0.853	5.7794	1.26389	
	The decision to use the peer services made me satisfied		0.830	5.6716	1.34839	
Intellectual Experience		.903				
	I find what I am looking for in the peer services		0.850	5.0441	1.45295	Dennis et al. 2014; Foroudi et al. 2016; Yuksel et al. 2010;
	I can decide better with the peer services		0.845	5.2770	1.42951	
	I find the peer as a solution for my needs		0.837	5.0711	1.58536	
Peer Perceived Value						
Substitutive value		.886				
	I believe the peer services provides a good substitute for purchasing the services from a firm/brand.		0.859	5.3946	1.33141	Fritze et al. 2020; Lamberton and Rose (2012)
	I believe the peer services is just good as a firm/brand service.		0.844	5.5980	1.37195	
	The peer services are not a good substitute for buying service from a firm/brand		0.856	5.2451	1.36963	
Functional value		.957				
	My decision to use the peer services was a right decision		0.866	5.3039	1.63824	Eid and El-Gohary 2015; Sweeney and Soutar 2001
	I obtained good results from the peer		0.879	5.3529	1.68034	Removed: I received what I wanted from the peer (due to low reliability, Item to total correlation is less than 0.5)
	My decision to use the peer services was a valuable and worthy decision		0.875	5.1887	1.65477	
	I received more than I expected from the peer		0.882	5.2255	1.69640	
Emotional Value		.962				
	I am pleased with the peer services		0.910	5.4706	1.41217	Eid and El-Gohary 2015
	I felt relaxed about the peer services		0.879	5.4706	1.35716	

	The peer services gave me a positive feeling		0.877	5.4559	1.39251	
	The peer service gave me a pleasant feeling		0.880	5.5270	1.27507	
Peer Identification						
	Identity-peer relevance	.932				
	The peer helps me to achieve the identity I want to have		0.851	5.1765	1.40313	Sivadas and Machleit (1994), Fritze et al. 2020
	The peer helps me to narrow the gap between who I am and who I try to be		0.859	5.2843	1.32915	Removed: The peer is no part of who I am (due to low reliability, Item to total correlation is less than 0.5)
	The peer is central to who I am		0.853	5.0809	1.55041	
	I drive some of my identity from the peer		0.913	5.0392	1.48983	
	If I could no longer use the peer provider service, I would feel as though part of my identity has been taken away		0.845	4.9069	1.51200	
	Dual Identification	.916				
	Using the peer services allows me to part of a group of like-minded individuals.		0.861	5.1299	1.35033	Hennig-Thurau, Henning, and Sattler, 2007; Fritze et al. 2020
	Using the peer services allow me to belong to group of people with similar interests		0.832	5.0858	1.39144	
	Using the peer service makes me to feeling a deep connection with other peer who use the peer services		0.888	5.0956	1.36944	
	Psychological ownership	.896				
	It feels as if the peer services is my own services.		0.824	5.5294	1.41564	Rindfleisch, Burroughs, and Wong 2009; Schaefer, 2016
	Using the peer services is like using the services that is mine		0.859	5.7132	1.22770	Removed: I feel a personal connection to the peer (due to multiple loadings on two factors)
	I feel that the peer services belong to me		0.910	5.6373	1.27566	
	Self-Transportation	.873				
	In general, with the peer I think I can obtain the results that are important to me		0.888	4.8652	1.53067	Harmeling et al. 2017
	In general, with the peer, I will be able to overcome any platform-related challenges		0.851	5.0564	1.60749	
	In general, with the peer, I can success at most a platform related endeavour which I set my mind.		0.840	4.9044	1.57005	
Peer Sense of Commitment						
	Premium Price	.932				
	I continue to do business with the peer even if s/he increase her/his prices		0.785	4.9167	1.61927	Albert and Valette-Florence 2010
	I am willing to pay a higher price to the peer compared to other peers in the peer platform just to receive his/her services		0.887	4.8505	1.63340	
	I accept higher prices of the peer if s/he increase the prices		0.898	5.0074	1.63873	

Advocacy		.956				
	I have only good things to say about the peer		0.898	4.9657	1.67620	Albert and Valette-Florence 2010; Kim et al. 2005 Removed: When I recommend the peer, I always do it strongly; I would defend the peer as people were to give negative comments about is directly to me; I describe the peer as the best of his/her kind (due to multiple loadings on two factors) Removed: I am eager in recommendation of the peer in the platform; When practical, I provide positive written feedback about the peer on the peer platform comment section (due to low reliability, Item to total correlation is less than 0.5)
	Whenever there is a conversation about different peers, I strongly recommend this peer, even without being asked		0.942	5.1324	1.61599	
	When talking about the peer, I usually compare him/her to other peers, explaining why other peers are not as good as s/he is.		0.936	5.2059	1.58208	
Affective Commitment		.834				
	I feel like part of a family as a customer to the peer		0.776	5.3529	1.46472	Sweeney et al. 2020
	I feel emotionally attached to the peer		0.820	5.4216	1.49486	
	The peer has a great deal of personal meaning to me		0.723	5.5490	1.47628	Removed: I feel a strong sense of identification with the peer (due to multiple loadings on two factors)

WEB APPENDIX 2: DISCRIMINANT VALIDITY, AVE AND CONSTRUCT RELIABILITY

	CR	AVE	MSV	Affective Commitment	Positioning	Personality	Prestige	Image	Reputation	Service quality	Benevolence	Trustworthiness	Competence	Visual Content	Non Visual content	Credibility	Co-Creation behavior	Affective experience	Intellectual	Substitutive	Functional	Emotional	Identity peer Relevance	Dual	Psychological	Self	Advocacy	Premium
Affective Commitment	0.842	0.642	0.239	0.801																								
Positioning	0.932	0.775	0.239	0.489	0.880																							
Personality	0.919	0.794	0.142	0.287	0.258	0.891																						
Prestige	0.934	0.826	0.056	0.111	0.081	0.062	0.909																					
Image	0.962	0.895	0.048	0.172	0.218	0.180	0.025	0.946																				
Reputation	0.905	0.761	0.158	0.000	0.030	0.071	-0.126	0.009	0.872																			
Service quality	0.909	0.672	0.270	0.193	0.358	0.155	-0.021	0.169	0.362	0.820																		
Benevolence	0.866	0.692	0.289	0.354	0.377	0.246	-0.036	0.177	0.211	0.422	0.832																	
Trustworthiness	0.956	0.878	0.319	0.253	0.342	0.121	-0.013	0.031	0.383	0.519	0.473	0.937																
Competence	0.961	0.859	0.174	0.115	0.321	0.079	0.009	0.143	-0.039	0.185	0.179	0.073	0.927															
Visual Content	0.973	0.901	0.334	0.305	0.417	0.168	-0.080	0.142	0.397	0.520	0.538	0.565	0.087	0.949														
Non-Visual Content	0.953	0.802	0.334	0.259	0.218	0.097	-0.003	0.061	0.312	0.366	0.453	0.549	0.038	0.578	0.895													
Credibility	0.875	0.703	0.028	0.076	0.098	0.128	0.024	0.129	0.090	0.139	0.089	0.098	0.080	0.077	0.012	0.839												
Co-Creation behavior	0.954	0.775	0.213	0.461	0.399	0.377	0.236	0.203	-0.041	0.230	0.345	0.210	0.135	0.298	0.207	0.053	0.880											
Affective experience	0.883	0.716	0.159	0.192	0.324	0.170	0.114	0.085	0.123	0.158	0.225	0.189	0.186	0.266	0.264	0.167	0.192	0.846										
Intellectual experience	0.931	0.818	0.174	0.181	0.374	0.206	0.093	0.188	0.125	0.266	0.163	0.247	0.417	0.212	0.162	0.151	0.260	0.263	0.904									
Substitutive	0.886	0.722	0.159	0.110	0.153	0.076	0.137	0.032	0.336	0.132	0.101	0.112	0.051	0.140	0.073	0.088	0.048	0.399	0.103	0.850								
Functional	0.957	0.849	0.170	0.363	0.339	0.256	0.028	0.171	0.002	0.143	0.262	0.173	0.104	0.313	0.217	0.099	0.412	0.231	0.224	0.098	0.921							
Emotional	0.962	0.864	0.236	0.149	0.281	0.121	-0.082	0.058	0.237	0.328	0.401	0.486	0.039	0.385	0.336	0.112	0.202	0.145	0.219	0.092	0.166	0.929						
Identity peer Relevance	0.933	0.737	0.096	0.104	0.177	0.184	0.100	0.137	-0.040	0.039	0.127	0.083	0.038	0.087	0.087	0.130	0.310	0.136	0.233	0.061	0.256	0.031	0.859					
Dual identification	0.927	0.812	0.149	0.188	0.093	0.215	0.232	0.082	0.055	0.081	0.096	0.061	0.010	0.099	0.127	0.097	0.385	0.093	0.139	0.103	0.149	0.119	0.242	0.901				
Psychological ownership	0.903	0.756	0.119	0.143	0.260	0.042	-0.094	0.054	0.144	0.172	0.301	0.244	0.111	0.315	0.139	0.032	0.069	0.191	0.191	0.162	0.155	0.345	0.028	0.106	0.870			
Self-transformation	0.877	0.705	0.149	0.259	0.094	0.173	0.032	0.077	0.027	0.081	0.074	0.088	0.047	0.137	0.076	0.053	0.213	0.113	0.136	0.093	0.219	0.127	0.134	0.386	0.099	0.840		
Advocacy	0.957	0.849	0.070	0.236	0.194	0.056	0.068	0.002	-0.053	0.022	0.154	0.109	0.229	0.061	0.034	0.074	0.190	0.141	0.074	0.117	0.265	0.073	0.010	0.078	0.070	0.032	0.921	
Premium price	0.934	0.824	0.167	0.299	0.266	0.147	0.156	0.193	0.029	0.185	0.173	0.148	0.122	0.204	0.094	0.029	0.409	0.193	0.332	0.114	0.288	0.133	0.170	0.213	0.126	0.248	0.189	0.908

WEB APPENDIX 3: CROSS-TABULATION EMPLOYING AMONG CONSTRUCTS PEER IDENTIFICATION

		Peer Identification						Total	
		1.00	3.00	4.00	5.00	6.00	7.00		
Peer Sense of Commitment	2.00	Count	0	0	3	0	2	0	5
		% within Commitment	0.0%	0.0%	60.0%	0.0%	40.0%	0.0%	100.0%
	3.00	Count	1	0	4	6	7	0	18
		% within Commitment	5.6%	0.0%	22.2%	33.3%	38.9%	0.0%	100.0%
	4.00	Count	0	2	14	35	21	0	72
		% within Commitment	0.0%	2.8%	19.4%	48.6%	29.2%	0.0%	100.0%
	5.00	Count	0	2	20	64	51	6	143
		% within Commitment	0.0%	1.4%	14.0%	44.8%	35.7%	4.2%	100.0%
	6.00	Count	0	1	12	47	61	10	131
		% within Commitment	0.0%	0.8%	9.2%	35.9%	46.6%	7.6%	100.0%
	7.00	Count	0	0	2	9	23	5	39
		% within Commitment	0.0%	0.0%	5.1%	23.1%	59.0%	12.8%	100.0%
	Total	Count	1	5	55	161	165	21	408
		% within Commitment	0.2%	1.2%	13.5%	39.5%	40.4%	5.1%	100.0%