



Article

The Relation between Collaborative Consumption and Subjective Well-Being: An Analysis of P2P Accommodation

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Abstract: The present paper investigates the relationships between Collaborative Consumption (CC) and well-being. Specifically, the study aims to understand the antecedents of subjective well-being (SWB) in peer-to-peer (P2P) accommodation services. The research adopts a mixed-method approach by integrating qualitative (focus groups) and quantitative (survey) methods with sequential logic. A conceptual model was developed and validated through structural equation modelling (SEM). The model confirms that the SWB, which has three indirect antecedents (the social, environmental and economic dimensions), was positively influenced by the attitude towards P2P accommodation services, and the relation between this construct and SWB emphasizes the originality of the study. This research contributes to the current sharing economy debate, unveiling theoretical advances on the link between collaborative services and well-being.

Keywords: sharing economy; collaborative consumption; subjective well-being; well-being; sustainability; accommodation sector; consumer behavior



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1. Introduction

The financial crisis has weakened consumerism, and consequently, people prefer to access, rather than own, private assets [1,2]. As a result, more products are shared rapidly [3,4]. This trend is further enhanced by the increase in alternative mechanisms that rethink the consumption patterns and value attached to ownership [5].

Mobile access and the internet enable people to access information and services ubiquitously [6,7], thus empowering them to become competitors of suppliers [8]. Collaborative consumption (CC) consists of an extensive network of peer service providers willing to access their underutilized assets using online platforms [2,9].

This development marks a shift from the most basic assumption of consumer behavior of “we are what we have and possess” [10,11] to a new one that claims “what is mine is yours” [12] and “you are what you can access” [13], and reflects a transition from asset ownership to access [14,15]. This phenomenon has nourished the collaborative economy, which is “an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, by means that bypass traditional middlemen” [16].

CC creates value at both the collective and individual level because of efficient resource use, well-being, and consumer surplus [17]. Several authors have suggested that sharing explains the link of CC to sustainable consumption [12,18,19] and sustainable behavior [20]. Besides, it may offer advantages in terms of well-being [21]—often described as happiness [22]—which represents an important goal of society because people living pleasant and emotional experiences are more likely to perceive their lives as desirable and positive [23].

Service consumption influences consumers' well-being, including life satisfaction, perceived quality of life, and overall happiness [24]. Within this framework, a link can be

envisaged with the transformative service research (TSR) field of study, which consists of service research regardless of discipline that strives to “create uplifting changes and improvements” in the well-being of individuals (consumers and employees), collectives (families and communities) and ecosystems [25,26]. Nevertheless, there are few studies with application and connection to practice about the relationship between service and well-being [27]. Several authors show the collective impact generated by the adoption of CC, while a literature gap emerges in studying well-being at the individual level. Indeed, experiential services, such as tourism activities, have a positive impact on individuals, such as relaxation, entertainment, personal development, inducing positive moods [28,29], happiness [30], enhancing the sense of well-being [23]. CC seems to possess a tight connection with subjective well-being, but no direct evidence supports this assumption.

Accordingly, this research contributes to transformative service research by empirically investigating the relationship between P2P accommodation services and well-being. Specifically, the research objective of the present study is to explore the CC motivations and understand their subjective well-being implications. To achieve this purpose and cover the detected literature gap, empirical analysis in the accommodation sector was carried out, given that the CC registered a substantial impact on tourism [31].

The theoretical background illustrates the prominent literature on the CC phenomenon, the motives for its adoption, and the well-being concept with a specific focus on tourism and accommodation. A mixed-methods approach was used by integrating qualitative and quantitative analyses with two-fold objectives: (i) identifying the main dimensions of CC adoption, and (ii) understanding the impact of CC dimensions on subjective well-being. Specifically, the qualitative analysis was inspired by the means-end theory [32], which is primarily adopted in the marketing field. The quantitative analysis validates the proposed model and hypotheses. Finally, the Conclusions and Managerial Implications and Limitations and Future Researches sections explain the main findings and contributions.

2. Theory and Hypothesis

2.1. Collaborative Consumption

Although the term CC arose in 1978 from Felson and Spaeth’s [33] research, the term still needs to achieve consensus due to the varied activities involved [34]. CC is generally defined as a network of people coordinating the distribution of resources to gain temporary access to goods and services for a fee or other compensation without transferring ownership [13,14]. According to Belk [13], “CC is people coordinating the acquisition and distribution of a resource for a fee or other compensation, such as bartering, trading and swapping, which involve giving and receiving non-monetary compensation.” This definition is inspired by Meelen and Frenken [35], who describe CC as a consumption pattern allowing consumers to grant temporary access to under-utilized assets with a form of (monetary or reputational) compensation.

There is a standard agreement regarding the essential elements on which CC is founded. For instance, online platforms and the availability of assets to be exchanged are fundamental to the existence of CC [2]. Also, the coexistence of compensation and the pro-social aspects represent other peculiar characteristics [36]. Notwithstanding the natural differences between sectors of interest [3], the main drivers that enable or favor habits towards CC are conveniences, accessibility, on-demand nature, trust, social aspects, environmental concerns, and a sense of belonging to a community [37,38]. Furthermore, there is a switch from access, to investment goods for more extended periods, to short-term access to consumption goods [39]. The concept of access in CC is twofold: consumers gain temporary access to tangible/intangible resources without affording purchasing costs [40] and the actor who owns the resource grants temporary property rights to other actors [41]. This new sharing model transforms traditional dyadic relations into triadic ones and involves platform providers who enable the exchange. The main elements are P2P interaction, temporary access, the assets to be exchanged [42], and the existence of a form of monetary or reputational compensation [13,36].

2.2. Sharing Motives

Increasing population, sustainability awareness, desire for community belonging, economic needs, technological expertise, and social network diffusion are the main factors that increase CC participation. In tourism, and more specifically in the accommodation sector, the desire of acting as a more responsible traveler, minimizing environmental impact and the misuse of resources is a significant motivational factor [12,43].

People share for both functional and altruistic reasons [44], and sharing itself impacts environmental and social sustainability [45] by inciting a form of anti-consumption [46] and environmentally conscious behaviors [47,48].

Many authors refer to the self determination Theory [49], which affirms that in CC, the intrinsic motivation arises from the enjoyment of the activity and the internalized value of conforming to the norm. Environmental concerns embody the principal reason for initiating sharing activities [38,50]. In this regard, [9] observes that people perceive environmental benefits only after having shared sustainability.

Economic, social, and environmental aspects have to be considered when discussing sharing motives [51,52]. Together, they reflect the triple bottom line (TBL) lens [53] composed of the three Ps: profit, people and planet. Their aggregate effect results in destroying excessive consumerism, improving social cohesion, and minimizing resource use [45]. In the following sections, each (economic, social, environmental) dimension is explained in detail.

2.2.1. Economic Dimension

The economic value of CC is the most dominant factor when discussing its value [9], and the economic benefits represent the primary motivation for the intention to participate in CC [52].

CC may provide opportunities for lower-income consumers to gain greater access to a reasonable level of services, leading to consequences in the quality of life [2]. Furthermore, an added hedonic value has to be considered. In other words, the temporary owning of an asset that people could not afford allows them to pretend to be someone else in terms of desired status [9] while reducing the risks and responsibilities associated with ownership [40].

Specifically, the P2P solution allows people to access shared, expensive underutilized assets with low costs and a wide variety of cheap alternatives [51,54]. This observation could be explained as a need for “voluntary simplicity” [55]—a reaction to consumerist values and lifestyles. Brown and Vergragt [21] state that reduced purchasing power may be compensated by lifestyles that meet basic subsistence needs, implying increased self-reliance, greater mutual reciprocity, interdependency within a community, and deeply satisfying lifestyle choices.

Following the above statements, the below reported hypothesis is posited:

Hypothesis 1 (H1). *The economic dimension positively influences the attitude towards P2P accommodation service.*

2.2.2. Social Dimension

Social motives are essential in nourishing CC. CC platforms work like social networks in creating a sense of belonging within a community associated with enjoyment [52]. This sense of community is a peculiar construct of sharing. Concerning shared accommodation, sense of belonging and social connections are strongly activated due to the authenticity of the experience [37]. For instance, the Airbnb case represents a P2P platform successful in creating social ties, thus motivating user participation [56].

The backbone of CC platforms is the trust that strongly influences online social commerce, purchasing, and recommendation [57,58]. Ratings and reviews offered by the network may contribute to building a reputation and convincing users to engage in emergent unknown contexts [42].

From a social perspective, CC has to do with a sense of interdependence, reciprocity, and shared meanings, values and norms [59]. The possibility of forming and maintaining relationships enables the creation of social capital [60]—which refers to resources accumulated through relationships among people [61]—enabling greater “access and use of resources offered on social networks” [62].

Consequently, the following hypothesis is established:

Hypothesis 2 (H2). *The social dimension positively influences the attitude towards P2P accommodation service.*

2.2.3. Environmental Dimension

Regardless of people’s income and location, well-being depends on the environment [63]. The sharing economy encourages users to adopt sustainable behavior, leading, in turn, further benefits to societies [20].

CC is driven by a sense of environmental awareness due to resource scarcity, which tends to support the transition towards a more sustainable society [43,52]. Hence, the impact of CC in terms of environmental sustainability [45] is mainly affected by the increased efficiency in the production of new goods [3]. In this regard, CC is associated with the circular economy. Selling utilization instead of ownership of goods (a core aspect of the functional economy) is the most relevant sustainable business model for a closed-loop economic system [64].

In tourism and the accommodation sector, the motivation of acting as an environmentally friendly traveler, minimizing impacts and the inefficient use of resources, becomes relevant [5,12,43].

Accordingly, a third hypothesis is set.

Hypothesis 3 (H3). *The environmental dimension positively influences the attitude towards P2P accommodation service.*

2.3. Attitude towards P2P Accommodation

Currently, travelers declare a positive attitude regarding P2P accommodations [65] that—in opposition to traditional hotels—have the peculiarity of offering authenticity, socialization and experience co-creation [66,67].

Increasingly, tourists choosing a P2P accommodation show particular interest in the local life of the neighborhood they are going to visit [68], seeking an experience reflecting the “living like a local” [69]. This experience comprises several aspects, such as a sense of belonging and socialization with local communities and inhabitants [70]. Indeed, this kind of accommodation service embodies the so-called “homely feeling” [71] by experiencing home away from home [72,73].

In a nutshell, the authentic experience and the related homely feeling benefits attached to P2P accommodation are significantly associated with an overall attitude toward P2P accommodation [74]. Hence, the construct of the attitudes towards P2P accommodation needs to be shaped considering the peculiarity of this context.

Previous studies have explored the relationship of subjective well-being and consumption attitudes (characterized by materialism), detecting a negative relationship between them [75,76]. However, since the sharing economy (SE) differs from materialism—because CC is based on non-ownership consumption—the relation between attitudes towards P2P and well-being is likely to be positive, even though it needs to be tested.

In the light of what previously explained, an ultimate hypothesis is assumed:

Hypothesis 4 (H4). *The attitude towards P2P accommodation positively influences subjective well-being.*

2.4. Well-Being and Well-Being in Tourism

Well-being has a variety of definitions in multiple fields [77]; however, it is generally experiential and refers to “what people value being and doing” [78]. Well-being is usually measured in economic terms by gross domestic product (GDP), although this indicator fails to consider the added value of other parameters. Currently, additional material goods and services do not necessarily produce incremental gains in consumer well-being [21,79]. In fact, the definition of well-being stretches beyond economic aspects, particularly from an individual perspective, and has been extended beyond objective measures of wealth [22]. Boosting private consumption does not necessarily mean increasing well-being since there are other issues to consider. As Brown and Vergragt [21] state, well-being needs to incorporate a shift away from consumerist lifestyle choices supported by specific policies. Specifically, service delivery provides experiences with a substantial impact on people’s well-being [80], since these are more self-defining than material possessions [81]. Hence, there is a consensus on the fact that well-being is comprised of multiple dimensions.

Well-being can be divided into the subjective and objective side. Objective well-being is determined by the following indicators: stability of income, conditions of residence, level of education, the quality of the social and natural environment, safety and security, and the opportunity to realize social and civil rights and needs [82]. On the other hand, subjective well-being (SWB) can be described as an internal personal experience. Even though measures of SWB are continually being refined [22], the concept of SWB attempts to understand what makes people happy and content with life [83]. SWB has been described as the general way people evaluate the degree to which they experience a sense of wellness [83]. On its own, SWB can be divided into two types: the hedonic and the eudaimonic [84]. The first refers to the pursuit of pleasure, enjoyment and comfort, whereas the second is achieved by seeking to use and develop the best in oneself [85].

Tourism experiences contribute to self-development, highly involving the consumer in leisure activity [86,87]. Hosts and tourists both engage in their actions and contribute to creating well-being for themselves and others by facilitating the stay, interacting with visitors, and learning from them [88].

A similar aspect renders the sector a relevant context to the study of SWB [22]. Experiential goods such as leisure activities and vacations positively impact the individual self in terms of relaxation, entertainment, and personal development [89]. Haidt [30] advocates that consuming more “experiences” instead of material goods leads to a higher happiness level. These experiences could affect the emotional, intellectual, spiritual, or physical aspects of the individual, and satisfactory leisure experiences can induce positive moods [28], thus enhancing the sense of well-being [23].

In tourism, the construct of “happiness” and SWB are used interchangeably, and researchers often attempt to conceptualize “tourist happiness” as well as the related psychological benefits [90,91].

Within the context of CC, well-being needs to be reframed to be less dependent on traditional indicators, which depend on mass consumption and materialism [21]. Benefits are clearly outlined and affect well-being in several ways. At the social level, there is a consensus that well-being broadly refers to the benefits people receive from their social relationships [62]. There is general knowledge about the link between environmentally friendly consumption and pro-social spending behaviors with well-being [18]. At the economic level, there is evidence of a relationship between material possession and consumer well-being [92,93].

Although theoretical contributions are emerging which investigate the effects of tourism on SWB, happiness, and affective states, there is a need to investigate the sources and drivers of well-being and happiness [22,94].

This study investigates the relation between the economic, social, environmental dimensions of CC, and SWB. It enables the understanding of whether shared services and the related benefits contribute to generating feelings of well-being. The empirical study is applied to the Italian accommodation sector, which was chosen for several reasons. Firstly,

tourism is an experiential purchase that produces greater hedonic pleasure [95] and higher levels of well-being [36,96]. Secondly, accommodation is a crucial element as part of people psychological well-being [97]. Thirdly, the choice resides on the widespread diffusion of CC [31].

Based on the theoretical background, Figure 1 shows the proposed research model and the underlying hypotheses (H1, H2, H3 and H4).

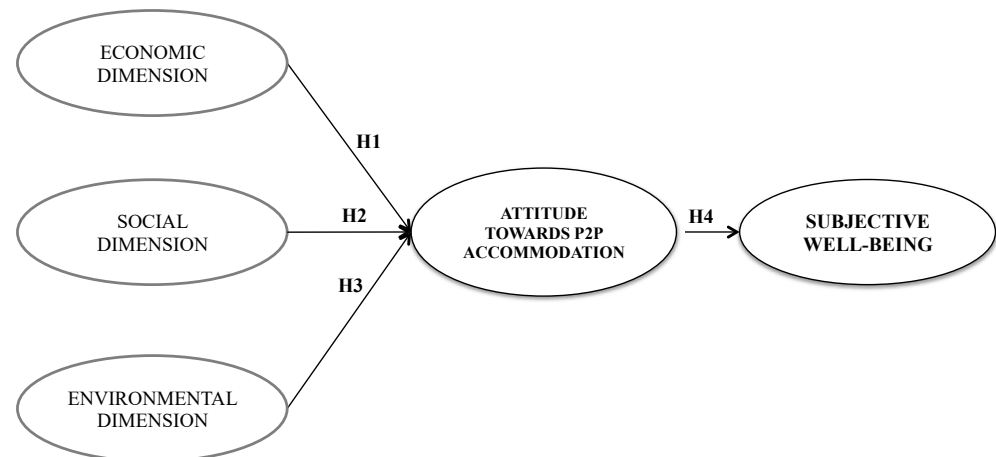


Figure 1. Conceptual research model and hypotheses.

3. Materials and Methods

The study adopts a mixed-method approach integrating qualitative and quantitative methods, and analyzes whether and how CC provides benefits in terms of well-being. As illustrated by [98], the design of mixed-methods research allows for the adoption of multiple views that shed light on a specific phenomenon. In this regard, qualitative research has been adopted for understanding individual experiences and their associated interpretations [99]. In contrast, a quantitative study was subsequently performed to refine the insights and measure their magnitude within a larger sample of the population, thus providing adequate and consistent answers to the research hypotheses [100]. The mixed-methods approach is based on sequential logic [98], in which the findings of the qualitative methods are used to inform the quantitative phase of the study.

In the following paragraphs, the different stages of the analysis are described. First, details on qualitative methods and tools used for collecting the data are presented. After that, the research's quantitative phase is presented, explaining the data collection process and demonstrating the validation of the model.

3.1. Qualitative Analysis: Data Collection

The purpose of the qualitative analysis is to acquire a deep knowledge of the collaborative economy phenomenon and to acquire a deeper understanding of the main motivations contributing to the pursuit of SWB. In order to achieve this goal, five focus groups were conducted, each involving eight people who travel and are aware of CC. The participants were recruited using a snowballing approach [101]. Age, gender and travel habits were balanced, guaranteeing the most suitable level of comparison between the participants. The number of focus groups was defined based on the principle of saturation defined as “informational redundancy” [102,103] or also as the point in coding when the researcher finds that no new codes occur in the data [104].

A topic guide was developed to elicit participant insights, using open-ended questions and probes to facilitate the natural expression of focus group member opinions. The main arguments included in the topic guide were the following: general knowledge of CC; its strengths and weaknesses; the most known platforms and participants' past purchasing

experiences within the CC context; participants' awareness of CC in the tourism sector; and the main benefits that are obtained from such participation.

The focus groups were transcribed verbatim, and a content analysis was performed based on the four phases of coding, categorizing, thematizing, and integrating [105,106]. Specifically, the data was initially divided into small units. A code was assigned to each one; then, the codes were grouped into main categories; consequently, themes expressing the content for each of the groups were developed [107]. Three researchers were involved in the process. Barratt et al. [108] stated that the use of multiple investigators guarantees better management of the collected data and provides more reliable research findings. Text analysis was performed with the support of MAXQDA software to classify and interpret the acquired knowledge. The results were compared, and a discussion was conducted around the elements that displayed a lack of convergence and an appropriate adaptation of the concept classifications.

3.2. Quantitative Analysis: Data Collection

The questionnaire, significantly projected for the purpose of the research, was structured in five sections, and was composed of 18 items measured using a 7-point Likert scale [109] (1 = completely disagree; 7 = entirely agree). The five areas investigated were the following: economic motivations, social motivations, and environmental motivations, attitude towards P2P accommodation services, and subjective well-being.

Three of the questionnaire dimensions ("economic," "social," and "environmental") were identified through the study of previous studies [51,52,110], the composition of the attitude construct towards P2P accommodation service [69,72,73], and the focus group insights. Regarding the construct of subjective well-being, it was a combination of the qualitative results and the literature [111–113]. Table 1 shows the main sources for each dimension.

Table 1. The structure of the questionnaire.

Constructs	Items Number	Reference	Measurement Scale
Economic dimension	3	[51,52,110]	Likert scale (1 = completely disagree to 7 = completely agree)
Social dimension	3	[110]	Likert scale (1 = completely disagree to 7 = completely agree)
Environmental dimension	3	[51,52]	Likert scale (1 = completely disagree to 7 = completely agree)
Attitude towards P2P accommodation service	5	Qualitative results and [69,72,73]	Likert scale (1 = completely disagree to 7 = completely agree)
Subjective well-being	5	Qualitative results and [111–113]	Likert scale (1 = completely disagree to 7 = completely agree)

A control question in the questionnaire excluded all the respondents without previous experience in P2P accommodation. The formulation of the questions and the related sequence were adapted after a pilot survey on a sample of 35 respondents. Then, the final version of the questionnaire was administered online through specialized forums, blogs, and social networks.

The (non-probabilistic) convenience sample used in this study was considered appropriate due to the preliminary nature of the research [114,115]. The factors were extracted through exploratory factor analysis (EFA), using SPSS (release 19.0), whereas the confirmatory factor analysis (CFA) and the structural equation modelling (SEM) were performed using the MPlus software package [116]. SEM is a widely used modelling technique applied in social sciences to understand and explain the relations between the elements of systems [117,118]. SEM simultaneously estimates and assesses a series of hypothesized interrelated dependent relationships between a set of latent (and observed) constructs.

Each of these is measured by one or more manifested (or observed) variables [119]. SEM allows for both the verification of the goodness of fit and the concurrent examination of multiple relationships, incorporating measurement error into the estimation process.

4. Results

4.1. Qualitative Results

The qualitative analysis draws attention to the nature of desired end states that consumers wanted to achieve through the CC adoption. The qualitative results were synthesized through the development of a map, which revealed the key issues and their relations in a visual manner (Figure 2). By aggregating all the emerging attributes, three main dimensions were identified from the focus groups, namely the “economic dimension,” “environmental dimension,” and the “social dimension,” concerning the CC phenomenon in tourism.

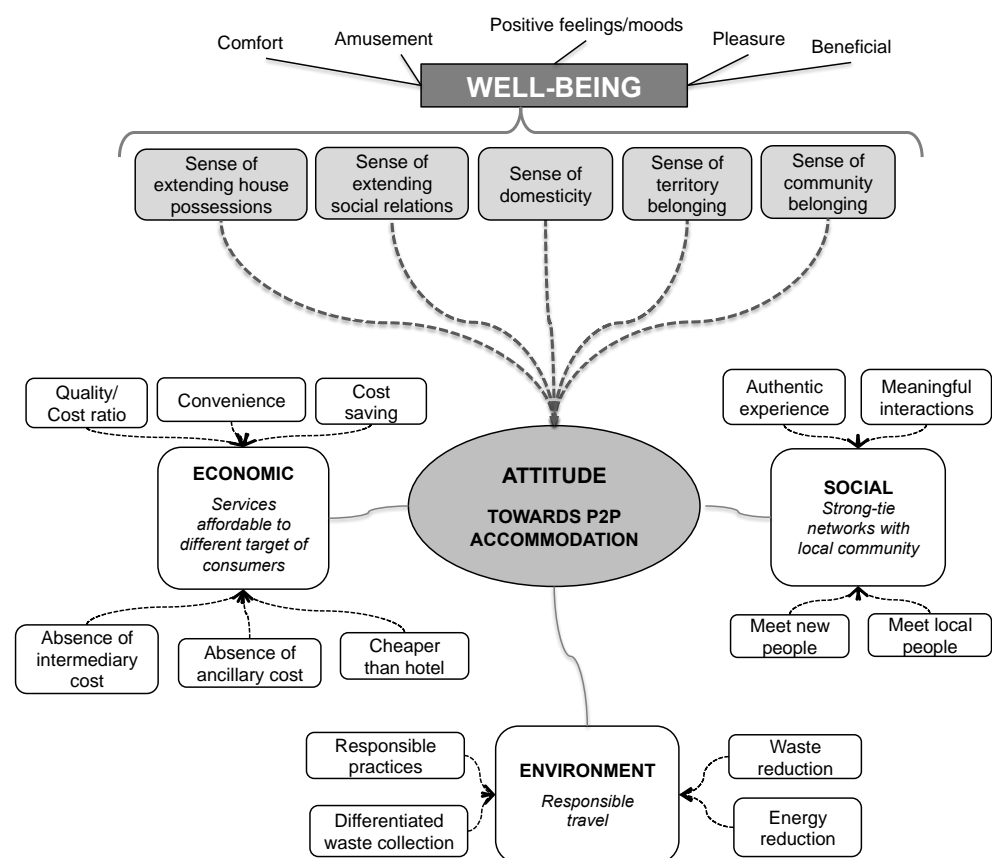


Figure 2. Qualitative results—focus group map.

The analysis also allowed the detection of the attitude towards P2P accommodation service, the value of SWB, the contents of the constructs, and the relations among them. As shown in Figure 2, motivations can be divided into economic (increasing the purchasing power in various ways), environmental (protecting the environment), and social (creating meaningful social interactions). According to the interviews, the choice of CC accommodations eliminates ancillary and intermediary costs, provides access to an accommodation with an affordable price, and keeps high quality standards due to the feedback/evaluation system. Alongside the economic motivation, the respondents highlighted both social and environmental motivations. The social motivations were mainly related to the possibility of creating strong connections and authentic experiences with local communities. The environmental motivations generated through environmentally friendly practices and enabled by choosing CC accommodation, were energy use reduction, lower consumption, and waste reduction, etc.

The value embodied by well-being—in this context, the state that people pursue by participating in CC—had as an antecedent the attitude towards P2P accommodation services, which includes the various feelings attached to the CC experience; specifically, the latter is linked to the sense of domesticity and to the feeling of expanding the individual's possessions (“perception of having more houses than those actually owned”), social relations (“perception of having more friends than those actually known”), and community of belonging (“perception of belonging also to different places than the one of residence”).

4.2. Quantitative Results

The number of completed questionnaires was 424, with a sample composed of 48% males and 52% females. The participants were in the 16–24 (28.1%), 25–34 (39.8%), 45–54 (8.5%), 55–64 (7.1%) and over-65 (4.0%) age categories. The predominance of young people and young adults is consistent with the characteristics of the ordinary users of technological services [120,121], such as P2P platforms.

After the EFA, performed to understand whether the items were appropriately assigned to each factor, the Kaiser–Meyer–Olkin (KMO) statistic was 0.919, and Bartlett's test statistic was significant ($p = 0.000$). The number of factors was chosen based on an eigenvalue more effective than one and a cumulative variance more significant than 60%. The five elements identified explained 76.12% of the total variance, and were named as follows: economic dimension (F1), social dimension (F2), environmental dimension (F3), attitude towards P2P accommodation service (F4), and subjective well-being (SWB) (F5).

Subsequently, a confirmatory factor analysis (CFA) was performed to verify the goodness of fit of the measurement model to the data on the five latent constructs. CFA provided a good fit for the original dimensional structure proposed. In order to analyze the validity of the constructs and their reliability values, some indicators were calculated. The reliability and validity of the multi-item scales were verified according to internal consistency (Cronbach's alpha) and convergent validity (average variance extracted (AVE)); composite reliability (CR). Table 2 shows the validity and reliability values of the constructs.

Table 2. Construct reliability and validity.

Factor	Cronbach's Alpha >0.7 Nunnally, 1978 [122]	AVE >0.5 Fornell and Larcker, 1981 [123]	CR >0.7 Fornell and Larcker, 1981 [123]
Economic dimension (F1)	0.824	0.613	0.826
Social dimension (F2)	0.813	0.593	0.814
Environmental dimension (F3)	0.845	0.644	0.844
Attitude towards P2P accommodation service (F4)	0.882	0.563	0.866
Subjective well-being (F5)	0.944	0.779	0.946

All the data appear satisfactory, being above the thresholds considered adequate to affirm construct reliability and validity: 0.7 for Cronbach's Alpha [122], 0.5 for AVE, and 0.7 for CR [123].

After the CFA, the hypotheses have been tested through SEM to verify the hypothesized theoretical model with the collected data. A maximum likelihood method for the parameter estimation was adopted. The goodness-of-fit parameters are reported in the following graphical representation of the model (Figure 3 and Table 3).

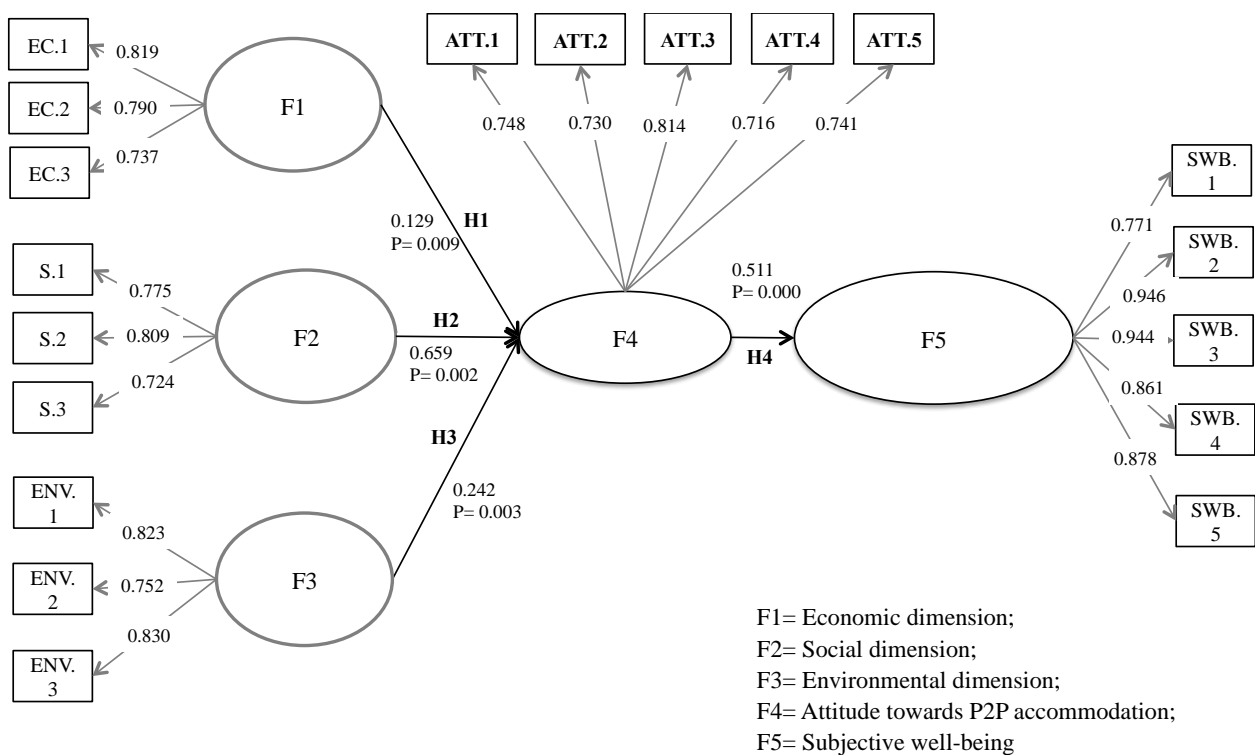


Figure 3. Graphical representation of the observed model.

Table 3. Goodness-of-fit parameters.

Goodness-of-Fit-Index	Observed Value	Commonly Used Threshold
χ^2 (chi-square)	4425.809	
Degrees of freedom	171	
<i>p</i> -value	0.000	
RMSEA (root mean square error of approximation)	0.077	<0.05 → minimal error 0.05 ≤ RMSEA ≤ 0.08 → acceptable 0.08 → rejected the model
SRMR (standardised root mean square residual)	0.067	<0.08 (Hu e Bentler, 1998, 1999) [124,125]
CFI (comparative fit index)	0.915	≥0.90 (Bentler, 1992) [126]

The goodness of fit indicators were located within the acceptable thresholds suggested by the literature (Table 3). As a result, all the hypotheses were supported (Table 4), meaning that the economic, social, and environmental dimensions positively affected the attitude toward P2P accommodation, which, in turn, positively influenced the SWB. Out of the three antecedents of attitude, the social dimension registered the strongest impact (0.659) on attitude, followed by the environmental dimension (0.242), and the economic dimension (0.129). The construct of attitude towards P2P accommodation positively influenced the dependent variable of well-being (0.511).

Table 4. Status of the research hypotheses.

Hypotheses	Predictor	Dependent	Estimate	<i>p</i> -Value	Status
H1	Economic dimension	Attitude towards P2P accommodation service	0.129	0.009	supported
H2	Social dimension	Attitude towards P2P accommodation service	0.659	0.002	supported
H3	Environmental dimension	Attitude towards P2P accommodation service	0.242	0.003	supported
H4	Attitude towards P2P accommodation service	Subjective Well-being	0.511	0.000	supported

5. Discussion and Conclusions

The present study is a response to contributions that suggest the opportunity to investigate the link between service and well-being, embedding a more holistic view of sustainability into service provisions.

The research was structured to determine the insights that allow for a better understanding of the relationship between CC and individual well-being. An empirical analysis was carried out in the accommodation context (P2P accommodation) in which CC is widely diffused. The tourism context has been considered particularly suitable for filling existing literature gaps since previous studies asserted that experiential services positively impact moods, happiness and, thus, enhance the sense of well-being [23,28–30].

The qualitative analysis showed the role covered by the economic, social and environmental dimensions in determining the attitude towards the P2P accommodation. The economic motivations were related to the perception of P2P service as affordable to a different target group of consumers; the social reasons concerned the possibility of creating strong-tie networks with local communities; the environmental motivations referred to all the possible practices that can be adopted for protecting the environment by choosing P2P accommodation. Hence, the qualitative results confirm these three motivations aligning to previous studies in the literature [2,43,59] on the one hand. On the other hand, the qualitative results demonstrate a link to the attitude towards P2P accommodation. This construct was characterized by specific feelings: a sense of domesticity, territory and community belonging, and extending house possessions and social relations. The qualitative analysis was used to enlighten the content and relations among the economic, social, environmental dimensions, attitude, and well-being. The latter plays a key role as the terminal value that consumers intend to pursue by adopting P2P accommodation. Accordingly, the results of the qualitative analysis were used as input for the quantitative phase, in which a theoretical model based on four hypotheses was proposed and then tested through SEM. The hypotheses of the proposed model aimed to observe the impacts of the economic (H1), social (H2) and environmental (H3) dimensions on the attitude towards P2P accommodation, and of the latter on subjective well-being (H4). All the included constructs were reliable and validated, supporting the posited hypotheses. The results confirm that the attitude towards P2P accommodation has three antecedents (the economic, social and environmental dimensions), and that it directly influences well-being.

In particular, it is proved that the role the construct of attitude towards P2P accommodation service plays in positively influencing the dependent variable of well-being, also represents an aspect of novelty brought to light by this study. Attitude has a strong impact on well-being, demonstrating that the sense of belonging, sense of domesticity, and the authentic relations with locals and communities all contribute to enhancing well-being. Among the three antecedents, the “social dimension” registers the strongest impact on attitude, followed by the “environmental dimension” and then the “economic dimension.”

This result confirms the marginal impact of economic aspects when consumers are involved in CC and in P2P accommodation.

The proposed model was empirically confirmed. It allowed us to deepen the knowledge on the topic since prior studies mainly focused on the collective impact of CC without analyzing the relationship between CC and well-being at the individual level. Moreover, this research allows us to propose a twofold innovative relation: a direct one between attitude towards P2P and well-being and the role of attitude as a mediator of the economic, social, environmental motivations towards well-being.

The results produce theoretical and managerial implications for P2P platforms operating in the CC field.

From a theoretical perspective, the research contributes to transformative service research by empirically investigating the relationship between P2P accommodation services and well-being [25,26]. As previous authors observed a lack of studies, this study begins to fill this gap [27] by integrating qualitative and quantitative methods and testing a conceptual model. The model illustrates that attitude towards P2P accommodation is affected mainly by the social dimension, followed by the environmental, and at last the economic dimension. Furthermore, the novelty of this study is the relationship between attitude towards P2P accommodation and well-being, particularly between the sense of domesticity, sense of belonging, local relations, and well-being. This paper also contributes to the literature by studying sustainable consumption, which represents a core element of sustainable development [127]: CC allows the use of assets that satisfy consumer needs while minimizing the use of natural resources.

Furthermore, the managerial implications concern the possibility of exploiting these results by policymakers, municipalities, and P2P companies; P2P companies could exploit the insights of this research to plan accommodation services in a manner consistent with the needs of potential users by rethinking accommodation as a place in which guests can consider as a “home away from home” by experiencing domestic comfort, gaining a sense of belonging, and living a local lifestyle. This insight could be helpful also in terms of business and service positioning. Policymakers and municipalities can improve tourism hospitality by widening the offerings available outside the city centers. Indeed, they could include residential and suburban areas in their accommodation offerings to propose a more authentic experience. Hence, tourist experience needs to be managed as a whole, including also accommodation experiences besides those geared towards core touristic activities. In this way, it is possible to launch the tourism sector at the national and regional levels by enhancing the overall experience, improving tourist satisfaction and attracting, in turn, further tourists. On this strength, traditional intermediaries could be currently asked to reshape their offerings in a consumer-centric view by considering these insights to remain competitive on the market. Since use of P2P accommodation has a positive impact on well-being, another practical implication concerns investing in promotion and communication about the social, environmental, and economic benefits from a consumer perspective, in order to create a positive attitude towards P2P accommodation.

Currently, well-being and sustainability are vital requirements for both consumers and firms. Thus, businesses are called upon to consider well-being in planning new services and to include the triple bottom line approach in a comprehensive overview that includes economic, ecological, and social outcomes from the individual standpoint. These economic, social, and environmental dimensions are at the basis of CC, and they are consistent with the triple bottom line (TBL) approach by inhibiting excessive consumerism, improving social cohesion and minimizing resource use/waste. Indeed, CC satisfies new consumption patterns and avoids the inefficient use of resources. In the tourism sector, CC supports the local economy by increasing the demand for under-utilized resources; moreover, it provides an authentic experience to residents and visitors by connecting them with the local community. By widening the accommodation offerings outside the city center, CC supports distributing the flow of tourists to different areas, contrasting the adverse effects caused by mass tourism. Adopting a comprehensive view that considers the three facets of

sustainability allows for the exploration of services, such as CC, as a driver to advance the well-being of individuals and society.

6. Limitations and Future Researches

This study has certain limitations that should be addressed in further studies on this topic.

First, due to the complexity of the domain, this study focuses on the positive effects of CC on SWB, since the negative effects are only beginning to emerge. Emerging literature revealed certain negative consequences of SE that could manifest in the medium-long run, such as social discrimination, employment issues, income inequality distribution, and local issues between tourists and neighbors. It must also be noted that undesired and unintended ecological effects (“rebound effect”) need to be analyzed, referring to the case in which earnings or savings lead people to buy additional assets, implying negative environmental consequences. Therefore, it would be desirable that any future research investigate the negative economic, social, and environmental implications of CC at both the individual and collective levels.

Second, future research should be conducted to test the observed model and results in other relevant sectors of the CC to establish a convergence among different contexts. The insights presented offer the potential for a deeper understanding of the phenomenon of CC and its relationship with well-being. Other sectors of interest for applying the proposed model include transportation (car-sharing, carpooling), hospitality (meal sharing and tour sharing), and on-demand services. Third, this type of study could be conducted in other countries to investigate whether cultural issues could affect the proposed model in different contexts. Forth, this paper focuses on the individual sphere, and further studies need to explore and extend the relationship of CC and well-being at the collective level by considering the micro (such as consumers and employees), meso (such as families and communities), and macro levels (ecosystems). Fifth, this paper calls for future research to measure P2P service performance and investigate whether the attached sense of well-being affects the attractiveness of collaborative services.

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