The Influence of Financial and Social Motives in the Sharing Economy: An Empirical Analysis on Airbnb

Completed Research Paper

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Abstract

The motivation to share has lately been investigated in the sharing economy literature. This study extends this literature by exploring the role of economic and social drivers from the accommodation providers' perspective on the sharing economy platform Airbnb. In doing so, we contribute to the sharing economy literature by compartmentalizing the two-sided consumer market. Furthermore, we respond to the emerging call for understanding the motivational factors under which trust operates in the sharing economy context. Specifically, this article introduces two key moderators, financial motives and social motives, to the relationship between trust and the intention to share an accommodation. Drawing on the theory of trust and based on a dataset of 203 participants, we find that financial motives positively moderate the relationship between trust in renters and the intention to share an accommodation, whereas social motives show no significant influence on the same relationship.

Keywords: Electronic Business, Financial Motives, Social Motives, Trust, Sharing Economy.

Introduction

Today's online landscape fosters the development of new business models. The last decade was mainly characterized by e-commerce platforms, however, we now encounter the rapid growth of consumer-to-consumer market platforms (Hawlitschek et al. 2016). In this regard, attitudes towards consumption have shifted from traditional e-commerce platforms or ownership models to sharing economy platforms, which support temporary sharing of resources. Especially the millennials generation expedite these new business models to disintermediate traditional commercial channels and to share privately owned idle capacity with each other effectively (Lenhart et al. 2010). These new business models claim to be a more economic, anti-capitalistic, convenient, and social alternative to traditional means of consumption. Enabled by modern information technology, which matches supply and demand of idle capacity, this phenomenon is often referred to as the sharing economy business model (Hamari et al. 2015). Sharing economy platforms, which usually focus on particular industries, connect strangers on short notice over the Internet. As a result, existing literature found trust to be a key driver of online sharing intentions. This finding does not seem surprising, as the need for trust as an influential factor on the users' intentions has already been empirically validated in related online industries, such as the e-commerce industry. In particular, Jarvenpaa et al. (1999) demonstrate that high levels of trust encourage online transaction intentions, whereas Hoffman et al. (1999) identify the lack of trust as one of the main reasons why people do not engage in online businesses. Further, Gefen and Straub (2004) state that the prevalence of trust is a key driver for one-time interactions between unknown counterparts, which are also mainly predominant on Airbnb.

Besides, researchers identified various motivational factors why people participate in the sharing economy. In this regard, financial motives and social motives have been identified as key drivers for the peoples' sharing intentions (Bucher et al. 2016; Hawlitschek et al. 2016; Möhlmann 2015). In other words, people are motivated to use sharing economy platforms (1) to earn money respectively to gain access to resources for less money, (2) to establish a social relationship with other people in terms of connecting with like-minded people on the online platform. In this article, we argue that motivational factors moderate the relationship between trust and the users' intentions. The unit of analysis in this article is the sharing economy business model. In this regard, we examine the influence of financial motives and social motives from an accommodation provider's perspective. As the sharing economy business model employs a two-sided market concept, the assessment provider's perspective is important as value is primarily created by interactions between customers and providers. Particularly, we examine the effect of both concepts as moderators on the relationship between trust in renters and the providers' intention to share an accommodation. In doing so, we respond to the emerging call for an empirical investigation of motivational factors on the users' intention to share on contemporary sharing economy platforms (Bucher et al. 2016).

In this article, we extend the current understanding of the sharing economy and close existing research gaps by answering the following research question: *Do financial motives and social motives moderate the relationship between trust in renters and the intention to share an accommodation on Airbnb?*

We adopt and modify the research model by Fang et al. (2014), which investigates a moderation effect on the relationship between trust in vendors and repurchase intention respectively satisfaction in vendors. In this regard, we derive their model from the sharing economy and establish a research model that seeks to explain two moderation effects on the relationship between trust in renters and the intention to share an accommodation. First and foremost, we contribute to the field of IS by complementing the theory of trust-based decision-making on sharing economy platforms (Gefen 2000; Kim et al. 2008). Second, we add to the understanding of the sharing economy research by evaluating the provider perspective on Airbnb. Third, by incorporating two moderators, we shed light on motivational factors that influence sharing intentions in the hospitality industry

The remainder of this article is organized as follows: In Section 2, we present the related work on the sharing economy, including the relevant literature on the intermediary framework, trust, financial motives, and social motives. In Section 3, we present our research design, establish a research model, and state our research hypotheses. In Section 4, we outline our research methodology. In Section 5, we assess the measurement model and present our study results. Section 6, determines our article by discussing the implications of our findings. Finally, we conclude the article with a reflection on the limitations of the study and suggestions for future research.

Theoretical Background

The Sharing Economy

Contemporary sharing platforms are appealing to property owners, as they often realize cultural, economic, and organizational benefits (Belk 2014; Hamari et al. 2015). These platforms enable individuals to offer underused assets, usually for money and a predefined timeframe, to other individuals. The phenomenon is called the sharing economy, a new business model that comprises private individuals (Albinsson and Perera 2012; Belk 2014; Hamari et al. 2015).

In this study, we focus on the sharing economy platform *Airbnb*. Airbnb uses recent peer-to-peer (Internet) technology to establish relationships between customers and accommodation providers (Matzner et al. 2015). Further, Airbnb belongs to the hospitality industry, as it enables individuals to offer, share, and request private accommodations on short notice. This is particularly interesting for sociable individuals that want to meet new people by staying in their homes, as well as for individuals that want to generate an additional income providing idle capacity on the online platform. In general, the sharing economy platforms foster trust, as they carry out background checks, provide online reviews and ratings, and help to resolve conflicts between individuals in so-called 'resolution centers', as this helps potential providers and customer to spot and avoid lousy sharing partners. In this study, we purposely exclude uncompensated sharing practices, or sharing economy platforms that offer unequal goods and services.

Trust Matters

This study follows the sociological view of trust coined by Luhmann (1979). Therefore, we understand trust as a collective attribute that originates from interactions between different individuals. Keeping in mind that fellow researchers state that the definition of trust is dependent upon the situation in which trust is being considered and therefore elusive to define (McKnight and Chervany 2001). However, regardless of the field, nearly all trust definitions share the perception of relying on actions between two or more individuals that take place in the future (Luhmann 1979). In this regard, trust has been studied incessantly from different perspectives in numerous disciplinary fields, such as psychology (Geyskens et al. 1996), sociology (Luhmann 1979; Rousseau et al. 1998), philosophy (Porter 1996), and economics (Fehr 2009). Today, social sciences literature states that the rapid progress of technology affects trust, as especially the information technology continuously changes causation in social systems (Luhmann 1979). Following this logic, the need for trust thrives particularly in socially distant relationships, such as in the online environment (Jarvenpaa and Leidner 1999). Predominantly online interactions that are not fully governed by rules and regulations require an adequate trust basis to function successfully (Gefen 2000). Because with the absence of trust, individuals would need to consider every possible eventuality of a counterpart's action to evaluate risk and uncertainty (Lewis et al. 1985). As a result, the need for trust is a critical factor in stimulating transactions in the online environment (Corbitt et al. 2003; Schoorman et al. 2007).

In view of that, fellow researchers demonstrate that trust is essential in a variety of computer-mediated environments, such as in e-commerce (Gefen 2002a), crowdsourcing (Zheng et al. 2011), virtual teams (Jarvenpaa and Leidner 1999), and the sharing economy (Weber 2014). However, there is scarce literature on trust in the sharing economy. We believe that the peculiarities of the sharing economy business model, such as mostly non-recurring relationships, temporary sharing of private property, interactions with strangers, concurrence of digital and real-world interactions, and the intermediary framework, are unique to the sharing economy and lead to prevalent implications of trust (Chen et al. 2009).

Financial Motives and Social Motives Matter

In recent publications, researchers identified numerous motivational factors that explain why people participate in sharing economy activities (Bellotti et al. 2015; Hamari et al. 2015). In particular, sharing economy researchers find that social motives are a key driver of sharing intentions (Albinsson and Perera 2012; Bucher et al. 2016; Ostrom 2000). For example, Ostrom already argued in 1990 that community membership or the aspiration to be part of a group is one determinant of sharing intentions. Based on this finding, Belk (2014) and Bucher et al. (2016) state that sharing goes hand in hand with trust and bonding, whereas Albinsson and Perera (2012) identify a sense of community to be a distinct driver of participation in sharing activities. Following this logic, Hawlitschek et al. (2016) assesses social experience as a motivational factor for customers and providers to participate in the

sharing economy, whereas Bucher et al. (2016) find that social motives can build trust and are positively correlated with sharing attitudes. Although the theory of social capital divides social motives into three distinct dimensions – structural relational, and cognitive – we do not differentiate between them throughout the paper (Chiu et al. 2006).

Besides, researchers identify economic respectively financial motives as yet another key driver of sharing intentions. For example, Bellotti et al. (2015) find that individuals mostly use sharing economy platforms in order to generate additional income by sharing excess capacity. Similarly, PwC (2015) states that individuals participate in the sharing economy for economic reasons. In this regard, Bucher et al. (2016) confirm this finding and empirically validate monetary motives as an influential factor on sharing attitudes. Furthermore, they state that monetary compensation helps "to establish a basis of trust" between previously anonymous sharing partners, as monetary compensation alone might not be sufficient to motivate sharing behavior (Bucher et al. 2016). Based on prior research, we have good reasons to believe that financial motives and social motives are related to trust in the sharing economy.

Hypothesis Development and Research Model

This study is based on the sharing economy platform Airbnb, a popular hospitality startup. In the article, we take the perspective of an accommodation provider respectively landlord on Airbnb. We establish a research model which allows us to analyze the influence of both financial motives and social motives on the relationship between trust in renters and the providers' intention to share an accommodation on Airbnb. In this regard, we introduce disposition to trust as an antecedent of trust in renters. We build our research model in accordance with prior literature: First, we follow the findings of Gefen (2002) and Gulati (1995) that disposition to trust can build trust by detracting the likelihood of individuals engaging in undesirable future actions. Second, we introduce trust in renters and the intention to share an accommodation on Airbnb. To do so, we adopt and modify items from related trust and behavioral studies to assess both constructs. Third, we draw on literature from the sharing economy and psychology to assess both moderators – financial movies and social motives. Table 1 gives an overview of our five constructs.

Construct	**Description**	**Reference**
Disposition to trust	General faith in humanity and belief that other individuals are well-meaning and reliable.	Gefen (2000), Kim et al. (2008), McKnight and Chervany (2001)
Trust in renters	Confidence that potential renters will behave in a favorable way.	Chen et al. (2009), Kim et al. (2008), Mittendorf (2016), Tussyadiah (2015)
Intention to share an accommodation	Intention of sharing an accommodation on Airbnb.	Davis et al. (1989), Matzner et al. (2015), Mittendorf (2016), Pavlou (2001), Schoorman et al. (2007)
Social motives	The aspiration to be part of a group, find like-minded people, and interact with other sharing users.	Bucher et al. (2016), Hawlitschek et al. (2016), Mittendorf and Ostermann (2017), Möhlmann (2015)
Financial motives	The aspiration to earn money with sharing an accommodation on Airbnb.	

Table 1. Key Constructs

We follow prior research and argue that individuals have a natural disposition to trust and the ability to judge trustworthiness (Gefen 2000; McKnight and Chervany 2001). Moreover, Wu et al. (2010) find that individuals of high disposition to trust are more inclined to frame positive initial interactions with unfamiliar counterparts. As most interaction between accommodation providers and renters are one-time respectively non-recurring interactions, the respective sharing partners are in general strangers to each other. As a result, we expect the effect of disposition to trust to be significant on trust. Accordingly, we hypothesize that trust in renters on Airbnb is among other things determined by a general trusting disposition. In our research model, disposition to trust directly affects trust in renters.

H1: The stronger the providers' disposition to trust is, the more they will trust in renters on Airbnb.

Prior literature states that trust has a positive effect on the intention to engage in online transactions (Kim et al. 2008; Mittendorf 2016; Pavlou and Gefen 2004). Based on this finding, we assume that trust effects the providers' intentions to share on Airbnb (Gefen 2000; Pavlou 2001). In particular, we hypothesize that the providers' intentions to share rise with increased degrees of trust (Chen et al. 2009; Mittendorf 2016). Accordingly, we hypothesize that trust in renters has a direct positive effect on the intention to share an accommodation.

H2: Increased degrees of trust in renters will increase the providers' intentions to share an accommodation on Airbnb.

Financial motives are a key driver for accommodation providers to share on Airbnb (Bucher et al. 2016; Hawlitschek et al. 2016; Möhlmann 2015). However, examined at the personal level, it seems likely that individuals with high financial motives only provide an accommodation to trustworthy individuals in order to prevent any harm regarding their accommodation, con artists, or related economic disadvantages. In contrast, social motives have been emphasized by researchers as an aspiration to be part of a group or community which ultimately can be considered as a determinant to generate trust (Möhlmann 2015). Researchers argue that the millennials generation seeks to connect with like-minded people in online communities, which enable them to practice collaborative consumption (Arthursson 2016). Besides, they find that people tend to trust people that share the same attitudes and intentions. As a result, we hypothesize that accommodation providers with high social motives share their accommodation with people that intent to rent their accommodation, whereas we hypothesize that accommodation providers with low social motives have no incentive to connect with other individuals. Given the fact that financial motives and social motives operate at the personal level and are explicitly connected to trust (Bellotti et al. 2015; Bucher et al. 2016), we believe that financial motives and social motives moderate the relationship between trust in renters and the intention to share an accommodation on Airbnb. In other words, highly social providers should be more inclined to trustworthy customers and therefore are more likely to share. Similarly, providers with a purely financial focus should value trust in the corresponding sharing partner as more influential than providers that do not prejudice against potential damages in terms of bilk, money loss, or property damage by their corresponding sharing partner.

H3: The positive effect of trust in renters on the providers' intention to share is stronger for providers with strong financial motives than for providers with weak financial motives.

H4: The positive effect of trust in renters on the providers' intention to share is stronger for providers with strong social motives than for providers with weak social motives.

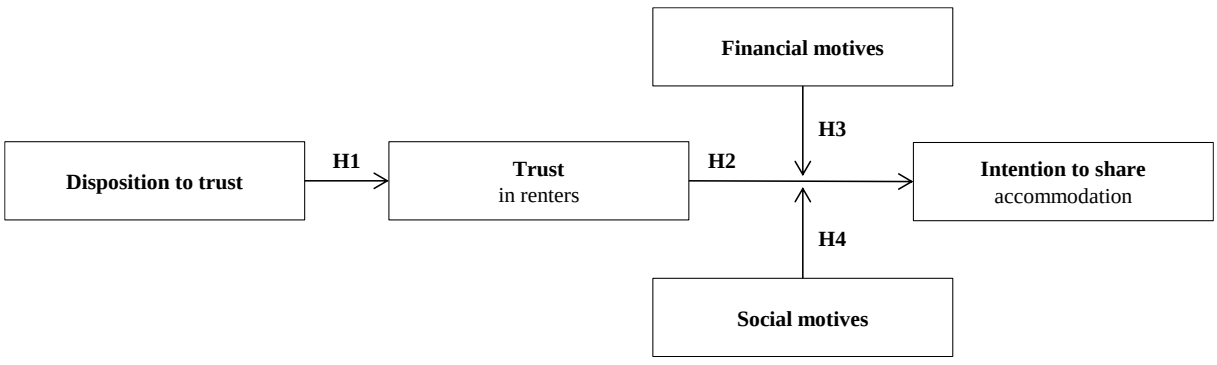

Figure 1. Research Model

Methodology

Measurement Development and Data Collection

For this study, we designed an online survey with which we explicitly gathered data to measure the influence of financial motives and social motvies on the relationship between trust and the intention to share an accommodation on Airbnb. In our preparation, we decided to use the survey method as it is best adapted to assess personal beliefs and attitudes. Furthermore, the survey method is a good foundation for an extended study, such as controlled laboratory and contextual field studies with

behavioural measures (Fang et al. 2014). The online survey contained 36 questions, covering five constructs, controls, and demographic data. The survey employed a standardized response format: 7-point Likert scale ranging from *strongly disagree* (1) to *strongly agree* (7). See Table 8 in the Appendix for the full item catalogue, including the constructs, the loadings, the corresponding item codes, as well as the references. The study was conducted in mid 2016. We targeted accommodation providers of the millennials generation on Airbnb using suitable social media channels, such as Facebook community groups for Airbnb hosts. By the due date, 203 accommodation providers completed the survey. Table 2 shows the demographics of the 203 participants, including age, marital status, education, gender, profession, and income.

N=203	Count	%		Count	%
Marital status			**Income**		
Single	187	92%	less than US$20,000	140	69%
Married	6	3%	between US$20,000 and US$29,999	17	8%
Separated	6	3%	between US$30,000 and US$39,999	9	4%
Divorced	4	2%	between US$40,000 and US$49,999	5	2%
Age			between US$50,000 and US$59,999	2	1%
under 18 years	1	0%	between US$60,000 and US$69,999	7	3%
18 to 24 years	158	78%	between US$70,000 and US$79,999	0	0%
25 to 34 years	24	12%	between US$80,000 and US$89,999	2	1%
35 to 44 years	10	5%	between US$90,000 and US$99,999	8	4%
45 to 54 years	1	0%	above US$100,000	13	6%
55 to 64 years	3	1%	**Profession**		
Age 65 or older	6	3%	Student	151	74%
Education			Employed for wages	25	12%
Less than high school	0	0%	Self-employed	23	11%
High school graduate	38	19%	Out of work	0	0%
Associate degree	3	1%	Retired	4	2%
Bachelor's degree	99	49%	**Gender**		
Master's degree	60	30%	Female	111	55%
Doctorate degree	3	1%	Male	92	45%

Table 2. Participants Characteristics

Control Variables

In the online survey, we included specific control variables that may alter the individuals' intention to engage in transactions on the Internet (Fang et al. 2014). Previous research recommends including control variables regarding financial attributes, social attributes, experience-based attributes, and personality-orientated attributes, which could theoretically bias the individuals' intention to share on Airbnb. Table 3 holds an overview of the attributes and control variables, which we included in our study.

Attribute	Control	Reference
Financial attributes	Yearly income Profession	Bucher et al. (2016), Hamari et al. (2015), Möhlmann (2015)
Social attributes	Marital status	Hamari et al. (2015), Möhlmann (2015)
Experience-based attributes	Age Experience as host	Kim et al. (2008)
Personality-orientated attributes	Education Gender	Rose and Lamberton (2012)

Table 3. Attributes and Control Variables

Data Analysis and Results

SPSS Statistics 23 and SmartPLS 3.2.4 were used to perform the statistical analysis on the collected dataset. The SPSS package was used to perform the principal component analysis, to test the reliability of the measurement model, and to examine the demographic characteristics of the participants. SmartPLS was used to estimate the parameters of our research model using partial least squares structural equation modeling (PLS-SEM).

Measurement Model

To determine the reliability of our measurement model, we examined the factor structure of our dataset. All items with their respective loadings are listed in Table 8 in the Appendix. Moreover, we evaluated the validity and reliability of our five constructs. We followed the recommendations from Hair et al. (2010) and Straub et al. (2004) in order to assess internal consistency. By doing so, we found sufficient reliability for all our constructs, as the calculated Cronbach's Alpha and Composite Reliability scores are all above the threshold of 0.70 (Bagozzi and Yi 1988; Fornell and Larcker 1981). Table 4 presents the reliability indices and the descriptive statistics for our five constructs.

	DisTr	TrRen	FiMo	SoMo	Int
Cronbach's Alpha	0.882	0.962	0.978	0.944	0.944
rho_A	0.891	0.965	0.993	1.04	0.951
Composite Reliability	0.914	0.971	0.982	0.955	0.957

Table 4. Descriptive Statistics and Reliability Indices for Constructs

Furthermore, we assessed construct validity by calculating convergent validity and discriminant validity (O'Leary-Kelly and Vokurka 1998). Discriminant validity is defined as the degree to which measures of different latent variables are unique (O'Leary-Kelly and Vokurka 1998). In this regard, discriminant validity is considered acceptable when the square roots of the AVE are superior to the correlations among the research constructs (Fornell and Larcker 1981). Moreover, the variance explained by each construct is larger than the measurement error variance (Pavlou and Dimoka 2006). Convergent validity, on the other hand, is defined as the extent to which the measures for an item act as if they are measuring the underlying theoretical construct because they share variance (McKnight et al. 2002). In this regard, convergent validity is considered acceptable when the Average Variance Extracted (AVE) is greater than 0.50 for all constructs (Fornell and Larcker 1981). The results of our study indicate that there is strong evidence of construct validity in our dataset. In summary, Table 5 demonstrates that there are no construct validity concerns.

	AVE	DisTr	TrRen	FiMo	SoMo	Int
DisTr	0.681	**0.825**				
TrRen	0.870	0.440	**0.933**			
FiMo	0.918	0.154	-0.026	**0.958**		
SoMo	0.810	-0.055	0.438	0.239	**0.900**	
Int	0.816	0.327	0.487	0.120	0.109	**0.903**

Note: AVE = Average Variance Extracted. Diagonal elements of the last five columns represent the square root of the AVE. Off diagonal elements are the correlations among latent constructs.

Table 5. Convergent and Discriminant Validity Coefficients

We followed the call of Gefen et al. (2011) to examine Skewness and Kurtosis. We applied the thresholds +/-2 for Kurtosis and +/-1 for Skewness (Finney & DiStefano, 2006; Sposito, Hand, & Skarpness, 1983). The results showed no sign for any Skewness or Kurtosis issues in our dataset. Therefore, we assume that our data is fairly normal distributed across all our variables. Additionally, we controlled for common method bias (CMB) in our dataset. We used the Harman's single factor test to confirm that no single component explains more than 50% of the total variance (Harman's single factor test of our dataset: 34.9%). Based on this analysis, we find that CMB is unlikely a potential concern in our data. As there are correlations among our latent constructs, we tested for multicollinearity problems in order to identify biases in our analysis. It is recommended that constructs in regression analysis should not correlate highly with each other (Graham 2003). Potential multicollinearity problems were examined with SPSS collinearity diagnosis techniques using VIF (Variance Inflation Factors) and Tolerance values as suggested by Hair et al. (2010). Tolerance

values should be greater than 0.1 and VIF values should be less than 10 to accept the premise of no multicollinearity problems for reflective constructs (Hair et al. 2010). The results demonstrate that all VIF values are less than 3 and all Tolerances are greater than 0.1. These test results demonstrate that multicollinearity is not an issue in our dataset.

Structural Model Assessment

The primary goal of this study was to assess the implications of financial and social motives on the relationship between trust and the users' intention. Therefore, after we confirmed the factor structure of our dataset in the confirmatory factor analysis, we performed PLS-SEM to analyze both measurement and structural relationships for our research model (Gefen et al. 2011). Our PLS analysis confirms that the collected data adequately fits our research model (Fan and Sivo 2005; Hu and Bentler 1999). The given items share only little residual variance and indicate unidimensionality of the SEM approach (Bagozzi and Yi 1988; Hu and Bentler 1999). The results of the SEM are presented in Table 6 and visually summarized in Figure 2.

Hypothesis	Path	Path coefficient	Standard error	t-value	p-value
H1	DisTr --> TrRen	0.440	0.057	7.681	**
H2	TrRen --> Int	0.469	0.060	7.788	**
H3	FiMo --> (TrRen-Int)	0.217	0.072	2.970	**
H4	SoMo --> (TrRen-Int)	0.005	0.072	0.068	0.946
Note: * significant at a .05 level, ** significant at a .01 level.					

Table 6. Results of Path Coefficients

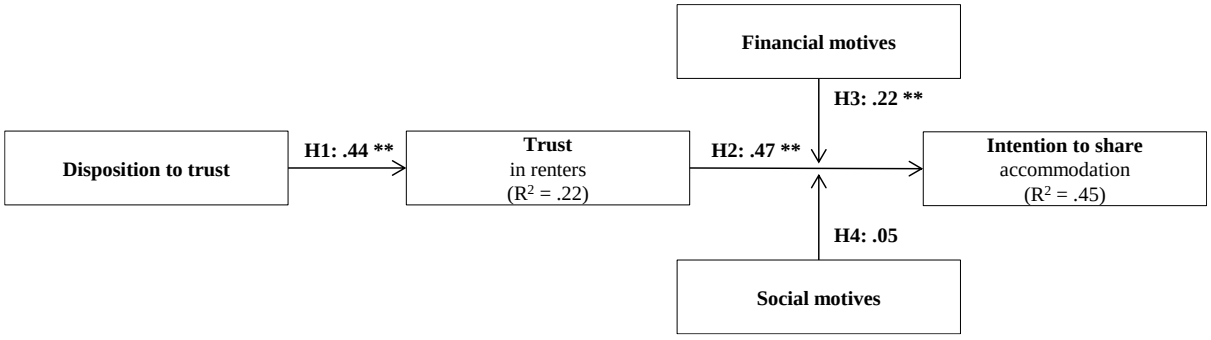

Figure 2. Research Model

The results show support for three hypotheses. Disposition to trust in renters, supporting H1. In addition, H2 is supported, demonstrating that trust in renters has a significant effect on the providers' intention to share an accommodation. As postulated in H3, financial motives moderate the relationship between trust in renters and the providers' intention to share an accommodation. Hence, with increased financial motives the influence of trust on the providers' intention to share an accommodation rises. On the other hand, H4 is not supported, indicating that social motives do not moderate the relationship between trust and the providers' intention in the sharing economy. The data analysis successfully answered our research question. We could show that disposition to trust has an effect on trust in renters. In addition, we are in line with previous literature identifying a positive effect of trust on the users' intention in the online environment. Moreover, we contribute to research by identifying financial motives as a moderating variable on the relationship between trust and the providers' intention to share on the respective sharing economy platform.

Discussion and Implications

The study identifies the moderation effect – financial motives – on the relationship between trust in renters and the providers' intention to share an accommodation. In this regard, we took the perspective of an accommodation provider on Airbnb. Our established research model is based on trust literature, as previous studies have identified trust as a key driver for interactions in the sharing

economy (Botsman and Rogers 2011). Building on that, there is no research approach evaluating potential influences on the relationship between trust and the providers' intentions in the sharing economy; although there are recent calls to do so. We based our model on the research model of Fang et al. (2014) which investigates moderation effects on the relationship between trust in vendors and repurchase intention respectively satisfaction in vendors. Our established model results are likely to have important practical implications for sharing economy platforms of the hospitality industry that aim on incentivizing potential accommodation providers to share. At the same time, a detailed analysis of two possible moderators reveals several important research findings.

Research Implications and Practical Implications

Trust in the sharing economy is not a new concept, albeit prior research has only broadly examined direct effects of trust on sharing intentions. To the best of our knowledge, existing literature has not incorporated moderators that advance the understanding of the relationship between trust and the users' intentions in the sharing economy. To close this research gap, we incorporated two motivational factors in our research model, which foster the understanding of the influence and importance of trust on the providers' intentions. We found empirical evidence that financial motives imply the role of a moderator on the relationship of trust and the providers' intention, albeit we could not identify a moderating effect of social motives on the given relationship.

Our study contributes to research in several ways: First, we are in line with prior research, and show that disposition to trust is an antecedent of trust, thus positively influences trust. Second, we find a positive effect of trust in renters on the providers' intention to share an accommodation. These results add to the sharing economy literature by addressing the call by Gefen (2001) and Kim et al. (2008) to evaluate disposition to trust and trust – in e-commerce related online environments. Third, we focus on the provider perspective of the sharing economy (which has often been neglected in prior research, such as in the e-commerce literature). Therefore, we also add to the understanding of the two-sided market respectively the sharing economy business model. Fourth, our study is among the first to address the theoretical gap by incorporating two motivational factors as moderators in a sharing economy research model. According to prior research, financial motives and social motives belong to the key drivers why individuals participate in the sharing economy. Moreover, researchers state that those motives and trust are interconnected. With our study, we advance the understanding of both motivational factors by empirically validating the moderation effect of financial motives and social motives on the relationship between trust in renters and intention to share an accommodation on Airbnb. In this regard, we find the expected moderating effect of the financial motives construct. The moderation effect shows that the influence of trust on the providers' intentions is greater for providers that primarily focus on earning money via Airbnb than for providers that do not engage in a sharing encounter for purely economic reasons. Besides, our study has practical implications for both sharing economy platforms and property providers. In this regard, the identification of the moderation effect of financial motives on the relationship between trust in renters and the providers' intention to share on Airbnb could lead to an endorsement for the online platform: (1) to emphasize the economic benefits for providers, for example by including financial measures such as income forecasts; (2) whereas we find that platform providers may not emphasize the social benefits, for example by pointing out commonalities between two sharing partners in order to foster the implications of trust on the providers' sharing intentions.

Limitations and Future Research

An extended research approach can address several limitations of this study. First, mostly all survey participants belonged to the millennials generation and were selected over the Internet. Future research could draw research participants from a more diverse population in order to identify distinct provider groups, e.g., to evaluate cultural differences. Second, our study focuses on the two moderators, financial motives and social motives, whereas other motivational factors have been neglected. Hence, an additional research approach could include further motivational factors, such as environmental motives, or efficiency motives. In this regard, we make a call to investigate the dimensionality of the 'sharing encounter', which might be influenced by (1) motivational factors, such as financial motives, and (2) other factors, such as the duration of the encounter. Furthermore, when focusing on social motives it might be worthwhile to draw on social capital theory and differentiate the three dimensions of social motives in order to evaluate a potential moderation in more detail. Finally, our study is based on a specific sharing economy platform – Airbnb. Therefore, our study is context-dependent and it is unclear whether our findings can be generalized to other sharing economy hospitality platforms, such as *HouseTrip or Couchsurfing*.

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Appendix

Construct	Code	Item	Loading	Reference
Disposition to trust (reflective)	DisTr1	I generally trust other people.	0.902	Items adapted and modified from: Gefen (2000), McKnight et al. (2002)
	DisTr2	I generally have faith in humanity.	0.716	
	DisTr3	I generally trust other people unless they give me reason not to.	0.834	
	DisTr4	I feel that people are generally reliable.	0.847	
	DisTr5	I tend to count upon other people.	0.817	
Trust in renters (reflective)	TrRen1	I trust the renters using Airbnb.	0.949	Items adapted and modified from: Gefen (2000), Pavlou and Gefen (2004)
	TrRen2	I believe that the renters on Airbnb are trustworthy.	0.960	
	TrRen3	I feel that renters on Airbnb are honest.	0.954	
	TrRen4	I feel renters on Airbnb are reliable.	0.949	
	TrRen5	Even if not monitored, I'd trust renters on Airbnb.	0.845	
Financial motives (reflective)	FiMo1	Sharing offers me an additional source of income.	0.951	Items adapted and modified from: Bucher et al. (2016), Möhlmann (2015)
	FiMo2	Sharing allows me to generate more income.	0.964	
	FiMo3	Sharing allows me to earn money.	0.955	
	FiMo4	Sharing allows me incidental earnings.	0.957	
	FiMo5	Sharing allows me to make money from my stuff.	0.963	
Social motives (reflective)	SoMo1	Sharing is a good way to meet new people.	0.918	Items adapted and modified from: Mittendorf and Ostermann (2017)
	SoMo2	Through sharing, there is a good chance that I will meet like-minded people.	0.923	
	SoMo3	Sharing is a good way to find company.	0.848	
	SoMo4	Through sharing, I can make nice acquaintances.	0.899	
	SoMo5	Sharing allows me to belong to a group of people with similar interests.	0.909	
Intention to share an accommodation (reflective)	Int1	I would feel comfortable to share my apartment on Airbnb.	0.894	Items adapted and modified from: Davis et al. (1989), Gefen et al. (2003), Pavlou (2001)
	Int2	I am very likely to share my accommodation on Airbnb in the future.	0.936	
	Int3	I could imagine sharing my accommodation on Airbnb in general.	0.927	
	Int4	I would share my accommodation on Airbnb to host renters.	0.879	
	Int5	I am intentionally planning to share my accommodation on Airbnb.	0.880	

Table 7. Overview of Items after the Content Validity Assessment