

Customer Purchase Intention in Different Countries under Sharing Economy Platforms – Evidences from Airbnb

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ABSTRACT

Sharing economy, also known as collaborative consumption, is burgeoning world-wide recently. Via an empirical analysis using Airbnb data from different regions, we identify and examine different influential factors on customer purchase intention in sharing economy. Factors from various perspectives such as culture, market environment, and neighbor environment are explored. Based on the findings, managerial implications for further development of sharing economy are provided.

Keywords: Sharing Economy; Purchase Intention; Influential Factors