THE IMPACT OF MOTIVATIONS ON BEHAVIORAL INTENTIONS IN THE SHARING ECONOMY*

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ABSTRACT

This study examines the motivations that impact individuals' behavioral intentions (BI) to participating the sharing economy in the tourism industry. Based on existing literature, the study develops a conceptual framework to test the research hypotheses that encompasses six major motivations: economic benefits, sustainability, enjoyment, reputation, trust, and privacy. For this purpose, the quantitative research method is preferred and the data was collected through a face-to-face survey questionnaire from 398 locals in Istanbul with experience of using Airbnb. As a result of the study, the proposed Sharing Economy Motivation Scale (SEMS) is confirmed using factor analysis. The results of the path analysis also revealed that, all six motivations have a significant direct and positive influence on behavioral intention. In fact, trust emerged as the most influential motivation to behavioral intention, followed by privacy, enjoyment, sustainability, economic benefits and reputation. The research findings contribute to a greater understanding of the motivations behind participation in the sharing economy in tourism industry.

Keywords: Sharing Economy, Tourism, Tourist Behavior, Collaborative Consumption, İstanbul.
JEL Classification: M13, S51, S32, Z32.

PAYLAŞIM EKONOMİSİNDE MOTİVASYONLARIN DAVRANIŞSAL NİYET ÜZERİNDEKİ ETKİSİ

ÖZ

Bu çalışmada, turizm endüstrisi içerisinde bireylerin paylaşım ekonomisine katılmaya yönelik davranışsal niyetlerini etkileyen motivasyon faktörleri incelenmektedir. Çalışma, mevcut literatüre dayanarak araştırma hipotezlerini test etmek için, altı temel motivasyon olan ekonomik fayda, sürdürülebilirlik, eğlence, itibar, güven ve gizlilik'e yönelik kavramsal bir çerçeve geliştirmektedir. Bu kapsamda çalışmada, nicel araştırma yöntemi tercih edilmiş ve veriler, İstanbul'da ikamet eden ve Airbnb kullanma deneyimine sahip 398 yerel halkdan, yüz yüze anket yoluyla toplanmıştır. Çalışma sonucunda, önerilen Paylaşım Ekonomisi Motivasyon Ölçeği (PEMÖ) faktör analizleri kullanılarak doğrulanmıştır. Ayrıca yol analizi sonuçları, altı motivasyonun davranışsal niyet üzerinde anlamlı direkt ve pozitif etkiye sahip olduğunu ortaya koymuştur. Öyle ki, güven, davranışsal niyeti etkileyen en etkili motivasyon olarak ortaya çıkmış, bunu gizlilik, eğlence, sürdürülebilirlik, ekonomik faydalar ve itibar izlemiştir. Araştırma bulguları, turizm endüstrisinde paylaşım ekonomisine katılımın ardındaki motivasyonların daha iyi anlaşılmasına katkıda bulunmaktadır.

Anahtar Kelimeler: Paylaşım Ekonomisi, Turizm, Turist Davranışı, İşbirlikçi Tüketim, İstanbul.
JEL Sınıflandırması: M13, S51, S32, Z32.

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1. INTRODUCTION

Since the beginning of the 21st century, many developments have shaped the economy and the business world. Currently, the sharing economy (SE) stands out one of the newest business models. The sharing economy is a business and consumption model based on technology and economy that thinks and acts with a collaborative approach by society (Hamari et al., 2015). It promotes sustainability for future generations by facilitating the sharing of idle goods and services among those in need. This innovative approach creates a sustainable lifestyle through the efficient use of non-renewable resources by reducing the demand for new production (Botsman & Rogers, 2010; Hamari et al., 2015). This new business and consumption model has not only changed the traditional business approach and style in the tourism industry, but has also gained a significant market share compared to the traditional business model (Botsman & Rogers, 2010; Hamari et al., 2015; Möhlmann, 2015; Erickson & Sørensen, 2016; Ranzini et al., 2017).

Basically, the development of social media platforms with web 2.0 technologies and the importance of sharing behavior have led to the emergence of consumption based on sharing (Hamari et al. 2015). However, not to be confused with any social media or online marketing practices, this new consumption model involves sharing, lending, renting, donating, and selling goods or services not used frequently or idle by the owner (Min et al., 2019). Due to this feature, various advantages of the sharing economy such as creating environmental awareness, ensuring efficient use of non-renewable resources, reusing idle resources, providing economic benefits and creating a social environment are emphasized (Hamari et al., 2015; Selloni, 2017; Liu & Yang, 2018; Lutz et al., 2018; Teubner & Flath, 2019). Considering the importance of the sharing economy, studies in the literature have aimed to reveal various intrinsic and extrinsic motivation factors for using the sharing economy (Liu & Yang, 2018; Teubner & Flath, 2019). Therefore, we consider these motivations as a holistic approach and focus on six crucial motivations that influence individuals' behavioral intentions towards the sharing economy. Our purpose in this study is to determine the impact of the motivations behind the sharing economy on behavioral intention and to contribute to the literature.

2. CONCEPTIONAL FRAMEWORK

Sharing is simply giving others access to what is ours to meet their needs (Felson & Spaeth, 1978). While there have been some changes in the way we share and practice in today's social structures, the sense of sharing and cooperation is an innate natural behavior for human beings (Pagel, 2012; Vaquero & Calle, 2013). At this point, the recent proliferation of a collaborative, sharing consumption approach has enabled us to re-discover sharing as a desirable behavior.

The sharing economy is conceptualized as a P2P (peer to peer) economic model facilitated by online platforms. These platforms provide exchanges of idle goods or services between individuals, involving activities such as renting, sharing and selling (Botsman & Rogers, 2010; Selloni, 2017). Based on this definition, Plewnia and Guenther (2018) argue that the sharing economy is an essential social and economic trend increasing the economic well-being of individuals, builds social capital, and contributes to sustainability by reducing environmental problems. In this regard, sharing available resources and assets can mean cooperation for a more economical and sustainable life, particularly during economic recessions and periods of scarcity. In fact, many authors cite the 2008 economic crisis, which reduced household incomes, as an essential factor for the sharing economy to become so widespread (Allen & Berg, 2014;

Richardson, 2015; Kathan et al., 2016; Sundararajan, 2016). Heinrichs (2013) considering the situation from a more economic perspective, that the economic crises of recent years have necessitated the development of new approaches alternative to the capitalist and over-consumerist approach and points to the sharing economy. We make similar claims but from the perspective of the tourism industry.

Many economic recessions in recent years have led to more economical solutions in tourism, such as Airbnb. These changes have perhaps shifted the paradigms of consumption in tourism, creating a "new" tourist who is unable or unwilling to buy luxury and expensive tourism products and instead is highly rational, sustainable and collaborative in their consumption (Buhalis & Law, 2008; Forno & Garibaldi, 2015). This new type of consumer, which we call the new tourist in tourism, transcends the traditional passive consumer role and actively contributes value to the tourism ecosystem by sharing idle goods and services or skills (Ayazlar, 2018). This emerging trend in tourism has created new motivations for using sharing economy, particularly in the tourism industry. As far as tourism is concerned, tourists are often motivated to discover new places, relax and escape from their daily routines. Of course, these motivations are still relevant today. However, with the new tourist concept created by the sharing economy, some changes have emerged in tourism and travel motivations (Forno & Garibaldi, 2015). Indeed, along with the sharing economy, tourists now prefer more economical, eco-friendly, sustainable, authentic and interactive tourism experiences with local people (Richards, 2011).

Economic Benefits

Comprehensive studies in the sharing economy literature emphasize that economic benefit is one of the important motivations for tourists to participating the sharing economy (Belk, 2014; Böcker & Meelen, 2017). However, as far as the tourism industry is concerned, economic benefits occur in both direct and indirect forms. Indeed, many sharing economy platforms in the tourism industry bring direct economic benefits such as generating income for individuals by sharing goods and services (Puschmann & Alt, 2016; Hossain, 2020) as well as indirect economic benefits such as having touristic goods and services at low prices (Toposophy, 2016; Böcker & Meelen, 2017). Based on these explanations, we contend that multi-faceted economic benefits, both direct and indirect, are a key motivation for tourists' participating the sharing economy and develop the following hypothesis.

H1: Economic benefit influences behavioral intention.

Sustainability

Another significant aspect in the emergence of the sharing economy is environmental concerns (Poon & Huang, 2017). Hence, environmental concerns trigger motivation for sustainability. The sharing economy operates on the principle of efficient use of existing resources. It reduces the demand for new production by facilitating the sharing of idle goods and services, thus conserving non-renewable resources and minimizing environmental impact. From a tourism perspective, sharing goods or services through the sharing economy will prevent new and unnecessary tourism investments in destinations by enabling more rational and sustainable use of non-renewable resources (Daunoriené et al., 2015; Ranjbari et al., 2018). At this point, as suggested by Poon and Huang (2017), putting local people at the center of tourism activities will

not only create authentic tourism experiences but also improve local people's quality of life by protecting environmental resources. Based on this information, we assume that sustainability is an important motivation for environmental concerns and test the following hypothesis.

H2: Sustainability influences behavioral intention.

Enjoyment

Numerous studies within the sharing economy literature identify enjoyment as a vital motivation for behavioral intention (Teubner, 2014; Yang & Ahn, 2016; Lee et al., 2018; Sung et al., 2018). Additionally, Hamari et al. (2015) emphasize the importance of enjoyment as a common emotional experience associated in online activities. However, the enjoyment aspects of the sharing economy are two-fold. First, it provides a sense of enjoyment and fulfillment to individuals using sharing economy. Second, it offers a unique and interactive service experience to tourists looking for an alternative to traditional businesses. This experience allows them to connect with local people and culture, which can be of particular interest to tourists who are bored with traditional tourism offerings (Buhalis & Law, 2008; Forno & Garibaldi, 2015). From this perspective, we believe that enjoyment is a crucial intrinsic motivation that influences individuals' participation in the sharing economy and develop the following hypothesis.

H3: Enjoyment influences behavioral intention.

Reputation

In the sharing economy, every user, whether buyer or seller, has a public profile. This profile consists of comments about users and their transaction history. The sharing economy is based on mutual reputation mechanisms between buyers and sellers through these profiles. These mutual self-mechanisms between tourists as buyers and locals as sellers are important for the continuous and uninterrupted functioning of the sharing economy in the tourism industry (Truong et al., 2016). Therefore, to maximize tangible and intangible benefits through the sharing economy, individuals need to pay attention to their reputation (Zervas et al., 2021). In this context, Ter Huurne et al. (2018) argue that in the sharing economy, individuals with a valuable profile/reputation will share more. Similarly, Ert et al. (2016) point to the relationship between reputation and trust. Indeed, in the sharing economy, those with a high reputation will be trusted by everyone. As a result of all this information, it is nearly impossible for a profile with a low reputation to make income in the sharing economy, and reputation is an essential motivation for the sharing economy. Thus, we test the following hypothesis.

H4: Reputation influences behavioral intention.

Trust

Trust has always been a key factor in the internet age, especially in online transactions (Forno & Garibaldi, 2015; Kamal & Chen, 2016; Ranjbari et al., 2018; Tussyadiah & Park, 2018). In terms of the sharing economy, trust is intertwined with many sub-concepts. Möhlmann (2015) considers trust in the sharing economy as digital trust and physical trust. While digital trust involves the protection of individuals' personal or credit card information on the internet, physical

trust refers to the trust emerging during the sharing of products or services between customers. At this point trust, whether digital or physical, is already one of the most serious criticisms of the sharing economy (Ranzini et al., 2017; Erickson & Sørensen, 2016; Ert et al., 2016; Truong et al., 2016). However, trust is also considered a key factor for the success of the sharing economy business model (Newlands et al., 2018). Within the framework of all this information, we take a holistic approach to trust and argue that it is an important motivation that influences participation in the sharing economy and develop the following hypothesis.

H5: Trust influences behavioral intention.

Privacy

Privacy has been essential ever since individuals started using online platforms to conduct business and socialize (Ranzini et al. 2017; Lee et al., 2018). However, with the sharing economy, privacy becomes a multidimensional issue as well as trust (Teubner & Flath, 2019). Privacy in the sharing economy encompasses digital concerns about sharing personal data, such as credit card details, as well as physical privacy concerns, such as worries about intrusion into people's private space (Hamari et al., 2015). This engaged structure extends individuals' privacy concerns regarding sharing economy platforms beyond those felt towards online e-commerce or social media platforms (Wang et al., 2020). Especially in tourism, privacy issues in sharing economy, such as entering private rooms of the shared home, tampering with personal lockers and using the hosts' personal belongings, are a serious concern that can affect participation in the sharing economy. Consequently, we argue that privacy is an important motivation influencing participation in sharing economy and test the following hypothesis.

H6: Privacy influences behavioral intention.

As is well known, in every human behavior there are underlying motivations that trigger the individual to act (Ryan & Deci, 2000a). The behavioral intention shaped within the framework of these motivations then turns into an attitude. Attitude is an individual's taking or not taking action based on good or bad, positive or negative, rational or irrational judgments (Ajzen, 1991). Ryan and Deci (2000b) classify motivational factors into intrinsic and extrinsic motivations. Intrinsic motivation is the actions that an individual performs entirely on his/her own will and desire, without expecting any reward or being under any pressure, while extrinsic motivations are actions performed to achieve rewards or avoid punishments. At this point, it is important to note that whether a motivation is intrinsic or extrinsic can differ from one person to another. In other words, a motivation may be an intrinsic motivation for an individual, while it may be an extrinsic motivation for another one. Therefore, the six critical motivations mentioned above are considered as the fundamental intrinsic and extrinsic motivations that affect people's behavioral intention on participating in sharing economy in tourism industry.

3. METHODOLOGY

In this study, we examine the motivations of individuals' behavioral intentions to participate sharing economy within the tourism industry. Previously, Hamari et al. (2015) examined the motivations to participate in sharing economy and revealed a four-factor structure.

However, that study ignores the impact of trust and privacy, which are constantly emphasized in the sharing economy. Therefore, we needed a more holistic structure that assesses all factors by adding trust and privacy. For this purpose, we added the trust factor revealed by Möhlmann (2015) and the privacy factor revealed by Lutz et al. (2018) to the four-factor structure previously revealed by Hamari et al. (2015). Subsequently, we developed six-factor Sharing Economy Motivation Scale (SEMS) and examined its effects on behavioral intention.

3.1. Sample and Data Collection

A quantitative research approach was preferred in this study. Data for the study were collected with a two-part survey questionnaire using convenience sampling method. First, we asked about demographic and social-economic information of participants. Second, we used SEMS to determine individuals' motivation to participate in sharing economy. We designed the scale items on a 7-point Likert-type. Ethical permissions for the survey were obtained from the relevant institution. The sample of the study consists of 398 individuals aged between 18-42 with experience of using Airbnb and living in Istanbul.

Table 1: Demographic Information

Gender	N	%
Female	196	49.0
Male	202	51.0
Total	398	100.0
Age	**N**	**%**
18-26	91	22.8
26-32	127	31.9
33-38	101	25.3
39-42	73	18.3
Total	398	100.0
SE Using Experience	**N**	**%**
< 1 year	94	23.5
1-3 years	141	35.8
3-5 years	128	32.0
> 5 years	35	8.8
Total	398	100.0

This age range represents Generations Y and Z, who actively use technology in almost every field. Considering that sharing economy is also a technology-based phenomenon, it is assumed that individuals between the ages of 18-42 are an important group to understand the motivations underlying the sharing economy. Istanbul was preferred as it is a destination where the sharing economy is widely used (Airdna, 2023). To eliminate ambiguous questions and possible uncertainties in the data collection process, face-to-face survey technique was used. The demographic results are shown in the Table 1.

3.2. Reliability and Validity of Scale

Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Cronbach's Alpha coefficient, convergent validity (CV), composite reliability (CR) and divergent validity analyses were used to test the validity and reliability of the scale. We tested the adequacy of the data set for EFA with Bartlett's test of sphericity and Kaiser-Meyer-Olkin coefficient. Both values showed that the data set was appropriate for the analysis (K.M.O.=0.931, Bartlett's Test of sphericity; 4461.339; p<0.000). Subsequently, we analyzed the 36 items with EFA using oblique rotation as it is fit for the data (Zeller et al., 1980; Kieffe, 1998). The factor loading was 0.40, which is a widely accepted value in the literature (Tabachnick & Fidell, 2013). Following the initial EFA, six items that significantly overlapped with the construct were excluded. After re-analysis, we concluded a final structure of 30 items explaining 68.037% of the total variance.

We measured Cronbach's Alpha internal consistency between 0.721 and 0.911, which is quite reliable (Hair et al., 2010). Then, we tested the required measurements for CFA. No missing values were observed in the data set. According to the CFA results, t-values are greater than 2.56, i.e. significant at p<0.01 level. Finally, the values indicating the fit of the data for analysis were $\chi^2/sd==1.478$, GFI=0.966, NFI=0.941, CFI=0.980 and RMSEA=0.046, measured in the goodness of fit limits (Tabachnick & Fidell, 2013). After EFA and CFA analyses, the scale was analyzed with Average Variance Extracted (AVE) and Composite Reliability (C.R.) methods suggested by Fornell and Larcker (1981). Reliability and validity of the scale in this method, requires AVE values should be greater than 0.5 and C.R. values should be greater than 0.7. Both values were higher than the required values in the measurements. The results of the reliability and validity analysis of the scale are shown in Table 2. Following the reliability and validity of the scale, we proceeded to model and hypothesis testing.

Table 2: Results of EFA, CFA and Reliability of Factors

	Factors	EFA			CFA		
		Factor loading	Variance (%)	C. Alpha	Outer loadings	CR	AVE
	Trust		28.651	0.911		0.96	0.78
	TRU1	0.911			0.95		
	TRU2	0.892			0.92		
	TRU3	0.856			0.90		
	TRU4	0.817			0.87		
	TRU5	0.798			0.86		
	Sustainability		14.142	0.898		0.92	0.74
	SUS1	0.882			0.89		
	SUS2	0.874			0.88		
	SUS3	0.862			0.87		
	SUS4	0.791			0.86		
	SUS5	0.783			0.81		
	Reputation		9.411	0.862		0.86	0.67
	REP1	0.870			0.88		
	REP2	0.813			0.87		
	REP3	0.741			0.79		

Sharing Economy Motivation Scale (SEMS)

REP4	0.625			0.78		
Enjoyment		5.101	0.821		0.85	0.61
ENJOY1	0.761			0.84		
ENJOY2	0.692			0.80		
ENJOY3	0.641			0.79		
ENJOY4	0.612			0.78		
ENJOY5	0.598			0.77		
Economic Benefits		3.720	0.752		0.83	0.59
ECO1	0.666			0.79		
ECO2	0.613			0.71		
ECO3	0.574			0.67		
ECO4	.523			0.66		
Privacy		2.108	0.721		0.81	0.57
PRI1	0.575			0.64		
PRI2	0.542			0.58		
PRI3	0.416			0.55		
Behavioral intention		4.904	0.817		0.84	0.60
BEH1	0.821			0.88		
BEH2	0.799			0.87		
BEH3	0.798			0.86		
BEH4	0.707			0.79		

Kaiser–Meyer–Olkin measure of sampling adequacy: 0.931
Bartlett's test of sphericity; 4461.339; p<0.000

3.3. Research Model and Hypothesis Testing

To test the research model and hypotheses, we revealed the sub-motivational factors related to the scale. Subsequently, we tested the effect of the six-factor structure on behavioral intention with "Structural Equation Modeling (SEM)" using "path" diagrams. A path diagram is a visual representation of SEM and is used to test hypotheses. Figure 1 and Table 3 shows the results of the path analysis of standardized regression weights and direct effects of the six motivation factors on behavioral intention to participate in the sharing economy.
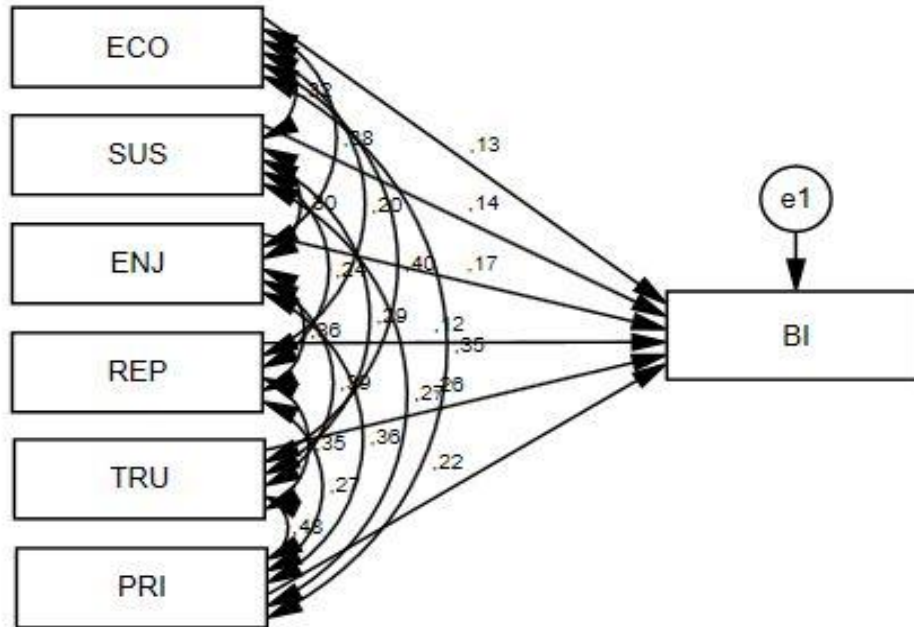
Figure 1: Research Model

Table 3: Std. Regression Weights and Direct Effects

			Estimate	S.E.	C.R.	P
BI	**<---**	**ECO**	0.132	0.032	3.443	***
BI	**<---**	**SUS**	0.141	0.028	3.890	***
BI	**<---**	**ENJ**	0.171	0.030	4.390	***
BI	**<---**	**REP**	0.124	0.026	3.379	***
BI	**<---**	**TRU**	0.261	0.032	6.396	***
BI	**<---**	**PRI**	0.220	0.030	5.616	***

*** = p<0.01

The research model demonstrates that, all six motivation factors explain 51% of the variance in behavioral intention. Also path analysis confirms that, all six motivation factors have direct and significant effects on BI (p<0.01). According to the path analysis result, Trust (TRU) emerges as the most significant motivational factor influencing behavior intention (β=0.261, C.R.=6.396, p<0.01). Following closely behind Trust, Privacy (PRI) is measured as the second most critical motivation influencing BI (β=0.220, C.R.=5.616, p<0.01). Tablo.4 shows that, Enjoyment (ENJ) is third vital motivation that influences individuals' behavioral intention while using the sharing economy (β=0.171, C.R.=4.390, p<0.01). Sustainability (SUS) is measured as the fourth crucial motivation influencing behavioral intention (β=0.141, C.R.=3.890, p<0.01). Economic Benefits (ECO) is the second-to-last motivation influencing BI (β=0.132, C.R.=3.443, p<0.01). Finally, Reputation (REP) is measured as the last motivation influencing behavior intention (β=0.124, C.R.=3.379, p<0.01).

4. CONCLUSION

This study aimed to examine the impact of six motivational factors on behavioral intention (BI) to participate in the sharing economy. The findings reveal that all six motivations directly and significantly influence behavior intention (Table 3). Notably, trust is the most significant motivation influencing behavioral intention. Various studies in the literature supporting this conclusion (Möhlmann, 2015; Hawlitschek et al., 2016; Tussyadiah & Park, 2018; Akhmedova et al., 2021). Since the sharing economy operates on a basis of trust, it is essential to ensure its sustainable functioning. Individuals are more likely to transact and share resources when they trust the platform and others. As a matter of fact, individuals, whether sharers or needy, will avoid sharing with platforms or persons they find unsafe. In other terms, individuals are naturally hesitant to interact with platforms or people they perceive as untrustworthy. Consequently, sharing economy platforms that provide an environment of trust in terms of service providers, service details and pricing positively influence behavioral intentions. Similar to trust, privacy also plays a crucial role in driving individuals' behavioral intention. As emphasized by Lutz et al. (2018), privacy concerns are inherent in nearly all online processes. Individuals are rightly cautious about sharing their personal details and require assurances that their data is handled responsibly. However, Teubner and Flath (2019) argue that privacy in the sharing economy has become a multi-dimensional phenomenon for individuals and the platform itselfs. For individuals, privacy involves a sense of safety and respect for personal borders during interactions. This includes expectations such as responsible use of personal belongings, no trespassing in private areas and assurances that personal information will not be shared without permission. On the other hand, platform-level privacy concerns revolve around the protection of personal details such as age, gender and marital status, as well as commercially datas, including credit card information, consumer preferences and purchase history.

As a result of the study, another major motivation influencing behavioral intention towards the sharing economy is enjoyment. In literature, many studies conclude similar results (Botsman & Rogers, 2010; Hamari et al., 2015; Lee et al., 2018). Considering the socialization-based nature of the sharing economy business model, it is inevitable that tourists will derive pleasure, fun, excitement and enjoyment from the sharing economy, unlike their competitors with traditional business models. As mentioned earlier, enjoyment can be a direct pleasure or emotion that an individual feels while using sharing economy, or it can be conceived as a feeling that arises after a more interactive accommodation experience, especially with locals. Sharing economy platforms that facilitate interaction and stimulate a sense of community create a more enjoyable and engaging experience. The study reveals that sustainability concerns have a significant influence on tourists' behavioral intentions to participate in the sharing economy. This finding indicates that tourists consumption preferences are changing environmentally, economically and socially by considering future generation. Numerous studies have shown that, tourism can be environmentally destructive due to excessive numbers of tourists, especially in regions and destinations where tourism is concentrated (McKercher, 1993; Mbaiwa, 2003). Conversely, the study concluded that the sharing of goods or services already produced in the tourism industry by those in need will enable the re-use of idle services in tourist destinations and create added value, especially in terms of environmental and economic benefits (Guttentag, 2015; Hamari et al., 2015; Poon & Huang, 2017; Dabbous & Tarhini, 2021).

According to another conclusion of the study, economic benefit is another crucial motivation that influences behavioral intention. Along with the sharing economy, the re-use of idle touristic goods or services by sharing, renting or selling creates economic benefits. Many studies in the literature confirm that, economic benefit is an important motivation for using the sharing economy (Cohen & Kietzmann, 2014; Hamari et al., 2015; Kim, 2019). Basically, in the tourism industry, the re-use of goods or services in the sharing economy provides economic benefits and offers more affordable services against competitors with traditional business models. Finally, the last motivation influencing behavior intention is reputation. Although the influence of reputation on behavioral intention was not found to be significant in the study conducted by Hamari et al. (2015), we measured a minor influence on behavioral intention. Thus, the sharing economy is becoming increasingly popular and is considered a social trend. As a consequence, individuals are using the sharing economy to enhance their reputation. Indeed, individuals with higher reputations will be more preferred in the sharing economy ecosystem.

While this study reveals the motivations for using the sharing economy in the tourism industry, it also acknowledges some limitations. Primarily, this study examines the influence of only six motivational factors to behavior intention. It is important to acknowledge that the scope of motivations is likely broader. Although the selected intrinsic and extrinsic motivations are significant on behavioral intention, it does not encompass all motivations for individuals to participate in the sharing economy. Thus, future research should consider examining a wider range of motivational factors to provide a more comprehensive understanding of the different motivations behind participation in the sharing economy. Furthermore, the data collection is focused only on Airbnb users in Istanbul, potentially limiting the generalizability of the findings to other sharing economy platforms or geographical locations. Future research may involve other sharing economy platforms and destinations to provide a more comprehensive understanding of the phenomenon.

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