REPUBLIC OF TURKEY

ISTANBUL BİLGİ UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

FACTORS AFFECTING TURKISH CITIZENS' TENDENCY TO ENGAGE IN COLLABORATIVE CONSUMPTION: A CASE OF AIRBNB

MASTER'S THESIS

Osman Çağlar ÖZBEN

Supervisor: Prof. Dr. Selime SEZGİN

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Türk Vatandaşlarının İşbirlikçi Tüketime Katılım Eğilimlerini Etkileyen Faktörler: Airbnb Örneği

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ABBREVIATION LIST

C2C: Consumer to Consumer

EFA: Exploratory Factor Analysis

IT: Information Technology

KMO: Kaiser-Meyer-Olkin

PBC: Perceived Behavioral Control

PwC: PricewaterhouseCoopers

SPSS: Statistical Package for the Social Sciences

TAM: Technology Acceptance Model

TAM2: Technology Acceptance Model 2

TPB: Theory of Planned Behavior

TRA: Theory of Reasoned Action

UTAUT: The Unified Theory of Acceptance and Use of Technology

UTAUT2: The Unified Theory of Acceptance and Use of Technology 2

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ABSTRACT

FACTORS AFFECTING TURKISH CITIZENS' TENDENCY TO ENGAGE IN COLLABORATIVE CONSUMPTION: A CASE OF AIRBNB

OSMAN ÇAĞLAR ÖZBEN

Over the last two decades the Internet is one of the most outstanding discoveries that have been changing the world more than anything else in the past. In today's hyper-connected world, consumption styles of the people are beginning to change. The development of information technologies alongside the growth of Web 2.0 has enabled the development of online platforms that promote user-generated content, sharing, and collaboration. Collaborative consumption is defined as people coordinating the acquisition and distribution of a resource for a fee or other compensations. Collaborative consumption websites provide a new platform where unused rooms, goods, skills, money, parking spots, or services can be shared. This study addressed the present gap in the literature regarding the behavioral intention to engage in collaborative consumption, by investigating the factors that affect Turkish citizens' behavioral intention to use Airbnb.

The purpose of this study is to identify the factors that affect the behavioral intention to use Airbnb platform from a consumer perspective. The research model was proposed thought a literature review and combined the trust, perceived effectiveness of feedback mechanism and perceived website quality factors into the Unified Theory of Acceptance and Use of Technology model (UTAUT2) of Venkatesh, Thong and Xu (2012). A questionnaire was conducted to collect data and the study sample consisted of 225 respondents. Multiple linear regressions were applied to test the proposed eleven hypotheses. Findings were analyzed through SPSS.

The results revealed that Performance Expectancy, Hedonic Motivation, Habit, Effort Expectancy and Price Value affect the users' behavioral intention to use Airbnb directly and Perceived Effectiveness of Feedback Mechanism and Perceived Website Quality affect Performance Expectancy via Trust. These findings provide several managerial implications, namely the ways in which behavioral intention to use Airbnb is needed to be taken into consideration in order to increase Airbnb usage. Moreover, this study's research model can be used for future studies on collaborative consumption and its platforms.

Keywords: Collaborative Consumption, Behavioral Intention, Intention to Use, Airbnb, UTAUT2

ÖZET

TÜRK VATANDAŞLARININ İŞBİRLİKÇİ TÜKETİME KATILIM EĞİLİMLERİNİ ETKİLEYEN FAKTÖRLER: AIRBNB ÖRNEĞİ

OSMAN ÇAĞLAR ÖZBEN

Internet dünyayı en çok değiştiren buluşlardan birtanesidir. Günümüz dünyasında insanların tüketim alışkanlıkları da bu değişimden etkilenmektedir. Bilgi teknolojilerinin gelişmesi ve Web 2.0'ın büyümesi ile birlikte işbirliği, paylaşım ve kullanıcı tarafından oluşturulan içeriği ön plana çıkaran sanal platformlar ortaya çıkmıştır. Bu tür platformlarda gerçekleşen katılımcı tüketim, bir ürün ya da kaynağın ücretsiz ya da para dışındaki bir fayda karşılığı edinilmesi ve paylaşılması olarak tanımlanabilir. Katılımcı tüketim websiteleri kullanıcılara kulanılmayan oda, eşya, beceri, para, park yeri veya servislerin paylaşılabileceği yeni bir platform sunmaktadır.

Bu çalışmada Türk vatandaşlarının Airbnb kullanma niyetlerini araştırarak yazın kaynakta eksik olduğu düşünülen katılımcı tüketimde davranışsal eğilim konusu incelenmiştir. Detaylı yazın analizi sonrası önerilen araştırma modeli, güven, geri bildirim mekanizmalarının algılanan etkisi ve algılanan websitesi kalitesi olmak üzere üç yeni faktörün Venkatesh ve meslektaşları tarafından 2012 yılında geliştirilen Teknoloji Kabul ve Kullanım Birleştirilmiş Modeli'ne eklenmesi ile oluşturulmuştur. Sanal anket dağıtılarak 225 kişiden veri toplanmıştır. Çoklu doğrusal regresyon analizi yapılarak önerilen onbir hipotez test edilmiştir. Elde edilen bulgular SPSS aracılığı ile analiz edilmiştir.

Elde edilen bulgular, Performans Beklentisi, Hazsal Motivasyon, Alışkanlık, Çaba Beklentisi ve Ücret'in Airbnb kullanma niyetini doğrudan etkilerken; geri bildirim mekanizmalarının algılanan etkisi ve algılanan websitesi kalitesinin güven vasıtası ile performans beklentisini etkilediğini göstermektedir. Bu bulgular Airbnb kullanımının artırılması için dikkate alınması gereken birçok yönetimsel uygulamaya ve gelecekte yapılabilecek araştırmalara yönelik öneriler sunmaktadır.

Anahtar Sözcükler: Katılımcı Tüketim, Davranışsal Eğilim, Kullanma Eğilimi, Airbnb, UTAUT2

1. INTRODUCTION

Over the last two decades, the Internet is one of the most outstanding discoveries that have been changing the world more than anything else in the past. Our study methods, shopping choices, doing daily jobs, investigation styles have been changed after this disruptive discovery whether directly or indirectly (Pancheva, 2014).

According to 'We Are Social 2016 Digital Report', there are 46.28 million active internet users in Turkey. 42 million of these users are also active social media users. 90% of the whole population has mobile connection with their mobile device. In order to understand how the emergence of Internet has facilitated us to be able to connect with people and content which otherwise would have been unreachable; the developmental history of the Internet should be analyzed.

Web 1.0 can be defined as web of information connections. It was the first execution of the web and it continued from 1989 to 2005 (Choudhury, 2014, p. 8096). According to the innovator of World Wide Web, Tim Berners-Lee considers the Web as "read-only" Web (Lee, 1998). It delivers really limited interaction where users can exchange the information with each other but interaction with the website is impossible. The role of the web was very inactive.

As technology improves further, there will be a new trend which makes life more livable for humans. We entered the era of Web 2.0. Web 2.0 is the second generation of web. It was defined by Dale Dougherty in 2004 as a read-write web (Choudhury, 2014, p. 8096). Unlike Web 1.0, Web 2.0 enables collaboration between web consumers and websites. The core of Web 2.0 was that it fortified users to engage and share information.

As technology improves further, there will be a new trend which makes life more livable for humans. The development of information technologies alongside the growth of Web 2.0 has enabled the development of online platforms that promote user-generated content, sharing, and collaboration (Kaplan and Haenlein, 2010, p. 62).

Web 2.0 or the ability to share and manipulate information online through user collaboration, has had a crucial effect on not only business but also environment. Technology is often seen as a path forward to achieve sustainability since sustainable development must consider the effects of technology on the environment and society. The effects of modern technologies are not always positive. On the contrary, usage of specific technologies is the direct reason of many of environmental problems. But in contrast, in order to develop more sustainable world people need to consider and apply new technological solutions (ITA, 2015).

Collaborative consumption is advised by Time magazine as one of the "10 ideas that will change the world" (Walsh, 2011). Collaborative consumption websites provide a new platform where unused rooms, goods, skills, money, parking spots, or services can be shared. According to Botsman and Rogers (2010), "*these systems offer significant environmental advantages by improving use efficiency, reducing waste, encouraging the development of better products and by absorbing the surplus created by overproduction and overconsumption.*"(p. xvi).

Although the Internet has caused the collaborative consumption phenomenon trend to extent to its current prevalence, collaborative consumption or sharing is not a new concept. Sharing has been a part of human society since the beginning of time. According to Belk (2010, p. 715), sharing is considered a fundamental and critical type of consumer

behavior, and most likely is the oldest type of consumption that can be found in today's online environment. Thus, the author suggests that sharing has been a part of human society and trade for many decades, or even centuries, before the emergence of the Internet or e-commercialization. Furthermore, basic human needs like the wish for commonality play a very important role in a consumer's decision to participate in sharing (Belk, 2010, p. 718). According to Reynolds (2015), sharing has deep roots in bartering, which is one of the oldest forms of human trade. However, it has taken over two decades for the online world to develop a significant level of social sharing because the infrastructure has not really been fully evolved until peer-to-peer economies emerged.

There are various examples of these peer-to-peer economies include hospitality services like Airbnb, 9flats, Couchsurfing, collaborative online encyclopedias like Wikipedia, transportation sharing services like Uber, BlaBlaCar, Zipcar, online labor marketplace like Taskrabbit, and crowdfunding services like Kickstarter. These examples may be considered as sharing economy platforms. Thus, it may be seen that the sharing idea is coming from a necessity and with the help of developments from a number of technological advancements that have simplified sharing of everything through the Internet (Kaplan and Haenlein, 2010, p. 65).

There are many inter-related but also not inter-changeable terms to the collaborative economy: collaborative consumption (Botsman and Rogers, 2010), the Mesh (Gansky, 2010), commercial sharing systems (Lamberton and Rose, 2012), access-based consumption, (Bardhi and Eckhardt, 2012), circular economy (McKinsey, 2015), sustainable product-service systems (Mont, 2002; Tukker, 2004), access economy (Rifkin, 2000), commons-based peer production (Benkler, 2004), peer-to-peer movement

(Bauwens et al., 2012), consumption collective network (Närvären et al., 2014). In the next chapter, the definition of the collaborative consumption will be given and three existing forms of this term in the literature will be explained in detail.

1.1. DEFINITION OF COLLABORATIVE CONSUMPTION

Felson and Spaeth used collaborative consumption as a term in 1978 and this was the first usage. Felson and Spaeth spoke of collaborative consumption as "events in which one or more persons consume economic goods or services in the process of engaging in joint activities with one or more others" (p. 614).

After the rise of Web 2.0, this field became active since the collaborative consumption provides the required platform via the internet. Collaborative consumption was became widely accepted concept by Botsman and Rogers in their 2010 bestselling book, "What's Mine is Yours: The Rise of Collaborative Consumption" (Satama, 2014). In academic perspective, Botsman and Rogers defined collaborative consumption to have three forms which are Product Service Systems, Redistribution Markets and Collaborative Lifestyles.

Product Service Systems: The vital point of product service systems is that consumers do not specifically demand products. They changed their perception from ownership to usage. By using a service to meet specific requirements rather than owning physical good. With the help changing mindset to this way, people can meet more necessities with lower material and energy requirements (UNEP, 2002).

Redistribution Markets: A system of collaborative consumption is based on used or pre-owned goods being passed on from someone who does not want them to someone who does want those (Botsman and Rogers, 2010). It includes large online marketplaces like Sahibinden.com, Gittigidiyor.com. In some markets, the goods may be free and in others, the goods are swapped. According to Botsman and Rogers (2011) over time,

"redistribute" may become the fifth 'R'—joining "reduce, reuse, recycle, and repair"—and a key form of sustainable market (p.73).

Collaborative Lifestyles: Collaborative lifestyles resemble product service systems in that they are also about renting out, or in any other way of sharing, assets that are left unused. However, unlike product service systems, collaborative lifestyles handle intangible assets. These intangible assets may range from time, room, car, and knowledge (Botsman and Rogers, 2011, p. 76). The well-known examples of collaborative lifestyle are Couchsurfing, Airbnb, BlaBlaCar, Uber and Lyft.

According to Botsman (2013), collaborative economy' is an overall term, and is defined as an economy built on distributed networks of connected individual and communities versus centralized institutions, transforming how we produce, consume, finance and learn. 'Collaborative consumption' is seen as a subcategory and an economic model based on sharing, gifting, swapping, trading or renting products and services, enabling access over ownership.

Belk (2014) proposes an easier definition, which sums up the essence of the rising phenomenon: collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensations. By including other compensations, the definition encompasses Botsman and Roger's (2010) non-monetary compensation of bartering, trading and swapping. Further, Belk (2014) states that the ground that collaborative consumption occupies is a middle ground between sharing and marketplace exchange with elements of both.

According to Barnes and Matson (2015), collaborative consumption is defined as: "The use of online marketplaces and social networking technologies to facilitate peer-to-

peer sharing of resources (such as space, money, goods, skills and services) between individuals, who may be both suppliers and consumers."

1.2. BACKGROUND INFORMATION ABOUT CASE COMPANY: AIRBNB

Airbnb which was originally airbedandbreakfast.com was established in 2008 in San Francisco, California. As the company started growing and gained more momentum, the name Airbnb began being used as a catchier contraction of Air Bed And Breakfast. Airbnb describes itself as a trustworthy community marketplace for people to search, explore, and book unique accommodations and it works in 191 countries around the world in more than 34 000 cities with over more than 2 000 000 individual housing locations available to rent(Airbnb, 2016).

As they described themselves, it is an online service to connect people looking to rent their homes with people who are looking for accommodations. From one side, the platform enables people to list their available rooms and earn extra earnings in the form of rent. On the other side, Airbnb empowers travelers to book unique home stays from local hosts, saving them money and giving them a chance to collaborate with locals. There are two different participants of this platform: Airbnb hosts and Airbnb Travelers. Airbnb hosts list their properties which can be a single room, apartments, moored yachts, houseboats, entire houses or a castle on the Airbnb website. There is no fee to create a listing and hosts can freely decide how much to charge per night, per week or per month.

Hosts can promote properties through titles, descriptions, photographs with headers. The other important thing is the user profile where potential travelers can get to

learn something about the hosts. Each user has a unique profile with detailed user history including rental and host statistics and reviews by other users (including stars from different categories, for example cleanliness and location, and verbal reviews). Guests and hosts are promoted to review each experience with the service, thus building up the reputation of its users to alleviate irregularities related to information. Beyond that, guests and hosts can scan a government ID and connect other online profiles to their Airbnb account. In order to avoid property damage, Airbnb has “The Host Guarantee” program which will reimburse eligible hosts for damages up to $1,000,000.

Travelers can search the available database of properties by entering details about when and where they want to travel. Travelers can further refine searches by making selections for room type, price, number of beds and/or bedrooms, other facilities like wireless internet, location of place etc. Travelers should create to book any reservations. However, they can make search on the list of properties at any time. There is an interactive online form to connect travelers with hosts and this form is available on each listing page. Travelers can make a reservation request by clicking the "Book It" button and after that the website redirecting to payment page. There is a secure payment system on Airbnb. The company earns primarily by charging a 6-12 % service fee from hosts of the total sum of every transaction. There are different payment methods and Airbnb supports almost every type of credit cards. There will not be any payment till the host approves the reservation request. The platform also has their customer service team which is available for 24 hours a day; 7 days a week for both hosts and travelers questions (Botsman and Rogers, 2010; Airbnb, 2016).

1.3. PROBLEM DISCUSSION

Collaborative consumption services and companies are being established in America and many European countries. Even though it has become more widespread in Turkey, Turkish people are not inclusively aware of this concept. The researcher finds it reasonable to claim that Turkey is still one step behind the other European countries. The question behind this research is that whether there is an encouraging market for collaborative consumption in Turkey or not.

Recent studies have focused on motives for participating in collaborative consumption. As this phenomenon is relatively new in a Turkish context, instead of participation, the researcher thought that intention is more appropriate than participation. The main reason why Airbnb was chosen to be examined in this study is that it is the most known and frequently used collaborative consumption platform in Turkey. According to Airdna website, as of December 2016, there are 9132 active hosts and more than 15000 rentals available in Istanbul (https://www.airdna.co/city/tr/istanbul). Another contributing factor was the fact that almost all of the participants reside in Istanbul.

To sum up, the main research question is: *Why do Turkish citizens have intention to engage in collaborative consumption?*

2. LITERATURE REVIEW

2.1. TECHNOLOGY ACCEPTANCE THEORIES AND MODELS

This chapter explains the theories and models which were developed in different disciplines and used in predicting, explaining, and understanding individuals' acceptance and adoption of new technologies.

From now, mostly investigated technology acceptance models will be explained with chronological order. It will be helpful for readers to track the interconnections between the models and understand the evolvement of those models.

2.1.1. Theory of Reasoned Action

The theory of reasoned action (TRA) which was initially presented by Fishbein in 1967 was broadly developed and verified by Fishbein and Ajzen in 1975. TRA, which classifies individual's voluntary behavior, as a "behavioral intention" model and theory (Fishbein and Ajzen, 1975). This theory represents that the reason behind the individual's behavior is the intention to perform the behavior. This intention is summation of individual's perception of execution the behavior and the influence of others who are important for one. Thus, the behavioral intention is driven from attitude towards the individual's behavior and subjective norm. Subjective Norm is one's intention to use a technology based on the opinion of the social groups which that individual gives importance to (Fishbein and Ajzen, 1975). The attitude indicates the individual beliefs that

applying a certain technology will have a positive consequence (Fishbein and Ajzen, 1975). The theory can be explained by model in Figure 2.1:

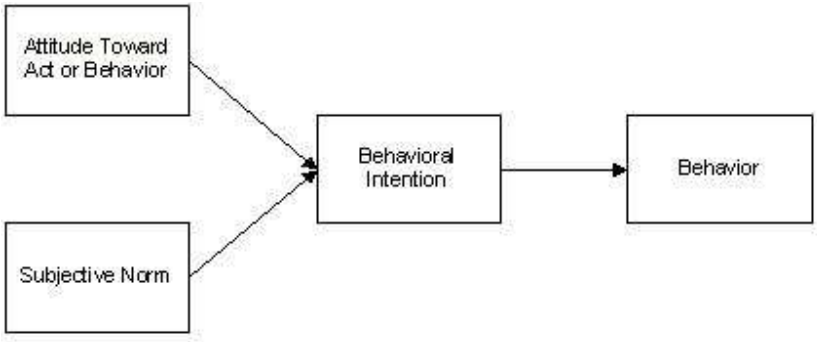

Figure 2.1. The Theory of Reasoned Action (Fishbein and Ajzen, 1975)

TRA aims to foresee and conceptualize one's actions by bearing in mind the influence of "personal feelings (attitude)" and "the perceived social pressure (subjective norm)" (Tao, 2008). The TRA is developed to answer why people execute or avoid a behavior, what induces their choice and which external variables influence their decisions.

2.1.2. Theory of Planned Behavior

The Theory of Planned Behavior, TPB, proposed by Ajzen (1985) due to the limitations of the TRA. TPB is an extension of TRA and as in the TRA, the main component of the TPB is the individual's intention to perform a particular behavior. The extension of the TRA was necessary due to the TRA model´s limitations to cover behavior which can be partially controlled by people. The theory of planned behavior addresses the issue of behaviors that occur without a person's volitional control (Ajzen, 1991).

Hence, compared to TRA, TPB includes one more factor, which is Perceived Behavioral Control (PBC) and is an element of both intention to use and actual usage behavior. Ajzen (1991) defined PBC as "people's perception of the ease or difficulty of performing the behavior of interest" (p.183). TPB states that the higher degree of PBC, the higher intention to use. The higher intention to use then leads to a higher degree of usage behavior (Ajzen, 1991, p.183).

Although in predicting the usage behavior there is a weak correlation between attitude and usage behavior, measures of intention have a strong relationship with behavior. The TPB is developed on this evidence (Ajzen, 1991, p. 185). The TPB theory states that intentions generate the actual behavior, while attitudes, subjective norms and PBC affect these intentions. Figure 2.2 depicts the TPB model.

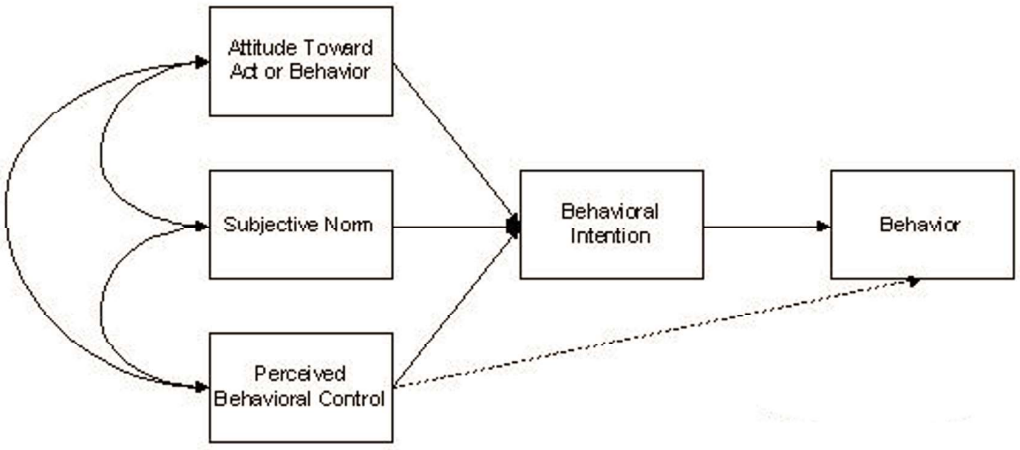

Figure 2.2. The Theory of Planned Behavior (Ajzen, 1985)

The TPB hypothesizes that the behavioral intention of a person to perform or not perform a certain action is the most important factor to determine the actual behavior (Ajzen, 2005). The factor attitude has a personal nature and describes the evaluation of an individual regarding the performance of a specific behavior. Subjective norm is the social component that includes the perceived approval of "important others" regarding the execution of a behavior. PBC refers to control beliefs like the perceived ease or difficulty of performing a behavior as well as other factors like opportunities and availability of resources. In general, the more positive the attitude as well as the subjective norm in the direction of a certain behavior, and the larger the PBC, the stronger an individual's intention to perform the intended behavior (Ajzen, 2005).

2.1.3. Technology Acceptance Model and Technology Acceptance Model 2

Davis (1986) introduced the technology acceptance model (TAM), which described an individuals' acceptance of information technology. TAM is another extension of TRA and the main objective of TAM is to provide an explanation of the determinants of computer acceptance among users (Davis, 1989). TAM replaced TRA's attitude principles with the two technology acceptance measures: Perceived usefulness and Perceived ease of use.

Perceived usefulness can be described as the degree to which an individual considers that using a particular system would improve his job performance. Perceived ease of use is stating to the degree to which a person believes that using a particular system would be free from effort (Davis, 1989).

TAM is considered to be simple and easy to apply, theoretically and empirically justified model to explain the acceptance of technology adoption and use (Van Der Heijden, 2000). The pioneer study of TAM has been widely used for its clear structure and it is easy to apply to different situations, but on the other hand, this advantage is also the biggest downside of the model. It has been widely criticized for being too simple and overused.

The Figure 2.3 describes how the user of a technology tends to consider the usefulness and ease of use of a new system before actually using it. The easier the system is perceived to be, the more useful it is perceived to be, and together perceived ease of use and usefulness of the system create the intention to use which then leads or not leads to use of the system (Davis, 1989).

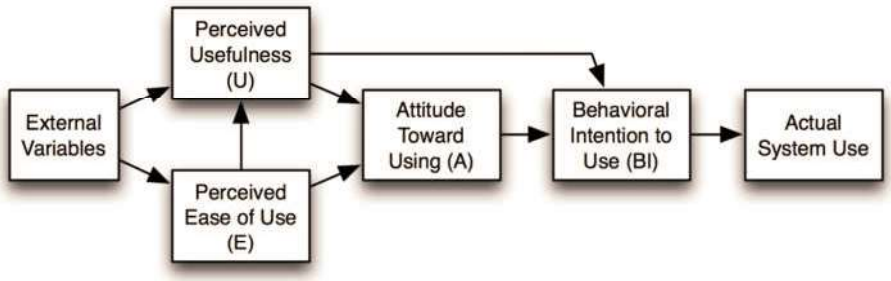

Figure 2.3. The Technology Acceptance Model (Davis, 1989)

Davis and Venkatesh (2000) proposed an extension to the previous TAM which discovered more factors affecting technology use. An extension to the TAM was developed and outlined perceived usefulness and usage intentions as it related to the processes of social influence and cognitive instrumental (Davis and Venkatesh, 2000).

Venkatesh and Davis reported that perceived usefulness is based on usage intentions in many early models. It is important to understand the determinants of the perceived usefulness construct because it initiatives usage intentions and how these determinants influence changes over time, with increasing system usage. Although the original TAM model was based on the determinants of perceived ease of use, the determinants of perceived usefulness enabled organizations to design organizational interventions that would increase user acceptance and usage of new systems. As a result of this, Venkatesh and Davis accompanied a study published in 2000 to extend TAM that examined how the perceived usefulness and usage intention constructs change with continued information system usage.

Figure 2.4 illustrates of Venkatesh and Davis‘s proposed model, referred to as Technology Acceptance Model 2 (TAM2). The TAM2 model added, “Theoretical constructs involving social influence processes (subjective norm, voluntariness, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and perceived ease of use)” (Davis and Venkatesh, 2000).

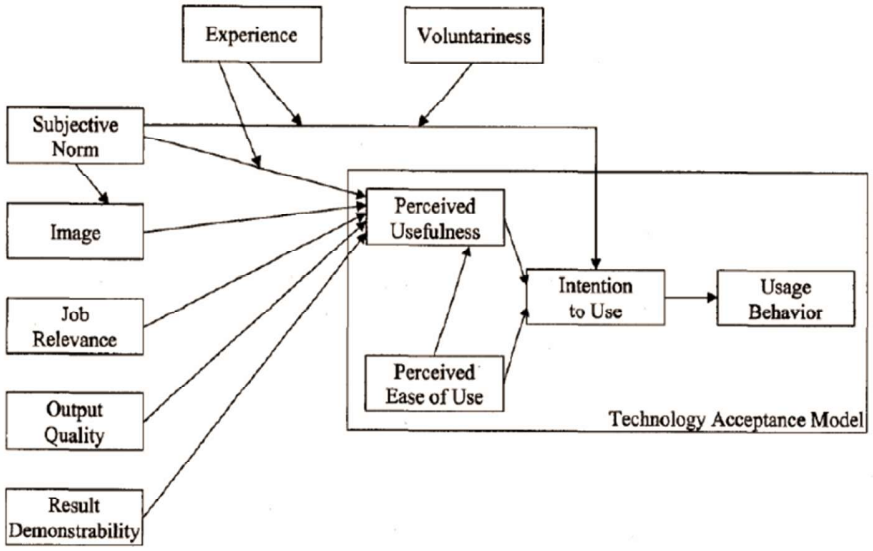

Figure 2.4. The Technology Acceptance Model 2 (Davis and Venkatesh, 2000)

2.1.4. The Unified Theory of Acceptance and Use of Technology

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed by Venkatesh et al. (2003), integrates eight models and theories of user acceptance, these consist of TRA, TAM, TPB, which were mostly studied in the literature and clarified in the earlier parts. The UTAUT was established to explore the acceptance of a technology in an organizational context use. Moreover, the authors empirically compared the eight models in longitudinal field studies conducted in four different organizations among individuals that were introduced to a new technology in the workplace. The UTAUT model was empirically confirmed and verified to overtake each of these previous models, which make it beneficial for investigators studying the factors of the acceptance of technology (Venkatesh et al., 2003).

The collected data during this comparison period was divided into two samples for the eight models according to the mandatory and voluntary settings. The authors also studied the effect of some moderating variables that have been reported in previous research to effect the usage decision. These were experience, voluntariness, age, and gender. Results showed that, seven constructs to be significant direct determinants of intention or usage in one or more of the individual models. They hypothesized that four of them play a significant role as direct determinants of user acceptance and usage behavior. The constructs that do have a direct effect on behavioral intentions and usage are:

- Performance expectancy
- Effort expectancy
- Social influences
- Facilitating conditions (Venkatesh et al., 2003).

Figure 2.5 shows the relationship of these constructs with each other:

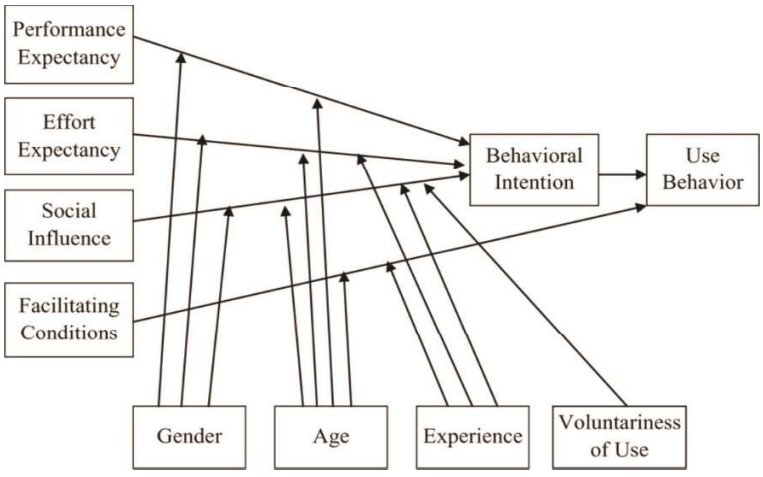

Figure 2.5. The Unified Theory of Acceptance and Use of Technology (Venkatesh et al., 2003)

UTAUT accomplished integrating thirty two main effects and four moderators studied from previous models as determinants of intention into a model that combined four focal effects and four moderating effects. UTAUT was acclaimed also for taking the moderating factors into the model as they support to address the problems of irregularity and describe the behavioral variances of different groups of people (Qingfei et al., 2008).

Although UTAUT model succeeds in explaining more of the variance in terms of information system use, according to Bagozzi (2007), UTAUT is too complicated model as it adds so many different variables that it makes the model hard to use. After Bagozzi (2007), Van Raaij and Schepers (2008) also disapproved that UTAUT aims to integrate too many models into one so that its structure became a combination of too many determinants that resulted in zero. Unlike Bagozzi (2007) and Van Raaij and Schepers (2008), Qingfei et al. (2008) found UTAUT being an influential model precisely for its complexity: the model is the most comprehensive one with extensive inclusion of factors of its time. Even though there are opponents, UTAUT has received positive feedback for being a robust and an applicable model (Verdegem and Marez, 2011).

2.1.5. The Unified Theory of Acceptance and Use of Technology 2

The consumer technology industry may have experienced unprecedented growth over the past decade, but that doesn't mean it's immune to slowdowns. This multibillion dollar industry consists of given the number of devices, applications, and other technology amenities targeted to consumers. UTAUT2 has been considered as extension of all the former studies were motivated to organizational context (Venkatesh et al., 2012). Since

the UTAUT focuses on employee technology acceptance, UTAUT2 was especially presented for the need to explore consumer technologies, which are technologies that are targeted at consumers. Therefore the UTAUT was extended to UTAUT2 by adding three constructs: Hedonic motivation, price value, and habit to fit consumer context. With the help of these added constructs, compared to UTAUT, UTAUT2 made a significant development in the variance explained in behavioral intention from 56% to 74% and technology use 40% to 52% (Venkatesh et al., 2012).

UTAUT2 is not only an academic study but also useful in business life, it can help organizations to understand the market, better design their products and target their consumers. UTAUT focused on extrinsic motivation, which is more applicable in the business life. In order to complete the theory of motivation, the authors developed their research and added intrinsic motivation to the model. Hedonic motivation has been thought as a key interpreter in consumer context and it has also been broadly studied in information systems research. Hedonic motivation is defined as “fun or pleasure derived from using a technology” (Brown and Venkatesh, 2005). Hedonic motivation is theorized as enjoyment in previous studies and it has been presented to play a significant factor as a direct effect on technology acceptance and use (Venkatesh et al., 2012). This additional factor supports the decision to choose this model to be a theoretical framework in this thesis as the aim is to study collaborative consumption adoption. Hedonic motivation, in other words enjoyment, can be seen as an important factor when studying collaborative consumption since it is one of the most important drivers of collaborative consumption (Teubner et al., 2016).

Price value is another new extension to the model. Price is an essential aspect to be considered in consumer context different from workplace technologies, consumers have to evaluate the cost of purchasing technology and technological services since the cost may have a major impact on an individual's technology use decision. Price value is defined as: "consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost of using them" (Venkatesh et al., 2012). In the case of collaborative consumption, value is created through eliminating the traditional middlemen (Botsman and Rogers, 2010). Thus, the price value is positive when the perceived benefits are considered to be greater than the perceived cost.

Habit is another element which influences technology usage and behavioral intention to use. Habit has been defined as "the extent to which people tend to perform behaviors automatically because of learning" (Limayem et al., 2007). According to Venkatesh (2012), habit has a direct influence on technology use and/or habit weakens or limits the strength of the relationship between behavioral intention and technology use. Therefore, habit is included to model as the third new factor.

The Figure 2.6 depicts the UTAUT2 model as below:

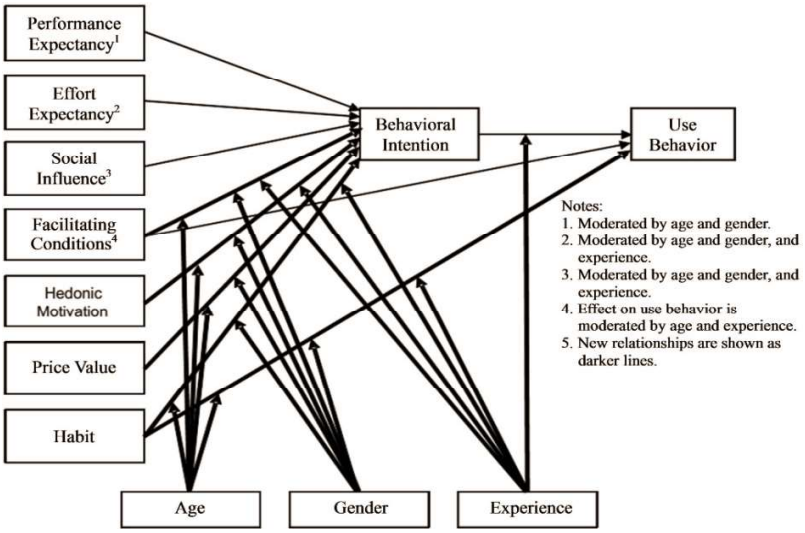

Figure 2.6. The Unified Theory of Acceptance and Use of Technology 2 (Venkatesh et al., 2012)

In this chapter, the widely studied models of technology acceptance have been deliberated. In the following chapter, hypotheses to be tested in this study will be discussed in detail.

2.2. HYPOTHESES

In this chapter, the hypotheses will be explained based on literature and related contexts.

2.2.1. Performance Expectancy

According to UTAUT, "the degree to which an individual believes that using the system will help him or her to attain gains in job performance" is defined as performance expectancy (Venkatesh et al., 2003). Similarly, Venkatesh et al. (2012) defined performance expectancy in UTAUT2 as "the degree to which using a technology will provide benefits to consumers in performing certain activities".

Previous studies analyzed concepts which are similar to performance expectancy with different labels. In those studies, five constructs were used as equivalents of performance expectancy such as; Perceived Usefulness (Davis, 1989), Job-fit (Thompson et al., 1991), Extrinsic Motivation (Davis et al., 1992), Relative Advantage (Moore and Benbasat, 1991) and Outcome Expectations (Compeau et al., 1999).

In previous studies, performance expectancy has been confirmed to meaningfully affect the behavioral intention in different contexts such as online banking (Al-Qeisi, 2009), online travel purchase (Herrero and San Martin, 2012), e-counseling (Kolog et al., 2014) and mobile shopping (Miladinovic and Xiang, 2016).

In the light of previous findings on the effects of performance expectancy on behavioral intention cited above, following hypothesis is proposed in the current study:

H_1: Performance expectancy affects Turkish citizens' behavioral intention to use Airbnb positively.

2.2.2. Effort Expectancy

UTAUT explains Effort Expectancy as "the degree of ease/effort associated with the use of the system" (Venkatesh et al., 2003). On the other hand, UTAUT2 defined effort expectancy as "The degree of ease associated with consumers' use of technology" (Venkatesh et al., 2012) because UTAUT2 was particularly offered as a response to the need to explore consumer technologies unlike UTAUT which focuses on employee technology acceptance. Three constructs are existent in the earlier models which are related to the notion of effort expectancy; perceived ease of use (Davis et al., 1989), complexity (Thompson et al., 1991) and ease of use (Moore and Benbasat, 1991). Davis (1989) suggests that such constructs can lead consumers to prefer a technology over another where all other influencers are equal.

In the context of collaborative consumption, as suggested in diffusion of innovations theory (Rogers, 2003), the ease of use of the technology systems may be considered as an significant adoption factor that permit many users to cooperate, collaborate, and transact with each other using an online platform (Park, Suh, and Lee, 2004; Chong, Ooi, and Sohal, 2009). Moreover, the influence of the effort expectancy may be seen in online purchase intention studies. For instance, effort expectancy is seen as the driver of the Low Cost Carriers' consumers online ticket purchase intention. This suggests that consumers tend to focus on ease of use of air ticket buying directly from carriers'

websites (Rodriguez and Trujillo, 2014). This result agrees with the results of other research (Venkatesh et al., 2012; Herrero and San Martin, 2012).

On the other hand, although there are a lot of studies that suggest positive causality among effort expectancy and intention to use online banking among bank customers (Ramayah et al., 2003; Guriting and Ndubisi, 2006; Al-Qeisi, 2009); Shanmugam, Savarimuthu and Wen (2014) suggested that perceived ease of use does not essentially affect the Malaysian users in adopting mobile banking.

In the light of previous findings on the effects of effort expectancy on behavioral intention, following hypothesis is proposed in current study:

H_2: Effort expectancy influences Turkish citizens' behavioral intention to use Airbnb positively.

2.2.3. Social Influence

Almost all models related to technology acceptance analyzed social influence differently. For example; TRA (Fishbein and Ajzen, 1975) and TPB (Ajzen, 1985) termed social influence as a subjective norm. Thompson et al. (1991) used the term as social norms recognized that it is same with subjective norm discussed in TRA. However, Moore and Benbasat (1991) preferred the term image to define social influence in their research.

UTAUT framework defines social influence as "the degree to which an individual perceives that important others believe that they should use the new system" (Venkatesh et al., 2003). On the other hand, because of the heavy focus on consumer in UTAUT2, the notion social influence was re-defined in this model as "the consumers perceive that

important others (e.g. family and friends) believe that they should use a particular technology" (Venkatesh et al., 2012).

In previous studies, social influence has been argued to have an effect on human behavior through three mechanisms: compliance, internalization, and identification (Venkatesh and Davis 2000; Warshaw, 1980). Whereas internalization and identification are said to be related to modifying a person's belief system and/or urging a person to engage in possible social status improvements, the compliance mechanism is said to cause an individual to merely change his intention based on the social pressure. Similarly, Chong (2013) stated that social influence is a significant determining factor of Malaysian consumers' behavioral intention to use mobile shopping and, therefore, it affects their intent to use mobile shopping. On the other hand, Herrero and San Martin (2012) claimed that social influence concerning the use of rural accommodation websites would affect the online purchase intention positively. However, their study results indicated that social influence did not significantly affect the online purchase intention at all.

When collaborative consumption and related services are evaluated, they are still new for most consumers. Social influence could be claimed to have an important effect in their adoption to those services. For example, In the case of Uber, a positive social influence could result from good friends of consumers who speak often about the advantages of using the Uber services. Since they would want to comply with their friends, positive behavioral intention to use the Uber service will happen. Therefore, those individuals who have the potential to have close contacts with available collaborative consumption services could be argued to be attuned to embrace such services. Therefore, social influence will be combined into the current research model as well. In the light of

previous findings on the effects of social influence on behavioral intention, following hypothesis is proposed in current study:

H_3: Social influence affects Turkish citizens' intention to use Airbnb positively.

2.2.4. Facilitating Conditions

According to UTAUT, facilitating conditions represent "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). Likewise, in UTAUT2, this construct is seen as "consumers' perceptions of the resources and support available to perform a behavior" (Venkatesh et al., 2012).

The definition of facilitating conditions originates from a variety of constructs used in previous models: PBC from TPB (Ajzen, 1985) and compatibility from Diffusion of Innovations (Rogers, 1995).

According to Venkatesh et al. (2003), In UTAUT, facilitating conditions have a crucial effect on technology use due to the fact that they may function as a substitute of authentic behavioral control and, therefore, may guide behavior indirectly in an organizational setting. That is why; various traits of facilitating conditions, such as training and available support, would be accessible inside an organization and equally consistent among consumers. Hence, the researchers presume that facilitating conditions do not play a significant role in terms of forecasting intention if performance expectancy constructs as well as effort expectancy constructs are existent.

On the contrary, application retailers, technology generations and/or mobile devices may cause a noticeable variation in the availability of the facilitation per person in the environment. When this is the case, facilitating conditions would function more like PBC within the TPB and affect both intention and behavior (Ajzen 1991). In particular, an individual to whom an advantageous set of facilitating conditions is available is more attuned to have a more intention to use a technology (Venkatesh et al., 2012).

In collaborative consumption context, availability of the related services as well as required resources in the form of a smartphone, money, or the skills to use the mobile application, may influence users' behavior. That is, an individual who does not have the opportunity to use such a services, nor possesses the resources, is estimated to have a limited intention to use the services.

In the light of previous findings on the effects facilitating conditions on behavioral intention, next hypothesis is offered as:

H_4: Facilitating conditions influence Turkish citizens' behavioral intention to use Airbnb positively.

2.2.5. Hedonic Motivation

Hedonic motivation is defined as "the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use" (Brown and Venkatesh, 2005). The original TAM incorporated additional variables so as to create a comprehensive TAM to expect consumer acceptance of appearance of technology. One of these constructs was perceived enjoyment which is

defined as “the degree to which the action of using computers is recognized as pleasing just by itself, independent from any performance consequences expected” (Davis et al., 1992). It has been corroborated that perceived enjoyment is significant in whether users accept technology or not. In information systems studies, such hedonic motivation is said to affect technology acceptance and use (Van der Heijden, 2004; Thong et al., 2006). Considering, consumers, hedonic motivation is said to play a determinant role in technology acceptance and use (Childers et al., 2001; Brown and Venkatesh, 2005). Considering business, Ha and Stoel (2009) found that a consumer's enjoyment determines his/her understanding of online shopping. Raman and Don (2013) states that hedonic motivation positively affects preservice teachers’ acceptance of learning management software. Considering consumer perspective, Likewise, Miladinovic and Xiang (2016) debate that hedonic motivation is influential in predicting an individual’s intent to whether to use mobile shopping fashion applications or not.

In the light of previous findings on the effects hedonic motivation on behavioral intention, next hypothesis is recommended:

H_5: Hedonic motivation influences Turkish citizens’ intention to use Airbnb positively.

2.2.6. Price Value

UTAUT suggests that the nature of consumer use setting is different from the nature of organizational use setting. Such a difference stems from the fact that in the previous case, consumers mostly shoulder the financial cost while in the latter staff does not. Therefore, such cost and pricing organization could have a profound impact on

consumers' use of technology (Venkatesh et al., 2003). To exemplify, Chan et al. (2008) claim that short messaging services are popular in China because of the low cost of these services compared to other forms of mobile communication tools.

Research done in marketing generally conceptualizes the financial cost/price is along with the product quality or services so as to understand the worth of products or services (Zeithaml, 1988). Dodds and his colleagues (1991) embrace such thoughts and conceptualize price value as consumers' intellectual compromise for the expected benefits of the applications and the financial cost necessary to use them. When an individual perceives the advantages of using technology to be higher than the financial cost, for that person the price value is deemed to be positive and it is estimated to have a constructive effect on intention.

In the case of collaborative consumption, applications are mostly free to download as vendors of collaborative consumption aim to attract more and more consumers to use the mobile applications and hence make transaction. In addition, only specific to collaborative consumption, the authority of the "traditional middleman" in a transaction is diminished to the role of a facilitator (Botsman and Rogers, 2010). Henceforth, perceived value is expected to be a strong motivation for clients to consume the service. Additionally, preceding studies have incorporated the price value for those technologies, such as purchasing through a website, whose use does not represent a monetary cost for the consumer and, in turn, its use enables a lower price to be obtained (Jensen, 2012). It is claimed that price value is an important element in consumer's online shopping (Bigne et al., 2010; Reibstein, 2002). In addition, Babin, Darden, and Griffin (1994) reported that booking tourism products and services via a website helps certain consumers who are

interested in saving money or attaining the finest product for a set expense. Wu and Chang (2005) also found that online shopping for tourism products and services offers a price saving due to the fact that it saves time and diminishes expenses.

In the light of previous findings on the effects of price value on behavioral intention, below hypothesis is stated in this research:

H_6: Price value is related to Turkish citizens' intention to use Airbnb positively.

2.2.7. Trust

Trust was conceptualized as "individual willingness to depend based on the beliefs in ability, benevolence, and integrity" (Gefen et al., 2003). Primarily, trust has been commonly documented as a crucial predictor of customer behavior especially in the case of increasing uncertainty and risk (Mayer et al., 1995).

In collaborative consumption concept, trust between strangers is in fact viewed as one of the pillars of engaging in shared consumption and as a principle determinant for consumers choosing a sharing option (Botsman and Rogers, 2010; Möhlmann, 2015). With collaborative consumption, consumers no longer have strong corporate reputations of big hotel chains, rental companies or the like to lean against (Botsman and Rogers, 2010). The role of collaborative consumption businesses are no longer to act as 'middlemen' in a transaction, but to establish contact, interaction and a meaningful context in which peers are willing to place trust. Subsequently, trust becomes the new currency.

According to the Ufford (2015), within the sharing economy companies have begun to appreciate the value of trust. To exemplify, in April of 2013, Airbnb decided to

add more transparency and lessen the distress and resistance which may arise when foreigners trade; so its platform has been updated to integrate the identity verification. In a one-to-one market, authenticating user identity intensifies trust, and therefore users commence to form their online reputations. To conclude, verified identity helps to overcome the trust barrier between strangers, which is vital for the attainment of the sharing economy.

In the light of previous findings on the effects of trust on performance expectancy, following hypothesis is proposed in current study:

H_7: Trust affects performance expectancy positively.

2.2.8. Perceived Website Quality

In an e-commerce environment, website trust refers to "the extent to which customers believe the website is ethical, legal and credible and has the ability to protect their privacy" (Wan, 2000). For that reason, an individual who trusts a website may pursue possibly risky actions (Gefen, 2000). Hence, putting faith in a website includes taking risk to a certain extent. Similarly, trust is defined in marketing as "perceived reliability of a consumer on the brand, services, or products of a retailer" (Flavian et al., 2006). Thus, trust is also a reflection of enthusiasm to depend on a give-and-take partner to whom one is confident about (Moorman et al., 1993). Likewise, Morgan and Hunt, (1994) suggested that trust exists when a party chooses to believe in a partner in pursuance of partner's truthfulness and dependability. McKnight and Chervany (2002) support the idea that belief in online retailer includes trusting in intentions and beliefs, and that these beliefs indicate

trusting intentions. Their theory suggests that a customer's belief in a web retailer which meets his or her expectations regarding competence, integrity, and benevolence leads to a strong intention to trust that retailer, finally ending up purchasing from that retailer. Therefore, website quality is believed to be an influential determinant in electronic trade since how customers conceptualize website quality has a direct and affirmative effect on their intentions to use a site (Greiner and Wang, 2011) and directly affect their purchase intentions (Jones and Leonard, 2008).

There have been several attempts to develop methods to measure website quality. For instance, Jones and Leonard (2008) proposed that "in spite of characteristics of website quality in the business-to-consumer e-commerce context, website quality is a multi-dimensional construct comprising information quality, system quality, and service quality".

Findings of previous research have indicated a positive correlation between how a customer perceives website quality and the degree to which that person trusts that website (Everard and Galetta, 2006). Jones and Leonard (2008) studied consumer to consumer electronic commerce (C2C) in particular. They theorized that perceived website quality impact trust positively also in C2C online shopping environment and they verified their theory by means of surveying college students. Similarly, the effects of website quality on a consumer's first impression of a retailer was analyzed by Hampton-Sosa and Koufaris (2005) and they found that the appearance of the web site affected the consumer's initial trust of the retailer, which in turn influenced the consumer's intent to purchase from that retailer. Therefore, in the case of collaborative consumption companies, how trustworthy

consumers perceive website quality should also influence their intensions to use that particular website.

In the light of previous outcomes on the effects of perceived website quality on trust, following hypothesis is proposed in current study:

H_8: Perceived website quality leads to trust positively.

2.2.9. Perceived Effectiveness of Feedback Mechanism

Feedback mechanisms entail all IT systems that are available to give information about the reputation of individual vendors (Resnick, et al., 2000) in terms of reliability, competency, and altruism (Pavlou, 2002a; Pavlou, 2002b). Pavlou and Gefen (2004) defined the perceived efficiency of a feedback mechanism as "the extent to which a buyer believes that the feedback mechanism is able to provide accurate and reliable information about the past behavior of sellers". Therefore, they claimed that the perceived efficiency of a feedback mechanism could raise the level of trust a buyer may hold for a community of sellers.

Additionally, Tadelis (2016) claimed that feedback and reputation systems are essential to run an electronic marketplace. As for collaborative consumption, customer learning from use and social networks, in particular, is believed to be resilient since a services website entails a big, dynamic community of users motivated to evaluate each operation through feedback segments of the website. That is, such a system is conducive to convey data to prospective users/retailers and to decrease any absence of asymmetry between two sides on the website.

This concept is supported by literature which indicates that individuals tend to make generalizations from one member of a group to other members of the same group, no matter how irrational this generalization is, such as from one service provider to service providers in general (Folkes and Patrick, 2003), or from one employer to other unrelated ones (Pugh et al., 2000). Therefore, it is claimed that an effective feedback mechanism may function as an indicator of the trustworthiness of the marketplace at hand. Kuusisto suggests that although perceived effectiveness of feedback mechanisms does not predict customers' behavioral intention directly, it does so via trust (2016). Thus, next hypothesis states that:

H_9: Perceived effectiveness of feedback mechanisms affects trust positively.

2.2.10. Habit

According to UTAUT2, habit was defined as "the extent to which people are inclined to execute behaviors automatically because of learning" (Venkatesh et al., 2012). In previous studies, Limayem and Hirt (2003) analyzed the effects of habits on information systems usage within two frameworks; TPB and the Triandis' model. The researchers found that in addition to the intentions, people's routines might also explain and predict the usage behaviors. To exemplify, Cheung and Limayem (2005) analyzed the effect of habit on the persistence of information systems and reported that; over time, there was an increase in the moderating effect of habit on the connection between intention and usage while there was an decrease in the influence of intention on IS sustained usage.

Also, in a study conducted by Liao et al. (2006), it was found that habit influences the user's plan to keep using electronic commerce. When a behavior has been done many times in the past, future behavior becomes automatic (Aarts, Verplanken and Knippenberg, 1998). In accordance with this definition, in collaborative consumption context, habit may be defined as the extent that individuals tent to use collaborative consumption services automatically. With increased experience in using a technology, the users start using the technology habitually (Venkatesh et al., 2012). Therefore, once the start using the application, this action becomes a routine and habit, which, in turn influences the individuals to use the application. There has been an increase in the number of users of collaborative consumption platforms, which suggests that this form of exchange might evolve into a habit for its users rather than being a one-shot trial. Hence, the following hypothesis is proposed:

H_{10}: Habit has a significant effect on Turkish citizens' intention to use Airbnb.

2.2.11. Materialism

According to Belk (1985), materialism is defined as "the importance of possessions in life as a primary source of happiness and dissatisfaction as well" and it deters sharing as a consumption-orientation. Richins and Dawson (1992) defined materialism, referring to the Oxford English Dictionary, as 'devotion to material needs and desires, to the neglect of spiritual matters; a way of life, opinion, or tendency based entirely upon material interests'.

Materialism is often regarded as a negative value system as it values possession and its acquisition above anything else and encourages acquiring more and more possession to lead a happier life. Such a value advocates both quality and quantity of possession (Segal and Podoshen, 2013). However, Richins and Dawson (1992) suggest that there are two sides of materialism: Instrumental Materialism and Terminal Materialism. The 'Instrumental materialism' is considered harmless form when an object serves as means to further and discover personal values and goals of life. In contrast, when the consumption of an object cannot go beyond possession itself, then it is 'Terminal Materialism' that becomes detrimental. Richins and Dawson (1992) suggested that materialism conceptualizes the consumer value after studying the concept and measurement of materialism. Success, centrality, and happiness are the factors which are included in Richins and Dawson's scale of materialism (Segal and Podoshen, 2013). These three factors relate to the components of materialism mentioned in construct definition. The first factor "centrality" stresses the importance of acquisition and possession in general. The second factor "success" embodies the usage of properties as a token of success in life. Finally, the third factor "happiness" symbolizes the opinion that possessions are required for happiness. The literal details of these three factors explained below:

Acquisition centrality denotes the idea that materialist individuals value possessions and their acquisition above anything else. Such individuals are told to believe that possessions are the main element for happiness and success can be attained through material prosperity and the price and quality of goods that are bought (Richins and Marsha, 1994).

Acquisition as the pursuit of happiness denotes the idea that materialists perceive possessions and their acquisition as vital to their contentment and welfare in life. However, Belk (1984) suggests the idea that materialism and satisfaction are negatively correlated with each other. Other research analyzing the results of adopting a materialistic lifestyle has found that life satisfaction is negatively related to materialism (Ryan and Dziurawiec, 2001).

Possession-defined success denotes the idea that materialists tend to evaluate their own and others' attainments depending on the quantity and quality of belongings possessed (Rassuli and Hollander, 1986; Richins and Dawson, 1992). Materialists perceive themselves as successful depending on whether they can retain goods which reflect wanted self-images.

Unlike the possessiveness of materialism, sharing is considered to be relatively counterproductive for generating satisfaction. Since the driving force for possessing object is to project ideal self-image, status, and desire to signal uniqueness and identity through the objects, and these objects are solitary consumption which provides consumer pleasure when he or she consume with unique access. The act of sharing possession is not necessarily for gaining happiness for the materialist whose trait is non-generosity (Caprariello et al, 2013). Thus, collaborative consumption requires a certain degree of prosocial awareness and devotion from the consumer. Alternative forms of consumption such as sharing, membership, services or joint ownership (Bardhi and Eckhardt, 2012; Belk, 2010) are believed to afford chances to appreciate the pleasure and usefulness of materiality without leading to overconsumption (Scott et al., 2014). Therefore the collaborative consumption assumption that "customers will like saving money and feeling

richer, through reducing the costs associated with owning things" (Gansky, 2010) needs to be analyzed in the light of materialism. Thus, it is vital to answer the question whether consumers who are involved in collaborative consumption are also materialistic.

In recent years, there have been a few studies which examined materialism as a determinant of collaborative consumption (Bardhi et al., 2012; Satama, 2014). According to PwC report, two thirds of consumers across the board aspire to a less materialistic lifestyle. Only one in two believes that possessing stuff could pave the way to improve their social status, and four out of five believe that sometimes renting has real advantages over owning (2015). It is known that consumers who use Airbnb share similar characteristics with consumers who were assessed in PwC report, it could be conceptualized that they are also less materialistic than the general population.

H_{11}: Consumers who are more materialistic have lesser intention to use Airbnb.

3. METHODOLOGY

In this chapter, firstly research objective will be addressed. Secondly, data collection and questionnaire design stages will be discussed. Lastly, proposed research model will be illustrated and hypotheses will be listed.

3.1. RESEARCH OBJECTIVE

According to Maylor and Blackmon (2005), the research objectives should be unambiguous, assessable, realizable and timely. This research implements a quantitative research which implements objective measurements and the statistical, mathematical, or numerical analysis of data collected though questionnaires. It focuses on gathering numerical data and generalizing it across a population to explain a particular phenomenon (Saunders et al., 2009). Moreover, quantitative methodology employs models, hypotheses, or theories, which then are tested and explain the causality of the data (Saunders et al., 2009).

The aim of this research is to explore the factors that affect the Turkish citizens' behavioral intention to engage in collaborative consumption. Quantitative research is especially beneficial to fulfill this purpose and research question of this study as it enables accuracy, as well as the attainment and analysis of a large number of numerical data.

Consistent with this, a quantitative method is applied to decide which factors affect the behavioral intention to use Airbnb among Turkish citizens.

3.2. QUESTIONNAIRE DESIGN AND DATA COLLECTION

The research data was collected via an online questionnaire. Questionnaires are appropriate tools to collect data for quantitative research (Saunders et al., 2009). Therefore the author has decided to use this approach. Questionnaires have been completed by the respondents and collected electronically using the Google forms service via internet. This collection method is most appropriate to overcome the time constrain challenge, as Google forms consist of convenient templates for setting up questions, enables unlimited responses to be collected, and most importantly have an easy option to transfer the responses on an excel document which is SPSS friendly, hence, ensures that there is no typing error when transferring the data to SPSS.

In order to ensure the content validity of the questionnaire scale used, it is highly recommended to adapt the questions for each of the factors investigated from prior researches (Luarn and Lin, 2005). Hence, in this research, the researcher communicated with Sampo Satama who investigated Consumer Adoption of Access Based Consumption in Sweden at 2014. Mr. Satama agreed to share his questionnaire as a baseline to develop a questionnaire for this research. According to Satama (2014), the questionnaire was developed from an extensive literature review covering such diverse disciplines as information systems research, psychology and relevant consumer behavior theories and marketing literature.

The main shape of the model was derived from the Venkatesh et al.'s UTAUT2. This model was adapted to fit the context of the study. Although Satama removed habit construct from his model, habit was added to the proposed research model of this study

due to habit being one of the most important factors that influence intention to use of a new technology (Venkatesh et al., 2012).

All items were scaled with a 5-point Likert scale from strongly disagree to strongly agree in consistence with previous studies. The questionnaire was prepared in English and Turkish and applied in Turkish. The Turkish translation was prepared carefully with consideration for the wording of the questions and double translating method was used. Two questions were reverse scaled to test for anomalies and to make sure the answers given were reliable.

In addition to questions regarding the factors, the questionnaire also consists of demographic questions such as age, gender, income level, travel frequency and usage of Airbnb to gain better understanding of the respondents.

48 questions for eleven factors in the questionnaire were developed from the past empirical studies, and are modified to fit the context of collaborative consumption fitting the case company Airbnb. The survey questions for behavioral intention, performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, social influence, price value, habit were adopted from Venkatesh et al. (2012). The questions for the trust factor were adopted from Hwang and Kim (2007). The questions for the perceived website quality factor were adopted from Everard and Galletta (2006). The questions for materialism factor were adapted from Richins (2004). The questions for the perceived effectiveness of feedback mechanism factor were adopted from Pavlou and Gefen (2004).

Table 3.1 illustrates the questionnaire questions of this study with references to the literature they were adopted from.

Factors	Questionnaire Questions	References in the Literature
Behavioral Intention	1. I intend to use Airbnb in the future. 2. I will always try to use Airbnb when I search for accommodation. 3. I plan to use Airbnb often when I search for accommodation.	Venkatesh et al. (2012)
Performance Expectancy	1. I find using Airbnb useful. 2. Using Airbnb helps me to do the things that I try to do faster. 3. Using Airbnb increases my efficiency.	Venkatesh et al. (2012)
Effort Expectancy	1. Learning how Airbnb is used is easy for me. 2. My interaction with Airbnb is obvious and easy to understand. 3. I find using Airbnb easy. 4. Gaining skills in using Airbnb is easy for me.	Venkatesh et al. (2012)
Social Influence	1. People who are important for me think that I should use Airbnb. 2. People who influence my behavior think that I should use Airbnb. 3. People whose ideas I value prefer me to use Airbnb.	Venkatesh et al. (2012)
Facilitating Conditions	1. I have necessary sources to use Airbnb. 2. I have the information which is necessary to use Airbnb. 3. Airbnb is compatible with the other technologies I use. 4. I can get help from other people when I have problems using Airbnb. 5. Using Airbnb matches with my lifestyle.	Venkatesh et al. (2012)
Hedonic Motivation	1. It is enjoyable to use Airbnb. 2. It is fun to use Airbnb. 3. It is very entertaining to use Airbnb.	Venkatesh et al. (2012)
Price Value	1. Airbnb is affordable. 2. Available places given in Airbnb are worth the money paid. 3. With current prices, available places on Airbnb are worth the money paid.	Venkatesh et al. (2012)
Habit	1. It has become a habit for me to use Airbnb. 2. I am addicted to use Airbnb. 3. I should use Airbnb.	Venkatesh et al. (2012)
Perceived Effectiveness of Feedback Mechanism	1. I am sure that Airbnb's rating and feedback mechanisms (comments made by other users, stars and ratings) give exact information about users' reputation. 2. Substantial feedback information about different users' operations is available through Airbnb's rating and feedback mechanisms. 3. I believe rating and feedback mechanism are effective in Airbnb's market. 4. I believe rating and feedback mechanism are reliable in Airbnb's market.	Pavlou and Gefen (2004)
Trust	1. Airbnb's website knows how to provide the perfect service. 2. It is possible that promises made on Airbnb's website are reliable. 3. I expect Airbnb's website to keep the promises it makes. 4. I expect Airbnb's website to have goodwill for me. 5. I expect Airbnb's website to have humanistic intentions.	Hwang and Kim (2007)
Perceived Website Quality	1. Airbnb's website is high quality. 2. The possible quality of Airbnb's website is extremely high. 3. Airbnb's website seems to be considerably low quality.	Everard and Galletta (2006)
Materialism	1. I admire people who have expensive houses, cars and clothes. 2. Things I have (possess) tell a lot about how successful I am in life. 3. I like having things that impress. 4. I need to keep my life simple when wealth is considered. 5. Buying things pleases me very much. 6. I love luxury in my life very much. 7. My life would be better if I had the things I don't have. 8. I would be happier if I could afford buying more. 9. Not being able to afford the things I like sometimes troubles me.	Richins (2004)

Table 3.1. Questionnaire Questions and References in the Literature

The questionnaire was distributed to respondents via different methods like Facebook messages and posts, mailing, mobile chat applications etc. At the beginning of the survey, there is a short story for who do not have any previous experience and information about Airbnb.

959 participants were invited to take the survey, resulting in 225 usable, complete answers where response rate was 23.4%. The method chosen for data collection is convenience sampling.

Sampling is defined as the process of drawing a sample from a population (Johnson and Christen, 2012, p. 215-242). When researchers sample, they study the characteristics of a subset, sample, selected from a larger group, population, so as to understand the characteristics of the larger group. If the researcher selects the sample from a population by using a random sampling method, then the sample will be similar to the population therefore it will be representative of the total population (Johnson and Christen, 2012, p. 215-242). After that, the researcher can generalize from the sample to the population, which saves time and money as a sample is usually smaller in size than population.

However, the researchers do not always use the most powerful sampling methods. Since the population of collaborative consumption services users in Turkey is not known, and the researcher could not obtain a list of the population, and not every Airbnb user in Turkey had the equal chance to participate, convenience sampling method is conducted.

Convenience sampling is a nonprobability sampling technique where data is collected from the population members who are easy to access and available to the researcher (Saunders et al., 2009). Convenience sampling is recommended to be used in researches where a time limitation is present to collect the sample, as the data collection

can be completed rapidly (Saunders et al., 2009). This study used convenience sampling to collect the surveys. This sampling method is chosen due to the limited time available to collect the data and to be sure the sample size has been met to empower the hypotheses testing. On the other hand, convenience sampling can lead to over or under representation of particular groups within the sample (Saunders et al., 2009). However, this study does not focus on investigating the effect of individual difference variables such as age, gender and experience that moderating effects on the behavioral intention to use Airbnb but aims to provide a general picture on the factors that touch the behavioral intention to use Airbnb among Turkish citizens. Despite the disadvantage of convenience sampling, without the use of this technique the researcher would not be able to collect the required data.

Within the next chapter, hypotheses will be listed and proposed research model will be illustrated.

3.3. HYPOTHESES AND RESEARCH MODEL

This study aims to investigate the factors that are determinants and affect the Turkish citizens' behavioral intention to engage in collaborative consumption through a case company Airbnb. The theoretical framework theorizes the relationship among a number of factors that are related with the study. It can also be named as the conceptual model. This framework can be used to elaborate the relationship among variables and describe the nature of the relationships. The theoretical framework of the study is not a combination of technology acceptance models but directly adapted from one model. This research applies UTAUT2 (Venkatesh et al., 2012) with minor modifications.

Firstly, previous studies of technology acceptance measured the importance of trust in the online and mobile shopping context (Groß, 2015; Joubert and Belle, 2013; Wei et al., 2009; Hwang and Kim, 2007). In order to make the research model more appropriate to investigate intention to use collaborative consumption services, this study expanded the model with trust factor. Perceived website quality factor was adapted from Everard and Galletta (2006) and perceived effectiveness of feedback mechanism was adapted from Pavlou and Gefen (2004) because of these factors are central to electronic marketplace.

Secondly, since the main focus of the collaborative consumption is sustainability and redistribution of the unused goods, cars, rooms etc., materialistic behavior can be thought dangerous not only from the personal perspective but also societal level. Materialism is one of the driving forces of environmental degradation, reduced biodiversity, natural resource overconsumption and global warming (Scott et al., 2014). Due to these reasons materialism was also added to the research model as another factor.

Finally, due to sampling method being used during data collection period; the moderating factors were removed from the model since they were not expected to demonstrate any important extra information.

The proposed research model is illustrated in Figure 3.1:

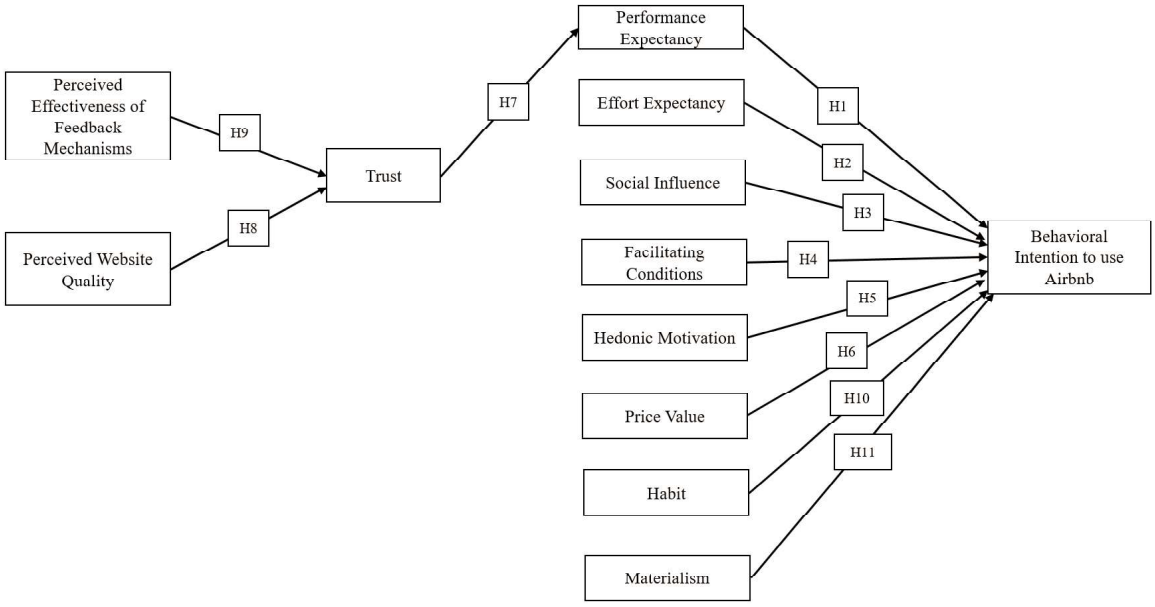

Figure 3.1. Proposed Research Model

The following list presents the hypotheses of this research based on the literature review:

H_1: Performance expectancy positively affects Turkish citizens' behavioral intention to use Airbnb.

H_2: Effort expectancy positively influences Turkish citizens' behavioral intention to use Airbnb.

H_3: Social influence positively affects Turkish citizens' intention to use Airbnb.

H_4: Facilitating conditions positively influence Turkish citizens' behavioral intention to use Airbnb.

H_5: Hedonic motivation positively influences Turkish citizens' intention to use Airbnb.

H_6: Price value is positively related to Turkish citizens' intention to use Airbnb.

H_7: Trust affects positively to performance expectancy.

H_8: Perceived website quality relates positively to trustworthiness.

H_9: Perceived effectiveness of feedback mechanisms affects positively to trust.

H_{10}: Habit has a significant effect on Turkish citizens' intention to use Airbnb.

H_{11}: Consumers who are more materialistic have lesser intention to use Airbnb.

4. RESEARCH FINDINGS

In this chapter, research findings will be represented.

4.1. FREQUENCY TABLES AND DESCRIPTIVE STATISTICS

Tables and Pie Charts of the demographics of the population of the survey will be illustrated below.

Table 4.1 shows the frequency distribution of gender of respondents:

Gender		
	Frequency	**Percent**
Male	113	50.2
Female	112	49.8
Total	225	100

Table 4.1. Frequency Distribution of Gender

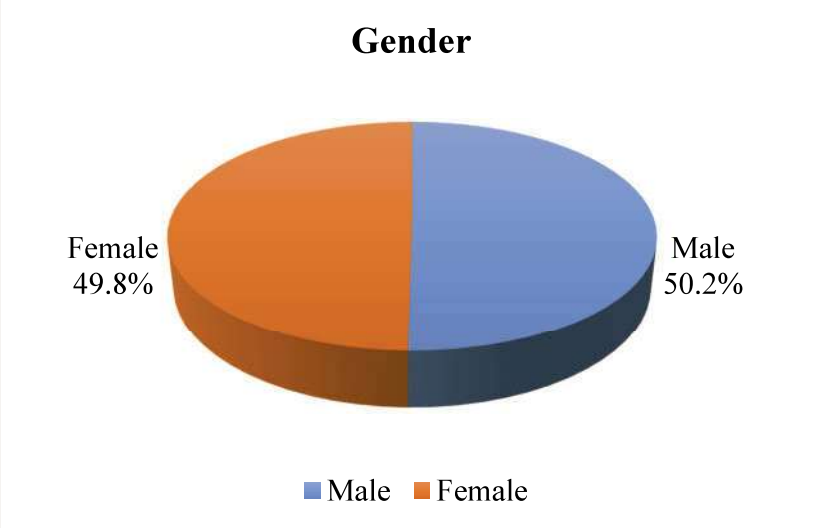

Figure 4.1. Gender Frequency Pie Chart

The gender division of the sample is quite even, with 49.8% female and 50.2% male respondents respectively.

Table 4.2 shows the frequency distribution of education level of respondents:

Education Level		
	Frequency	**Percent**
High School	7	3.1
Bachelor's Degree	144	64.0
Master's Degree	69	30.7
Doctoral Degree	5	2.2
Total	225	100.0

Table 4.2. Frequency Distribution of Education Level

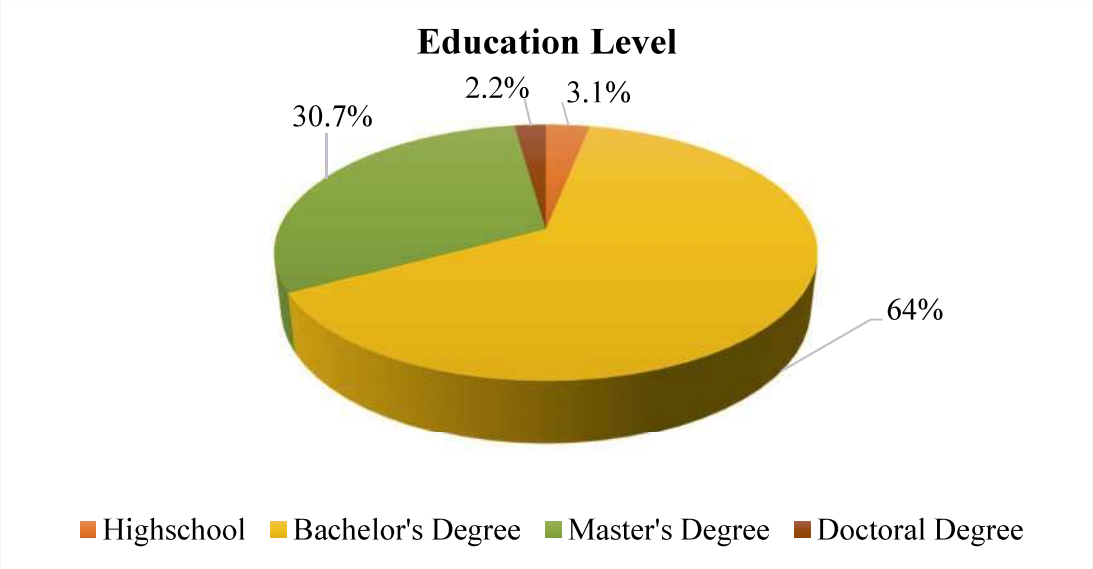

Figure 4.2. Education Level Frequency Pie Chart

The education level of the sample is quite high, with 64% having a Bachelor‘s degree and 32.9 % having completed a Master‘s degree or a Doctoral degree.

Table 4.3 shows the frequency distribution of age of respondents:

Age		
	Frequency	**Percent**
19-25	92	40.9
26-30	71	31.6
31-40	48	21.3
41+	14	6.2
Total	225	100.0

Table 4.3. Frequency Distribution of Age

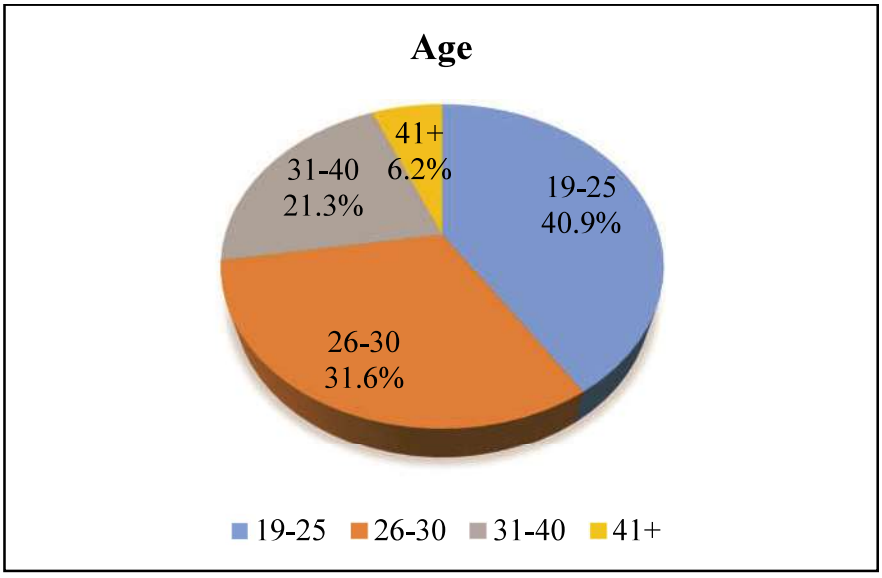

Figure 4.3. Age Frequency Pie Chart

Figure 4.3 shows the age distribution of the respondents. As it can be seen from the pie chart, 40.9% of the respondents are aged from 19 to 25; 31.6% of the respondents are aged from 26 to 30 years old; 21.3% of the users are from 31 to 40; and the rest of the users who are more than 40 account for 6.2%. Thus, most of the participants are relatively young people, between 19 and 30 (72.5%).

Table 4.4 shows the frequency distribution of smartphone usage of respondents:

Smartphone Usage		
	Frequency	**Percent**
Yes	224	99.6
No	1	0.4
Total	225	100

Table 4.4. Frequency Distribution Smartphone Usage

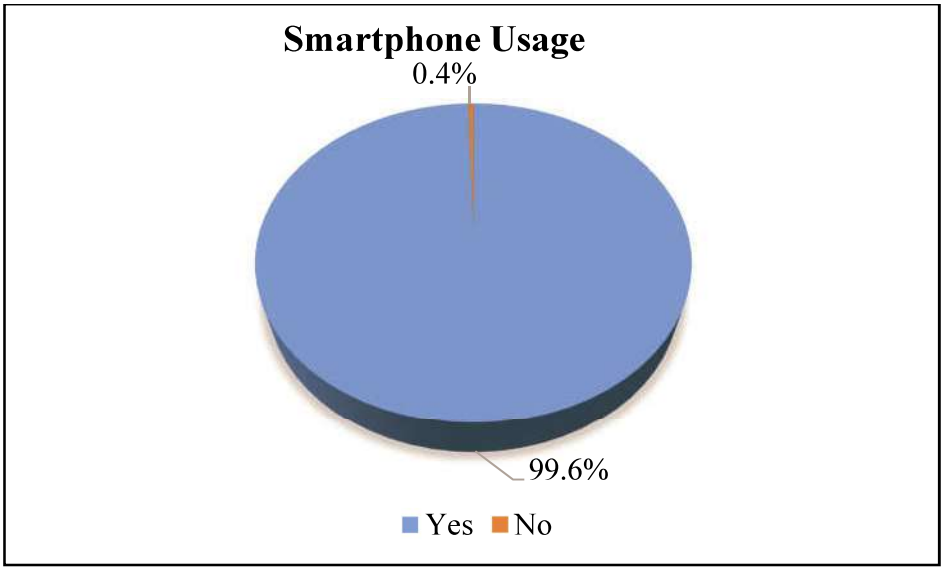

Figure 4.4. Smartphone Usage Frequency Pie Chart

Figure 4.4 shows the smartphone usage distribution of the respondents. Almost all participants are using smartphone (99.6%).

Table 4.5 shows the frequency distribution of Airbnb usage of respondents:

Airbnb Usage Experience		
	Frequency	**Percent**
Yes	83	36.9
No	76	33.8
I visited the website but didn't use it	66	29.3
Total	225	100

Table 4.5. Frequency Distribution of Airbnb Usage

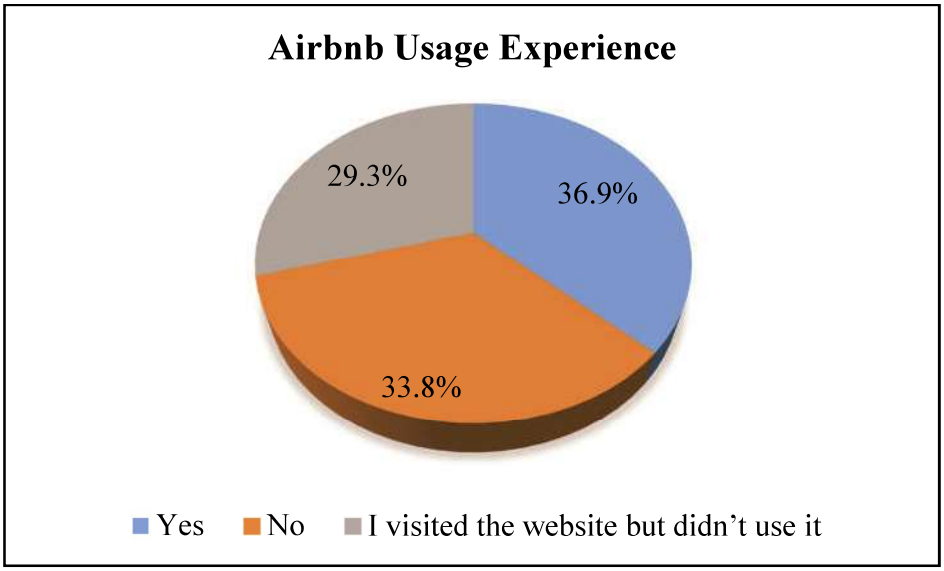

Figure 4.5. Airbnb Usage Frequency Pie Chart

Figure 4.5 demonstrates that 33.8% of participants had no previous experience with Airbnb, 29.3% had visited the site but not booking, and 36.9% had previously used the application.

Table 4.6 shows the frequency distribution of participants' travel experience in a year:

Travel Frequency		
	Frequency	**Percent**
0-1 times in a year	25	11.1
2-5 times in a year	115	51.1
5+ times in a year	85	37.8
Total	225	100.0

Table 4.6. Frequency Distribution of Participants' Travel Experience in a year

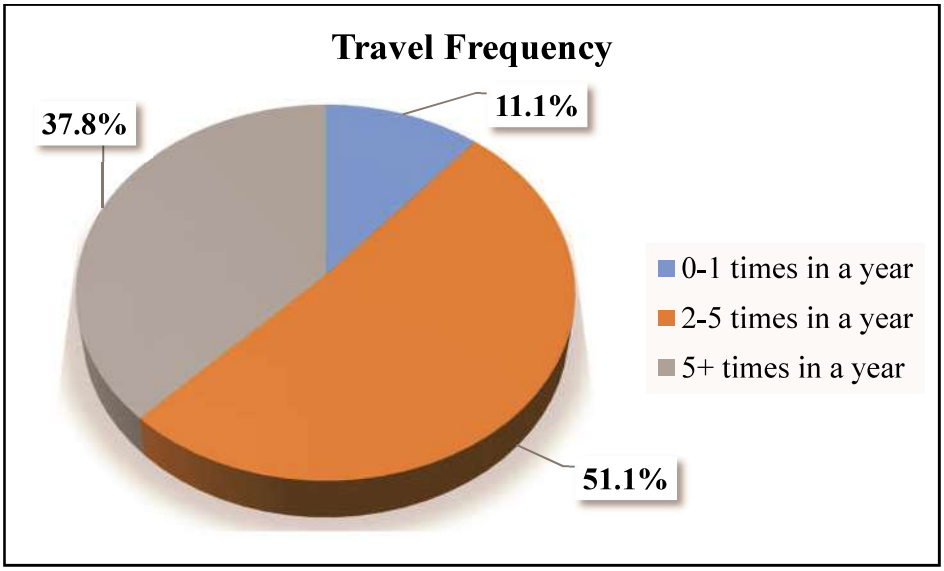

Figure 4.6. Respondents' Travel Frequency Pie Chart

Figure 4.6 indicates that approximately 90% of participants of sample have been travelling more than 2 times in a year period.

Table 4.7 shows the frequency distribution of participants' income level:

Travel Frequency		
	Frequency	**Percent**
0-1000 TL	36	16.0
1001-2500 TL	35	15.6
2501-5000 TL	78	34.7
5001 TL +	76	33.7
Total	225	100.0

Table 4.7. Frequency Distribution of Income Level of Respondents

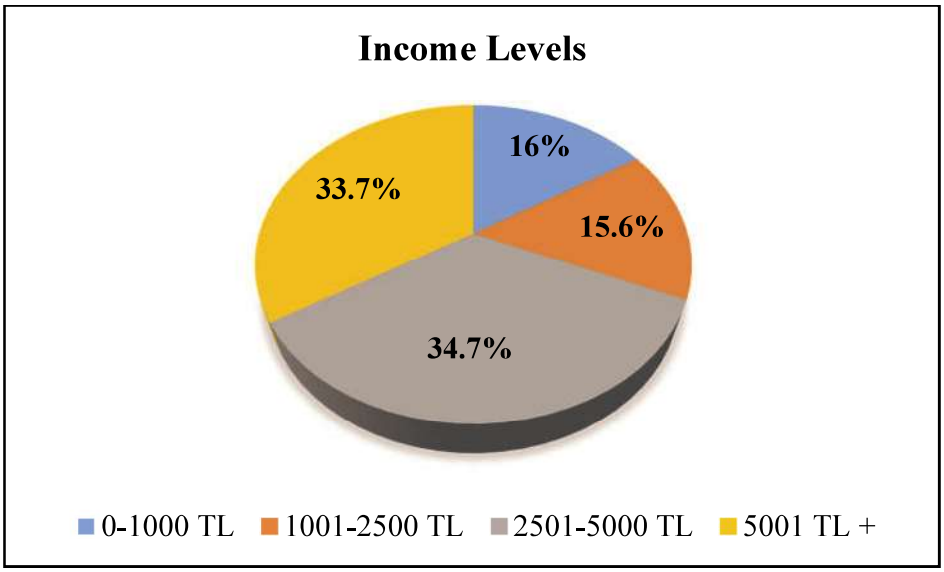

Figure 4.7. Income Level Frequency Pie Chart

According to Figure 4.7, approximately 70% of respondents have more than 2500TL salary. 16% of the participants have 0-1000TL monthly income.

4.2. FACTOR ANALYSIS AND RELIABILITY

Model assessment can be achieved by three approaches: the exploratory factor analysis approach, the confirmatory factor analysis approach and the hybrid approach (Ahire and Devaraj, 2001). According to Durmuş et al. (2015), the purpose of the factor analysis is to find out the sets of variables that are highly interrelated, known as factors (Hair et al., 2006). Exploratory factor analysis (EFA) is a widely utilized and broadly applied statistical technique in the social sciences. In recently published studies, EFA was used for a variety of applications, including developing an instrument for the evaluation of school principals (Lovett, Zeiss, and Heinemann, 2002) Therefore, in this study, EFA is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories. At the beginning of each factor test, the measure of sampling adequacy is calculated in order to see if the data is appropriate to apply the factor analysis to (Durmuş et al., 2015). Statistics that can signify this competence are Keiser- Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO illustrates that the data used in the analysis is a homogenous collection of variables and that there are correlations between variables. The inferior limit for KMO that is generally agreed upon is 0.50 (Hair et al., 2006, p.115). On the other hand, Bartlett's test describes the statistical significance of the correlation between variables (Hair et al., 2006), and the higher limit for the p-value in social sciences that is generally agreed upon is 0.05. KMO and Bartlett's tests in this study are found to be satisfactory for all constructs in the study

and tables for each factor analysis for the studied concepts are exhibited in the following sections.

4.2.1. Factor Analysis of Performance Expectancy

According to Durmuş et al. (2015), before testing the hypothesis, to recognize and test the original structure of the scale, exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted with three items. KMO measure of sampling adequacy and Bartlett's test of sphericity statistics were calculated to test the suitability of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.669, χ^2Bartlett test (3)=115.994, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Constructs with eigenvalues over one were reserved and items with factor loadings below 0.50 and items with high cross loadings were omitted (Hair et al., 1998).

Factor Name	Factor Items	Factor Loading	Reliability
Performance Expectancy	I find using Airbnb useful.	0.812	0.694
	Using Airbnb increases my efficiency.	0.783	
	Using Airbnb helps me to do the things that I try to do faster.	0.774	

Table 4.8. Factor Analysis result of Performance Expectancy

Three items converged into one factor with 62.37% explained variance. Reliability for factor was 0.694.

4.2.2. Factor Analysis of Effort Expectancy

As studied in Durmuş et al.'s research (2015), to identify and test the underlying structure of Effort Expectancy, EFA with Principle Component Factoring and Varimax Rotations was conducted with four items. KMO measure of sampling adequacy and Bartlett's test of sphericity statistics were calculated to test the relevance of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.727, χ^2Bartlett test (4)=202.311, p=0.000) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et al., 1998).

Factor Name	Factor Items	Factor Loading	Reliability
Effort Expectancy	Learning how Airbnb is used is easy for me.	0.825	0.731
	I find using Airbnb easy.	0.797	
	Gaining skills in using Airbnb is easy for me.	0.762	
	My interaction with Airbnb is obvious and easy to understand.	0.593	

Table 4.9. Factor Analysis result of Effort Expectancy

Four items converged into one factor with 56.22% explained variance. Reliability for factor was 0.731.

4.2.3. Factor Analysis of Social Influence

As studied in Durmuş et al.'s research (2015), to identify and test the fundamental structure of Social Influence, EFA with Principle Component Factoring and Varimax Rotations was applied to three items. KMO measure of sampling adequacy and Bartlett test of sphericity tests were executed to understand the correctness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.736, χ^2Bartlett test (3)=321.742, p=0.000) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Social Influence	People who are important for me think that I should use Airbnb.	0.901	0.865
	People whose ideas I value prefer me to use Airbnb.	0.885	
	People who influence my behavior think that I should use Airbnb.	0.779	

Table 4.10. Factor Analysis result of Social Influence

Three items converged into one factor with 78.90% explained variance. Reliability for social influence factor was 0.865.

4.2.4. Factor Analysis of Price Value

According to Durmuş et al. (2015), in order to detect and test the structure of Price Value, EFA with Principle Component Factoring and Varimax Rotations was conducted to three items. KMO measure of sampling adequacy and Bartlett test of sphericity tests were calculated to assess the fitness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.655, χ^2Bartlett test (3)=188.226, p=0.000) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Price Value	Available places given in Airbnb are worth the money paid.	0.875	0.762
	With current prices, available places on Airbnb are worth the money paid.	0.853	
	Airbnb is affordable.	0.740	

Table 4.11. Factor Analysis result of Price Value

Three items converged into one factor with 68.02% explained variance. Reliability for Price Value factor was 0.762.

4.2.5. Factor Analysis of Hedonic Motivation

As mentioned by Durmuş and her colleagues (2015), to classify and test the structure of Hedonic Motivation, EFA with Principle Component Factoring and Varimax Rotations was conducted to three items. KMO measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.716, χ^2Bartlett test (3)=324.226, p=0.000) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were reserved and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Hedonic Motivation	It is fun to use Airbnb.	0.907	0.859
	It is enjoyable to use Airbnb.	0.902	
	It is very entertaining to use Airbnb.	0.844	

Table 4.12. Factor Analysis result of Hedonic Motivation

Three items converged into one factor with 78.23% explained variance. Reliability for Hedonic Motivation factor was 0.859.

4.2.6. Factor Analysis of Habit

According to Durmuş et al. (2015), in order to detect and test the structure of Habit, EFA with Principle Component Factoring and Varimax Rotations was conducted to three items. KMO measure of sampling adequacy and Bartlett test of sphericity tests were calculated to assess the fitness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.684, χ^2Bartlett test (3)=175.983, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Habit	I am addicted to use Airbnb.	0.856	0.764
	It has become a habit for me to use Airbnb.	0.834	
	I should use Airbnb.	0.787	

Table 4.13. Factor Analysis result of Habit

Three items converged into one factor with 68.25% explained variance. Reliability for Habit factor was 0.764.

4.2.7. Factor Analysis of Materialism

To identify and test the underlying structure of Materialism, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted to nine items. According to Hair et al., factors with eigenvalues over one should be retained and items with factor loadings below 0.50 and items with high cross loadings should be excluded (1998). Because one of Materialism' items had a factor loading less than 0.50, the item has been excluded from analysis and exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations rerun with the remaining eight items. KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.859, χ^2Bartlett test (8)=628.454, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis.

Factor Name	Factor Items	Factor Loading	Reliability
Materialism	I love luxury in my life very much.	0.815	0.846
	I would be happier if I could afford buying more.	0.768	
	I admire people who have expensive houses, cars and clothes.	0.747	
	I like having things that impress.	0.685	
	Things I have (possess) tell a lot about how successful I am in life.	0.681	
	Buying things pleases me very much.	0.670	
	My life would be better if I had the things I don't have.	0.638	
	Not being able to afford the things I like sometimes troubles me.	0.533	

Table 4.14. Factor Analysis result of Materialism

Eight items converged into one factor with 48.55% explained variance. Reliability for Materialism factor was 0.846.

4.2.8. Factor Analysis of Facilitating Conditions

To identify and test the underlying structure of Facilitating Conditions, exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted with five items. According to Hair et al., factors with eigenvalues over one should be retained and items with factor loadings below 0.50 and items with high cross loadings should be excluded (1998). Because two of Facilitating Conditions' items had a factor loading less than 0.50 in two successive analysis, the items have been excluded from analysis and exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations rerun with the remaining three items. KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.674, χ^2Bartlett test (3)=127.658, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis.

Factor Name	Factor Items	Factor Loading	Reliability
Facilitating Conditions	I have the information which is necessary to use Airbnb.	0.813	0.706
	Airbnb is compatible with the other technologies I use.	0.810	
	I have necessary sources to use Airbnb.	0.770	

Table 4.15. Factor Analysis result of Facilitating Conditions

Three items converged into one factor with 63.69% explained variance. Reliability for Hedonic Motivation factor was 0.706.

4.2.9. Factor Analysis of Trust

To identify and test the underlying structure of Trust, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted with five items. KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.676, χ^2Bartlett test (5)=268.126, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Trust	I expect Airbnb's website to have goodwill for me.	0.833	0.734
	I expect Airbnb's website to keep the promises it makes.	0.757	
	I expect Airbnb's website to have humanistic intentions.	0.671	
	Airbnb's website knows how to provide the perfect service.	0.623	
	It is possible that promises made on Airbnb's website are reliable.	0.576	

Table 4.16. Factor Analysis result of Trust

Five items converged into one factor with 48.74% explained variance. Reliability for trust factor was 0.734.

4.2.10. Factor Analysis of Perceived Website Quality

To identify and test the underlying structure of Perceived Website Quality, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted to three items. According to Hair et al., factors with eigenvalues over one should be retained and items with factor loadings below 0.50 and items with high cross loadings should be excluded (1998). Because one of Perceived Website Quality's items had a factor loading less than 0.50, the item has been excluded from analysis and exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations rerun with the remaining two items KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.500, χ^2Bartlett test (2)=79.574, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis.

Factor Name	Factor Items	Factor Loading	Reliability
Perceived Website Quality	The possible quality of Airbnb's website is extremely high.	0.880	0.708
	Airbnb's website is high quality.	0.880	

Table 4.17. Factor Analysis result of Perceived Website Quality

Two items converged into one factor with 77.42% explained variance. Reliability for social influence factor was 0.708.

4.2.11. Factor Analysis of Perceived Effectiveness of Feedback Mechanism

To identify and test the underlying structure of Perceived Effectiveness of Feedback Mechanism, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted with four items. KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.718, χ^2Bartlett test (4)=147.168, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and since there is no item with factor loading below 0.50 (Hair et al., 1998), none of the items has been excluded.

Factor Name	Factor Items	Factor Loading	Reliability
Perceived Effectiveness of Feedback Mechanism	I am sure that Airbnb's rating and feedback mechanisms (comments made by other users, stars and ratings) give exact information about users' reputation.	0.783	0.700
	Substantial feedback information about different users' operations is available through Airbnb's rating and feedback mechanisms.	0.737	
	I believe rating and feedback mechanism are reliable in Airbnb's market.	0.728	
	I believe rating and feedback mechanism are effective in Airbnb's market.	0.635	

Table 4.18. Factor Analysis result of Perceived Effectiveness of Feedback Mechanism

Four items converged into one factor with 52.25% explained variance. Reliability for Perceived Effectiveness of Feedback Mechanism factor was 0.700.

4.2.12. Factor Analysis of Behavioral Intention

Before testing the hypothesis, to identify and test the underlying structure of the Behavioral Intention scale, exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted with three items. KMO measure of sampling adequacy and Bartlett's test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0.678, χ^2Bartlett test (3)=203.061, p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et al., 1998). In this analysis, none of the items has been excluded.

Factor Name	**Factor Items**	**Factor Loading**	**Reliability**
Behavioral Intention	I will always try to use Airbnb when I search for accommodation.	0.882	0.783
	I plan to use Airbnb often when I search for accommodation.	0.824	
	I intend to use Airbnb in the future.	0.805	

Table 4.19. Factor Analysis result of Behavioral Intention

Three items converged into one factor with 70.2% explained variance. Reliability for factor was 0.783.

4.3. MULTIPLE LINEAR REGRESSION ANALYSIS

Regression analysis is a statistical tool for investigating the quantitative relationship between variables, and can prove the relationship between an independent and dependent variable (Sykes, 1993, p.8). Multiple linear regression analysis "*is the technique that enables additional factors to enter the analysis separately so that the effect of each independent variable can be estimated. It is valuable for quantifying the impact of various simultaneous influences upon a single dependent variable.*" (Sykes, 1993, p. 8).

Therefore as multiple linear regression enables the analysis of more independent variables' effect on the dependent variable, in this study, this type of regression analysis will be used to examine the factors in the proposed research model, using the SPSS software. More explicitly if the independent factors affect the dependent factor, behavioral intention to use Airbnb.

4.3.1. Correlation Analysis of Variables

Table 4.20 illustrates the correlation analysis of variables of research model as below:

Correlations

		Behavioral Intention	Performance Expectancy	Facilitating Conditions	Effort Expectancy	Materialism	Hedonic Motivation	Social Influence	Trust	Perceived Website Quality	Perceived Effectiveness of Feedback Mechanism	Price Value	Habit
Behavioral Intention	Pearson Correlation	1	.659**	.384**	.486**	.185**	.674**	.525**	.500**	.478**	.526**	.536**	.621**
	Sig. (2-tailed)		0.000	0.000	0.000	0.005	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Performance Expectancy	Pearson Correlation	.659**	1	.288**	.355**	.180**	.610**	.578**	.467**	.374**	.434**	.495**	.577**
	Sig. (2-tailed)	0.000		0.000	0.000	0.007	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Facilitating Conditions	Pearson Correlation	.384**	.288**	1	.629**	0.060	.368**	.230**	.518**	.421**	.462**	.373**	.230**
	Sig. (2-tailed)	0.000	0.000		0.000	0.368	0.000	0.001	0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Effort Expectancy	Pearson Correlation	.486**	.355**	.629**	1	.157*	.517**	.300**	.538**	.512**	.545**	.340**	.339**
	Sig. (2-tailed)	0.000	0.000	0.000		0.018	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Materialism	Pearson Correlation	.185**	.180**	0.060	.157*	1	0.080	.398**	.303**	.216**	.212**	.214**	.266**
	Sig. (2-tailed)	0.005	0.007	0.368	0.018		0.233	0.000	0.000	0.001	0.001	0.001	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Hedonic Motivation	Pearson Correlation	.674**	.610**	.368**	.517**	0.080	1	.486**	.485**	.492**	.529**	.445**	.582**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.233		0.000	0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Social Influence	Pearson Correlation	.525**	.578**	.230**	.300**	.398**	.486**	1	.386**	.310**	.412**	.458**	.629**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Trust	Pearson Correlation	.500**	.467**	.518**	.538**	.303**	.485**	.386**	1	.512**	.567**	.393**	.359**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Perceived Website Quality	Pearson Correlation	.478**	.374**	.421**	.512**	.216**	.492**	.310**	.512**	1	.475**	.454**	.467**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000		0.000	0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Perceived Effectiveness of Feedback Mechanism	Pearson Correlation	.526**	.434**	.462**	.545**	.212**	.529**	.412**	.567**	.475**	1	.498**	.431**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000		0.000	0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Price Value	Pearson Correlation	.536**	.495**	.373**	.340**	.214**	.445**	.458**	.393**	.454**	.498**	1	.540**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000		0.000
	N	225	225	225	225	225	225	225	225	225	225	225	225
Habit	Pearson Correlation	.621**	.577**	.230**	.339**	.266**	.582**	.629**	.359**	.467**	.431**	.540**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	225	225	225	225	225	225	225	225	225	225	225	225

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.20. Correlation Analysis of Variables

Before conducting multiple regression analysis, it is important that the data does not suffer from multicollinearity (Pallant, 2007). Multicollinearity problem occurs when the independent factors are too highly correlated with one another, which would lead to issues in understanding which independent factors affect the dependent factor (Hew et al., 2015). Since the correlation coefficient between all of independent variables (can be seen in Table 4.20) is less than 0,7. This shows that the data does not suffer from multicollinearity (Pallant, 2007).

4.3.2. Multiple Linear Regression Analysis for Trust

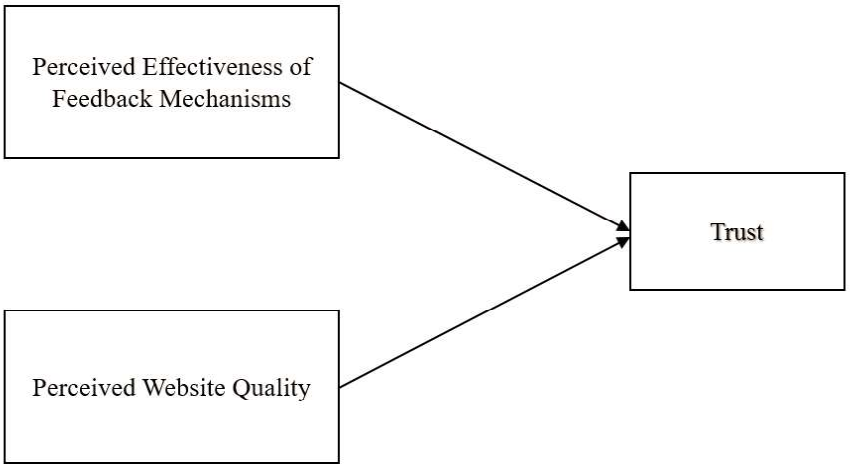

Figure 4.8. Illustration of Multiple Linear Regression Analysis for Trust

When we conducted multiple linear regression analysis to understand the effect of Perceived Effectiveness of Feedback Mechanism and Perceived Website Quality factors

on Trust, it was found out that these two factors explained Trust at 95% confidence interval (F=73.323, p=0.000 respectively, R=0.631; R^2= 0.398).

As reflected in Table 4.21; Trust was explained by Perceived Effectiveness Feedback Mechanism (β=0.419), and Perceived Website Quality (β=0.313).

Multiple Linear Regression Analysis result of Trust				
		Beta	**t-value**	**p-value**
Dependent variable	Trust			
Independent variables	Perceived Effectiveness of Feedback Mechanism	0.419	7.073	0.000
	Perceived Website Quality	0.313	5.285	0.000

Table 4.21. Multiple Linear Regression Analysis result of Trust

4.3.3. Multiple Linear Regression Analysis for Performance Expectancy

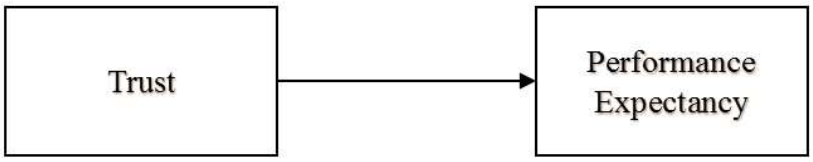

Figure 4.9. Illustration of Multiple Linear Regression Analysis for Performance Expectancy

When we conducted multiple regression analysis to understand the effect of Trust factor on Performance Expectancy, it was found out that the factor explained Performance

Expectancy at 95% confidence interval (F=62.121, p=0.000 respectively, R=0.467; R^2= 0.218).

As reflected in Table 4.22; Performance Expectancy was explained by Trust (β=0.467).

	Multiple Linear Regression Analysis result of Performance Expectancy			
		Beta	**t-value**	**p-value**
Dependent variable	Performance Expectancy			
Independent variable	Trust	0.467	7.882	0.000

Table 4.22. Multiple Linear Regression Analysis result of Performance Expectancy

4.3.4. Multiple Linear Regression Analysis for Behavioral Intention

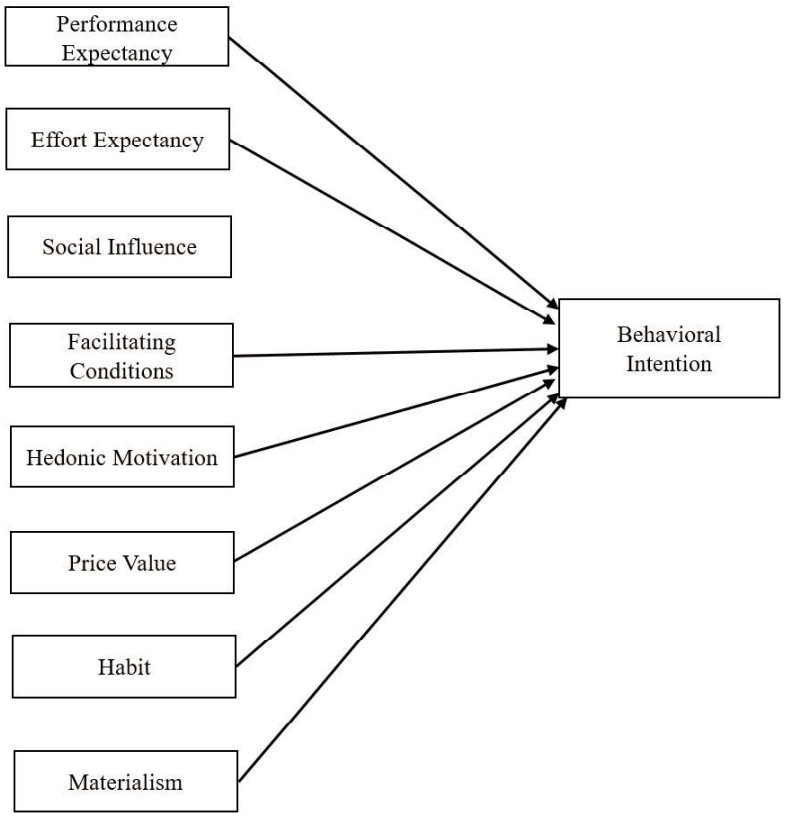

Figure 4.10. Illustration of Multiple Linear Regression Analysis for Behavioral Intention

When we conducted multiple regression analysis to understand the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit and Materialism factors on Behavioral Intention, it was found out that Hedonic Motivation, Performance Expectancy, Habit, Effort Expectancy and Price Value factors explained Behavioral Intention at 95% confidence interval ($F=70.408$, $p=0.000$ respectively, $R=0.785$; $R^2= 0.616$).

As reflected in Table 4.23; Behavioral Intention was explained by Hedonic Motivation (β=0.265), Performance Expectancy (β=0.271), Habit (β=0.191), Effort Expectancy (β=0.143) and Price Value (β=0.132).

	Multiple Linear Regression Analysis result of Behavioral Intention			
		Beta	**t-value**	**p-value**
Dependent variable	Behavioral Intention			
Independent variables	Performance Expectancy	0.271	4.713	0.000
	Hedonic Motivation	0.265	4.348	0.000
	Habit	0.191	3.303	0.001
	Effort Expectancy	0.143	2.902	0.004
	Price Value	0.132	2.536	0.012

Table 4.23. Multiple Linear Regression Analysis result of Behavioral Intention

4.3.5. Final Structural Research Model

Figure 4.11 demonstrates the final structural research model of this study:

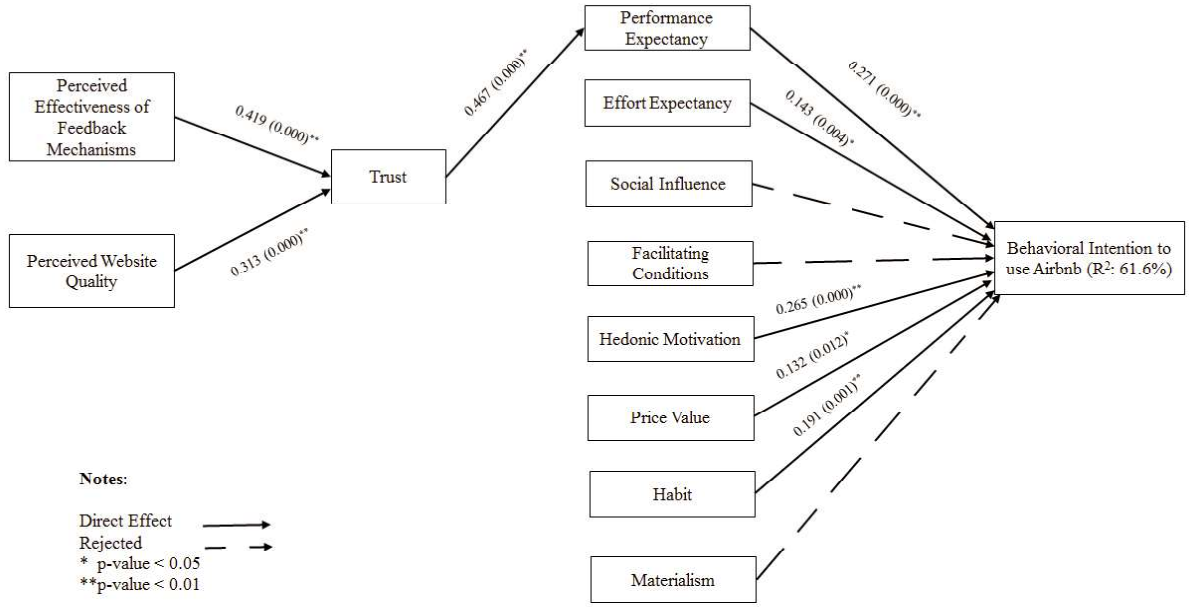

Figure 4.11. Final Structural Research Model

4.4. SUMMARY OF HYPOTHESES AND RESEARCH MODEL RESULTS

Table 4.24 summarizes the results of hypotheses of this study as below:

Hypothesis	Result
H_1: Performance expectancy positively affects Turkish citizens' behavioral intention to use Airbnb.	Accepted
H_2: Effort expectancy positively influences Turkish citizens' behavioral intention to use Airbnb.	Accepted
H_3: Social influence positively affects Turkish citizens' intention to use Airbnb.	Rejected
H_4: Facilitating conditions positively influence Turkish citizens' behavioral intention to use Airbnb.	Rejected
H_5: Hedonic motivation positively influences Turkish citizens' intention to use Airbnb.	Accepted
H_6: Price value is positively related to Turkish citizens' intention to use Airbnb.	Accepted
H_7: Trust affects positively to performance expectancy.	Accepted
H_8: Perceived website quality relates positively to trustworthiness.	Accepted
H_9: Perceived effectiveness of feedback mechanisms affects positively to trust.	Accepted
H_{10}: Habit has a significant effect on Turkish citizens' intention to use Airbnb.	Accepted
H_{11}: Consumers who are more materialistic have lesser intention to use Airbnb.	Rejected

Table 4.24. Summary of Results of Hypotheses Testing

5. CONCLUSION

This chapter provides a summary of the research by relating to the purpose of the study and answers it with the assistance of the proposed research question.

The purpose of this research was to identify the factors that affect the behavioral intention to engage in collaborative consumption in Turkey. Based on the previous technology acceptance studies and the UTAUT2 model, this study developed the proposed research model as Figure 3.1 and hypothesized eleven factors that affect the Turkish citizens' behavioral intention to use Airbnb. Quantitative analyses were implemented to test the eleven hypotheses, and provide the source for answering research question and of this study. The tested research model is depicted in above Figure 4.11 and Table 5.1 summarizes the factors that were proved to be significant.

Variables	β Coefficient	p-value
Performance Expectancy	0.271	0.000
Hedonic Motivation	0.265	0.000
Habit	0.191	0.001
Effort Expectancy	0.143	0.004
Price Value	0.132	0.012

Table 5.1. Summary of Significant Factors

β coefficient is the increment in Behavioral Intention to use Airbnb for a change in a corresponding independent factor, when all the others independent factors are held constant; p-value is the indicator that tells which factor has a significant impact on Behavioral Intention to use Airbnb. If the p-value is less than 0,05; the factor is statistically significant and if the p-value is less than 0,01; the factor is statistically highly significant.

Research question: What are the factors that affect Turkish citizens' behavioral intention to use Airbnb?

The results of the hypotheses testing show that Performance Expectancy, Hedonic Motivation, Habit, Effort Expectancy and Price Value directly affect and are determinants of the behavioral intention to use Airbnb among Turkish citizens. Moreover, results indicate that Performance Expectancy of Airbnb has the strongest influence on the Turkish citizens' behavioral intention to use Airbnb. The second strongest factor that affects the behavioral intention to use Airbnb is Hedonic Motivation. Consequently, the third most influential factor is Habit and lastly, Price Value. Furthermore, results also showed that all five factors above affect positively the behavioral intention to use Airbnb, which is in consistence with previous technology acceptance theories.

Additionally, the results indicate that Perceived Website Quality and Perceived Effectiveness of Feedback Mechanism positively affect the Trust and Trust positively affects Performance Expectancy. These results are also in consistence with literature.
The other three independent factors of the proposed research model, Social Influence, Facilitating Conditions and Materialism were rejected due to these factors are statistically insignificant and they require further research with larger sample in this context.

6. DISCUSSION

This chapter first discusses and reflects upon the results of this study. Furthermore, the research implications are recognized. Moreover, the method adopted of the study is discussed, followed by the recognition of strengths and weaknesses of the conducted research. Lastly, suggestions for future research are presented.

6.1. DISCUSSION OF RESULTS

This study has proposed eleven hypotheses based on conducting a literature review. By statistically analyzing the collected data nine of these hypotheses were supported and proved to affect the behavioral intention to use Airbnb, and three of them were rejected. The factors that were found to affect the behavioral intention are Performance Expectancy, Hedonic Motivation, Habit, Effort Expectancy and Price Value. All of these factors that have been confirmed in this research have a positive influence on behavioral intention, which in accordance with technology acceptance theories (Venkatesh al., 2012; Venkatesh et al., 2003; Davis et al., 1989; Ajzen et al., 1985).

Moreover, this study has also accepted that Perceived Website Quality and Perceived Effectiveness of Feedback Mechanism positively affect the Trust and Trust positively affects Performance Expectancy hypotheses. These results are also in consistence with literature (Hwang and Kim, 2007; Everard and Galletta, 2006; Pavlou and Gefen, 2004).

On the other hand, this study has rejected three hypotheses, as the statistical analysis for Social Influence, Facilitating Conditions and Materialism showed that these

factors do not statistically significantly affect the behavioral intention to use Airbnb. This was to an extent expected as this study investigates the behavioral intention to use Airbnb in Turkey, which is a context that has not been addressed before in previous research. Likewise previous technology acceptance theories suggest that different cultural and technological contexts are to generate different factors that affect the acceptance of a particular technology (Venkatesh et al., 2012; Gefen et al., 2003).

6.1.1. Performance Expectancy

Among all the other factors that affect behavioral intention, this study's results indicate that Performance Expectancy, is the factor that has the strongest influence on behavioral intention, and hence is the strongest predictor the behavioral intention to use Airbnb. This induces that the more people find Airbnb useful, the more they will have the intention to use this application. This finding is consistent with the research done by Davis, Bagozzi and Warshaw (1989) and Miladinovic and Xiang (2016), their aim was to find the most important factors that affect people's intentions to use technology, their investigations, respectively, concluded that perceived usefulness and performance expectancy of the technology is the strongest determinant of people's intentions to use the technology.

6.1.2. Hedonic Motivation

Likewise, hedonic motivation significantly affects the behavioral intention to use Airbnb which is in alignment with Miladinovic and Xiang (2016), Hew et al. (2015), Venkatesh et al. (2012), Yang (2010). Therefore, from the results of this study it can be inferred that if the users of Airbnb find the various features and functions in Airbnb fun, the users have the intention to use this application and the intention to use will increase the more they find the Airbnb entertaining. Hence, Hedonic Motivation plays a factor of importance in when it comes to determining the intention to use Airbnb among Turkish citizens.

6.1.3. Habit

After Performance Expectancy and Hedonic Motivation, this study reveals that Habit is the third most important factor in predicting the user behavioral intention to use Airbnb. This result is similar to the studies conducted by Venkatesh et al. (2012), Liao et al. (2006). Also, Hew et al. (2015), which studied technology acceptance in the context of mobile applications, found that Habit is the most important factor, which affects the intention to use mobile applications. When the using of Airbnb becomes frequent, habit emerges and becomes a force that increases the behavioral intention to continue using this mobile application (Hew et al., 2015). Also, in today's Turkish society mobile devices have become a part of people's everyday life, which makes the users automatically reliant on mobile applications too. Since our results indicate that performance expectancy is the most important factor in determining the intention to use Airbnb, it can be inferred that,

due to users prior use of Airbnb because they are useful, users will continue to use this application. As people continue using this application, this raises unplanned use of the application and behavior evolves into habit, and users find that they must use Airbnb. Therefore, in the context of collaborative consumption services Habit plays a very important role in determining the behavioral intentions to use Airbnb.

6.1.4. Effort Expectancy

Results obtained from data analysis for hypothesis two suggested that significant and positive effect of effort expectancy on Turkish citizens' behavioral intention to use Airbnb; thus if they feel comfortable using Airbnb, they will be willing to use this service. This result is consistent with that of Davis et al. (1989), Venkatesh et al. (2012), Ghalandari (2012) and Akbar (2013). Moreover, most of our participants are relatively young, aged between 20 and 30, and therefore are used to technology and capable of learning how Airbnb application works. It can also be inferred that people in Turkey are experienced with technology and have a good foundation of knowledge on how to use the technology and mobile applications. Hence, they find it relatively easy to learn how to use Airbnb. Therefore, since they feel comfortable using Airbnb, they will be willing to use this application as expected.

6.1.5. Price Value

Price Value has been proven to statistically significantly affect the behavioral intention to use Airbnb, which is consistent with previous studies done by Nevasalo (2013), Venkatesh et al. (2012). This implies that consumers tend to make transactions because Airbnb and other collaborative consumption applications are mostly free to download and vendors of collaborative consumption aim to attract more and more consumers to use the mobile applications. In addition to this, Airbnb and other collaborative consumption platforms mostly have unregulated habitat and with the help of this Airbnb hosts can give better price to guests compared to similar traditional hotels. Because of these reasons, consumers are more willing to use Airbnb.

6.1.6. Trust

According to results of the research, one important driver of performance expectancy was uncovered as trust. According to Botsman and Rogers (2010), the role of collaborative consumption businesses are no longer to act as 'middlemen' in a transaction, but to establish contact, interaction and a meaningful context in which peers are willing to place trust. Subsequently, trust becomes the new currency. Therefore, the role of trusting in Airbnb is significant for Turkish citizens.

6.1.7. Perceived Website Quality

The results of this study show that most of the participants thought that the website quality of Airbnb is high. This is in consistent with that website quality is believed to be an influential determinant in electronic trade since how customers conceptualize website quality has a direct and affirmative effect on their intentions to use a site (Greiner and Wang, 2011) and directly affect their purchase intentions (Jones and Leonard, 2008).

6.1.8. Perceived Effectiveness of Feedback Mechanism

According to the results, Airbnb's feedback mechanism is an essential driver of increased trust in the service. This can be understood that creating and maintaining high quality and easily usable website is helping to implement agile feedback mechanism in it. This result is in consistent with Folkes and Patrick's study (2003) which indicates that individuals tend to make generalizations from one member of a group to other members of the same group, no matter how irrational this generalization is, such as from one service provider to service providers in general. Therefore, it is interpreted that an effective feedback mechanism functions as an indicator of the trust in Airbnb.

6.1.9. Social Influence

The results of this study indicate that social influence does not affect the behavioral intention to use Airbnb. Yang (2013) and Hew et al. (2015) and Miladinovic and Xiang (2016) investigated mobile application's acceptance and found that social influence could

not affect the behavioral intention to use mobile apps, which is in alignment with our results. Therefore users are not influenced by the opinions and suggestions of family and friends who think they should or should not use Airbnb. This may be because application reviews and feedbacks and expert opinions are made available online, hence users can make decisions if to use Airbnb based on these reviews without having to consult relatives and friends.

6.1.10. Facilitating Conditions

It was observed that facilitating conditions do not statistically significantly affect the behavioral intention to use Airbnb among Turkish citizens. This can be interpreted that consumers do not find it important to have the necessary support and help while using Airbnb because they think that using Airbnb is easy and the more support and guidelines will not increase their intention to use Airbnb.

6.1.11. Materialism

An interesting finding in our study is that materialism resulted to have an insignificant effect on the behavioral intention to use Airbnb. This can be understood that materialistic consumers might not have the required economic capital to obtain the good services or accommodation facilities. Therefore, engaging in collaborative consumption could be the only way for them to reach the material they dream for. For example, a

materialist could use Airbnb to book a luxurious house or a castle just to have the experience when she or he does not have necessary budget to own such a place.

6.2. MANAGERIAL IMPLICATIONS

This thesis also provides important managerial implications especially for application developers and marketers. It is important to understand the managerial practical implications from this research since these factors affect collaborative consumption intention. Five direct factors that affect the intention to use Airbnb; performance expectancy, hedonic motivation, effort expectancy, price value and habit. Airbnb active users and potential users are looking for something that is easy and free of effort to use and at the same time useful. Developers and marketers who are trying to develop new collaborative consumption applications should pay attention to delivering service quality, speed and simplicity in order to create a successful application. Managers of the traditional competitions of Airbnb (e.g. hotels) can also gain additional insight about why consumers choose these new services and therefore adopt their own offerings to have better competitive positioning.

The main driver of performance expectancy is trust which was affected by both website quality and feedback mechanism. Firstly, website design affects a consumer‘s trust in the service, so creating and maintaining high quality and easily useable websites is important to build trust between application and consumers. Moreover, healthy feedback mechanism is also essential and developers should implement effective feedback system to create trusted platform.

Especially nowadays when there are ever increasing amount of applications developed and published every day and collaborative consumption is very popular topic among these developers, it is important to pay attention to these factors that lead to adoption and use. Important thing is to understand that users are looking for entertainment and usefulness at the same time, the critical thing for managers is to discover what it is that users see useful and entertaining in the application in question.

Likewise, when it comes to Hedonic Motivation managers could enforce functions on their applications or services that would create enjoyable and entertaining experience. For instance, Hedonic Motivation can increase by adding animated features, fun content, and interaction to the application and other users.

Furthermore habit is an important factor therefore managers when designing their applications could refer to the similar design of Airbnb, and popular alternative services, as the more people are used to using a certain technology, it becomes quickly a routine and habit.

6.3. LIMITATIONS AND FURTHER RESEARCH

The authors regard the outcomes of the present study as highly reliable as well as valid. Nevertheless, a set of shortcomings and limitations need to be addressed.

First of all, the study was conducted among Turkish consumers, which limits the scope of the research and does not provide the possibility to examine whole country and cultural differences among the responses. Therefore, the outcomes of the study can only

be applied to limited Turkish citizens therefore the results should not be generalized to other countries.

Furthermore, the sample for the study consisted of mostly students and this is limiting the descriptive power of the results. Another influencing factor is that Airbnb is relatively new in Turkey and the service was available only in fourteen Turkish cities and the research was conducted only in Istanbul. Therefore the results could have been influenced by the limited experience of the consumers with the offered services.

Another limitation is the data sample collected. The study used convenience sampling, which is an inferior method compared to probability sampling. This method however was perceived as necessary for the researcher due to the population of the study being unknown, and a limited time frame that the data collection had to be gathered. The sample included 225 responses which are quite small but it was enough to conduct the study on collaborative consumption and collect the necessary sample size.

Finally, this research included only factors specific to the UTAUT2 in addition to perceived website quality, perceived effectiveness of feedback mechanism and trust. The researcher did not test the universal set of antecedents or mediators.

As what comes to future research it would be interesting to study culture specific data and to study whether the results differ from each other culture wise. This study shed light upon the factors that affect the behavioral intention to use Airbnb in Turkey; hence it is recommended to explore the proposed research model and results in other cultural contexts.

Similarly, the future studies could address how factors that affect the behavioral intention to use Airbnb differ for different age, gender and experience groups.

Finally, it would be useful that future studies would interview the users of Airbnb, to develop additional factors that affect their acceptance, as there is a gap in the literature when it comes to collaborative consumption applications and their usage in general.

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8. APPENDICES

İşbirlikçi Tüketim Anketi

"Türk Vatandaşlarının İşbirlikçi Tüketime Katılım Eğilimlerini Etkileyen Faktörler: Airbnb Örneği"

Yaşınız

……..

Eğitim durumunuz

a) İlköğretim b) Lise c) Üniversite d) Yüksek Lisans e) Doktora

Cinsiyetiniz

a) Kadın b) Erkek

Yaklaşık aylık geliriniz

a) 0-1000 TL b) 1001-2500 TL c) 2501-5000 TL d) 5001 TL+

Akıllı telefon kullanıyor musunuz?

a) Evet b) Hayır

Daha önce Airbnb uygulamasını kullandınız mı?

a) Evet b) Siteyi ziyaret ettim ancak kullanmadım. c) Hayır

Ne sıklıkla seyahat ediyorsunuz?

a)Yılda 0-1 kez b) Yılda 2-5 kez c) Yılda 5+ kez

Yakın zamanda yurtdışına çıkacaksınız ve konaklayacak bir yer ayırtmak üzere olduğunuzu hayal edin. Birkaç dakika için **www.airbnb.com** *sitesini ziyaret edin ve seyahat etmeyi istediğiniz ülke/şehir için konaklayacak yer araştırın. Sitede araştırmayı tamamladıktan sonra lütfen aşağıdaki soruları izlenimlerinizi göz önünde bulundurarak yanıtlayın. Eğer ihtiyacınız olursa soruları yanıtlama esnasında websitesini tekrar ziyaret edebilirsiniz.* *Yanıtlarınız tamamen isimsiz olarak alınacak ve sadece bu araştırma amacıyla kullanılacaktır. Zaman ayırdığınız ve yanıtlarınız için teşekkürler.*	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum/Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1. Airbnb makul fiyatlı yerler önerir.	1	2	3	4	5
2. Airbnb'yi kullanmak yapmaya çalıştıklarımı daha hızlı yapmamda yardımcı olur.	1	2	3	4	5
3. Konaklayacak bir yer araştırdığımda Airbnb'yi sıklıkla kullanmayı planlıyorum.	1	2	3	4	5
4. Airbnb'yi kullanmak için gerekli kaynaklara sahibim.	1	2	3	4	5
5. Hoşlandığım her şeyi karşılayamamak beni bazen sıkar.	1	2	3	4	5
6. Airbnb websitesinde verilen sözlerin güvenilir olması muhtemeldir.	1	2	3	4	5
7. Airbnb'yi kullanmak zevklidir.	1	2	3	4	5
8. Sahip olmadığım şeylere sahip olsam hayatım daha iyi olurdu.	1	2	3	4	5
9. Airbnb websitesinin insancıl niyetleri olmasını beklerim.	1	2	3	4	5
10. Airbnb websitesinin muhtemel kalitesi oldukça yüksektir.	1	2	3	4	5
11. İnsanları etkileyen şeylere sahip olmaktan hoşlanırım.	1	2	3	4	5
12. Airbnb'yi kullanmak keyiflidir.	1	2	3	4	5
13. Airbnb'yi kullanmada maharet kazanmak benim için kolaydır.	1	2	3	4	5
14. Airbnb'nin nasıl kullanıldığını öğrenmek benim için kolaydır.	1	2	3	4	5
15. Bir şeyler satın almak bana oldukça memnuniyet verir.	1	2	3	4	5
16. Airbnb'yi kullanmalıyım.	1	2	3	4	5
17. Airbnb'yi kullanmak çok eğlencelidir.	1	2	3	4	5
18. Airbnb'yi kullanmak benim yaşam tarzıma uyar.	1	2	3	4	5
19. Bence Airbnb günlük yaşamımda faydalıdır.	1	2	3	4	5
20. Airbnb'nin derecelendirme ve geri bildirim mekanizmasının (diğer kullanıcılar tarafından yorumlar, yıldız ve derecelendirmeler) kullanıcıların repütasyonu konusunda kesin bilgi verdiğinden eminim.	1	2	3	4	5
21. Airbnb websitesi oldukça düşük kaliteli görünür.	1	2	3	4	5
22. Airbnb'yi kullanmak benim için alışkanlığa dönüşmüştür.	1	2	3	4	5
23. Airbnb kullandığım diğer teknolojilerle uyumludur.	1	2	3	4	5

24. Airbnb websitesi yüksek kalitelidir.	1	2	3	4	5
25. Benim davranışımı etkileyen insanlar Airbnb'yi kullanmam gerektiğini düşünür.	1	2	3	4	5
26. Pahalı evleri, arabaları ve elbiseleri olan insanlara hayranım.	1	2	3	4	5
27. Airbnb'nin derecelendirme ve geri bildirim mekanizması kanalıyla farklı kullanıcıların işlem geçmişi hakkında önemli miktarda faydalı geri bildirim bilgisi mevcuttur.	1	2	3	4	5
28. Hayatımda lüksü çok seviyorum.	1	2	3	4	5
29. Airbnb'nin pazarında derecelendirme ve geri bildirim mekanizmasının etkili olduğuna inanırım.	1	2	3	4	5
30. Bence Airbnb'yi kullanmak kolaydır.	1	2	3	4	5
31. Düşüncelerine değer verdiğim insanlar Airbnb'yi kullanmamı tercih eder.	1	2	3	4	5
32. Sahip olduğum eşyalar/mülkler düşünüldüğünde hayatımı basit tutmaya çalışırım.	1	2	3	4	5
33. Airbnb'yi kullanmada zorluk yaşadığımda diğer kişilerinden yardım alabilirim.	1	2	3	4	5
34. Airbnb websitesi mükemmel servisi nasıl sağlayacağını bilir.	1	2	3	4	5
35. Airbnb ile etkileşimim açık ve anlaşılabilirdir.	1	2	3	4	5
36. Airbnb websitesinin bana karşı iyi niyete sahip olmasını beklerim.	1	2	3	4	5
37. Airbnb'yi kullanmak verimliliğimi artırır.	1	2	3	4	5
38. Airbnb websitesinin verdiği sözleri tutmasını beklerim.	1	2	3	4	5
39. Konaklayacak bir yer araştırdığımda her zaman Airbnb'yi kullanmaya çalışacağım.	1	2	3	4	5
40. Daha fazla şey satın alabilmeyi karşılayabilseydim daha mutlu olurdum.	1	2	3	4	5
41. Şuanki fiyatlarla, Airbnb'deki müsait yerler verilen paraya değer yerlerdir.	1	2	3	4	5
42. Airbnb'yi gelecekte kullanmaya niyetliyim.	1	2	3	4	5
43. Sahip olduğum şeyler hayatta ne kadar iyi olduğum konusunda çok şey söyler.	1	2	3	4	5
44. Airbnb üzerinden sağlanan müsait yerler verilen paraya değer yerlerdir.	1	2	3	4	5
45. Airbnb'yi kullanmanın tutkunuyum.	1	2	3	4	5
46. Airbnb'nin pazarında derecelendirme ve geri bildirim mekanizmasının etkili olduğuna inanırım.	1	2	3	4	5
47. Benim hayatımda önemli insanlar Airbnb'yi kullanmam gerektiğini düşünür.	1	2	3	4	5
48. Airbnb'yi kullanmak için gerekli bilgiye sahibim.	1	2	3	4	5