

Effects of Consumers' Perceived Variety and Perceived Uniqueness of Airbnb Accommodations on their Loyalty to the Platform: Moderating Role of Consumers' Need for Uniqueness

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Introduction

In recent years, the “sharing economy” has been expanding and attracting consumers' attention. The sharing economy is “an economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits” (Botsman, 2013). This model emerged as a new socioeconomic system that allows for shared creation, distribution, and consumption of goods and resources among individuals (Tussyadiah and Pesonen, 2016).

In the tourism and hospitality sector, the number of users of peer-to-peer (P2P) accommodation sharing has been increasing, and Airbnb, which has changed travelers' consumption patterns and significantly influenced the traditional accommodation sector's business (Iranmanesh et al., 2022; Wang et al., 2020), has become the leading service provider in this market. With these recent changes, P2P accommodation platform operators face increasingly fierce competition from both other P2P accommodation sharing platforms and the traditional accommodation sector (Iranmanesh et al., 2022; Mody and Hanks, 2020). Therefore, platform operators must build long-lasting relationships with and maintain existing customers (Iranmanesh et al., 2022; Kim and Kim, 2020; Tajeddini et al., 2022).

Several studies have identified the antecedents of consumers' loyalty to accommodation sharing platforms (e.g., Iranmanesh et al., 2022; Kim and Kim, 2020; Kim, 2019; Tajeddini et al., 2022). However, these relationships are not fully understood and few studies have examined the impact of platform characteristics, particularly those related to the accommodations offered, on consumers' loyalty to platforms. Therefore, this study aimed to examine the effects of perceived variety and perceived uniqueness of accommodations listed on Airbnb on consumers' loyalty to the platform.

Furthermore, we assumed that the influence of the two possible antecedents on loyalty may vary depending on consumers' personal characteristics. Research has shown that the need for uniqueness influences consumer preferences for unique or scarce products (Lynn and Harris, 1997; Simonson and Nowlis, 2000). Therefore, this study investigated the moderating effects of consumers' need for uniqueness on the relationships in the proposed model.

Literature Review and Hypotheses

Consumers' loyalty to accommodation sharing platforms

Recent studies have identified some of the antecedents of consumers' loyalty to the platforms. Among them are several studies that have examined the impact of authenticity on loyalty. Authentic experience is a critical reason travelers choose to stay at an Airbnb property rather than at a traditional hotel (Mody and Hanks, 2020). Authenticity relates to tourists' perceptions, feelings, and emotions of having an exclusive or unique experience, and the idea of getting closer to the local lifestyle and culture (Lalicic and Weismayer, 2017, 2018; Shuqair et al., 2019). Several studies have confirmed that perceived authenticity is the key driving factor in enhancing consumers' loyalty to Airbnb (Kim and Kim, 2020; Lalicic and Weismayer, 2017, 2018; Mody and Hanks, 2020; Mody et al., 2019; Sallaku and Vigolo,

2022; Shuqair et al., 2019).

Additionally, previous research has examined the influence of consumers' emotional reactions on loyalty. Lee and Kim (2018) showed that hedonic value positively influences satisfaction with and loyalty to Airbnb. Kim and Kim (2020) found that affective commitment was the main determinant of enhanced customer loyalty to Airbnb, indicating that consumers who felt emotionally attached to Airbnb tended to use it more often and spread positive messages about the service via word-of-mouth.

Some studies have examined the influence of platform characteristics on loyalty. Lee and Kim (2019) confirmed that platform quality, compatibility, market opportunity, and fairness positively influence loyalty to a platform, mediated by trusting beliefs. Iranmanesh et al. (2022) confirmed that accommodation price reasonableness, accommodation variety, website efficiency quality, and online review information quantity positively influence loyalty to Airbnb.

The studies reviewed above have identified some antecedents of loyalty to accommodation sharing platforms (mostly Airbnb). However, few studies have examined the influence of platform characteristics on consumers' loyalty to the platform, especially those related to the quantitative and qualitative characteristics of accommodations offered. These characteristics are factors that can be controlled by the platform operator and, therefore, have important practical implications for enhancing consumers' loyalty. Although Iranmanesh et al. (2022) showed that accommodation variety positively influences loyalty, the psychological mechanism underlying this relationship remains unclear. Therefore, this study examined the effects of perceived variety and perceived uniqueness of the accommodations listed on Airbnb, chosen as platform characteristics, on consumers' loyalty to the platform, as well as the mediating role of perceived enjoyment.

Perceived variety

Kahn and Wansink (2004) indicated that one component of the actual variety of assortments is the number of distinct options or the number of distinct subcategories, and increasing such variety leads to greater consumers' perceived variety. Chang (2011) also confirmed that by increasing the number of subcategory options appearing on an online store's website, consumers perceived that the website offered a greater variety of products. Therefore, if Airbnb offered more accommodation options on its platform, consumers' perceived variety would increase.

Previous research indicates that variety is generally considered positive (Kahn and Wansink, 2004; Ratner and Kahn, 2002), and may result in consumers feeling more positively about a brand (Kahn and Wansink, 2004). In hedonic purchases, consumers seek surprise, adventure, fun, and variety during the shopping process (Arnold and Reynolds, 2003; Li et al., 2020; Novak et al., 2003), and a variety of selections encourages consumers making online purchases to browse websites for hedonic purposes, such as diversion or enjoyment (Moe, 2003; Park et al., 2012). In the case of Airbnb, the greater the variety of accommodations listed on the platform, the greater the enjoyment consumers would perceive during the process of browsing and selecting accommodation.

Previous research has also shown that consumers are more satisfied with a greater variety of product assortments and are more likely to choose a store that offers a more varied assortment (Hoch et al., 1999). As reviewed earlier, Iranmanesh et al. (2022) confirmed that accommodation variety on Airbnb's website positively influences consumers' loyalty to Airbnb. Thus, the perceived variety of the accommodations listed on Airbnb would directly enhance consumers' loyalty to the platform. Based on the above discussion, the following hypotheses were proposed:

H1: Perceived variety positively influences perceived enjoyment.

H2: Perceived variety positively influences loyalty.

Perceived uniqueness

The perceived uniqueness of a product is the extent to which customers regard it as different from other products in the same category (Franke and Schreier, 2008; Tian et al., 2001). A unique product is considered “unusual” or “novel” in some way (Jaeger et al., 2017). Airbnb offers unique and distinctive types of accommodations that are privately owned, independently managed, geographically dispersed, and embedded in the local landscape (Lee and Kim, 2018; Mody et al., 2019), thus their accommodations seem to have some novel features compared to traditional hotels. Previous research has shown that the effect of tourism experience on tourists' positive emotions is partly mediated by novelty (Mitas and Bastiaansen, 2018), and that novelty in tourism services positively influences perceived enjoyment (Li et al., 2021). Therefore, we assumed that the higher the perceived uniqueness of the accommodations listed on Airbnb, the higher the level of enjoyment that consumers experience while browsing or booking on the platform.

Previous studies have confirmed that the perceived uniqueness of a product positively influences perceived value (Chen and Sun, 2014; Wu and Lee, 2016; Wu et al., 2012), purchase intention (Das et al., 2018; Reich et al., 2018; Wu and Lee, 2016), and willingness to pay a premium price (Dwivedi et al., 2018; Franke and Schreier, 2008). Therefore, we assumed that the perceived uniqueness of the accommodations listed on Airbnb positively influences consumers' loyalty to the platform. Thus, the following hypotheses were proposed:

H3: Perceived uniqueness positively influences perceived enjoyment.

H4: Perceived uniqueness positively influences loyalty.

Perceived enjoyment

Perceived enjoyment is defined as the extent to which the activity of using a specific system is perceived as enjoyable in its own right, aside from any performance consequences resulting from its use (Davis et al., 1992; Venkatesh, 2000). Previous studies confirmed that perceived enjoyment positively influences consumers' attitudes and intentions to use a system (Childers et al., 2001; van der Heijden, 2004; Wang and Lee, 2020). In addition, previous studies have shown that positive emotions enhance consumers' loyalty to Airbnb (Kim and Kim, 2020; Lee and Kim, 2018) Thus, the following hypothesis was proposed:

H5: Perceived enjoyment positively influences loyalty.

Moderating effects of consumers' need for uniqueness

Individual differences exist in consumers' preferences for unique and scarce products (Lynn and Harris, 1997; Simonson and Nowlis, 2000). Therefore, the hypothesized relationships above may be moderated by consumers' personal characteristics. This study examined the moderating role of consumers' need for uniqueness in the proposed relationships.

Consumers' need for uniqueness is defined as “the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's self-image and social image” (Tian et al., 2001). Consumers with high need for uniqueness (henceforth high-NFU consumers) are sensitive to similarity; they find high levels of similarity to others unpleasant and thus desire higher levels of distinction from others (Lynn and Harris, 1997; Snyder, 1992). Compared to consumers with low need

for uniqueness (henceforth low-NFU consumers), high-NFU consumers tend to respond more positively or sensitively to scarce products (Lynn and Harris, 1997), choose options that others do not choose (Cheema and Kaikati, 2010) and decrease the consumption of a product if it becomes commonplace (Cheema and Kaikati, 2010).

Regarding the moderating effect of need for uniqueness on the relationships of H1 and H2, the richer the variety of accommodations listed on Airbnb, the more likely it is that the platform will offer options that meet the needs of more consumers, potentially causing consumers to perceive P2P accommodation sharing as a more “commonplace” service rather than a “special” or “exclusive” one. Therefore, high-NFU consumers might prefer limited options over an abundance of choices on the platform. Thus, the positive influence of perceived variety on perceived enjoyment and loyalty might be weaker for high-NFU consumers than for low-NFU consumers. Hence, the following hypotheses were proposed:

H6: The positive effect of perceived variety on perceived enjoyment is weaker for high-NFU consumers than for low-NFU consumers.

H7: The positive effect of perceived variety on loyalty is weaker for high-NFU consumers than for low-NFU consumers.

Previous research indicates that high-NFU consumers tend to value unique products (Cheema and Kaikati, 2010; Snyder and Fromkin, 1980), make unconventional choices (Simonson and Nowlis, 2000), and shop at personal and unique stores rather than traditional ones (Lynn and Harris, 1997). According to these characteristics, high-NFU consumers might perceive higher value in platforms that offer unique accommodations than low-NFU consumers. Therefore, as a moderating effect of

need for uniqueness on the relationships of H3 and H4, the positive effect of perceived uniqueness on perceived enjoyment and loyalty would be stronger for high-NFU consumers than for low-NFU consumers. Thus, the following hypotheses were proposed:

H8: The positive effect of perceived uniqueness on perceived enjoyment is stronger for high-NFU consumers than for low-NFU consumers.

H9: The positive effect of perceived uniqueness on loyalty is stronger for high-NFU consumers than for low-NFU consumers.

Method

Data collection

To test the proposed hypotheses, we conducted an online survey among Japanese consumers in January 2023. The respondents were recruited through an online panel of Macromill, a Japanese marketing research company. The respondents were people who had used Airbnb and stayed at accommodations they offered for domestic travel within the past three years. A total of 293 responses were obtained. The sample comprised 41.6 percent female and 58.4 percent male respondents with an average age of 37.02 years; 66.9 percent were aged between 30 and 59 years.

Measures

The measurement scales were developed based on existing literature or adapted from previous studies. The scales for measuring perceived variety were developed based on Kahn and Wansink (2004). Those for measuring perceived uniqueness were developed based on Dwivedi et al. (2018) and Franke and Schreier (2008). Those for measuring perceived enjoyment were developed based

on Childers et al. (2001) and Pe-Than et al. (2014). Those for measuring loyalty were developed based on Anderson and Srinivasan (2003) and Zeithaml et al. (1996). Those for measuring need for uniqueness were adapted from Abosag et al.'s (2020) and Tian et al.'s (2001) scales. Although Tian et al. (2001) indicated that consumers' need for uniqueness consisted of three dimensions—creative choice counter-conformity, unpopular choice counter-conformity, and avoidance of similarity—, among them, avoidance of similarity, which refers to “the loss of interest in, or discontinued use of, possessions that become commonplace in order to move away from the norm and reestablish one's differentness” (Tian et al., 2001), best reflects our research interest. Therefore, we adapted the scales for avoidance of similarity to measure consumers' need for uniqueness. All scales were 7-point Likert measures ranging from 1 (strongly disagree) to 7 (strongly agree) and were translated into Japanese by the author and then back-translated into English by a bilingual translator to verify that their meanings had not changed.

Reliability and validity

The reliability of the scales was tested using Cronbach's α coefficients and composite reliability (CR). As shown in Table I, both the Cronbach's α coefficients and CR of the constructs were greater than 0.8. Therefore, the reliability of these scales was confirmed (Bagozzi and Yi, 1988; Nunnally, 1978).

Convergent validity was assessed using the average variance extracted (AVE) for each construct. As shown in Table II, the AVE values were greater than 0.5, indicating adequate convergent validity (Hair et al., 2010). Additionally, the square root of the AVE for each construct was larger than its correlation with the other constructs, thus supporting discriminant validity (Fornell and Larcker, 1981). In summary, the measurement model demonstrated adequate reliability as well as convergent and discriminant validity.

Table I : Measurement items

Construct	Measurement items	Mean	SD	α	CR
Perceived variety	This platform offers many accommodations.	5.328	1.327	0.928	0.930
	This platform offers at least one accommodation that I would like to stay at.	5.362	1.364		
	There are many types of accommodations offered on this platform.	5.358	1.354		
Perceived uniqueness	The accommodations on this platform are one of a kind.	4.782	1.377	0.902	0.902
	The accommodations on this platform are unique from other hotel brands.	4.969	1.296		
	This platform offers very different accommodations than other accommodation booking services.	4.911	1.404		
Perceived enjoyment	Using this platform is fun for its own sake.	4.922	1.369	0.900	0.900
	Using this platform is exciting.	4.956	1.375		
	I feel emotionally involved when using this platform.	4.836	1.448		
Loyalty	As long as the present service continues, I doubt that I will switch to another platform.	4.440	1.429	0.903	0.905
	When I need to book an accommodation, this platform is my first choice.	4.840	1.440		
	To me this is the best platform to book an accommodation.	4.870	1.423		
	I recommend this platform to my family and friends.	4.904	1.421		
Need for uniqueness	I stop buying brands when they become popular with the general public.	3.481	1.638	0.945	0.946
	I avoid brands that are bought by the average consumer.	3.470	1.697		
	I dislike brands bought by everyone.	3.532	1.743		
	When a brand becomes too popular, I use it less.	3.549	1.618		
	When brands become extremely popular, I lose interest in them.	3.641	1.669		

Table II : AVE and constructs correlation matrix

Construct	AVE	1	2	3	4	5
1 Perceived variety	0.815	0.903				
2 Perceived uniqueness	0.754	0.689	0.868			
3 Perceived enjoyment	0.750	0.673	0.828	0.866		
4 Loyalty	0.705	0.594	0.756	0.786	0.840	
5 Need for uniqueness	0.777	-0.016	0.153	0.144	0.112	0.881

Note: Diagonals (in bold) represent the square root of average variance extracted

Results

Structural equation modeling with maximum likelihood estimation was used to test the proposed hypotheses. The measurement model offered an acceptable fit to the data, with $\chi^2/df=2.037$, CFI=0.981, GFI=0.943, AGFI=0.911, TLI=0.975, and RMSEA=0.060 (Bagozzi and Yi, 1988; Hair et al., 2010). As shown in Figure 1, the results confirmed that perceived variety had a significant positive effect on perceived enjoyment ($\beta=0.194$, $p<0.01$), thus H1 was supported. The relationship between perceived variety and loyalty was insignificant ($\beta=0.043$, $p>0.05$), thus H2 was not supported. Perceived uniqueness had a significant positive effect on perceived enjoyment ($\beta=0.695$, $p<0.001$) and loyalty ($\beta=0.314$, $p<0.01$), thus H3 and H4 were supported. Perceived enjoyment had a significant positive effect on loyalty ($\beta=0.497$, $p<0.001$), thus H5 was supported. In sum, H1, H3, H4, and H5 were supported.

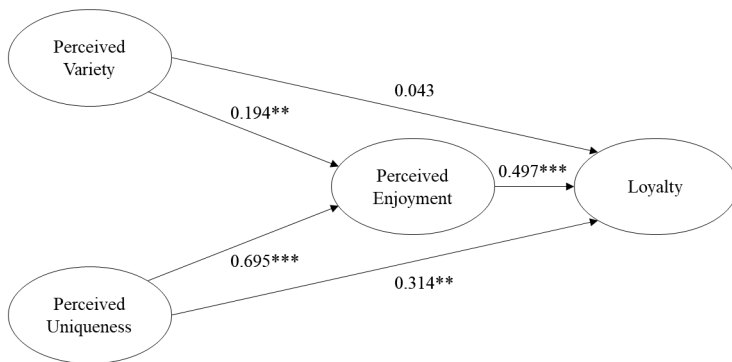
We further conducted a mediation analysis to examine the proposed mediation effects of perceived enjoyment on the relationship between perceived variety and loyalty and the relationship between perceived uniqueness and loyalty, using the bootstrapping method with 5000 subsamples (Hayes, 2017). Perceived variety had a positive indirect effect on loyalty mediated by perceived enjoyment ($\beta=0.096$, $p<0.05$, bias-corrected 95 percent CI=[0.023, 0.233]) and perceived uniqueness had a positive indirect effect on loyalty mediated by perceived enjoyment ($\beta=0.345$, $p<0.01$, bias-corrected 95 percent CI=[0.130, 0.565]). Thus, we confirmed the mediating effects of perceived enjoyment.

To examine the hypothesized moderating effects of need for uniqueness, a multigroup analysis was conducted. The composite score of the need for uniqueness was computed by averaging the five items of the need for uniqueness scale (Cronbach's $\alpha=0.945$). Following Cheema and Kaikati (2010), the sample was

divided into a high-NFU group ($n=147$) and a low-NFU group ($n=146$) based on the need for uniqueness score using a median split. First, a chi-square difference test was conducted to examine the significance of the moderating effects of consumers' need for uniqueness on the proposed relationships. Specifically, the constrained model that imposed equality constraints on the parameter estimates of all paths across the two subgroups and the unconstrained model that allowed all paths to vary freely across subgroups were compared. The result showed that the fit of the constrained model was significantly different from the fit of the unconstrained model ($\Delta\chi^2=13.53$, $p<0.05$). This result indicates that consumers' need for uniqueness has a significant moderating effect on the relationships in the proposed model. Next, we examined the effects of consumers' need for uniqueness on each path relationship. As shown in Table III, for the high-NFU group, the effects of perceived variety on perceived enjoyment and loyalty were insignificant ($\beta=0.080$, $p>0.05$ and $\beta=-0.087$, $p>0.05$, respectively), on the other hand, for the low-NFU group, perceived variety had a significant positive effect on both perceived enjoyment and loyalty ($\beta=0.351$, $p<0.001$ and $\beta=0.228$, $p<0.05$, respectively). Additionally, for the high-NFU group, perceived uniqueness had a significant positive effect on perceived enjoyment ($\beta=0.819$, $p<0.001$); however, the direct relationship between perceived uniqueness and loyalty was insignificant ($\beta=0.255$, $p>0.05$). Whereas, for the low-NFU group, perceived uniqueness had a significant positive effect on both perceived enjoyment and loyalty ($\beta=0.527$, $p<0.001$ and $\beta=0.280$, $p<0.05$, respectively). Perceived enjoyment had a significant positive effect on loyalty for both groups ($\beta=0.684$, $p<0.001$ and $\beta=0.318$, $p<0.05$, respectively). We examined the significance of specific moderating effects using a pairwise comparison test. As shown in Table III, the test revealed that the effects of perceived variety on perceived enjoyment and loyalty were weaker for the high-NFU group than for the low-NFU group, thus supporting H6 and H7. Additionally,

the effect of perceived uniqueness on perceived enjoyment was stronger for the high-NFU group than for the low-NFU group, thus supporting H8. However, regarding the direct effect of perceived uniqueness on loyalty, there was no significant difference between the two groups, thus H9 was not supported. In sum, H6, H7, and H8 were supported.

Figure 1 Results of structural modeling analysis



Note: *significant at $p < 0.05$, **significant at $p < 0.01$, ***significant at $p < 0.001$

Table III : Results of the multi-group analysis

Path	High NFU group		Low NFU group		Pairwise Comparison Z score
	Estimate	p-value	Estimate	p-value	
Perceived variety → Perceived enjoyment	0.080	0.309	0.351***	<0.001	2.165*
Perceived variety → Loyalty	-0.087	0.249	0.228*	<0.05	2.380**
Perceived uniqueness → Perceived enjoyment	0.819***	<0.001	0.527***	<0.001	-2.220*
Perceived uniqueness → Loyalty	0.255	0.109	0.280*	<0.05	0.241
Perceived enjoyment → Loyalty	0.684***	<0.001	0.318*	<0.05	-1.533

Note: *significant at $p < 0.05$, **significant at $p < 0.01$, ***significant at $p < 0.001$

Parameter estimates are standardized path coefficients.

Discussion

This study examined the effects of consumers' perceived variety and perceived uniqueness of Airbnb accommodations on their loyalty to the platform. An online survey was conducted and 293 responses were obtained from Airbnb users in Japan. According to the results using the total sample, we confirmed significant positive effects of perceived variety and perceived uniqueness on loyalty mediated by perceived enjoyment. This suggests that, in general, the greater the variety and uniqueness of accommodations listed on Airbnb, the greater the enjoyment consumers experience in using the platform, consequently increasing their loyalty to the platform. Our analysis also confirmed the direct positive effect of perceived uniqueness on loyalty. This finding suggests that the uniqueness of the accommodations offered is another key factor in enhancing consumers' loyalty.

Furthermore, a multigroup analysis was conducted to examine the moderating role of the consumers' need for uniqueness. The results showed that for the high-NFU group, perceived variety had no significant effect on either enjoyment or loyalty, whereas for the low-NFU group, perceived variety had a positive effect on both perceived enjoyment and loyalty. One explanation for this result is that a higher perceived variety of accommodations listed will lead to consumers perceiving the service as less scarce, that is, as more commonplace; consequently, the value of the service for high-NFU consumers would decrease. Additionally, for the high-NFU group, perceived uniqueness had no significant direct effect on loyalty; however, it had an indirect positive effect on loyalty through perceived enjoyment. This result suggests that for the high-NFU group, perceived uniqueness leads to loyalty via positive emotional reactions rather than cognitive information processing.

Further, according to the results of the pairwise comparison test, the effects of perceived variety on perceived enjoyment and loyalty were significantly smaller for the high-NFU group than for the low-NFU group, and the effect of perceived uniqueness on perceived enjoyment was significantly larger for the former than for the latter. This suggests that for high-NFU consumers, perceived uniqueness is a more important source of loyalty than perceived variety. These results are consistent with those of previous studies (e.g. Cheema and Kaikati, 2000; Lynn and Harris, 1997; Simonson and Nowlis, 2000), indicating that high-NFU consumers value unique, scarce products and decrease the consumption of a product if it becomes commonplace, and demonstrated that consumers' need for uniqueness had a significant moderating effect on the relationships between consumers' loyalty and the two antecedents.

Theoretical contributions

Through this study, we make several theoretical contributions to the existing literature. First, we reveal the positive influences of perceived variety and perceived uniqueness of accommodations listed on the Airbnb website on consumers' loyalty to that platform. This adds new knowledge on the antecedents of consumers' loyalty to accommodation sharing platforms in terms of platform characteristics.

Second, we confirm that the antecedents of consumers' loyalty to the platform vary depending on the level of consumers' need for uniqueness. This result provides new insights into the conditions under which the antecedents of consumers' loyalty to Airbnb vary and extends the existing knowledge on the impact of need for uniqueness on consumers' psychology.

Third, we reveal a new aspect of the influence of perceived variety on consumers. Previous research has shown that the perceived variety of an

assortment positively influences consumers' satisfaction or consumption quantity (Hoch et al., 1999; Kahn and Wansink, 2004). Our results find that for high-NFU consumers, the positive impact of perceived variety on consumers' emotions or continuance intentions is weakened or eliminated.

Managerial implications

According to the above results, increasing the actual variety of choices, which leads to higher perceived variety (Kahn and Wansink, 2004), is the first step to enhancing consumers' loyalty to Airbnb. To this end, the platform operator must encourage more hosts or prospective suppliers to register their properties on the platform using several incentives, such as economic or social benefits, which greatly motivate hosts to participate in accommodation sharing (Böcker and Meelen, 2017).

However, considering the moderating effects of need for uniqueness, simply increasing the number of choices offered is insufficient to enhance the loyalty of all consumers. Therefore, we must consider the role of the perceived uniqueness of the accommodations listed. According to our results, increasing consumers' perceptions of uniqueness concerning the accommodations' features and the experiences associated with their stay through communication may prove effective. Moreover, this study showed that perceived enjoyment positively influences loyalty and plays a mediating role between the two antecedents and loyalty. Thus, it is important to evoke positive emotions in consumers through communication. Airbnb has already emphasized an enjoyable and entertaining image through diverse visual stimuli such as photos of unique houses or relaxing scenery, which arouse users' hedonic value (Lee and Kim, 2018). Therefore, further enhancing the use of these visual stimuli to communicate the uniqueness of their offerings is essential.

Limitations and future research

This study had several limitations. First, it revealed the significant role of perceived enjoyment as a mediator in the relationship between the two antecedents and loyalty. However, it did not fully examine the effect of consumers' cognitive information processing on these relationships. Therefore, future research examining the possibility and mechanism by which perceived variety and uniqueness increase consumers' loyalty to the platform through cognitive processing is needed.

Second, because the survey respondents in this study were limited to Airbnb users in Japan, future research should retest the validity of the proposed model in the context of similar P2P accommodation sharing platforms. Furthermore, since the degree of need for uniqueness and its influence on behaviour vary between individualistic cultures, such as those of the USA or Western European countries, and collectivistic cultures, such as those of Japan or China (Schumpe and Erb, 2015), future research should also re-examine the moderating role of need for uniqueness using consumer data in countries with individualistic cultures.

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