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Enhancing value co-creation behaviour in digital peer-to-peer platforms: An integrated approach

Highlights

- Peer resources integration significantly and fully influences VCCB in peer-to-peer platforms.
- Perceived system/information/service quality significantly influences peer identification and peer experience but not peer voluntary use of resources.
- Peer value co-creation behaviour in P2P platforms significantly influences peer satisfaction, motivation and peer relationship strength.
- Peers' motivation in a P2P platform has a significant influence on their loyalty, which, in turn, has a significant influence on their participation in the platform.
- Contributes to the hospitality theory, developing a service-dominant logic approach by providing a deeper understanding of peer value co-creation behaviour.
- Helps managers to improve peers' interaction in the peer platform through (i) a better management of peer identification with other peers in the platform, (ii) managing peer trust in the peer platform, and (iii) encouraging peer loyalty and participation.

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ABSTRACT

The rising number of digital peer-to peer (P2P) platforms, e.g. Airbnb and HomeAway, has shaken up the hospitality industry by creating a specific context that leverages peer value co-creation behaviour (VCCB), but which, despite growing interest, remains under-explored. The purpose of this study is to further the understanding of peer VCCB in P2P digital platforms by investigating their antecedents and outcomes. Data are drawn from 24 interviews with managers, four focus groups with users of P2P platforms, and a survey using a sample of 712 peers. The main findings show that peers' identification, resource-sharing and experience are predictors of their VCCB, which, in turn, influences their motivation, relationships, loyalty and active participation in the platform. The study's implications propose guidelines to managers of P2P platforms on how to enhance peers' perceived quality, identification, resource-sharing and experience to increase their VCCB and active participation.

Keywords – peer value co-creation behaviour; peer perceived quality; peer identification; peer experience; peer satisfaction; peer motivation; peer loyalty; peer active participation

INTRODUCTION

P2P platforms, such as eBay, Peerby, AirBnB, BlaBlaCar etc. represent a new business model engendered by the digital transformation (Lund, 2021) whereby peers exchange services or goods through the buying and selling of goods, sharing and renting accommodation, and sharing or hiring rides, etc., and through enhancing "the shared creation, production, distribution, trade and consumption of goods and services" (Matofska, 2016, p.1). P2P platforms have opened up new markets and opportunities, providing new forms of income, peer-to-peer interaction, and facilitating relationships (Casais, Fernandes and Sarmento, 2020; Stofberg and Bridoux, 2019). The P2P platform markets include "a wide range of new and emerging production and consumption models that involve the commercial exchange of goods and services between peers through digital platforms" (OECD), and contribute to the sharing economy, in which peer participation and involvement are critical (European Commission Report, 2021).

In the hospitality industry, P2P platforms offer many advantages to guests and property owners (Farmaki et al., 2020). To take advantage of this sharing economy trend, firms are integrating such platforms or creating their own to offer new experiences (Dolnicar, 2018; Lei et al., 2020) to benefit from a novel peer-to-peer, or actor-to-actor orientation leading to value co-creation (Vargo and Lusch, 2011). Value co-creation has become an extensively investigated concept, predominantly since Prahalad and Ramaswamy (2000; 2004a; 2004b) and Vargo and Lusch (2004) observed it as developing into a novel service-dominant logic, suggesting that customers/actors are all co-creators of value (Vargo and Lush, 2008; 2011; 2017). The service-dominant logic "is firm-centric and managerially oriented" (Vargo and Lush, 2008, p.2) and has its origin in the foundational propositions that create value among organizations and stakeholders "in every aspect of the value chain and that it is the beneficiary who always uniquely and phenomenologically determines this value through value-in-use perceptions" (Merz et al., 2018, p.79).

The extant literature addressing value co-creation and service dominant logic (Payne et al., 2014; Gronroos, 2008; Vargo and Lush, 2008, (Merz et al., 2009; Ramaswamy and Ozcan, 2016; Vargo and Lusch, 2016) has attempted to understand how brand value may be co-created (Harmeling et al., 2017; Merz et al., 2018). There is a growing interest regarding value-co-creation in business-to-consumer literature. According to Foroudi et al. (2019b),

value-co-creation is a concept related to the innovation, marketing and business paradigm, where customers' participation involves personalized experiences, goods and services, by being involved in the design procedure through their participation in the brand community. Value-co-creation is considered as the practice of emerging systems and products via an association with stakeholders, for instance customers, employees, suppliers, and managers (Ramaswamy and Gouvillart, 2010), and as a collective, highly dynamic, continuous process amongst all the actors participating in networks of relationships (Iansiti and Levien, 2004), "all parties uniquely integrating multiple resources for their own benefit and for the benefit of others" (Vargo, 2008, p.211). The concept of value co-creation has been addressed from different perspectives, e.g. the customer/firm (Sashi, 2021), or guests and hosts (Casei et al., 2020; Yen et al., 2020). Merz et al. (2018) argued that value co-creation in digital platforms is expected to continue, triggering academic study, as very little is known about P2P VCCB and its influence on peers' participation in platforms. While there have been an increasing number of studies on the co-creation of value (e.g., Payne et al., 2009; Ramaswamy and Ozcan, 2016), studies addressing P2P value co-creation behaviour and the aspects leading to it are very scarce.

The purpose of this study is to uncover peers' value co-creation behaviour in a specific P2P digital platform in the hospitality sector. This context is different from the customer-to-customer context focused on by previous literature (Azer and Alexander, 2020) due to the P2P multi-layered relationships and characteristics, i.e. peer role fluidity, peer focus, dispersed beneficiaries, and reciprocity (Lin et al., 2019). To the best of our knowledge, P2P VCCB, with its antecedents and its outcomes has not been studied comprehensively. This study tries to understand how (i) peer perceived quality, (ii) peer affective and intellectual experience, (iii) peer-owned resources, and (iv) peer identification all interrelate in order to impact P2P value co-creation behaviour in digital platforms, and, in turn, how (i) peer VCCB, (ii) peer satisfaction, (iii) peer motivation, (iv) relationship with peers in the platform, and (v) peer loyalty all intertwine to impact active peer participation. Additionally, concept measures have been produced in relation to the customer-firm perspective. Adapting these to P2P VCCB and its related antecedents and outcomes is not appropriate.

To fill these gaps, this study builds on theories of service-dominant logic (Vargo and Lusch, 2004; 2006; 2011 Vargo et al., 2008), social identity (Bhattacharya and Sen, 2003), integrated

service quality, and system and information quality (Xu et al., 2013) and the voluntary usage of resources (Harmeling et al., 2017) to develop an integrated approach to further the understanding of the intertwining between the antecedents of P2P value co-creation behaviour and its outcomes in terms of peer participation in the platform.

The rest of the paper is structured as follows. A literature review is carried out to discuss and build on existing knowledge of customers/company value-co-creation behaviour, and to suggest a research framework focusing on P2P value co-creation behaviour, its antecedents and outcomes. The method section is then covered, followed by the findings and discussion section. The paper concludes with implications for theories and practice, before proposing some future research areas.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK AND HYPOTHESES

The hospitality industry has been deeply disrupted by P2P platforms, allowing individuals to interact and transact directly with each other via the platforms without the intermediation of a company. In order to take advantage of this opportunity and contribute to the sharing economy, hospitality firms must encourage peers' active participation in those P2P platforms. P2P interaction in digital platforms is very important because it contributes to creating four types of experience: (i) pragmatic experience related to information acquisition about the supplier peer services, (ii) usability experience related to the computer-human interactions, (iii) sociability experience related to the social identity of peers within the peer platform, and (iv) hedonic experience related to entertaining the participants in the peer platform (Nambisan and Baron, 2008).

Extant knowledge on value co-creation behaviour has been developed in an online brand community context. This study builds on existing knowledge to design a model that depicts the key antecedents of value co-creation behaviour (perceived quality, online community identification, corporate brand identification, user's resources, and experience) and outcomes (satisfaction, motivation, relationship strength, loyalty, and active involvement). The research model is demonstrated in Figure 1.

<<<Figure 1>>>

Antecedents of VCCB

Perceived quality is a cognitive evaluation of the advantage or inferiority of a firm offering what is considered to be one of the main drivers of the purchase intention **(**Dodds et al., 1991; Jacoby and Olson, 1985; Kumar et al., 2009; So et al., 2021; Zhang et al., 2021). It can be measured through three components: (i) perceived information quality (Bailey and Pearson 1983), (ii) perceived system quality (Gorla et al., 2010); and (iii) perceived service quality (Lien et al., 2017; Parasuraman et al., 1991; Zeithaml, 1988). Perceived system quality is the cognitive belief seen in user reactions (Bailey and Pearson 1983), and concerns the favourable/unfavourable characteristics of the exchange information that "meet user needs according to external, subjective user perceptions … conform to specifications and meet or exceed consumer expectations" (Kahn et al., 2002, p.185). It shows the extent to which a system is easy to learn, is error free, flexible, well-documented, and technologically sound (Gorla et al., 2010; Jang et al., 2008), and can be measured via the criteria of relevance, validity (accessibility), and interpretability, composed of completeness and accuracy. Perceived service quality pertains to overall assessment of the excellence and quality of services (Santos, 2003) and performance (Lien et al., 2017; Parasuraman et al., 1991; Zeithaml, 1988), and consists of three components: interaction, environmental, and outcome quality (Brady and Cronin, 2001, p.37).

The functional and technical aspects of service quality have a significant influence on the customer's assessment of a firm (Bloemer et al., 1999; Zeithaml, Berry, and Parasuraman, 1996; Xu and Du, 2018; Nyadzayo and Khajehzadeh, 2016; Orel and Kara, 2014), generating trust (Martínez and del Bosque, 2013; Singh et al., 2012; Veloutsou, 2015), and encouraging them to share their resources (e.g., knowledge, time, feedback) with other customers (Casimir et al., 2012; Fang and Chiu, 2010; Gummesson and Mele, 2010; Hibbert et al., 2012; Lee et al., 2010). Understanding perceived quality is critical for firms as it helps to develop long-term interactions with customers (Malar et al., 2011). Customer perceived quality - referred to as one of the key psychological variables having an influence on consumer judgment regarding the quality of products/services - can also shape customer identification (Ahearne et al., 2005; Foroudi et al., 2021 a,b,c). Customers identify favourably with firms which are perceived to offer products and services of high quality (Lichtenstein et al., 2004; Luo and Bhattacharya, 2006), and are more interested in engaging in positive actions towards those firms (Donavan et al., 2006). They also identify themselves

with high-quality firms to enhance their self-esteem and accommodate their need for self-enhancement and self-consistency (Ahearne et al., 2005; Martínez and del Bosque, 2013; Moliner et al., 2018; So et al., 2017; Wolter and Cronin, 2016). In similar vein, Lam et al. (2012; p.309) proposed a symbolic instrumental interactive framework of customer-brand identification, explored across 15 countries, and suggested that customers are more interested in identifying with high-quality brands and that perceived quality is "an instrumental driver of customer-brand identification". Additionally, perceived information quality and system quality are important when designing an online system (Islam and Rahman, 2017) as they shape customers' identification within online communities (Moliner et al., 2018; So et al., 2017; Wolter and Cronin, 2016). They also shape customers' experience (Sautter et al., 2004; Pullman and Gross, 2004).

Customer experience is based upon the customer's internal response to their customer journey with a firm that can be subjective in nature, thereby provoking a reaction in customers. Word-of-mouth (Kwortnik and Ross, 2007) and marketing communication (Brakus et al., 2009), and the customer's navigation experience on the firm's website (Sautter et al., 2004) form part of the customer journey, which can expand the dimension of service quality (Pullman and Gross, 2004). It is widely accepted that the functional and technical aspect of service quality has an enormous influence on the customer assessment of a firm (Bloemer et al., 1999; Zeithaml et al., 1996; Xu and Du, 2018). Positive evaluation can make customers trust the firm (e.g., Veloutsou, 2015), which can result in them sharing their resources (e.g., knowledge, time, feedback) with other customers (Fang and Chiu, 2010; Hibbert et al., 2012).

Customers' indirect interactions with the service encounter include overall experience and the level to which an offering could accommodate their requirements (Woodruff, 1997). During this interaction, customers also share their own resources - e.g. their knowledge and skills, their creativity and connectedness and their persuasion capital (Harmling et al., 2017) in order to co-create value (Merz et al., 2018). Such resources are relevant to firms as they can be used to develop and implement strategies (Barney and Arikan, 2001) and achieve goals (Kozlenkova et al., 2014), integrating them by offering a development which enhances an offering that fits the focal customer's value process, and that helps and encourages potential resource contributions from other stakeholders toward the focal firm (Jaakkola and

Alexander, 2014). This in turn results in an enhanced role for customers through the contribution of knowledge, experience and time which shapes other actors' expectations, perceptions and knowledge about the service providers (Jakkolaa and Alexander, 2014, 2016; Azer and Alexander, 2018), and which leads to positive outcomes for the focal organization (Harmeling et al., 2017; Van Doorn et al., 2010).

Against this background, the current study addresses a specific context of value co-creation, as peers represent the main source of value for other peers in the P2P platforms. This context is different from the firm/customer value co-creation, where both firms and customers constitute a source of value (Lin et al., 2019). Hence, we draw on existing firm and customer value co-creation for the hospitality industry, specifically peers' VCCB on P2P platforms, its determinants and outcomes. By understanding peer value co-creation behaviour as the main source of value for both peers and peer platforms (Lin et al., 2019), we propose the following hypotheses, that in a peer platform:

H1: Peer perceived quality, including information, system, and service quality, influence peer resources (H1a), peer identification (H1b), and peer experience (H1c)

Peer experience -> peer identification and value co-creation behaviour

Consumer experience is a complex, multi-dimensional term that represents a significant driver of a firm's success and competitive advantage (Lemon and Verhoef, 2016; Schmitt, 2003; Verhoef et al., 2009). Customer experience could be measured through affective and intellectual experience, as it involves both affective and intellectual responses to any possible touchpoint with a firm (McColl-Kennedy et al., 2015). Affective experience, such as moods and emotions, refers to the individual's emotional state after the introduction of stimuli, which impacts individual behaviour (Brakus et al., 2009; Goulding, 2000; Holbrook and Hirschman, 1982; Verhoef et al., 2009; Wang et al., 2012; Williams, 2006; Chen et al., 2009), whereas intellectual experience, comprising cognitive, functional, educational, and stimulating elements refers to one's knowledge about the product and services (Berry et al., 2006; Brakus et al., 2009; Ferguson et al., 2010; Goulding, 2000; Holbrook and Hirschman, 1982; Verhoef et al., 2009; Williams, 2006).

Identification of the customer to the brand/company relates to active and selective continuous association in order to accommodate their needs (Foroudi et al., 2019). Experience leads to success or market failure, so managers should emphasize success which has a specific symbolic meaning and value. The experience and value of a brand are a foundation for identification with that brand (Carlson et al., 2008; Foroudi et al., 2019; 2020) as well as with other peers in the peer platform. In addition, by sharing their experiences through reviews or comments, customers can interact with each other, creating joint innovation via the interaction of consumers and other parties (Foroudi et al., 2019).

The process by which customers evaluate customer attributes, such as identification, is primarily based on their experience with the brands/firms (So et al., 2013). Indeed, customer evaluation on the possibility of identification with a brand is based on customer service consumption (So and King, 2010). Customers value favourably those firms and brands with which they have enjoyed a pleasant experience (Nam et al., 2011) and are highly likely to take part in positive actions e.g., sharing their experiences with peers (Donavan et al., 2006). In preceding years, practitioners and academics acknowledged the significance of customer experience as a new method of creating sustainable value, both for the consumer, and the organization (Carù and Cova, 2003; Prahalad and Ramaswamy, 2004; Schmitt, 2003; Shaw and Ivens, 2005). In this respect, creating value is not simply a matter of providing memorable experiences of products/services, but it lies in exceeding the customer's expectations. Prahalad and Ramaswamy (2004) stressed the importance of creating distinctive customer experiences of firms/brands, and in this vein, Carù and Cova (2007) proposed that companies should employ different techniques and strategies to ensure that customers have a unique, co-created experience. Prahald and Ramaswamy (2004) suggested that value co-creation is achieved through personalised consumer experiences. The early research by Holbrook and Hirschman (1982) suggested that the symbolic and emotional features of consumer experience also have an influence on the co-creating of value. Consequently:

H2: Peer experience influences peer identification (H2a) and value co-creation behaviour (H2b)

Peer resources include four components: (i) knowledge, (ii) skills, (iii) creativity, and (iv) connectedness. *Knowledge* can be defined as "the extent to which the stakeholder is informed and experienced with a brand" (Merz et al., 2018, p.82). *Skills* are regarded as the "extent to which the customers are stimulated by the firm in terms of their capabilities" (Merz et al., 2018, p.82). *Creativity* is "the extent to which the stakeholder is stimulated by the brand in terms of his/her use of imagination and development of original ideas" (Merz et al., 2018, p.82). *Connectedness* is "the extent to which the stakeholder is associated, bonded, or linked with others because of the brand" (Merz et al., 2018, p.82).

The organizational literature suggests that employee resource integration (e.g., sharing knowledge with other employees) can result in the individual attitude of the employee as employee identification (Carmeli et al., 2011; Michailova and Hutchings, 2006). As a matter of fact, resource integration can be helpful in the creation of a community climate that gives the opportunity to continuously learn, and, ultimately, results in peer-to-peer identification (Avolio et al., 2004). Previous studies have highlighted the influence of identification on resource integration, for instance by sharing knowledge (Cabrera and Cabrera, 2005; Carmeli et al., 2011; Wang and Noe, 2010). However, to the best of our knowledge, none of the existing studies have addressed the influence of resource integration on peer identification.

The literature has emphasised the role of customers' resources and business/customer interaction in value co-creation (Etgar, 2008; Prahalad and Ramaswamy, 2004; Vargo and Lusch, 2004). Customer interaction has been defined as "mutual or reciprocal action where two or more parties have an effect upon one another" (Gronroos, 2011, p.289). Nambisan and Baron (2009) claimed that customer interaction in a virtual environment is a determinant of value co-creation. The resources shared in the community influence value co-creation behaviour among the members and the firm. Based on the social identity theory (Elbedweihy et al., 2016; Lam et al., 2012), firms with "meaningful and attractive social identities could help consumers' self-definitional needs, and, thus, are valid targets for identification" (Elbedweihy et al., 2016, p.2). However, previous studies confirmed that formal membership is not a requirement for identification (Elbedweihy et al., 2016; Scott and Lane, 2000).

With this in mind, peer experience is the key to developing relationships between peers. Value co-creation allows an organization to be more creative and attractive, and to develop

valuable ideas from the stakeholders in the value chain, not only about the products but also for the raw materials, product packaging, and distribution channels (Payne et al., 2008). Value can be co-created through resource integration activities e.g., communication and knowledge-sharing (Ramaswamy and Ozcan, 2016). For instance, when a customer surfs through a peer provider profile, exploring comments, shared photos of other customers, and shared experiences, the customer peer is actively taking part in the process of contributing to information. Through such interactions, the information passes along the social media platform and is organized into the functional container, which can transform this technological information into resources (Singaraju et al., 2016). So:

H3: Peer resources, including knowledge, skills, creativity, and connectedness, influence peer identification (H3a), peer experience (H3b), and peer value co-creation behaviour (H3c)

Peer identification -> peer value co-creation behaviour

Peer identification shows the degree to which peers describe themselves by identical attributes, which can be defined as the peer platform (Dutton et al., 1994) of providing peers. Identification helps customers to engage more with other customers, and the degree of their identification helps them to be involved in value co-creation behaviour. Besides, the subjective norm for value co-creation is the degree of identification held by peer value towards co-creation (Foroudi et al., 2019).

Peer platforms are also a place for peers to communicate with each other. Sharma and Patterson (1999) define the concept of communication as an informal and formal source of sharing information between individuals, which can result in establishing a strong relationship between customers (Parvatiyar and Sheth, 2001). More specifically, when customers identify with a brand, they perceive a greater value of the relationship and bonds made with other customers and other members of the online community (Nambisan and Baron, 2007). Additionally, peer platforms also aid customers in socialising with regard to the norms and procedures of firms, and to identify with a specific role in a brand/firm (Tuškej et al., 2013). Consequently, the extent to which customers are willing to identify themselves as value co-creators in a firm will have an effect on their willingness to show value co-

creation behaviour, i.e., citizenship behaviour and participation behaviour. Therefore, we propose the following hypothesis on peer-platforms:

H4: Peer identification influences peer value co-creation behaviour

3.2.2. Outcomes of peers' VCCB

Co-creation is a "desirable goal as it can assist firms in highlighting the customer's or consumer's point of view and in improving the front-end process of identifying customers' needs and wants" (Payne et al., 2008, p.84). It occurs when a customer uses the services of another customer provider, and can be measured through sub-constructs, participation behaviour, and citizen behaviour (Yi and Gong, 2013).

Participation behaviour refers to role clarity, ability, and motivation to participate (Foroudi et al., 2019; Yi and Gong, 2013) in the peer-to-peer platform, which is created through the following: (i) *Information seeking*, when customers try to find the necessary information to satisfy other cognitive needs, on how to perform their tasks as value co-creators, as well as what they are expected to do and "how they are expected to perform during a service encounter" (Yi and Gong, 2013, p.1280). (ii) *Information sharing* is key to the success of value co-creation. For successful value co-creation, "customers should provide resources such as information for use in value co-creation processes" (Yi and Gong, 2013, p.1280). (iii) *Responsible behaviour* "occurs when customers recognise their duties and responsibilities as partial employees. For successful value co-creation between themselves and employees, customers need to be cooperative, observe the rules and policies and accept the directions from the employees" (Yi and Gong, 2013, p.1280). (iv) *Responsible personal interaction* refers to the "interpersonal relations between the customers and employees, which are necessary for successful value co-creation" (Yi and Gong, 2013, p.1280).

Customer citizen behaviour has an astonishing value to an organisation, and refers to peers' interactional, procedural, and distributive justice (Yi and Gong, 2013). It can be measured via the following: (i) *Feedback,* which includes "solicited and unsolicited information that customers provide to the employee, which helps employees and the firm to improve the service creation process in the long run" (Foroudi et al., 2019; Yi and Gong, 2013,

p.1280). (ii) *Advocacy* refers to "recommending the business – whether the firm or the employee – to others such as friends or family. In the context of value co-creation, advocacy indicates allegiance to the firm and promotion of the firm's interests beyond the individual customer's interests" (Foroudi et al., 2019; Yi and Gong, 2013, p.1280). (iii) *Tolerance* is related to "customer willingness to be patient when the service delivery does not meet the customer's expectations of adequate service, as in the case of delays or equipment shortages" (Yi and Gong, 2013, p.1281). (iv) *Helping* refers to customer behaviour in which customers are frequently helping other consumers with their expectations in a consistent way (Foroudi et al., 2019).

In essence, outstanding peer value co-creation behaviour will certainly lead to peer satisfaction, peer motivation, and relationships in the peer community. The next section will identify to what extent (a) peer co-created value, (b) peer satisfaction, (c) peer motivation, (d) relationships in the peer community, and (e) peer loyalty interconnect with each other to impact active participation in the development of peer value co-creation in peer platforms (RQ2).

Peer value co-creation behaviour -> peer satisfaction, peer motivation and relationships in the peer community

Online environments provide services and help different firms to engage their customers in designing and supporting actions, which are significant in co-opting customer ability for joint value creation (Nambisan, 2002; Vargo and Lusch, 2004) through virtual design, conversational environments, and prototyping centres to appeal to possible contributors (Muniz and O'Guinn, 2001; Nambisan and Baron, 2009). Value co-creation is a psychological, multi-dimensional, context-dependent state, consisting of emotional, cognitive, and behavioural dimensions. This state occurs within iterative, dynamic engagement processes characterised by changing strength levels inside the brand community (Brodie et al., 2011; 2013; Foroudi et al., 2019).

Co-creation behaviour can influence customers' motivation to interact more in the community, which underpins customer involvement in certain types of firm activity and product and firm support. Also, the motivational driver of mutual benefits could derive from their interaction in the community by extending help to peers. Scholars (Hertel et al., 2003;

Nambisan and Baron, 2009) stated that citizen behaviour and a norm-oriented perspective are related to pro-social behaviour (helping the cause).

While customer satisfaction is mainly understood as the individual's assessment of a brand based on their expectations (Hammerschmidt et al., 2016; Xin Ding et al., 2010), a growing amount of research (Fang et al., 2013; Felício et al., 2013; Hekman et al., 2010) has suggested that consumer satisfaction is based on the customer's social judgment. Notably, as Vargo and Lusch (2004) state, consumers represent a transformation of perspective, shifting from tangible to intangible resources. Thus, when a customer takes part in value co-creation behaviour with a company, this behaviour can reflect their level of satisfaction with the service company. In the main, this is because value co-creation behaviour offers customers an opportunity to co-create their own products/services, to fulfil their own personal needs (Franke and Piller, 2004).

Additionally, customers can improve their social status by taking part in value co-creation activities. For example, when a customer actively joins in the procedure of value co-creation behaviour, peer consumers or stakeholders can recognize them as an invaluable source of information. Consequently, being considered a useful source of information can enhance peer customers' communication skills, resulting in higher social enjoyment, which can boost peer satisfaction with the service provided by peer providers. Thus;

H5: Peer value co-creation behaviour influences peer satisfaction in the peer platform (H5a), peer motivation in the community (H5b), and relationships in the peer community (H5c)

Peer satisfaction -> peer motivation, relationships in the peer community and peer loyalty

Peer satisfaction can be defined as post-decision consumer experience (Caruana, 2002, p.815; Cronin and Taylor, 1994), which, in previous interactions within a peer platform, can have a positive impact on peer loyalty, motivation, and relationships, and could impact on their participation in relationship to the peer platform. Foroudi et al. (2019b) claimed that members of a platform, i.e., Twitter, satisfy their need for communal brand connection and their need for uniqueness, leading to a stronger loyalty to both the platform and to each other. Moreover, satisfaction influences the relationship between the company and its customers, which is

often a "synonym for interpersonal loyalty" (Barry et al., 2008, p.155), an important concept in P2P services due to the personal contact between peer providers and peer customers (Barry et al., 2008; Liljander and Roos, 2002). Peer involvement in P2P platforms has an influence on P2P attitudes and behaviour, and customer satisfaction, and may strengthen the relationship (Alqayed et al., 2020). Hence:

H6: Peer satisfaction in a peer platform influences (H6a) peer motivation in the peer platform (H6b), relationships in the peer community, and (H6c) peer loyalty

Peer motivation -> relationship in the peer community and peer loyalty, relationship in the peer community -> peer loyalty

Peer motivation is a mental state associated with circumstances that are useful and practical for individual wellbeing or purposes (Johnson and Stewart, 2005), and which influence the future of business relationships. People in "business-to-business relationships appraise the situations they perform in, and the happenings that occur to them, and the resulting emotions and coping responses influence the course and outcomes of the relationship" (Baggozi and Dholakia, 2006, p.456). Motivation can be measured through *(i) trusting beliefs, (ii) corporate brand commitment, and (iii) corporate brand passion.*

Trusting beliefs is a psychological state "comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviors of another" (Rousseau et al., 1998, p.395) where the stakeholder is confident regarding the brand (Merz et al., 2018, p.82). It is measured via three components: (i) *competence/ability-based-trust* refers to individuals' beliefs and confidence in fulfilling their needs (Gharib et al., 2017, p.518; Mayer et al., 1995; Schlosser et al., 2006). (ii) *Integrity-based-trust* concentrates on one's belief in others' trustworthiness, honesty, and commitment to fulfil their promises (Gharib et al., 2017, p.518; Mayer et al., 1995; Schlosser et al., 2006; Schlosser et al., 2006). (iii) *Benevolence-based-trust* reflects confidence and responsiveness to the customer/partner's interests, and not just one's own beliefs (Gharib et al., 2017; Mayer et al., 1995; Schlosser et al., 2006) by voluntarily accommodating them (Gharib et al., 2017).

Corporate brand commitment arises from social exchanges (Gharib et al., 2017; Ryssel et al., 2004) and refers to an individual's intention to maintain a relationship (Chen, 2013; Gharib et

al., 2017) with the brand and its success (Merz et al., 2018, p.82). The concept of *passion* is the extent to which "the stakeholder has extremely positive feelings toward the brand" (Merz et al., 2018, p.82). Value co-creation in terms of customer participation and motivation in product design helps organizations to establish deep relationships and strong bonds with the peer platform community (Payne et al., 2008).

It has been demonstrated that trust is a crucial factor for an organization's success or failure. Online shopping involves more risk and uncertainty. That is why trust is an essential factor that influences customer peers' interactions with peer providers. Moreover, customers share very sensitive information during online transactions, such as their personal address and data, which makes trust an important factor when interacting with the website. In the B2C context, transactions do not happen as often as in the P2P context: exchange of money and products does not happen simultaneously when the customer may be in a different country, legal system, time zone, or using a different currency. When customers believe in a brand, trust occurs when the brand keeps its promises regarding product performance (Foroudi, 2019; 2020; Füller et al., 2008). Brand trust evokes a positive, deliberate, spontaneous and immediate emotional response from the customer towards the brand because, at the cognitive level of customer loyalty, trust strengthens associations among customers and the brand, as well as reducing uncertainty (Chaudhuri and Holbrook, 2001). Hence, based on the aforementioned discussion, we propose the hypotheses:

H7: Peer motivation in peer platforms influences (H7a) relationships in the peer community and (H7b) peer loyalty.

H8: Relationships in the peer community influence peer loyalty

Peer loyalty -> peer active involvement

Peer loyalty is the combination of behaviour and attitude that benefits one particular firm over its competitors in the market (Watson et al., 2015; Han et al., 2008; Yim et al., 2008), and can be measured by attitudinal and behavioural loyalty. *Attitudinal-based loyalty* (cognitive-based loyalty or phantom loyalty), or pleasurable accomplishment that favours a specific firm mainly results from a firm offering, such as quality or price (Chaudhuri, 1999), and by showing customers that the chosen product/service is the most appropriate choice compared with others in the market (Ahluwalia, 2000; Watson et al., 2015). Attitudinal loyalty can be described as an individual's motivation to repurchase a

certain service/product from a brand, resulting in customers having a stronger bond with the company (Brunner et al., 2008). *Action-based loyalty* is the individual behaviour in which the customer *actually* repurchases a firm offering (Bolton, 1998). Meanwhile, *behavioural-based loyalty* entails repeated purchases that stem from an action orientation that involves a readiness to act to the advantage of a particular entity (Chaudhuri and Holbrook, 2001; Wulf et al., 2003), and which improves customers' *active participation.* It is an important achievement factor for different peer platforms, and can include activities such as updating their profiles and replying to posted questions (Gharib et al., 2017; Nonnecke et al., 2006; Preece et al., 2004) on a regular basis (Ray et al., 2014). Therefore:

H9: Peer loyalty influences active peer participation

Method

Data collection

In order to fulfil the research aims, we adopted a mainly quantitative study approach using the survey method, preceded by an exploration stage using focus groups and interviews (Chisnall, 1991; Creswell, 2009; Creswell and Plano-clark, 2011; Foroudi et al., 2014). This study explores new fields and investigates topics where knowledge is not sufficiently developed (Creswell et al., 2003). The researcher approached Airbnb peer platformss in the UK hospitality and tourism setting to validate the conceptual model. Airbnb is the accommodation market leader, and, based on UNWTO's forecast, "Airbnb's expansion will be to emerging markets and by 2030, Airbnb expects that over 400 million guests will have used the platform to arrive at listings in emerging markets since the company was founded" (Airbnb, 2021; Akarsu et al., 2020, p.5). According to Foroudi and Marvi (2021), Airbnb shares information with its hosting partners using high levels of honesty and transparency. Airbnb has reached far beyond the traditional markets, due to the dematerialization and digitalization of society. It demonstrates strong societal concerns, such as hyperconsumerism, pollution, poverty, and the environment. Also, it helps people to support each other and to perform in a sustainable way (such as increasing the number of entrepreneurs). Tourists are mainly motivated to use the platform because of its household amenities, convenient locations, and low costs, strengthening users' engagement with Airbnb. Statistics show that 89% of users are satisfied with their most recent Airbnb stay (hospitalityinsights, 2021) and likely to recommend the platform to others, hence shaping user loyalty.

To enhance the sample size, the non-probability (snowballing) technique was employed, asking the primary peers on Airbnb platform informants to propose and invite others who could add additional insights (Andriopoulos and Lewis, 2009). In total, 821 completed surveys were returned, but due to a large amount of missing data, only 712 were received and assessed. The results show that most of the participants were male (57.6%), aged between 30 and 39 years (38.2%), or 20 to 29 years (36.2%). Some held a postgraduate degree (63.3%), some were craftsman (19.4%), others were students (13.9%), lawyers, dentists, architects, etc. (13.6%), or workers (11.4%), top executives or managers (11.2%) (see Table 1).

<<<Table 1 here>>>

Development of measures and refinement

Before carrying out the survey, item measurements for each construct were developed using Churchill's (1979) approach. Subsequently, there were 24 interviews with managers, website designers, customer service manager, brand assistant, communications manager and four focus groups with users of an online brand community, undergraduate, MBA, and doctoral researchers (4 groups consisting of 5-6 participants). An exploratory study was carried out for the following reasons: (i) to gain an in-depth understanding of the research area; (ii) to achieve insights into the corporate logo, corporate image and reputational context; (iii) to understand actual practice in the field in order to gauge whether the proposed research study was relevant; and (iv) to obtain insightful information and understand the proposed research questions, generate hypotheses and purify measures for a questionnaire (Churchill, 1979; Foroudi et al., 2014).

Through the related literature and qualitative studies, the content domain was attained (Churchill, 1979). The exploratory research revised the questionnaire to test the hypotheses. Data triangulation was employed as "a validity procedure where researchers search for convergence among multiple and different sources of information to form themes or categories in a study" (Creswell and Miller, 2000, p.126) and for richness of the research conclusion. The study developed a large pool of item measurements for the research constructs based on the literature review and qualitative results (Churchill, 1979).

The items were assessed by seven faculty members for clarity and appropriateness of the scales. Four academics checked the survey for face validity. The outcome of this process indicated the well-versed judgments of specialists in the content domain. According to their recommendations, the list of items was modified and some were eradicated (Appendix I). The questionnaire was circulated amongst peers in the hospitality platform. 136 questionnaires were received, 16 being eliminated because of the low quality of respondents and missing data, leaving 120 as useable data. To recognise any patterns in the data, EFA (exploratory factor analysis) was employed (Hair et al., 2006). Some items were removed due to a correlation of less than .5 or multiple loadings on two factors.

We employed a non-response bias, as it "involves the assumption that people who are more interested in the subject of a questionnaire respond more readily and that non-response bias occurs on items in which the subject's answer is related to his interest in the questionnaire" (Armstrong and Overton, 1977, p.2). Non-response bias was assessed via Mann-Whitney U-examination on early and late participants, the non-respondents being compared with the whole sample and no difference found. The outcome illustrated that the significance values in the study variables were not less than a 0.5 probability value, which is insignificant. Thus, non-response bias was not a concern (Nazarian et al., 2021; Lambert and Harrington, 1990).

Data analysis and results

The research conceptual model was assessed using SPSS/AMOS 22.0. Normality, multi-collinearity, linearity, and outliers were inspected; the outcomes specified that the data was distributed normally. The study employed a two-stage approach in structural equation modelling (SEM) (Anderson and Gerbing, 1988). In the first stage, a confirmatory factor analysis (CFA) was performed to examine the measurement properties of the present scales' validity. CFA approved the underlying relationship of the latent factors, observed the variables and confirmed the validity of the model (Hair et al., 2006). Cronbach's α was used for measuring the unidimensionality of scales and the construct-related reliability (.875 through .967>.70). The results were shown to be satisfactory for the psychometric reliability examination (Hair et al., 2006) (see Appendix 1).

Goodness of fit indices are recommended as an acceptable fit: the root-mean-square-error of approximation (RMSEA) .034 (<.08 is acceptable) and the comparative fit index (CFI) .942 (>.90 is good fit), which is an index for evaluating the fit of the model (Garver and Mentzer, 1999). The normed fit index (NFI) calculates the way a model is developed in terms of fit and does not exert control on the degree of freedom, which can underestimate the fit in smaller data samples, (.876>.08 specifies an acceptable fit). The goodness-of-fit index (GFI) calculates the fitness of a model in comparison to another model: below (.772>.90) is not acceptable (Hair et al., 2006). Similarly, the adjusted goodness-of-fit index (AGFI) modifies the model's complexity with a similar cut-off level (.760>.90). However, according to Hair et al. (2006), researchers cannot determine a special value for separating different models into unacceptable/acceptable fits. The Tucker-Lewis index (TLI) and Incremental Fit Index (IFI) were reported as .940 and .943, respectively, showing that the measurement factor was nomologically more than the recommended threshold criteria (.90) (Hair et al., 2006; Steenkamp and Trijp, 1991), and, consequently valid.

According to previous researchers (e.g., Hair et al., 2006; Steenkamp and Van Trijp, 1991), discriminant validity shows to what extent each construct is distinctive from another variable. To test discriminant validity, our research computed the average variance extracted (AVE) for all constructs and compared the value with the square correlation. A good rule of thumb ranged from .582 to .911 (.5 or > specifies adequate convergent validity). To assess the item level reliability, both the average variance and composite reliability (above .8) were employed, showing them to be satisfactory for the psychometric reliability assessment (Nunnally, 1978).

Following the recommendation by Anderson and Gerbing (1982), in the second step, the study assessed the covariance linear and assumed that there was a causal relationship between the dependent and independent variable. By using the SEM analysis of the moment structure (AMOS), the study examined the research hypotheses from the standardised evaluation and t-value (critical ratio), Chi-square of 1371.012 (degrees of freedom, df=$p<.001$); IFI=.931; TLI;.929; CFI=.931; RMSEA=.037. Nineteen hypotheses were examined based on standardised regression coefficients. The parameter results estimate the association with the hypothesised SEM paths and the causal paths (Table 5.28 shows the path coefficients (β), hypotheses results, and the standard error). The standardised regression path among the peer

perceived-quality and peer resources was significantly different from 0 at the .001 significance level. Consequently, Hypothesis 1a was not accepted (γ=-.036, t-value=-.477, p.634). H1b and H1c were supported showing a significant relation between peer perceived quality with peer identification and peer experience (γ=.644, t-value=4.491; γ=1.678, t-value=8.449 respectively). Referring to the relationship between peer experience and peer identification, the results suggest that these two constructs had no meaningful relationship with each other (γ=-.439, t-value=.412, p.681); hence, Hypothesis 2a was rejected. However, the association between peer experience and peer value co-creation behaviour was significant (H2b: γ=.562, t-value= 8.894).

Surprisingly, the relationship between peer resources and peer identification (H3a), and peer experience (H3b) was not significant, and the regression path, interestingly, revealed a significant negative association (γ=-.054, t-value=-.182, p.856; γ=.095, t-value=1.144, p.253, respectively). Thus, Hypothesis 3a and Hypothesis 3b were rejected. However, Hypotheses 3c was found to be fully supported, and there was a significant association between peer resources and peer value co-creation behaviour (γ=.547, t-value=8.544). The relationship between peer identification and peer value co-creation behaviour was acceptable (H4: γ=.072, t-value=.072). The results demonstrate that value co-creation behaviour in an online peer platform influenced peer satisfaction in the platform (H5a: γ=.632, t-value=6.018), peer motivation in the peer platform (H5b: γ=.766, t-value=7.458), and peer relationship strength (H5c: γ=.591, t-value=6.079); hence, Hypotheses 5a, 5b, and 5c were all fully accepted.

According to the results presented in Table 2, it was found that H6a (satisfaction -> motivation) and H6b (satisfaction -> corporate/brand loyalty) were significant (γ=.071, t-value=2.579; γ=.103, t-value=2.746, respectively). By contrast, the regression weight for peer relationship strength in forecasting satisfaction was significantly different from 0 at the .001 significance level (γ=-.224, t-value=-1.465, p.143). Therefore, Hypothesis 6c was rejected. Surprisingly, for Hypothesis 7a, which signifies that the peer motivation in an online peer platform influences peer relationship strength, the association was not significant (γ=3.300, t-value=1.840, *p*.066); hence it was rejected. However, the relationship between customers' motivation in an online peer platform and peer loyalty (H7b) was statistically significant (γ=.542, t-value=5.299). Based on the outcomes obtained from Table 2, it was found that H8

(peer relationship strength->peer loyalty) and H9 (peer loyalty->peer active-participation) (γ=.128, t-value=2.975; γ=2.280, t-value=5.078) were to be accepted (Table 2).

<<<Table 2>>>

Discussion

The primary aim of our study was to examine the role of peer value co-creation in building peer loyalty and peer active participation and to address the gaps in any previous study concerning the antecedents and outcomes of peer value co-creation (Agarwal et al., 2020; Cortez and Johnston, 2017; Zaborek and Mazur, 2019). The outcome of this research proposes an optimistic reply to both questions. Peer value co-creation is a "desirable goal as it can assist firms in highlighting the customer's or consumer's point of view and in improving the front-end process of identifying customers' needs and wants" (Payne et al., 2008, p.84). It clarifies theoretical and managerial implications to reinforce the knowledge and management of a peer online platform.

The proposed model of the antecedents (peer perceived quality, identification, use resources, experience), and main outcomes (satisfaction, motivation, relationship in community, loyalty, and active participation) of value co-creation behaviour in P2P platforms have been tested by taking into account the particular peers' interaction context of P2P platforms in the hospitality industry. The findings show that perceptions of the quality of the system, information and service positively influences peers' identification and experience. However, it does not influence their resources sharing, which was found to have an impact on VCCB. In turn, peers' identification and experience significantly contribute to their VCCB, which, in turn, influences their motivation and relationship strength. Both peers' motivation and peers' relationship strength were found to significantly contribute to their loyalty to the peer-to-peer platform, which, in turn, significantly contributes to their active participation in the platform.

Surprisingly, peers' VCCB did not have a significant influence on their satisfaction with the P2P platform. This could be explained by the fact that transactions on the P2P platforms are peer-focused and not firm/platform provider-focused, with a fluid peer role which could be the provider of a service at times, and the user of a service at other times (Lin et al., 2019).

Implications for marketing theory

The most significant contribution of this study extends the understanding by investigating in P2P contexts the complex impact of value co-creation behaviour on peer evaluation (Lenka et al., 2017; Ramaswamy and Ozcan, 2016; Reypens et al., 2016). Previous researchers (Kahn et al., 2019; Foroudi et al., 2019) suggested that peer identification, peer resources, and peer experience are related to peer value co-creation behaviour. In this regard, the study revisits the previous literature in a context characterised by role fluidity, peer focus, dispersed beneficiaries, and reciprocity (Lin et al., 2019), and offers a validated framework that shows association between the constructs of peer value co-creation behaviour.

This research redefined and redeveloped the present investigation in the era of value co-creation. The current study makes a contribution to the research on value co-creation by designing and investigating a scale which identifies peer value co-creation behaviour in terms of its antecedents and outcomes. While the notion of peer value co-creation behaviour has been extensively deliberated in tourism and marketing research, no systematic endeavour has been made to analyse the features, which might account for the difference in results through the existing research. Consequently, from an academic perspective, the findings of this research apply a more methodological and inclusive method than any hitherto.

Implications for managerial practice

Our study delivers a managerial contribution for decision-makers by delineating the relationship between value co-creation behaviour in P2P platforms and (1) its antecedents, e.g. peer identification, user resources, and (2) outcomes, e.g. peer motivation, and peer satisfaction. The study provides insights on how value co-creation behaviour in P2P platforms could be enhanced by developing appropriate strategies to help facilitate peers' identification with the firm, developing a positive peer experience, and facilitating their resource-sharing, and, hence value co-creation behaviour in a P2P platform.

The study shows that peers' perceived quality influences their identification and experience. In order to enhance perceived quality, managers could manage peer reviews and online recommendations by promoting attributes related to the specific needs of users, e.g. shopping and visiting tourist attractions (Ding et al., 2020). The findings also emphasize peers' identification influence on VCCB in P2P platforms. This is not surprising, as it corroborates the distinctiveness between the P2P context and other business contexts. Lin et al. (2019)

claimed that the essence of the P2P context is different from other business contexts due to role fluidity, peer focus, dispersed beneficiaries, and reciprocity. For instance, in a peer platform, peers are focusing on other peers' benefits, while in a B2C context, customers are not, predominantly, focused on the benefits to other customers. Consequently, the incorporation between the P2P context and other business contexts can have great potential for peer platform managers for running and managing the peer platforms more efficiently. In this regard, the current research provides peer platform managers with an understanding of the value co-creation in peer platforms. Additionally, P2P platforms constitute a unique context that emphasises the role of service providers as facilitators of peers' value co-creation. Therefore, they need to fully understand what could potentially help peers co-create value together.

By understanding the peer requirements for co-creating value, peer managers can make the right decisions when providing the right tools for facilitating VCCB in peer platforms. In practice, managers can set out to establish a sense of shared vision through decreasing the dysfunctional and conflict sense of value in the platform. Furthermore, managers should take peer identification into account, and should create tools for peers so that they can safely share their identity in their profiles. For instance, as suggested by Underwood et al. (2001) some traits, such as having a high physical facility could assist customers in building a higher level of social identification; online traits/features might be included in the website which could potentially augment peers' identification with the peer-to-peer platform.

The concept of value co-creation behaviour can have benefits for different stakeholders involved in the P2P platform. Hence, it is important for P2P platform managers to note the significance of value co-creation behaviour as the main driving source in sustaining a P2P platform (Lin et al., 2019). By identifying the different influences of peers' VCCB (customer citizenship behaviour and participation behaviour), this study could assist peer managers to comprehend the role of peers as value co-creators, and the main source of benefit to P2P platforms.

By bridging the gap between professionals and academics, managing peers' VCCB could be regarded as an integrated approach to creating value for both internal and external stakeholders. Regarding developing the items and components of the VCCB in P2P platforms, this study confirms that the measurement scale supports peers' VCCB as an

operative instrument for attaining the objectives of peer platforms, and suggests that it should have a more noteworthy role for peer platform administrators. The current study extends the understanding of the factors influencing peers' VCCB and its impact on peer loyalty and active participation. P2P platform managers could adapt the developed measurement scales and use them as an important guideline and checklist for examining the degree of VCCB among different peers.

Limitations and future research directions

This study has addressed peers' VCCB in P2P platforms, its antecedents and outcomes, which could provide a number of potentially fruitful further research avenues. In terms of validation and measurement, the current research applied a quantitative approach with a minor reliance on exploration, and developed appropriate measurement scales for peers' VCCB. Future studies could further test the developed scales in order to measure VCCB in other P2P platforms. Furthermore, this study's research applied multiple and different measurements and constructs within the hospitality setting in the UK. Hospitality researchers could examine the reliability and validity of the item measurements. The current study represents an initial effort on how to conceptualise peers' VCCB in a P2P digital setting by focusing on the hospitality industry; future studies could thus advance the concept of peers' VCCB in other business contexts and take into consideration the various stakeholders (e.g., peer managers). Moreover, it is also useful to deliberate on other types of service. Future research might discover whether or not the proposed associations in this study hold for other cultures or nations.

Further study could also reproduce the current study model in other P2P platforms, such as Amazon or Uber. Finally, while some relationships were found to be significant, others were not. In this regard, future researchers are encouraged to conduct investigations on these rejected relationships. This study is the first research to inspect VCCB in the P2P platform context, its antecedents, and outcomes. It employed a quantitative study with reliance on the exploration approach to test and validate a research framework by using structural equation modelling. As some of the hypotheses were not positive, future research could repeat this research in diverse sectors to increase the generalisability of the findings.

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Figure 1: Conceptual Model

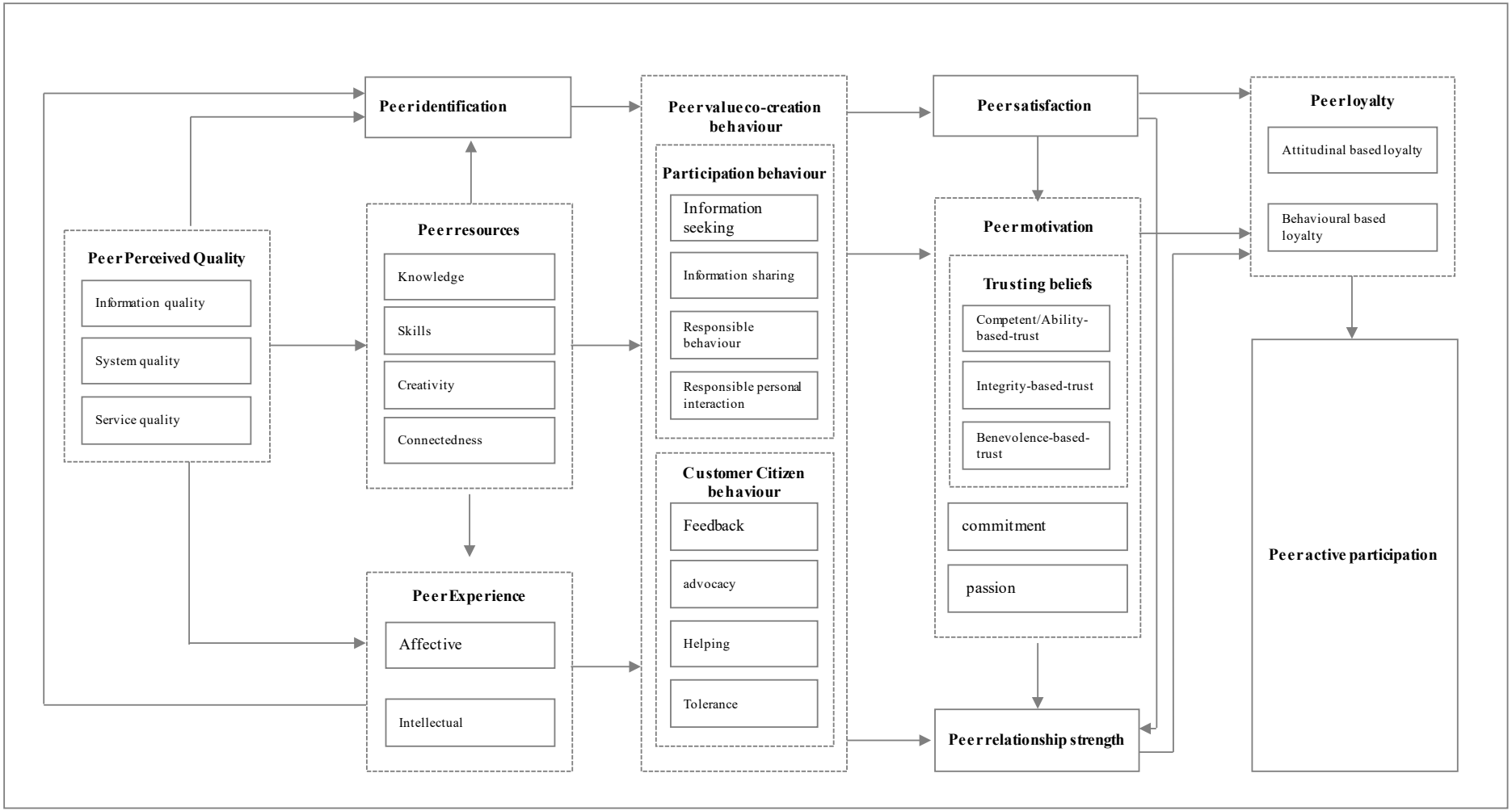

Table 1: Demographic profile of the peer platform users compared with the main population figures (N=712)

		N	%
Gender			
	Male	410	57.6
	Female	302	42.4
Age			
	19 years old or less	13	1.8
	20 to 29 years	258	36.2
	30 to 39 years	272	38.2
	40 to 49 years	145	2.4
	50 to 59 years	24	3.4
Education			
	High school	36	5.1
	Undergraduate	225	31.6
	Postgraduate and above	451	63.3

	N	%
Jobs		
Top executive or manager	80	11.2
Owner of a company	48	6.7
Lawyer, dentist or architect etc.	97	13.6
Office/clerical staff	75	1.5
Worker	81	11.4
Civil servant	73	1.3
Craftsman	138	19.4
Student	99	13.9
Housewife	21	2.9

Table 2: Results of hypothesis testing

Standardised regression paths				**Estimate**	**S.E**	**C.R**	**p**	**Hypothesis**
H1a	Peer Perceived Quality	--->	peer resources	-.036	.076	-.477	.634	Not Supported
H1b		--->	peer identification	.644	.143	4.491	***	Supported
H1c		--->	Peer Experience	1.678	.199	8.449	***	Supported
H2a	Peer experience	--->	Peer identification	.439	1.067	.412	.681	Not Supported
H2b		--->	Peer Value co-creation behaviour	.562	.063	8.894	***	Supported
H3a	Peer resources	--->	Peer identification	-.054	.297	-.182	.856	Not Supported
H3b		--->	Peer Experience	.095	.083	1.144	.253	Not Supported
H3c		--->	Peer Value co-creation behaviour	.547	.064	8.544	***	Supported
H4	Peer identification	--->	Peer Value co-creation behaviour	.072	.031	2.343	.019	Supported
H5a	Peer value co-creation behaviour	--->	Peer Satisfaction	.632	.105	6.018	***	Supported
H5b		--->	Peer Motivation	.766	.103	7.458	***	Supported
H5c		--->	Peer relationship strength	.591	.097	6.079	***	Supported
H6a	Peer Satisfaction	--->	Peer Motivation	.071	.027	2.579	.010	Supported
H6b		--->	Peer Loyalty	.103	.038	2.746	.006	Supported
H6c		--->	Peer relationship strength	-.224	.153	-1.465	.143	Not Supported
H7a	Peer Motivation	--->	Peer relationship strength	3.300	1.794	1.840	.066	Not Supported
H7b		--->	Peer Loyalty	.542	.102	5.299	***	Supported
H8	Relationship in the community	--->	Peer Loyalty	.128	.043	2.975	.003	Supported
H9	Peer Loyalty	--->	Peer Active participation	2.280	.449	5.078	***	Supported

*** $p < .001$

Notes: Path = Relationship between independent variable on dependent variable; β = Standardised regression coefficient; S.E. = Standard error; p = Level of significance.

Appendix 1: Item measurement, reliability, AVE, and CR

Construct and item measurement	Factor loading	Mean	Std. Dev	AVE	CR	Cronbach @	
Information quality				.841	.955	**.954**	
The content of the information discussed between the peers is always accurate	.911	5.4303	1.61771				Gharib et al. (2017); Supported by Qualitative Study
The content of the information discussed between the peers in the peer platform is always up to date	.901	5.2478	1.63525				Gharib et al. (2017)
The content of the information discussed between the peers in the peer platform is well formatted	.876	5.2967	1.62934				Gharib et al. (2017)
The content of the information discussed between the peers in the peer platform is always useful	.935	5.3487	1.62679				Gharib et al. (2017)
System quality				.582	.874	**.872**	
The peer providers inform the customer providers of new services	.738	5.0786	1.50128				Qualitative Study
The moderator of the peer providers would not allow peers to disrupt the discussion	.728	5.0401	1.54666				Gharib et al. (2017)
The moderator of the peer providers often encourages peer customers to take part in the discussions	.766	4.9792	1.54752				Gharib et al. (2017)
The peers are well moderated	.764	5.0148	1.61432				Gharib et al. (2017); Supported by Qualitative Study
The moderator of the peer providers protects his/her peer customers from disruptive peers	.814	5.1068	1.55642				Gharib et al. (2017); Supported by Qualitative Study
The moderator of the peer providers does not show a sincere interest in solving peer customer problems (R)							Gharib et al. (2017) Removed
The service quality				.764	.942	**.942**	
It is easy to navigate through the peer profiles	.801	5.6098	1.61548				Gharib et al. (2017)
It is easy to use the peer profiles	.824	5.4228	1.66088				Gharib et al. (2017); Supported by Qualitative Study
The peer providers can be adapted to meet a variety of needs	.851	5.5415	1.56927				Gharib et al. (2017)
It takes too long for the peer providers to respond to my request (R)	.827	5.3991	1.61973				Gharib et al. (2017)
The peers allow information to be readily accessible	.851	5.3472	1.56330				Gharib et al. (2017); Supported by Qualitative Study
The peers always operate reliably							Gharib et al. (2017) Removed
Identification				.879	.956	**.955**	
This peer provider's successes are my successes	.861	5.4036	1.57064				Foroudi et al. (2019a)
My peer provider is very interested in what others think about	.869	5.4258	1.65654				

him/her							
If a story in the media criticised the peer provider, I would feel embarrassed	.850	5.3783	1.65731				
When someone praises the peer provider, it feels like a compliment for me							Foroudi et al. (2019a) Removed
When I talk about the peer provider, I usually say 'we' rather than 'him/her'							Foroudi et al. (2019a) Removed
When someone criticises the peer providers, it feels like a personal insult							Foroudi et al. (2019a) Removed
I am very interested in what others think about the peer provider							Foroudi et al. (2019a) Removed
Knowledge				.783	.915	**.912**	
I am informed about what the peer provider has to offer	.907	5.3338	1.55335				Merz et al. (2018)
I am knowledgeable about the peer provider	.913	5.3056	1.55486				Merz et al. (2018)
I am an expert on the peer provider and his/her services	.832	5.4006	1.54374				Merz et al. (2018)
I consider myself as very knowledgeable to contribute to peer provider service developments							Merz et al. (2018) Removed
Skills				.802	.923	**.921**	
I think critically when I deal with the peer provider	.897	5.2745	1.60062				Merz et al. (2018)
I think logically when I deal with the peer provider	.892	5.2626	1.62472				Merz et al. (2018)
I think analytically when I deal with the peer provider	.819	5.3101	1.56493				Merz et al. (2018)
Creativity				.758	.903	**.895**	
I become curious when I interact with the peer provider	.805	5.4243	1.66631				Merz et al. (2018)
I become creative when I interact with the peer provider	.925	5.4050	1.66532				Merz et al. (2018)
I become imaginative when I interact with the peer provider	.926	5.2507	1.65557				Merz et al. (2018)
I become creative when there is an opportunity to solve an issue (give an answer to the peer provider)							Qualitative Study - Removed
Connectedness				.876	.966	**.965**	
I socialize with other peer customers of the peer providers	.930	5.2389	1.76752				Merz et al. (2018)
I belong to one of peer provider communities related to the peer provider	.925	5.2997	1.80533				Merz et al. (2018)
I am connected to other peer customers of the peer provider	.933	5.2181	1.81661				Merz et al. (2018)

I am networked with other peer customers of the peer providers	.880	5.2685	1.82861				Merz et al. (2018)
Affective experience				.846	.965	**.965**	
The peer provider and I result in bodily experiences	.887	5.3576	1.57847				Brakus et al. (2009)
I engage in physical actions and behaviours when I use the peer provider services	.924	5.3487	1.59357				Brakus et al. (2009)
My decision to visit the peer provider made me satisfied	.903	5.3398	1.61585				Dennis et al. (2014); Foroudi et al. (2016)
My decision to visit the peer provider was the right decision	.907	5.3620	1.62250				Dennis et al. (2014); Foroudi et al. (2016)
The peer provider is not action oriented	.905	5.3605	1.58906				Brakus et al. (2009)
Intellectual experience				.832	.961	**.960**	
I engage in a lot of thinking when I encounter the peer provider	.771	5.2967	1.58965				Brakus et al. (2009)
I can decide better with the peer provider	.788	5.4436	1.59417				Brakus et al. (2009)
I find the peer provider helpful	.772	5.1039	1.64028				Dennis et al. (2014); Foroudi et al. (2016)
I can find what I am looking for in the peer provider profile	.824	5.5297	1.50872				Dennis et al. (2014); Foroudi et al. (2016)
The peer provider does not make me think	.833	5.4125	1.54830				Brakus et al. (2009)
The peer provider stimulates my curiosity and problem solving							Brakus et al. (2009) Removed
Information seeking				.818	.957	**.958**	
I have searched for information about what I need in the peer provider profile	.875	5.4659	1.52040				Qualitative Study
I have paid attention to how others behave in order to use the peer provider service well	.861	5.4926	1.43428				Yi and Gong (2013); Supported by qualitative study
I have searched for information on where the peer providers' services are located	.850	5.4555	1.48752				Yi and Gong (2013); Supported by qualitative study
I have asked others for information on what the peer provider service offers	.854	5.4095	1.53463				Yi and Gong (2013); Supported by qualitative study
I have searched for up to date and new services in the peer provider profile	.854	5.5104	1.47713				Qualitative Study
Information seeking				.854	.946	**.946**	
I provided necessary information so that the peer provider could perform his or her duties	.835	5.1869	1.71370				Yi and Gong (2013); Supported by qualitative study
I gave the peer provider proper information	.840	5.1751	1.74331				Yi and Gong (2013); Supported by qualitative study
I clearly explained what I wanted the peer provider to do	.848	5.2537	1.68006				Yi and Gong (2013); Supported by qualitative study
I answered all the peer provider service-related questions							Yi and Gong (2013); Supported by

							qualitative study; Removed
Responsible behaviour				.841	955	**.955**	
I followed the peer provider directives or orders	.905	5.3220	1.48851				Yi and Gong (2013)
I fulfilled responsibilities to the peer provider	.915	5.3887	1.48302				Yi and Gong (2013); Supported by qualitative study
I adequately completed all the expected behaviours	.905	5.2967	1.52573				Yi and Gong (2013); Supported by qualitative study
I performed all the tasks that are required	.917	5.3234	1.51441				Yi and Gong (2013); Supported by qualitative study
Responsible personal interaction				.798	.965	**.965**	
I did not act rudely to the peer provider	.871	5.3546	1.77997				Yi and Gong (2013); Qualitative Study
I was courteous to the peer provider	.883	5.1706	1.80941				Yi and Gong (2013); Qualitative Study
I was kind to the peer provider	.921	5.2389	1.80660				Qualitative Study
I was friendly to the peer provider	.891	5.2374	1.81868				Yi and Gong (2013); Qualitative Study
I was sympathetic to the peer provider	.908	5.2077	1.79189				Yi and Gong (2013); Qualitative Study
Interaction with the peer provider made me happier	.861	5.3071	1.74250				Qualitative Study
My inability to understand other peers' comments about the peer provider made me unhappy	.849	5.2760	1.73191				Qualitative Study
Feedback				.796	.921	**.919**	
When I receive good service from the peer provider, I comment about it	.821	5.0341	1.74794				Yi and Gong (2013); Qualitative study
When I experience a problem, I let the peer provider know about it	.853	5.0341	1.68739				Yi and Gong (2013); Qualitative study
If I have a useful idea on how to improve the peer provider services, I let the peer provider know	.824	5.1187	1.74976				Yi and Gong (2013); Qualitative study
Advocacy				.832	.937	**.936**	
I encouraged friends and relatives to use the peer providers' services	.814	5.3056	1.66202				Yi and Gong (2013); Qualitative study
I say positive things about the peer providers to other peers	.862	5.3323	1.59660				Qualitative study
I recommended the peer provider to other peers	.847	5.3145	1.58809				Yi and Gong (2013); Qualitative study
Helping				.808	.967	**.967**	
I help other peers if they seem to have problems	.878	5.3947	1.71308				Yi and Gong (2013)
I teach other peers to use the service correctly	.838	5.4614	1.67292				Yi and Gong (2013); Qualitative study
I assist other peers if they need my help	.862	5.4451	1.70240				Qualitative study
I give advice to other peers	.883	5.4184	1.69696				Yi and Gong (2013)
I assist other peers if they need my help	.865	5.4614	1.66044				Qualitative study
I help other peers if they seem to have problems	.838	5.4214	1.71278				Qualitative study

I teach other peers to use the service correctly	.834	5.4585	1.70452				Qualitative study
I give advice to other peer customers							Qualitative study; Removed
Tolerance				.911	.969	**.968**	
If the peer provider makes a mistake during service delivery, I would be willing to be patient	.962	5.3739	1.78144				Yi and Gong (2013); Qualitative study
If I have to wait longer than I normally expect to receive the service, I would be willing to adapt	.966	5.4036	1.70753				Yi and Gong (2013); Qualitative study
If the peer provider service is not delivered as expected, I would be willing to put up with it	.967	5.3724	1.73742				Yi and Gong (2013); Qualitative study
Peer Satisfaction				.713	.881	**.879**	
Overall, I am pleased with the service offerings of the peer provider	.852	5.3932	1.70429				Ranaweera and Prabhu (2003)
I feel satisfied that I could provide some information to other peer platform members	.869	5.4510	1.69821				Qualitative study
The service offerings of the peer provider meet my expectations	.818	5.4080	1.68058				Ranaweera and Prabhu (2003)
I think I did the right thing when I chose the peer provider							Ranaweera and Prabhu (2003)
Competent/Ability-based-trust				.754	.938	**.948**	
The other peers have much knowledge about the subjects we discuss	.858	5.4273	1.65929				Gharib et al. (2017)
The other peers have specialized capabilities that can add to the conversation on the peer platform	.849	5.6157	1.53099				Gharib et al. (2017)
The other peers are well qualified in the topics we discuss	.874	5.6335	1.55746				Gharib et al. (2017)
The other peers are very capable of performing tasks on the topics we discuss	.895	5.4555	1.61216				Gharib et al. (2017)
I could not totally rely on the peer platform community	.863	5.5371	1.57505				Qualitative study
I feel very confident about the skills the other peers have in relation to the topics we discuss							Gharib et al. (2017) Removed
Integrity-based-trust				.770	.959	**.940**	
The other peers are truthful in dealing with one another	.857	5.3442	1.70226				Gharib et al. (2017)
The other peers are genuine and sincere in dealing with one another	.886	5.3516	1.70118				Gharib et al. (2017)
The other peers are fair in dealing with one another	.891	5.3487	1.71050				Gharib et al. (2017)
In our relationship, the peer provider has high integrity	.837	5.3487	1.70441				Morgan and Hunt (1994) Ranaweera and Prabhu (2003)
In our relationship, the peer provider can be counted on to do what is right	.850	5.3412	1.66491				Morgan and Hunt (1994)
In our relationship, the peer provider can be trusted at all times	.836	5.3561	1.68135				Ranaweera and Prabhu (2003)

If I trust the peer provider, I will trust the peer platform	.822	5.3264	1.71878				Qualitative study
The other peers do not behave in a consistent manner (R)							Gharib et al. (2017) Removed
Benevolence-based-trust				.797	.952	**.952**	
The other peers would not intentionally do anything to disrupt the conversations	.870	5.1172	1.73408				Gharib et al. (2017)
The other peers are concerned about what is important to peers	.870	5.2181	1.73288				Gharib et al. (2017)
The other peers are very concerned about the ability of peers to get along	.851	5.0163	1.81574				Gharib et al. (2017)
Judging from the company response, I am confident that when peer customers have problems, the peer providers will respond constructively and with care	.899	5.1424	1.75054				Foroudi (2018); Sirdeshmukh et al. (2002); Xie and Peng (2009); Zhao and Roper (2011)
Judging from the peer provider response, I believe the peer provider has a great deal of benevolence	.878	5.0252	1.81482				Foroudi (2018); Sirdeshmukh et al., 2002; Xie and Peng (2009); Zhao and Roper (2011)
The peer provider constantly tries to improve their services and to better satisfy their peer customers							Foroudi (2018); Lombart and Louis (2016); Spears and Singh (2004); Removed
The peer provider renews their services to meet the expectations of their peer customers							Foroudi (2018); Lombart and Louis (2016); Spears and Singh (2004); Removed
Judging from the peer provider, I rely on the peer platform to favour the peer customer's best interests							Foroudi (2018); Sirdeshmukh et al. (2002); Xie and Peng (2009); Removed
The peer provider is concerned about their peer customers							Foroudi (2018); Sirdeshmukh et al. (2002); Xie and Peng (2009); Removed
Commitment				.753	.924	**.924**	
The peer provider has a great deal of personal meaning for me	.881	5.4021	1.38557				Gharib et al. (2017)
I feel a strong sense of belonging to the peer provider	.890	5.3947	1.34806				Gharib et al. (2017)
I feel a strong connection to the peer provider	.904	5.3027	1.40803				Gharib et al. (2017)
I have a real emotional attachment to the peer provider	.916	5.3739	1.40461				Gharib et al. (2017); Supported by Qualitative Study
My goal is to make the peer provider successful							Merz et al. (2018, p. 82); Removed
I am driven to make the peer provider successful							Merz et al. (2018, p. 82); Removed
I am committed to making the peer provider successful							Merz et al. (2018, p. 82); Removed
I am enthusiastic about making the peer provider successful							Merz et al. (2018, p. 82); Removed
I feel like a part of the group at the peer provider profile							Merz et al. (2018, p. 82); Removed

Passion				.870	.964	**.963**	
I am addicted to the peer provider	.907	5.4629	1.38533				Merz et al. (2018, p. 82)
I love the peer provider	.911	5.4674	1.44013				Merz et al. (2018, p. 82)
I admire the peer provider	.862	5.4599	1.43788				Merz et al. (2018, p. 82)
I am a fan of the peer provider	.899	5.5208	1.35531				Merz et al. (2018, p. 82)
Peer Relationship Strength				.652	.902	**.889**	
The peer provider has good pricing for their service offerings	.763	5.5045	1.48818				Qualitative Study
The peer provider is flexible and adaptable in its marketing approach to the peer customers	.845	5.6484	1.40983				Qualitative Study
The peer provider makes a strong effort to get to know me	.857	5.4570	1.49355				Qualitative Study
My relationship to the peer provider is strong	.857	5.5638	1.38542				Qualitative Study
My relationship to the peer provider is important to me	.711	5.5104	1.49910				Qualitative Study
I got a good price deal from the peer provider							Qualitative Study; Removed
I am willing to share information and knowledge with the peer customers							Qualitative Study; Removed
I like the interactions I have with the peer providers							Qualitative Study; Removed
Attitudinal based loyalty				.773	.944	**.950**	
I enjoy doing business with the peer provider	.898	5.2596	1.40661				Breivik and Thorbjørnsen (2008); Watson et al. (2015); Yim et al. (2008)
I use the peer provider services because it is the best choice for me	.889	5.2834	1.44069				Pritchard et al. (1999)
I really like the peer provider	.899	5.3190	1.43736				Breivik and Thorbjørnsen (2008); Watson et al. (2015); Yim et al. (2008)
I have a positive attitude towards the peer provider	.869	5.2641	1.47339				Breivik and Thorbjørnsen (2008); Watson et al. (2015); Yim et al. (2008)
I consider the peer provider my first preference	.912	5.2745	1.42688				Pritchard et al. (1999) - Removed
If I had to do it all over again, I would do business with the peer provider							Pritchard et al. (1999) - Removed
The peer provider is distinct from other peer providers in the peer platform							Pritchard et al. (1999) - Removed

To me the peer provider is the same as other peer providers (R)							Pritchard et al. (1999) - Removed
Behavioural based loyalty				.743	.920	**.933**	
I frequently rent services from the peer provider	.826	5.6736	1.38673				Brady et al. (2012); Wulf et al. (2001); Watson et al. (2015)
The last time I rented a service, I rented from the peer provider	.916	5.4777	1.36185				Brady et al. (2012); Wulf et al. (2001); Watson et al. (2015)
I only rent services from the peer provider	.909	5.4154	1.37353				Brady et al. (2012); Wulf et al. (2001); Watson et al. (2015)
I often rent services from the peer provider	.912	5.5282	1.28771				Brady et al. (2012); Wulf et al. (2001); Watson et al. (2015)
I rent services mostly from the peer provider							Swanson and Kelley (2001) - Removed
I am likely to go back to the peer provider the next time I need the related services							Swanson and Kelley (2001) - Removed
I am likely to rent the peer provider services again in the future							Swanson and Kelley (2001) - Removed
I am not likely to switch to another peer provider							Swanson and Kelley (2001) - Removed
Active participation				.837	.963	**.962**	
I regularly login to the peer platform	.885	5.4763	1.50784				Ghahrib et al. (2017)
I always keep my profile up to date on the peer platform	.881	5.4540	1.57104				Ghahrib et al. (2017)
I regularly post relevant and useful information to the peer platform that engenders discussions	.888	5.3591	1.59546				Ghahrib et al. (2017)
I regularly reply with relevant and useful information to posted questions on the peer platform	.853	5.4228	1.48118				Ghahrib et al. (2017)
I am an active member of the peer platform	.904	5.5000	1.52566				Ghahrib et al. (2017)

Web Appendix 1: Interview protocol

Construct, Definition and Qualitative Questions	
RQ1: How and to what extent do (a) perceived quality, (b) affective and intellectual experience (c) user's resources, (d) corporate brand identification interrelate with each other to influence value in the process of value co-creation online brand communities	
Perceived quality -> Peer resources	
Peer PERCEIVED QUALITY Definition: …is a cognitive response and judgment about the overall excellence or superiority of a product or service which is the primary driver of purchase intention (Dodds et al., 1991; Jacoby and Olson, 1985; Kumar et al., 2009) ,which could be measured through three components (i) perceived information quality (Bailey and Pearson 1983; Ives et al., 1983; Nicolaou and McKnight 2006), (ii) perceived system quality (Gorla et al., 2010, p. 219; Jang et al., 2008); and (iii) perceived service quality (Bitner and Hubbert, 1994; Lien et al., 2017; Lien, Wu, Chen, and Wang, 2014; Parasuraman, Zeithaml, and Berry, 1991; Zeithaml, 1988)	
Perceived information quality Definition: … is cognitive beliefs and user reactions (Bailey and Pearson, 1983; Ives et al., 1983; Nicolaou and McKnight, 2006) to the favourable/unfavourable characteristics of the exchange information (Nicolaou and McKnight, 2006, p. 335) which meets user needs according to external, subjective user perceptions … conforms to specifications, and meets or exceeds consumer expectations (Kahn, Strong, and Wang 2002, p. 185). It can be measured via the criteria of relevance (Nicolaou and McKnight, 2006), accessibility (validity), and interpretability composed of accuracy (Nicolaou and McKnight, 2006) and completeness (Nicolaou and McKnight, 2006)" (Nicolaou and McKnight, 2006, p. 335)	
Does the information you find in the platform conform to specifications and expectations? Do they meet or exceed your expectations? How do you feel about the accessibility, currency, accuracy, completeness, relevance, and reliability of the exchange information?	
Perceived system quality Definition: … to what extent is the quality of the system technically sound, user friendly, easy to learn, error-free, well documented, and flexible (Gorla et al., 2010, p. 219; Jang et al., 2008)?	
…is Proxym online platform technically sound, error-free, bug-free, user friendly, easy to learn, error-free, well documented, and flexible? Is the search for the information in the platform speedy and convenient?	
Perceived service quality Definition: … is a customer's overall evaluations and judgments of the excellence and quality of service delivery (Santos, 2003) and performance (Bitner and Hubbert, 1994; Lien et al., 2017; Lien, Wu, Chen, and Wang, 2014; Parasuraman, Zeithaml, and Berry, 1991; Zeithaml, 1988) which consists of three components: interaction quality, environment quality, and outcome quality (Brady and Cronin, 2001, p. 37). In addition, it refers to such a cognitive state, while satisfaction is the affective (or emotional) state resulting from an evaluation of interaction experiences (Carrillat et al., 2009; Crosby et al., 1990)	

	How do you evaluate the overall excellence and quality of the peer platform of the organization and its services? In terms of interaction quality, environment quality, and outcome quality?	
Peer RESOURCES …could be measured through four components (i) knowledge; (ii) skills; (iii) creativity; and (iv) connectedness		
Knowledge Definition: … can be defined as "the extent to which the peer is informed and experienced with a brand" (Merz et al., 2018, p. 82)		
	Do you think that the peers (the other members of the platform) are knowledgeable about the peer platform and its offers?	
Skills Definition: The extent to which the peer is stimulated by the brand in terms of his/her capabilities (Merz et al., 2018, p. 82)		
	Do you think that the peers are stimulated by Proxym in terms of its capabilities?	
Creativity Definition: The extent to which the peer is stimulated by the brand in terms of his/her use of imagination and development of original ideas (Merz et al., 2018, p. 82)		
	Do you think the peers are stimulated by Proxym in terms of its use of imagination and development of original ideas?	
Connectedness Definition: The extent to which the peer is associated, bonded, or linked with others because of the brand (Merz et al., 2018, p. 82)		
	To what extent do you think the peers are associated, bonded or linked with others because of the peer platform?	
	General Question: Do you think the information, system, and service qualities in the peer platform can influence users' knowledge, skills, creativity, and connectedness?	
Perceived quality -> Identification		
Peer identification Definition: …is the degree to which members and social groups define themselves by the same attributes that they believe define the platform, meaning they identify themselves with the norms, traditions, customs and goals of the platform (Dutton et al., 1994, p. 239; Knight and Haslam, 2010; Tajfel, 1981)		
	Based on facts to date, do you think that your connection with the peer platform would influence your bond with peers and the platform itself?	

	Based on facts to date, do you think peer perceived quality impacts on your connection with the peer platform?	
Perceived quality -> Affective and intellectual experience		
Peer Experience Definition: Customer experience is multi-dimensional in nature and is a complex and dynamic term that is a significant driver of firm's success and competitive advantage (Schmitt, 2003; Verhoef et al., 2009, Lemon and Verhoef, 2016) customers'/users' reactions to all the interactions they have with a firm (Homburg et al., 2015) other customers/users (Lemon and Verhoef, 2016), intermediaries (Payne and Frow, 2004) and wider network actors (Zolkiewski et al. 2017). Customer experience is "holistic in nature involving the customer's affective and intellectual responses to any indirect or direct contact with the brand, platform, and other users across multiple touchpoints throughout the customer journey (McColl-Kennedy et al., 2015)		
	Do you think the peers' perceived quality from the online platform is beneficial and will influence their experience and develop stronger relationships?	
Affective experience (moods and emotions) Definition: … refers to the individual's emotional state after the introduction of stimuli (Parboteeah et al., 2009), which affects each layer of an individual's behaviour and their decision-making process (Brakus et al., 2009; Chen et al. 2009; Essoo and Dibb, 2004; Garg et al., 2012; Goulding, 2000; Holbrook, 2007; Holbrook and Hirschman, 1982; Hosany and Witham, 2009; Klaus and Maklan, 2011; Klaus and Maklan, 2012; Parboteeah et al., 2009; Schmitt, 1999; Su, 2011; Tsai, 2005; Verhoef et al., 2009; Wang, 2012; Williams, 2006; Zarantonello and Schmitt, 2010)		
	Do you think the peers' perceived quality from the online platform will influence their experience towards their decision about a particular service/product?	
Intellectual experience (cognitive, functional, educational, stimulation) Definition: … refers to an individual's knowledge about the product and services (Berry et al., 2006; Brakus et al., 2009; Ek et al., 2008; Ferguson et al., 2010; Fulbright et al., 2001; Garg et al., 2012; Goulding, 2000; Holbrook and Hirschman, 1982; O'Sullivan and Spangler, 1998; Olsson, 2012; Schmitt, 1999; Sundbo, 2009; Tsai (2005); Verhoef et al., 2009; Williams, 2006; Yu and Fang, 2009; Zarantonello and Schmitt, 2010)		
	Do you think the peers perceived quality from the online platform is helpful and problem solving, and will influence their experience towards their decision about a particular service/product?	
	General question: Do you think the information, system, and service quality in an online platform can influence users' intellectual and affective experiences?	
Affective experience -> Behavioural experience		
	Do you think your visit to the online platform makes you happy and satisfied, which influences your decision and problem solving?	
Experience -> Identification		

	How would you describe your identification with the platform? (e.g., Are you proud to tell others that you are part of the platform? Does the platform's image in the platform represent you?) How would you describe the identification that the platform has with its peers? To what extent do you think the experiences from the online platform can influence your identification with the platform?	
Experience -> Identification		
	How would you describe your identification with the platform and peers?	
Experience -> VCCB		
Peer VCCB Definition: … is a "desirable goal as it can assist firms in highlighting the customer's or consumer's point of view and in improving the front-end process of identifying customers' needs and wants" (Lusch and Vargo, 2006; Payne et al., 2008, p. 84). It occurs when a customer consumes, or uses, a product or service, rather than when the output is manufactured. It could be measured through sub constructs, participation behaviour, and citizen behaviour		
Participation behaviour Definition: …refers to role clarity, ability, and motivation in participation in the platform (Foroudi et al., 2019)		
	Please explain the purpose of participating in the online platform?	
	Information seeking Definition: customers seek information about service status and service parameters to explain service requirements and satisfy other cognitive needs, how to perform their tasks as value co-creators as well as what they are expected to do and how they are expected to perform during a service encounter (Foroudi et al., 2019; Yi and Gong, 2013) Are you searching for information in the online platform? What information do you usually search for? Please provide an example	
	Information sharing: Definition: … is the key to the success of value co-creation. For successful value co-creation, "customers should provide resources such as information for use in value co-creation processes" (Foroudi et al., 2019; Yi and Gong, 2013, p. 1280) Are you sharing information in the online platform? What information do you usually share? Please provide an example	
	Responsible behaviour Definition: …occurs when customers recognize their duties and responsibilities as partial employees. For successful value co-creation between themselves and employees, customers need to be cooperative, observing rules and policies and accepting directions from employees (Foroudi et al., 2019; Yi and Gong, 2013, p. 1280)	

	Are you responsible for performing any tasks in the online platform?	
	Responsible personal interaction: Definition: …refers to interpersonal relations between customers and employees, which are necessary for successful value co-creation (Foroudi et al., 2019; Yi and Gong, 2013, p. 1280) Please explain your personal interaction in the online platform? For example, friendliness, kindness, politeness, etc.	
Customer Citizen behaviour Definition:… is an extraordinary value to the firm and refers to customers'/users' procedural justice, distributive justice, and interactional justice		
	Feedback Definition: … includes "solicited and unsolicited information that customers provide to the employee, which helps employees and the firm to improve the service creation process in the long run" (Groth et al., 2004; Foroudi et al., 2019; Yi and Gong, 2013, p. 1280)	
	Advocacy Definition: refers to "recommending the business—whether the firm or the employee—to others such as friends or family. In the context of value co-creation, advocacy indicates allegiance to the firm and promotion of the firm's interests beyond the individual customer's interests" (Bettencourt, 1997; Foroudi et al., 2019; Yi and Gong, 2013, p. 1280)	
	Tolerance Definition: … refers to "customer willingness to be patient when the service delivery does not meet the customer's expectations of adequate service, as in the case of delays or equipment shortages (Foroudi et al., 2019; Lengnick-Hall et al., 2000; Yi and Gong, 2013, p. 1281)	
	Helping Definition:… refers to "customer behaviour aimed at assisting other customers. In a service co-creation process, customers usually direct helping behaviour at other customers rather than at employees because other customers in a service encounter may need help behaving in ways consistent with their expected roles" (Foroudi et al., 2019; Groth et al., 2004; Yi and Gong, 2013, p. 1281) To what extent do you think the interactions, participation, collaboration and dialogue within the online platform can help you receive quality of feedback, advocacy, tolerance, and help from the peers?	
	General question: To what extent do you think the interactions, participation, collaboration and dialogue within online platforms can develop a deeper understanding about the product/services?	
Peer resources -> Identification		
	To what extent do you share your knowledge, skills, and creativity within the online platform? Do you think sharing your resources within the online platform can influence your identification with the platform? Please explain	

Peer resources -> Experience		
	Do you think sharing your knowledge, skills, and creativity within the online platform can influence your experience? Please explain	
Peer resources -> VCCB		
	Do you think sharing your resources within the online platform can influence VCCB? Please explain	
Identification -> VCCB		
	To what extent do you think the identification with the platform/brand can influence VCCB?	
	Identification -> VCCB	
	To what extent do you think the identification with the online brand platform can influence VCCB?	
RQ2: To what extent do (a) co-created value, (b) satisfaction, (c) motivation, (d) relationship strength, (e) peer loyalty interrelate with each other to influence active participation in the process of value co-creation online brand communities?		
VCCB -> Satisfaction		
Peer Satisfaction: Definition: … is a post-decision customer experience (Caruana, 2002, p. 815; Cronin and Taylor, 1994)		
	To what extent do you think the value co-created behaviour in an online platform has influenced your satisfaction?	
VCCB -> Motivation		
Peer Motivation Definition: … as mental states experienced in relation to situations or targets that have implications for the individual's goals or well-being (Johnson and Stewart, 2005) which influence the future of business relationships (Tahtinen and Blois, 2011). People in business-to-business relationships appraise the situations they perform in, and the happenings that occur to them, and the resulting emotions and coping responses influence the course and outcomes of the relationship" (Baggozi, 2006, p. 456)		
	Please explain what the key factors are that motivate you to participate in the online platform?	
Trusting beliefs Definition: … is a psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviours of another		

(Rousseau et al., 1998, p. 395) which means the peer is confident about the brand (Merz et al., 2018, p. 82)		
	Please explain what the key factors are that can influence your trusting beliefs towards the online platform?	
Competent/Ability-based-trust Definition: … is concerned with an individual's belief and confidence that others are able to help fulfil his/her needs (Chow and Chan, 2008; Gharib et al., 2017, p. 518; Hsu and Lin, 2008; Mayer, Davis, and Schoorman, 1995; McKnight et al., 1998; McKnight, Choudhury, and Kacmar, 2002; Nicolaou and McKnight, 2006; Schlosser, White and Lloyd, 2006; Sitkin and Roth, 1993; Vatanasombut, Igbaria, Stylianou, and Rodgers, 2008).		
	To what extent do you think your belief keeps commitments and will fulfil needs to the online platform?	
Integrity-based-trust Definition: … focuses on an individual's belief that others are telling the truth and are honest as well and keep commitments and will fulfil promises they make (Chow and Chan, 2008; Gharib et al., 2017, p. 518; Hsu and Lin, 2008; Mayer, Davis, and Schoorman, 1995; McKnight et al., 1998; Mcknight, Choudhury, and Kacmar, 2002; Nicolaou and McKnight, 2006; Schlosser, White, and Lloyd, 2006; Sitkin and Roth, 1993; Vatanasombut, Igbaria, Stylianou, and Rodgers, 2008).		
	To what extent do you think your belief keeps commitments and will fulfil promises to the online platform?	
Benevolence-based-trust Definition: … relates to an individual's belief and reflects confidence and responsiveness to the customer's/partner's interests, not just its own (Chow and Chan, 2008; Gharib et al., 2017, p. 518; Hsu and Lin, 2008; Mayer, Davis, and Schoorman, 1995; McKnight et al., 1998; Mcknight, Choudhury, and Kacmar, 2002; Nicolaou and McKnight, 2006; Schlosser, White, and Lloyd, 2006; Sitkin and Roth, 1993; Vatanasombut, Igbaria, Stylianou, and Rodgers, 2008) and that others voluntarily care about his/her needs (Gharib et al., 2017)		
	To what extent do you think your belief towards the online platform can influence your confidence?	
Commitment Definition: … arises from social exchanges (Gharib et al., 2017; Ryssel et al., 2004) and has been described as one's intention to continue a relationship (Chen, 2013; Gharib et al., 2017) with the brand and its success (Merz et al., 2018, p. 82)		
	To what extent do you think your social exchange in the platform can influence the success of the brand?	
Passion Definition: The extent to which the peer has extremely positive feelings towards the brand (Merz et al., 2018, p. 82)		
	General question: Please explain what the key factors are that can influence your motivation to use an online platform	
VCCB -> Relationship strength		

Peer Relationship strength Definition: … is often a "synonym for interpersonal loyalty" (Barry et al., 2008, p. 155; Oliver, 1999) and is an important concept in B2B services because of the personal contact between buyers and suppliers (Barry et al., 2008, p. 115; Liljander and Roos, 2002; Moller and Torronen, 2003).		
	To what extent do you think the online platform helps connection, attachment, ties, and glue existing among the users and platform? Do you think the VCCB can help connection, attachment, ties, and glue existing among the users and platform?	
Satisfaction -> Motivation		
	Do you think your satisfaction can influence your motivation to use the online platform?	
Satisfaction -> Relationship strength		
	Do you think your satisfaction with the online platform can strengthen your relationship with platform members and the platform?	
Motivation -> Relationship strength		
	Do you think your motivation for being involved in the online platform can strengthen your relationship with platform members and the platform?	
	Motivation -> Peer Loyalty	
Peer loyalty Definition: … is a collection of attitudes aligned with a series of purchase behaviours that systematically favour one entity over competing entities (Brady et al., 2012; Breivik and Thorbjørnsen, 2008; Wulf et al., 2001; Watson et al., 2015; Han et al., 2008; Oliver, 1999; Yim et al., 2008)		
Attitudinal based loyalty Definition: Attitudinal based loyalty (cognitive-based loyalty or phantom loyalty) or pleasurable fulfilment that favours a particular entity (Chaudhuri, 2009) derives from information about a platform's offering, such as quality and price, and is the weakest type of loyalty because it does not relate to the brand. This information indicates that the selected product or service is the best choice among its alternatives and thus preferable to others (Ahluwalia, 2000; Oliver, 1999, p. 37; Watson et al., 2015)		
	Do you think your involvement with the online platform is pleasurable fulfilment that favours a particular entity which derives from information about a platform's offering, such as quality and price?	
Behavioural based loyalty		

Definition: Behavioural based loyalty entails repeated purchases that stem from action orientation involving a readiness to act to the benefit of a particular entity (Chaudhuri and Holbrook, 2001; Wulf et al., 2003; Oliver, 1999, p. 35). Cognitive-based loyalty describes an internal desire to repurchase a certain brand which binds the customer more strongly to the platform than affective loyalty (Brunner et al., 2008; Oliver, 1999) and is characterized by a deeper level of commitment (Harris and Goode, 2004). Action-based loyalty which describes the actual behaviour in which the preposition or readiness to repurchase a firm's offering developed in the previous loyalty stages is converted into action (Bolton, 1998; Perkins-Munn et al., 2005; Rust and Zahorik, 1993) and increased usage (Bolton and Lemon, 1999)		
	Do you think your repeated involvement with the online platform has increased your loyalty towards the platform and online platform?	
	General question: To what extent do you see yourself loyal to the platform and online platform? How would you describe your platform's loyalty? How would you describe the loyalty the platform has with its peers? Do you think your motivation of being involved in the online platform can influence your loyalty towards the platform and online platform?	
Relationship strength -> Peer loyalty		
	Do you think your strong relationships with the online platform can influence your loyalty?	
Attitudinal based loyalty -> Behavioural based loyalty		
	To what extent do you think your attitudinal based loyalty can influence your behaviour?	
Peer loyalty -> Active involvement		
Peer Active participation Definition: …is the key success factor for online communities (Ardichvili et al., 2003). Active participation carrying out several activities on a regular basis (e.g., daily or weekly) (Ray et al., 2014). These activities include logging on to the platform website, keeping their profile up to date, complying with platform rules and regulations, posting quality messages that engender discussions, and replying to posted questions (Gharib et al., 2017, p. 517; Nonnecke et al., 2006; Preece et al., 2004).		
	Do you think you are an active member of the online platform? If so, why?	