Let Me Engage You: Peer engagement behaviour on peer-to-peer platforms

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ABSTRACT

This study addresses a crucial gap in current research by introducing the first-ever measurement scale for assessing peer engagement behaviour in peer-to-peer platforms. By scrutinizing its drivers and outcomes, the research aims to decode the complex ecosystem of peer interactions. Leveraging rich data drawn from 15 managerial interviews, four focus groups of platform users, and a robust survey involving 672 peer consumers, the study unveils a compelling link: the quality of relationships directly amplifies peer engagement, which subsequently fuels value co-creation within these platforms. This pivotal revelation not only offers fresh theoretical contributions but also opens the door to transformative practical implications, setting the stage for future research.

1. Introduction

Dedicated to Dr Mohammad M. Foroudi

The market environment is becoming increasingly interactive and dynamic, which has highlighted the importance of customer engagement in generating superior competitive advantage (de Oliveira Santini, 2020), customer loyalty, firm performance (Pansari and Kumar, 2017), positive word of mouth (Eigenraam et al., 2018), value co-creation (Foroudi et al., 2022), and product/service development (Hardwick and Anderson, 2019). Recent technological changes in communication and information technology have significantly shaped the ways firms carry out their business and communicate with their target market (Foroudi et al., 2022). Previously, Web 1.0 delivered content in a single direction from the firms to the customers. Later, Web 2.0 changed this into a two-way information exchange and, as a result, made possible the emergence and rise of online communities and peer platforms (Ramos-Henriquez et al., 2021). These platforms are characterised by the mutual relationship between peers (Saura et al., 2022), where both peer providers and peer consumers exchange their resources, such as information or property, on a platform (Tussyadiah and Park, 2018).

There is an increasing interest in peer platforms globally, as they can make a significant contribution to economic growth and, more importantly, can also contribute to consumers' welfare by highlighting peer interaction and raising a novel consumption pattern (Lutz and Newlands, 2018; Volgger et al., 2019). Accordingly, the quality of interaction

between peer providers and peer consumers as the foundation of peer engagement behaviour (Lin et al., 2019) is important for improving customer satisfaction and, importantly, creating competitive advantage (Simula and Ahola, 2014) like online communities. Previous studies on online communities (e.g., Cheng et al., 2020; Labsomboonsiri et al., 2022; Wilk et al., 2022; Xu et al., 2020) suggest that by facilitating social exchange, these platforms can provide support to individuals who require help beyond conventional or official channels.

Like online communities, these platforms changed how businesses find and gather consumer information and impacted how businesses communicate with them, promote their service offerings, and engage with them (Shin and Perdue, 2022; Zhou et al., 2020). Contrary to the traditional business context, peer platforms involve transactions between peers, which are facilitated by platforms (e.g., Airbnb, Eatwith). Unlike employees being engaged in business transactions and interaction with customers, most peer providers who offer their service offering to peer consumers on the platforms are independent individuals who are not managed and controlled by platforms and have a high level of agency (Eckhardt et al., 2019).

As such, these platforms support a loosely organized network of small businesses or individuals and mostly is dependent on the network effect to attract a sufficient number of peers for co-creating value. Therefore, unlike the traditional business context, engagement with peer consumers does not necessarily take place on platforms, and the common conventional relationships between customers, organizations,

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and employers are weaker in peer platforms (Molz 2014). As such, engagement studies in the hospitality context are widely focused on customer engagement (e.g., Bonfanti et al., 2022; Prentice et al., 2020; Shin and Perdue, 2022). Only a few studies (such as Lin et al., 2019, 2022) have examined peer engagement behaviour from a conceptual standpoint, and there have been no empirical investigations of this research phenomenon from the perspective of peers. Such lack of empirical attention is surprising since the current measures and conceptualisation of customer engagement cannot fully capture and cannot fully explain engagement behaviour in peer platforms context, given the nature of these platforms (Foroudi et al., 2022; Lin et al., 2022). Furthermore, Previous studies (e.g., Brodie et al., 2019; Lin et al., 2019, 2022; So et al., 2020) did not address the antecedents and consequences of peer engagement behaviours on peer-to-peer (P2P) platforms.

This lack of attention to peer engagement on peer platforms, given their importance, is quite surprising. Peer platforms play an essential role in economic growth (Lilien, 2016). In particular, the peer-to-peer sharing economy is envisaged to grow from $15 billion in 2014 to $335 billion in 2025 (Cao et al., 2022). Despite this, the P2P market is still considered underdeveloped, as a report by Forbes (2022) stated that technology adoption in the P2P context is currently relatively low but will continue to grow.

Addressing this research gap can have essential contributions that can extend the current knowledge on the engagement behaviour domain. This is the first study, to the best of the researcher's knowledge, that investigates the impact of peer engagement behaviour (Hollebeek et al., 2021; Kim et al., 2019; 2021; So et al., 2021). This study re-defines the research into the notion of the developed scales. Therefore, this research adds to the knowledge about the sharing economy in general, and peer platforms in particular, by studying the scales that identify the scale of the impact of peer engagement behaviour. Additionally, this research uses structural equation modelling (SEM) to evaluate the impact of peer engagement behaviour through the scales developed by the current study and investigates the causal relationship between the proposed constructs through the validated and proposed model. This study contributes to the current literature on engagement behaviour on peer platforms and their antecedents and consequences in the hospitality and tourism context. Furthermore, the current research offers a comprehensive insight into the operationalisation of the research constructs and dimensionality of the research model from the peers' point of view. By providing a deeper understanding of the constructs under investigation in this study, this research contributes to the literature on peer platforms. Only a few researchers have addressed peer engagement behaviour in the P2P context (Lin et al., 2019, 2022).

Regarding managerial contributions, this study can help managers and peer providers to enhance their peer engagement behaviour through (i) better managing the peer experience, (ii) improving the peer perceived quality; and (iii) increasing the relationship quality. The results of this study offer interesting findings regarding the importance of the moderating impact, which can influence the relationship between peer experience, perceived peer quality, and relationship quality on peer platforms. In the following, the research first reviews the related literature on peer engagement behaviour, and then hypotheses pertaining to antecedents and consequences of peer engagement behaviour are provided. Next, the research describes the applied method. Then a large-scale survey is undertaken to test the research hypotheses, followed by a discussion of theoretical and managerial implications, limitations, and future research directions.

1.1. Peer engagement behaviour

Both academics and practitioners have shown a growing interest in peer platforms (Foroudi et al., 2022). These platforms are designed to facilitate users' business interactions and often provide a relatively participative and transparent platform for identifying and creating value for all participants involved (Ramaswamy et al., 2020). In traditional business models, firms control the provision of services to their clients. In contrast, on peer platforms, independent professionals, such as hosts on Airbnb or drivers for Lyft and Uber, retain control over service provision (Hagiu and Wright, 2015). Therefore, understanding why and how peers join platforms is essential to design strategies that enhance engagement between peers (Brodie et al., 2019). Scholars posit that engagement behaviour occurs during interactions (Jaakkola and Alexander, 2014); however, the engagement behaviour's nature varies based on different business model contexts, warranting further exploration (Zhu and Iansiti, 2019).

The business model of these platforms heavily relies on information technology (IT) and hardware foundations. Unlike other business scenarios, IT is not merely a support tool for day-to-day operations (Ramaswamy et al., 2020). The P2P business model maximizes value for all parties involved, including platforms, suppliers, and consumers (Zhu and Liu, 2021). This focus on value has led to increased transparency between all parties. Unlike platforms such as Amazon or Etsy, peer platforms allow access to resources and services without transferring ownership.

Compared to other business models that provide standardized services to homogenous customer segments, these platforms cater to a diverse range of peer-provided needs (Hossain, 2020; Wirtz et al., 2019). Instead of managing supply based on demand prediction, these platforms use dynamic demand-side pricing (Eckhardt, 2019). However, there are challenges. Peer platforms, unlike traditional businesses, often lack ownership of their offerings, leading to inconsistent quality (Buhalis et al., 2020). This inconsistency is evident in Airbnb reviews, where some hosts don't meet guest expectations (Farmaki and Kaniadakis, 2020). Traditional businesses can manage the entire customer experience, but standard strategies are less effective in the sharing economy, where peers evaluate offerings owned by another peer (Trujillo-Torres et al., 2023).

Despite platform-specific engagement protocols, peer platform engagement behaviours differ from other business contexts. Firstly, while B2C and B2B contexts have a clear firm focus (So et al., 2021), peer engagement emphasizes relationships between peers. This focus sets it apart from firm-centered behaviours, and it varies with the engagement of multiple peers.

Secondly, peers often alternate roles. An Airbnb host might become a guest or a peer consumer when traveling (Teubner, 2017). Peer platforms empower customers by providing diverse information sources, emphasizing the fluid nature of peer roles (Lin et al., 2022). Thirdly, the reciprocal nature of peer feedback is unique. While customers typically review businesses, on P2P platforms, providers also review consumers, creating a two-sided feedback system. This duality can help identify and discourage poor behavior, as seen with Uber's driver and rider review system (Einav et al., 2016). Lastly, traditional engagement focuses on a single entity, such as a brand or community. Although this engagement often benefits the firm the most (Storbacka et al., 2016), peer platforms disrupt this norm. Engagement on these platforms involves a complex network of actors, making it less explicit and centered on a single entity (Lin et al., 2019). Peer engagement behaviors challenge traditional engagement definitions, suggesting that engagement can benefit a broader range of individuals.

2. Antecedents of peer engagement behaviour

2.1. Impact of peer experience on perceived peer quality

Peer experience encompasses a series of interactions between the peer consumer and the peer provider services. This experience is highly individualized and involves the peer customer at various levels, such as the affective (Lemon and Verhoef, 2016) and cognitive dimensions (Ding and Tseng, 2015; Hamzah et al., 2014). The affective experience relates to the internal feelings and emotional responses a customer has during service encounters with a peer provider (Foroudi and Foroudi,

2022; Hamzah et al., 2014). On the other hand, the cognitive experience pertains to aspects like problem-solving and informativeness (Foroudi et al., 2016). Previous studies have demonstrated that experience is closely tied to a customer's perception of quality (Ding and Tseng, 2015; Hudson et al., 2015; Khan and Rahman, 2015). In the context of a peer platform, customers assess quality based on their interactions with various touchpoints provided by the peer providers, such as profile information (Chen & Chen, 2010; Stein and Ramaseshan, 2016). Once customers engage with these touchpoints, they acquire the necessary information to formulate their perceptions of quality (Lemke et al., 2011; Lemon and Verhoef, 2016). Furthermore, a positive experience plays a pivotal role in fostering a positive evaluation of quality (Homburg et al., 2017). In a peer platform setting, the positive experience of peer customers significantly influences their perceptions and evaluations of quality, sharing the fundamental cognitive aspects of quality evaluations with the peer provider (Ribeiro and Prayag, 2019). Therefore, it is expected that a positive experience will lead peer customers to evaluate the quality of service offerings more favorably. Based on the above discussion related to peer platforms, it can be hypothesized that peer experience has a positive impact on perceived peer quality.

H1. : *Peer experience favourably affects perceived peer quality.*

2.1.1. Impact of peer experience on relationship quality

Relationship quality refers to the motivational and emotional bond that peer customers form with a peer provider (Kim et al., 2014). This bond can significantly impact customer behavior (Melewar et al., 2017; Dunn and Hoegg, 2014). Various studies (e.g., de Kerviler and Rodriguez, 2019; Iglesias et al., 2011; Jin et al., 2008; Sweeney and Swait, 2008) have suggested that relationship quality is influenced by the customer's experience with the service offering. Consequently, the experience that peer customers gain from interactions with peer providers can drive them to form stronger relationships (Eckhardt et al., 2019). In the context of hospitality, prior research (e.g., Barari et al., 2022; Iglesias et al., 2019; Ren et al., 2016) indicates that higher relationship quality often results in increased customer satisfaction and engagement in positive behaviors, such as repurchasing, particularly when customers perceive higher value in the service offerings. In peer platforms, the individual's experience is highly personalized and shaped by customer participation at various stages of interaction with the peer provider (Zha et al., 2020). This experience is further influenced by the degree of embeddedness and the ties among different actors within the peer platform (VandenBulte and Wuyts, 2007). Therefore, customers with better experiences are expected to form stronger relationships with their peer providers, given the critical role of experience in shaping such relationships. Based on the above discussion, the following hypothesis is proposed:

2.2. H2: Peer experience favourably affects relationship quality

The moderating role of value consciousness on peer experience on perceived peer quality, and relationship quality relationship.

Value consciousness refers to a customer's concern for spending less money to obtain a comparable service offering (Bao et al., 2011; Delgado-Ballester et al., 2014; Floh et al., 2014). Such customers often compare the products or services from different firms (Williamson and Zeng, 2009). Given that value is determined by the ratio of product quality to price (Lichtenstein et al., 1993), a superior experience at a given price point can contribute to a perception of higher quality (Zha et al., 2022; 2023a; 2023b). Customers view paying less for the same product or service as indicative of greater value for money, and they may perceive such a firm to be of higher quality compared to its market competitors (Bao et al., 2011; Itani et al., 2019). Therefore, for value-conscious customers on peer platforms, a positive experience that surpasses their value-for-money expectations is likely to lead to a higher perception of quality (Buhalis et al., 2020). Previous research (e.g.,

Delgado-Ballester et al., 2014; Itani et al., 2019; Pillai and Kumar, 2012; Zhang et al., 2017) has shown that value-conscious customers tend to form weaker relationships with service providers. These customers are often in search of higher-quality offerings at lower prices (De Silva et al., 2021). Given the abundance of peer providers on platforms like Airbnb, value-conscious customers are prone to switching between different providers to find the best price, often giving less importance to the strength of their relationship with providers (Kuntner and Teichert, 2016). Unsurprisingly, their primary focus is typically on securing higher-quality service offerings at lower prices (Sandell, 2019). Based on the above discussions, the following hypotheses are proposed:

H3a. *Peer experience favourably affects perceived peer quality with the moderating role of value consciousness.*

H3b. *Peer experience favourably affects relationship quality with the moderating role of value consciousness.*

The moderating role of peer identity on peer experience on perceived peer quality and relationship quality relationship.

Identity in a peer provider is characterized by its internal, enduring traits (Donavan et al., 2015) that set it apart from others in a distinctive manner (Mousavi et al., 2017). Given the nature of peer platforms, forming an identity is a complex process that involves the interplay of individual experiences, emotions, and thoughts (Balmer, 2017). Therefore, it takes time to establish and is never fixed (Foroudi et al., 2020). A peer provider's identity can elicit a unique sentiment on a peer platform, making them easily recognizable (Leung et al., 2022) and influencing how peer customers evaluate the quality of their service offerings (Foroudi et al., 2019). A strong identity can not only enable peer providers to offer higher-quality products and services but also help consumers distinguish themselves on a peer platform, leading to positive feelings (Brakus et al., 2009; Foroudi et al., 2017). When a peer provider signals its unique attributes, it becomes more likely for peer consumers to form a relationship with them (Melewar et al., 2017). This sense of uniqueness can help peer consumers stand out in their social networks, thereby generating positive emotions (Foroudi et al., 2017; Li et al., 2023). Given the varying identities present due to the fluid nature of peer platforms (Balaji et al., 2022), not all peer providers maintain the same kind of identity, which can influence the strength of their relationships with customers. Based on the above discussion, the following hypotheses are proposed:

H4a. *Peer experience favourably affects perceived peer quality with the moderating role of firm identity.*

H4b. *Peer experience favourably affects relationship quality with the moderating role of firm identity.*

2.2.1. Impact of Perceived peer quality on Peer engagement behaviour

Perceived peer quality refers to the evaluation by the peer customer about the overall superiority or excellence of a peer provider's service offerings (Lee et al., 2012; Šerić et al., 2014; Tran et al., 2013). Quality serves as a potent driver in marketing and plays a crucial role in the development of customer-firm relationships (Cronin et al., 2000; Dwivedi, 2015). Prior studies (France et al., 2016; Hollebeek, 2011; Islam and Rahman, 2017) have shown that perceived quality is a strong predictor of customer engagement. A higher perception of this quality provides an opportunity for peer providers to strengthen their relationships with customers, who, in turn, are more likely to engage with them (Aurier and N'Goala, 2010; Hu et al., 2009). In the context of a peer platform, this elevated perception of quality can act as a motivational driver for peer engagement behavior (Brodie et al., 2011). It has the potential to reinforce the relationship between the peer provider and the peer consumer. Therefore, it can be expected that higher perceived peer quality will positively influence peer engagement behavior on a peer platform. Based on the preceding discussion, the following hypotheses are proposed:

H5. : *Perceived peer quality favourably affects peer engagement behaviour.*

2.2.2. Impact of relationship quality on peer engagement behaviour

A stronger relationship quality positively impacts customer behavioral intentions, including engagement (Xie and Heung, 2012). This can manifest in activities such as spreading positive word of mouth (Romero, 2017). According to the theory of engagement, when a firm establishes trust, commitment, satisfaction, and an emotional relationship with customers, it follows that these customers become engaged (Pansari and Kumar, 2017). Consistent with this perspective, previous studies (e.g., Bowden, 2009; Hollebeek, 2011; So et al., 2016) suggest that engagement serves as an advanced manifestation of relationship quality. Customers with stronger relationships often display the enthusiasm and joy characteristic of robust customer engagement (Gummerus et al., 2012). These emotions serve as indicators of the underlying satisfaction and trust that fuel customer engagement (Brodie et al., 2013). Moreover, they actively promote service offerings, especially in social media environments (Pansari and Kumar, 2017). Based on these discussions, the following hypotheses are proposed:

H6. : *Relationship quality favourably affects peer engagement behaviour.*

The moderating role of positive emotions on perceived peer quality, and relationship quality peer engagement behaviour relationships.

Consumer emotions "represent a state of mind arising from cognitive and affective appraisals of consumption activities" (de de de Oliveira Santini et al., 2020, p. 1214). Individuals with positive emotions evaluate service offerings more favorably than those with neutral or negative emotions. Positive emotions can influence how customers assess service offerings. When experiencing more positive emotions, customers are more inclined to provide positive feedback and recommend service offerings to others, even if the quality of the service remains constant (Akpinar and Berger, 2017; Lee et al., 2018; Rietveld et al., 2020). Therefore, positive emotions can amplify the positive effects (Shahid et al., 2022) of perceived peer quality on engagement behavior, leading individuals to be more motivated and enthusiastic about interacting with their peers. Additionally, individuals are more likely to perceive their relationships with peers as satisfying (Sukhu et al., 2019), trustworthy (Baker and Kim, 2019), and emotionally rewarding when experiencing positive emotions. A positive emotional state enhances the link between relationship quality and engagement behavior, making individuals more willing to invest their time and effort in engaging with others (Liadeli et al., 2023). As a result, customers are more likely to provide online or offline feedback to influence other customers on a peer platform, or recommend the peer provider to their relatives and friends (Blut et al., 2023). Subsequently, based on the previous discussions, the following hypotheses are proposed:

H7a. : *Perceived peer quality favourably affects peer engagement behaviour with the moderating role of positive emotions.*

H7b. : *Relationship quality favourably affects peer engagement behaviour with the moderating role of positive emotions.*

2.3. Consequences of peer engagement behaviour

2.3.1. Impact of peer engagement behaviour on value co-creation

Peer engagement behaviour focuses on the behavioural aspect of peer engagement (Van Doorn et al., 2010; Vivek et al., 2012), which manifests itself in peers' discretionary and voluntary efforts to co-create value (Brodie et al., 2013; Hollebeek et al., 2019; Pansari and Kumar, 2017) and interact with the peer provider on the P2P platform (Brodie et al., 2011; Gummerus et al., 2012). Customer engagement is associated with greater chances of customers offering ideas and feedback (Grönroos and Voima, 2013; Hsieh and Chang, 2016). Peer engagement behaviour may therefore contribute to expanding resource integration and contribution (Jaakkola and Alexander, 2014) within the peer platform and among other peers. Thus, the integration of customer resources as a

result of customer engagement with peer provider resources impacts the value potential of the offering to the focal customer and others in a peer platform. Consequently, customer engagement can influence the value co-creation process.

H8. : *Peer engagement behaviour favourably affects value co-creation.*

Impact of value co-creation on customer engagement outcome (i.e. advocacy, premium price, perceived value, and peer reputation).

Value co-creation is a collaborative process (Yi and Gong, 2013) where the peer provider and the peer customer create value (Ranjan and Read, 2016). Value co-creation behaviour is often demonstrated in behaviours such as information sharing, information seeking, responsible behaviour, or personal interaction (Waseem et al., 2018). By actively participating in the co-creation process, customers feel a sense of ownership and connection (Foroudi et al., 2022). Further, value co-creation helps service providers better understand their customers' needs (Buhalis et al., 2022). Thus, in a peer platform, peer providers can become more able to develop service offerings that can accommodate the peer consumers' needs. In return, a better understanding of customers' needs creates a strong foundation for advocacy (Borges-Tiago et al., 2021; Frempong et al., 2020). When peer customers perceive that a peer provider has gone above and beyond to meet their specific requirements and deliver exceptional value, they are more inclined to become advocates and actively promote their service offerings (Sarmah et al., 2018).

Furthermore, customers are willing to pay premiums price for offerings that satisfy their needs and accommodate their preferences (Beerli-Palacio et al., 2020; Wallace et al., 2021). Therefore, aligned with previous studies (e.g., Sjödin et al., 2017; Zhang et al., 2018), it is expected that peer consumers will be willing to spend more money on peer providers who can accommodate their needs better in comparison to others in a peer platform. In particular, on a peer platform like Airbnb, travellers' comments and reviews on peer provider profiles typify the concept of value co-creation, where potential customers may even preconceive their perceived value (Fu et al., 2018; Hn et al., 2019; Junaid et al., 2020) based on feedback from other peer consumers. Moreover, the co-creation of customer value leads to both resultant value for the customer (better fit of the offering, economic value, and skill enhancement for the provider to accrue value out of an offering) (Antón et al., 2018; Jiang et al., 2019) and value for peer providers, including economic value and relationship value (Prebensen and Xie, 2017). Lastly, by participating in continuous interactive activities resulting from value co-creation behaviour, customers collaborate and interact with a firm, enhancing the firm's reputation (Hatch and Schultz, 2010). Customers' participation in value co-creation activities can thus contribute to a firm's performance and improve its services in the long term (Foroudi et al., 2019). Therefore, consumers' active participation in value co-creation results in obvious benefits like better image or reputation (Best et al., 2022; Lomer et al., 2016) Therefore, based on the above discussion, on a peer platform, we propose the following:

H9. : *Value co-creation favourably affects (9a) advocacy, (9b) premium price, (9c) perceived value, and (9d) peer reputation.*

Fig. 1 illustrates the research conceptual framework, which identifies the main research constructs.

3. Method

3.1. Data collection

To answer the proposed research questions, the current research is based on two philosophical streams – *positivism* and *idealism*. Since the nature of peer engagement behaviour has not been fully developed, this research investigates a novel topic and looks into an area which is currently underdeveloped (Creswell et al., 2003; Foroudi et al., 2021). Therefore, the study employs a combination of qualitative and
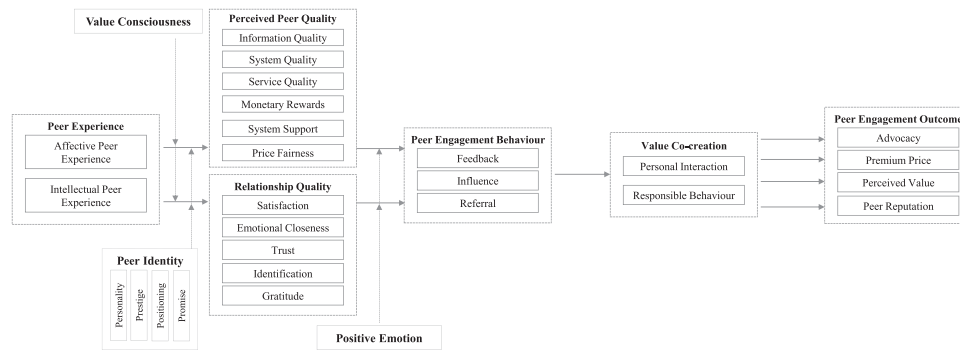
Fig. 1. Conceptual Model.

quantitative approaches known as the mixed-methods technique. This generates insightful understanding for researchers since, according to previous researchers, it has advantages of both the qualitative and quantitative research methods (e.g., Bryman and Bell, 2015; Creswell et al., 2003).

The researcher collected data from Airbnb peers since it has become one of the most well-known accommodation peer platforms and has attracted many travellers and property owners willing to share their accommodation (Foroudi and Marvi, 2020). The distributive innovation of Airbnb as a peer platform has contributed to consumer social welfare on a global scale and has helped customers access resources while paying less (Yang et al., 2021). As such, Airbnb supports the environment, and contributes to users' economic welfare, in addition to helping individual members of society share their resources more easily. In addition, with the burgeoning growth of modern technology, Airbnb can still attract a large number of customers and has managed to contribute to accelerating individual entrepreneurial activities. Therefore, the rise of Airbnb and similar short-rental platforms within the context of a sharing economy needs significant attention to understand better how customers (known as peers on these platforms) act and form relationships with one another.

The researcher gathered data through two approaches. First, the researchers reached out to a peer platform (Airbnb) and collected 672 suitable questionnaires. We hired three research assistants, who distributed the online questionnaire via Airbnb online communities, online blogs, Facebook, and blog websites and social media, including travel-related Facebook groups. The group administrators also helped researchers by inviting participants to participate in the study by distributing the questionnaire on their online pages. We used specific criteria for inviting the participants, including if user participants have used the platform (i.e., peer customers) more than twice. To improve the sample size, the research benefited from non-probability sampling – known as the snowball technique – by asking primary participants to invite and introduce others who could offer further insights into the research phenomenon (Andriopoulos and Lewis, 2009; Foroudi, 2019; 2020; Stevens et al., 1997).

This generated 709 completed questionnaires; however, 37 questionnaires had to be eliminated owing to large amounts of missing data. As shown in Table 1, the participants' characteristics, like occupation, were also included in the questionnaire. According to this study's findings, most of the participants were male (50.4%), and either between 30 and 39 years old (37.9%) or 20–29 years old (36.5%); had a postgraduate degree (47.8) or were students (44.2%); and worked as a top executive manager (11.2%), city worker (11%), office/clerical staff (10.6%), and civil servant (9.5%).

3.1.1. Development of measures and refinement

Before gathering the data, each construct's item measurements were developed using Churchill, 1979 method. Subsequently, 15 interviews (Table 2) were conducted with managers, Superhosts, academics,

Table 1

Demographic profile of the peer platform users compared with the main population figures (N = 672).

		N	%		N	%
Gender				Jobs		
	Male	339	50.4	Top executive or manager	75	11.2
	Female	333	49.6	Owner of a company	7	1.0
Age				Lawyer, dentist or architect etc.	48	7.1
	19 years old or less	13	1.9	Office/clerical staff	71	10.6
	20–29 years	245	36.5	Worker	74	11.0
	30–39 years	255	37.9	Civil servant	64	9.5
	40–49 years	132	19.6	Craftsman	32	4.8
	50–59 years	27	4.0	Student	297	44.2
Education				Housewife	4	.6
	High school	32	4.8			
	Undergraduate	319	47.5			
	Postgraduate and above	321	47.8			

Table 2

Details of the in-depth interviews.

Organisation	Interviewee position	Interview approx. duration
Peer Platform	Superhost	74
Peer Platform	Superhost	49
Peer Platform	Technical assistant	65
Peer Platform	Technical assistant	56
Peer Platform	Communications assistant	62
Peer Platform	Brand manager	90
Peer Platform	Brand manager	90
Peer Platform	Website manager	56
Middlesex University	Senior lecturer	96
Middlesex University	Senior lecturer	63
Middlesex University	Senior lecturer	54
Middlesex University	PhD candidate	55
Middlesex University	PhD candidate	60
Peer platform	Customer service	36
Peer platform	Customer service	48

Table 3

Details of the focus groups participants.

Number of participants	Interview occupation	Age range	Interview approx. length
6	Peer platform consumers	25–04	90 min
6	MBA students, doctoral researchers	25 – 40	128 min
6	MBA students, doctoral researchers	25 – 40	60 min
6	Peer platform Superhost	30 – 45	60 min

Table 4
Inter-construct correlation and AVE.

	CR	AVE	Reputation	AffectiveExp	IntellectualExp	InformationQ	SystemQ	ServiceQ	MonetaryR	SystemS
Reputation	0.929	0.813	**0.902**							
AffectiveExp	0.955	0.841	0.095	**0.917**						
IntellectualExp	0.931	0.772	0.094	0.228	**0.878**					
InformationQ	0.948	0.821	-0.013	0.133	0.001	**0.906**				
SystemQ	0.965	0.847	0.002	0.129	0.132	0.064	**0.920**			
ServiceQ	0.945	0.776	0.042	0.235	0.434	-0.006	0.249	**0.881**		
MonetaryR	0.940	0.798	0.000	0.232	0.390	0.060	0.185	0.428	**0.893**	
SystemS	0.936	0.830	0.058	0.284	0.349	0.161	0.282	0.306	0.297	**0.911**
PriceF	0.943	0.770	-0.038	-0.021	0.024	0.220	-0.012	0.054	0.043	-0.051
Satisfaction	0.960	0.856	0.037	0.017	0.149	-0.046	0.106	0.198	0.105	0.143
EmotionalC	0.917	0.736	0.040	0.111	0.274	0.065	0.123	0.235	0.196	0.180
Trust	0.864	0.687	0.067	0.058	0.099	0.085	0.368	0.162	0.081	0.188
Identification	0.931	0.777	0.060	0.048	0.014	0.035	0.011	-0.023	0.015	0.070
Gratitude	0.951	0.865	0.107	0.139	0.121	0.084	0.160	0.209	0.119	0.192
Feedback	0.948	0.822	0.008	0.191	0.337	-0.042	0.146	0.323	0.423	0.269
Influence	0.955	0.877	0.069	0.089	0.107	0.062	0.103	0.181	0.039	0.041
Referral	0.917	0.789	0.037	0.068	0.089	0.025	0.104	0.168	0.175	0.164
Interaction	0.909	0.770	-0.056	-0.044	-0.030	0.047	0.046	0.024	-0.038	0.059
Behaviour	0.900	0.755	0.038	0.085	0.179	-0.080	0.163	0.232	0.137	0.214
Premium	0.934	0.780	-0.043	0.077	0.093	-0.010	0.135	0.137	0.140	0.127
Value	0.969	0.864	0.042	0.180	0.260	-0.025	0.198	0.302	0.206	0.240
Advocacy	0.879	0.713	0.042	0.047	0.142	-0.018	0.132	0.223	0.136	0.208

customer service managers, website managers, and technical and communication assistants, and four focus groups (Table 3) (four groups consisting of six participants in each) were run with peer platform consumers, MBA students, and doctoral students. In the current research, a preliminary exploratory study was carried out to: (i) gain a more detailed understanding of the research domain; (ii) obtain a comprehensive understanding of what customer engagement is; (iii) gain real-life examples in the field to understand whether a process is relevant or not, and finally (iv) attain a deeper understanding of the research questions and research objectives and purify the research scales. A total of six second-order constructs were developed (peer experience, perceived peer quality, relationship quality, peer engagement behaviour, value co-creation, peer engagement outcome) and seeing as the measures represented effects, consequences, or manifestations of the constructs, they were developed as reflective-reflective second-order constructs (Foroudi, 2023; Hair et al., 2017).

The content domain was attained through qualitative literature and qualitative studies. The exploratory researcher revised the questionnaire before testing the hypotheses. Previous researchers applied data triangulation as a validity procedure (Creswell & Miller, 2006) by employing interviews and focus groups alongside manual coding and NVivo. As such, many item measurements for testing the proposed research constructs grounded on literature review and qualitative stage findings were generated. Researchers found 14 new items (i.e. three for affective peer experience, one for value consciousness, one for the promise, one for monetary rewards, two for feedback, four for influence, and two for referral). To assess the developed items used in the questionnaire, six faculty members were asked to check the content and face validity of the items (Zaichkowsky, 1985) and whether they found the items suitable or not. Furthermore, they were asked to comment on the clarity of the questionnaire wording. Next, to refine the questionnaire, the 175 questionnaires were distributed during September and October 2020; 138 questionnaires were returned. In total, 21 completed questionnaires were removed because of missing data and the low quality of the responses, leaving 117 questionnaires that provided usable data. In order to identify any hidden patterns in the data, researchers employed EFA (exploratory factor analysis) and Cronbach's alpha. As a result, 20 items were removed because of low reliability and multiple loading on two factors. Appendix 1 shows the study constructs, scale items, descriptive statistics, factor loadings, and reliabilities.

4. Analysis and results

To investigate the proposed research framework (Fig. 1), researchers applied the two-stage approach in structural equation modelling (SEM). Initially, they employed confirmatory factor analysis (CFA) to purify the multi-item measures and examine psychometric properties. The initial CFA revealed that the absolute correlations between measuring items and constructs (i.e. factor loadings) are more than 0.5 and statistically significant at 0.01 level. Additionally, Cronbach's alpha was higher than the satisfactory value above the criteria value of 0.7. Following previous works (Foroudi and Dennis, 2023; Hair et al., 2006; Nunnally, 1978), this satisfied the necessary requirement of a psychometric reliability test.

The absolute fit indices evaluate how the proposed research model reflects the observed data and to what extent the structural model can envisage the correlation matrix. According to the findings, the degree of freedom was 3089, and the standard absolute fit indices differ from the Chi-square (χ^2) (4737.890) to the root mean square error of approximation (RMSEA). According to Hair et al. (2006), the incremental fit indices illustrate to what extent there is a fit between the targeted model and the null model.

This research used incremental fit indices and absolute fit indices. As shown in Table 4, the RMSEA is.028 (less than 0.08 is satisfactory), and the comparative fit index (CFI) is 0.971 (more than 0.90 is considered satisfactory), which can be used as an index for assessing the fitness of the compared model with the null model as stated by previous researchers (Byrne, 2001; Garver and Mentzer, 1999). The normed fit index (NFI) computes how a model is developed regarding fit and does not influence the degree of freedom, which can be an underestimated fit in a sample with fewer data (Byrne, 2001). Hair et al. (2006) state that an NFI of more than 0.8 illustrates an acceptable fit. According to the findings, the NFI was found to be 0.921, which is greater than 0.8. Further to the global measure of fit, researchers examined the model's internal structure by testing the discriminate validity which, for the variables, was less than 0.92, as suggested by Hair et al. (2006) and Kline (2005). The researchers used average variance extracted (AVE) for each of the model constructs for testing the convergent validity. According to the findings (Table 4), convergent validity ranged from 0.687 to 0.877, thereby showing a satisfactory convergent validity.

Furthermore, the validity of the second-order constructs was examined, and to do so, the procedures applied by Morgan et al. (2009) and

PriceF	Satisfaction	EmotionalC	Trust	Identification	Gratitude	Feedback	Influence	Referral	Interaction	Behaviour	Premium	Value	Advocacy
0.878													
-0.004	**0.925**												
-0.068	0.293	**0.858**											
-0.034	0.230	0.258	**0.829**										
0.029	0.017	0.018	-0.028	**0.881**									
-0.017	0.317	0.424	0.426	-0.029	**0.930**								
-0.095	0.004	0.039	0.109	0.008	0.111	**0.907**							
0.086	0.244	0.329	0.227	0.012	0.323	-0.073	**0.937**						
-0.028	0.184	0.195	0.189	-0.009	0.217	0.104	0.138	**0.888**					
-0.037	-0.024	0.025	0.019	0.014	0.104	0.029	-0.006	0.010	**0.877**				
-0.003	0.142	0.167	0.172	-0.011	0.237	0.138	0.128	0.107	0.051	**0.869**			
-0.025	0.078	0.123	0.082	-0.033	0.054	0.099	0.156	0.115	-0.015	0.109	**0.883**		
0.137	0.082	0.139	0.142	0.040	0.211	0.171	0.130	0.122	0.004	0.330	0.150	**0.929**	
0.065	0.111	0.167	0.092	0.033	0.173	0.093	0.098	0.111	0.037	0.388	0.113	0.291	**0.844**

Foroudi et al. (2022) were taken into consideration. Accordingly, we assessed the measurement properties of the constructs through confirmatory factor analysis (CFA). We divided our measures into six subsets of theoretically related variables to maintain satisfactory sample size-to-parameter ratios. In each CFA model, the constructs represent a second-order factor, with the observed survey items representing first-order factors that in turn represent the second-order factor. All six measurement models fit well with the data as seen in the fit statistics for the peer experience (χ^2 = 82.14, df= 19, IFI= 0.988, TLI= 0.982, CFI= 0.988, RMSEA= 0.07), perceived peer quality (χ^2 = 638.06, df= 293, IFI= 0.981, TLI= 0.979, CFI= 0.981, RMSEA= 0.04), relationship quality (χ^2 = 223.15, df= 130, IFI= 0.992, TLI= 0.990, CFI= 0.992, RMSEA= 0.03), peer engagement behaviour (χ^2 = 67.832, df=33, IFI= 0.995, TLI= 0.993, CFI= 0.995, RMSEA= 0.04), value co-creation (χ^2 = 32.835, df= 8, IFI= 0.992, TLI= 0.984, CFI= 0.992, RMSEA= 0.06), and peer engagement outcome (χ^2 = 218.29, df= 86, IFI= 0.986, TLI= 0.983, CFI= 0.986, RMSEA= 0.04). Besides, across our measurement models, item loadings all exceeded 0.58, and they were statistically significant at the 0.01 level, thus indicating convergent validity among our constructs. Concerning discriminant validity, we first examined the square root of AVE for each construct and compared this with inter-construct correlations (Fornell and Larcker, 1981). As shown in Table 4, the square roots of AVEs are greater than the correlations, thus indicating discriminant validity among our measures. Additionally, we assessed discriminant validity using two-factor models involving each possible pair of the second-order constructs, with the correlation between the two constructs first freely estimated and then constrained to one. In all cases, the χ^2 value of the unconstrained model was significantly lower than that of the constrained model, indicating discriminant validity between all of our constructs (Bagozzi et al., 1991; Morgan et al., 2009).

In the second stage, researchers assessed the covariance linear and assumed a causal relationship between the dependent and independent variable. By applying the SEM analysis of the moment structure (AMOS), the study tested the proposed research hypothesis. As such, Chi-square is considered the original fit value for structural models since its findings are drawn directly from the fit value. According to the findings of this study, the anticipated operational model showed a Chi-square of 5496.021, a degree of freedom of 3375, and RMSEA of 0.031 (less than 0.08 is regarded as satisfactory) to test the model fit. To assess the extent to which a model is enhanced to fit the base model, the researchers employed the comparative fit index (CFI). The results also revealed an incremental fit index (IFI) and Tucker-Lewis index (TLI) value of 0.963 and 0.962, respectively (a value greater than 9 is satisfactory), confirming that the proposed model has a sufficient fit for the empirical data and meets the common acceptance level (Byrne, 2001; Hair et al., 2006). Furthermore, the adjusted goodness-of-fit index (AGFI) score of 0.832 shows an acceptable fit, revealing that the model fit is considered marginal. Furthermore, a PNFI value of 0.88 revealed a satisfactory model fit according to Hu and Bentler (1999). Since there is a lack of common agreement among researchers regarding the most suitable goodness-of-fit index owing to sample size (Gerbing and Anderson, 1993), scholars have to employ different types of goodness of fit.

In this research15, hypotheses were tested based on standardised regression coefficients. The parameter findings estimate the relationship between the causal relationships and the hypothesised SEM path. The standardised regression path between peer experience and perceived peer quality is non-significant. Therefore, according to the findings, H1 was not accepted (γ = 0.23, t-value= 1.681, p 0.093). However, H2 was supported, revealing a relationship between peer experience and relationship quality (γ = 0.709, t-value=5.775). The results further revealed that there is no meaningful relationship between perceived peer quality and peer engagement behaviour (γ = 2.29, t-value= 1.671, p 0.095); therefore, H5 was rejected. Nonetheless, the relationship between relationship quality and peer engagement behaviour (H6) was found to be significant and meaningful (H3b: γ = 0.19, t-value= 4.536).

According to the findings, the relationship between peer engagement behaviour and value co-creation was significant (γ = 1.342, t-value=5.767), and therefore H8 was supported. The results shown in Table 5 revealed that H9a (value co-creation _> advocacy), H9b (value co-creation -> Premium Price), and H9c (value co-creation -> value) were meaningful and significant (γ = 0.961, t-value=8.504; γ = 0.355, t-value=4.581; γ = 1.035, t-value=8.848, respectively). In contrast, surprisingly, it was found that the regression weight for value co-creation in predicting peer reputation is non-significant (γ = 0.146, t-value=1.774, p 0.076), and H9d, therefore, was not supported. Table 5 shows the results of the hypotheses testing.

In order to examine the moderating effects of peer identity, value consciousness, and positive emotion, multi-group analysis was performed in line with procedures adopted by pertinent empirical studies in the literature (e.g., Kim et al., 2016; Zhang et al., 2020). Thus, the sample was separated into two subgroups based on the mean scores of the continuous moderating variables and the respondents' gender. Table 6 demonstrates the results of the multi-group analysis. The results

Table 5
Results of hypotheses testing.

Standardised regression paths				Estimate	S.E	C.R	p	Hypothesis
H1	Peer Experience	—>	Perceived Peer Quality	0.23	0.137	1.681	0.093	Not Supported
H2		—>	Relationship Quality	0.709	0.123	5.775	* **	Supported
H5	Perceived Peer Quality	–>	Peer Engagement Behaviour	2.29	1.371	1.671	0.095	Not Supported
H6	Relationship Quality	–>		0.19	0.042	4.536	* **	Supported
H8	Peer Engagement Behaviour	–>	Value Co-creation	1.342	0.233	5.767	* **	Supported
H9a	Value Co-creation	–>	Advocacy	0.961	0.113	8.504	* **	Supported
H9b		–>	Premium Price	0.355	0.078	4.581	* **	Supported
H9c		–>	Value	1.035	0.117	8.848	* **	Supported
H9d		–>	Peer Reputation	0.146	0.082	1.774	0.076	Not Supported

Table 6
Moderation impact.

Structural paths			Model 1 Peer identity	Model 2	Model 3 Value consciousness	Model 4	Model 5 Positive emotion	Model 6
			Low PI (N = 306)	High PI (N = 366)	Low VC (N = 295)	High VC (N = 377)	Low PE (N = 281)	High PE (N = 391)
Peer Experience	->	**Perceived Peer Quality**	0.04 (0.15)	0.15 (1.11)	0.05 (0.29)	0.43 (1.78)*		
Peer Experience	->	**Relationship Quality**	0.55 (3.53)* **	0.33 (3.58)* **	0.38 (3.49)* **	0.45 (3.70)* **		
Perceived Peer Quality	->	**Peer Engagement Behaviour**					0.80 (1.00)	0.90 (1.11)
Relationship Quality	->	**Peer Engagement Behaviour**					0.33 (1.60)	0.41 (2.89)* **

Notes: PI stands for peer identity. VC stands for value consciousness. PE stands for positive emotion. T-values are in parentheses. * (P < 0.10). * * (P < 0.05). * ** (P < 0.01).

show that peer identity does not significantly moderate the relationship between peer experience and perceived peer quality (H4a) and the relationship between peer experience and relationship quality (H4b), seeing that, at both low and high levels of peer identity, these relationships do not differ significantly. Nevertheless, while value consciousness does not moderate the relationship between peer experience and relationship quality (H3b) significantly, it exerts a positive and significant moderating influence on the relationship between peer experience and perceived peer quality (H3a), showing that, at high levels of value consciousness, the relationship is positive and statistically significant ($\beta = 0.43$; p < 0.10). Conversely, in the low-level condition, the association is statistically insignificant ($\beta = 0.05$; p > 0.10). Concerning the moderating effect of positive emotion, the results reveal that emotion is not a significant moderator of the association between perceived peer quality and peer engagement (H7a) behaviour. However, it significantly moderates the relationship between relationship quality and peer engagement behaviour (H7b) because, while in the high positive emotion condition, the relationship is statistically significant ($\beta = 0.41$; p < 0.01), in the low positive emotion condition, it is not ($\beta = 0.33$; p > 0.10).

5. Discussion

Given the positive outcomes of customer engagement, such satisfaction (Pansari and Kumar, 2017) or value co-creation (Alexander and Jaakkola, 2015; Ferm and Thaichon, 2021; Rather et al., 2022; Yen et al., 2020) researchers are showing increasing interest in engagement behaviour (Hollebeek et al., 2021; So et al., 2021). Yet, the notion of customer engagement behaviour does not fully capture the dynamics of customer engagement on peer platforms (Lin et al., 2021). While prior studies have provided some insight into peer engagement behavior (Lin et al., 2019, 2022), none have empirically measured how peer engagement behavior can be measured. As such, this study aimed to empirically investigate the notion of peer engagement behaviour, its components, its antecedents (peer experience, perceived peer quality, relationship quality), and its consequences (value co-creation and peer engagement

outcome) from the peer consumer perspective.

In this research, we developed and tested a multidimensional scale of peer engagement behaviour that is psychometrically sound. First, the outcomes of the qualitative step validated and supported the peer engagement behavior scales. Interviewees and participants in the focus group both provided comments and reached a consensus on the essential dimensions of peer engagement behaviour. We then tested antecedents and consequences of peer engagement behaviour in our quantitative stage. The quantitative findings showed that while peer experience positively influences relationship quality (H2), it does not influence perceived peer quality (H1). Furthermore, according to the findings, the results showed that perceived peer quality does not affect peer engagement behaviour (H5), whereas relationship quality positively influences peer engagement behaviour (H6). Peer engagement behaviour positively influenced value co-creation (H8) on peer platforms. The study's outcome showed that value co-creation positively impacts advocacy, premium price, and value (H9a – H9c) but does not affect peer reputation (H9d).

Similar to previous studies in hospitality setting (e.g., Choi et al., 2017; Hwang et al., 2021; Taylor et al., 2018; Touni et al., 2020; Wen et al., 2021) our results showed that peer experience can exert positive impact on relationship quality in peer-to-peer platform setting. However, our quantitative results showed that while peer experience does not influence perceived peer quality, it has a positive impact on relationship quality. Unlike previous studies (e.g., Biedenbach, and Marell, 2010; Mathayomchan, and Taecharungroj, 2020; Prentice, 2013) our quantitative study suggested that peer experience does not impact on perceived peer quality. Such negative results can be because, on a peer platform, peer providers often cannot produce consistent offerings and services (Eckhardt et al., 2019). In this regard, Luo et al. (2021) noted that "unlike traditional retailers that directly control the quality of their product offerings, sharing platforms do not have such direct control because they only act as an intermediary or matchmaker" (p. 52). Thus, peer platforms seem to disrupt traditional notions about the nature of perceived quality. Furthermore, in a peer platform, peer customers are exposed to a sheer number of service offerings. Therefore, they might

have previous experiences with different peer providers, which shape their future expectations (Costello and Reczek, 2020; Dedeoglu et al., 2018). Therefore, given the nature of the peer platform, if customers have strong preconceived expectations about a service offering before their actual experience, their perceptions of quality may be based more on those initial expectations (Kim, and So, 2022) rather than their subsequent experiences with a peer provider.

Our quantitative findings revealed that unlike some studies in common business setteing (e.g., Islam et al., 2019; McLean, and Wilson, 2019; Roy et al., 2018) showed that perceived peer quality does not impact peer engagement behaviour on peer platforms. This surprising finding can be justified because of the nature of peers' relationships with each other (Li et al., 2019). In more detail, unlike customer engagement behaviour, where the customer clearly has their focus on the firm (van Doorn et al., 2010), peer engagement behaviour manifests itself in the relationship between individual peers. Moreover, previous studies have suggested that the primary reasons for using peer platforms are the desire to costs saving (Dellaert, 2019; Eckhardt et al., 2019). There is a substantial body of evidence indicating that riders of Lyft and Uber frequently switch between the two platforms in search of lower prices, displaying less concern for quality (Benoit et al., 2017; Jeon et al., 2020). Peer consumers may prioritize factors like price and convenience over perceived quality. If a platform is known for offering low-cost or budget options, customers may engage with peers based on affordability rather than quality (Buhalis et al., 2020). Further, customers may be drawn to peer platforms to access unique experiences and services they may not find through traditional providers (Zervas et al., 2017). In this line, one of this study's interviewees pointed out:

> I believe that providing higher quality services does not necessarily make your customers willing to spend time and give you feedback and suggestion for improving your systems. I think even some of them believe that it is our duty!.

Therefore, with this in mind, it is expected that the peer focus on peer platforms can distinguish peer engagement behaviour from other types of firm-focused engagement (e.g., employee or brand), and peer engagement behaviour can be characterised by the weak ties that influence the collection of multiple peers, which is not necessarily dependent on service quality (Jaakkola and Aarikka-Stenroos, 2019).

In line with prior studies (e.g., Itani et al., 2019; Khan et al., 2023; Pansari and Kumar, 2017), the quantitative findings validate that when peer consumers are inclined to forge stronger connections with peer providers, this inclination prompts them to engage in behaviours that contribute to the mutual creation of value for peer providers. Therefore, it is expected that engaged peer consumers are more likely to act as an advocate, pay higher price and perceived more value (Alqayed et al., 2022; Kim, and Tang, 2020; Morosan, and DeFranco, 2019) but not necessarily reputation as peer consumers might engage in co-creation for other reasons, such as personal satisfaction or altruistic motivations, rather than solely for the purpose of enhancing peer provider reputation (Ye et al., 2023).

Regarding the moderating relationships, the results showed that peer identity does not moderate the relationship between peer experience and perceived peer quality (H4a) and relationship quality (H4b) since both high and low levels of peer identity remained significant. As such, Airbnb might have attracted peer providers who share common interests or characteristics, leading to relatively homogeneous peer customer groups. In such situations, peer identity may not vary significantly among users, reducing the potential for it to moderate the relationship between peer experience and perceived peer quality, and relationship quality (Hartl et al., 2020). Further such results can be justified by the complexity and role fluidity on a peer platform where forming a sense of identity is difficult. Bauman (2000) pointed out that, similar to liquids that cannot hold a shape for a long time, identity is also fluid, and what is considered valuable might change and no longer be considered valuable in the future. Further justification was given by a website

manager below:

> I think having a sense of identity is difficult on any peer platform. I think this is because there are so many available options and alternatives that you are more focused on other factors like quality or being satisfied

Despite this, although value consciousness does not moderate the relationship between peer experience and relationship quality (H3b), it exerts a positive and significant influence on peer experience and perceived peer quality (H3a). Hence, in line with value-based marketing, value consciousness can act as a boundary to some of the marketing strategies that peer providers implement to build relationships with peer consumers since value consciousness is related to acquiring a higher-quality service offering (Delgado-Ballester et al., 2014). The quantitative findings showed that value consciousness does not exert a moderating role between peer experience and relationship quality because there are no significant differences between the high and low levels of value consciousness, as stated by one of the interviewees:

> I think customers who are always seeking for a better price, they tend not to consider your relationship with them.… I think it is in their nature

According to the research findings, while positive emotion was found to have no moderating impact on the relationship between perceived peer quality and peer engagement behaviour (H7a) it can positively moderate the relationship between relationship quality and peer engagement behaviour (H7b). This may be because peer consumers might evaluate the peer provider's quality in a more utilitarian manner, which could, therefore, potentially negate the impact of positive emotion on a peer platform. Furthermore, the findings of the research showed that positive emotion does not moderate the customer's response to perceived quality (e.g., sharing feedback). This finding is consistent with the work of previous researchers (e.g., Grappi et al., 2013; Tangney et al., 2007) in which customer emotion might be considered too passive to influence the customer outcome response. Consistent with this finding, one of the focus group interviewees commented:

> Sometimes, if we do not provide high-quality services and products, no matter how happy our customers are, they will not show any interest in recommending us to their relatives and friends. They might smile and laugh with us while they are interacting with us, but they will not recommend our services and products to their friends or try recommending us on their social media

5.1. Theoretical implications

This study contributes to the hospitality literature's conceptual and empirical understanding of peer engagement behaviour. The existing hospitality and tourism studies focused heavily on customer engagement behaviour in relation B2C context (Hao, 2020). However, the concept of customer engagement, as traditionally investigated in common business contexts (e.g., B2C and B2B), may not fully capture the dynamics of customer engagement behaviour on peer-to-peer platforms. Therefore, there is a need for a systematic and empirical conceptualization and operationalization of peer engagement behaviour on such platforms (Foroudi et al., 2022). As such, this research conducted an empirical investigation into the customer engagement behaviour within a peer platform that involves multiple peers from a peer perspective.

While some studies have provided insights into how customer engagement in peer-to-peer platforms differs from traditional business contexts and have conducted conceptual investigations into the differences in peer engagement behaviour on these platforms (Lin et al., 2019, 2022), they have not provided any empirical evidence regarding how customers perceive engagement behaviour in peer-to-peer platforms. Considering the significance of engagement behaviour on peer

platforms, the absence of empirical investigation into the dimensions of peer engagement behaviour is rather surprising. To the best of our knowledge, this is the first research endeavour to offer a sound and valid measurement of peer engagement behaviour on peer platforms. We aim to provide further empirical and theoretical evidence to establish measurements of peer engagement behaviour, including a set of conceptually related dimensions.

In our study, we conceptualised, developed, and tested multidimensional peer engagement behaviour, which is considered psychometrically sound and invariant. In more detail, our theoretical contribution pertains to peer engagement as a construct, not solely to scale development. By expanding previous studies and linking them to current studies, we explicitly addressed Lin et al. (2022) call to examine how to find measurements for peer engagement behaviour. We contribute to customer engagement behaviour in the sharing economy and peer engagement platforms by extending this phenomenon and investigating its role in how it impacts peer behaviour from the demand side. Examining peer engagement behaviour in a peer platform context can raise fundamental aspects that can stimulate a wide range of future works in the engagement discipline and consumer behaviour literature. To the best of the researcher's knowledge, our study is the first to provide sound and comprehensive conceptualisation and valid measurements of customer engagement in peer-to-peer platforms from a peer-consumer perspective. We provide further theoretical and empirical evidence for conceptualizing peer engagement behaviour with a set of conceptually related dimensions. Grounded on and integrating previous studies (e.g., Jaakkola and Alexander, 2014; Lin et al., 2022), this research links the construct to quantitative research for the first time.

We have also developed and tested a model to explain peer engagement behaviour in response to its antecedents and consequences. Although numerous studies have shown the antecedents and consequences of customer engagement behaviour (e.g., Itani et al., 2019; Izogo et al., 2022; Rather et al., 2022), empirical investigation in peer-to-peer platforms from peer perspective have received scant attention. Previous studies (e.g., Kang et al., 2021; Le et al., 2021; Prentice et al., 2020; Yen et al., 2020) have identified the impact of perceived quality and relationship quality on customer engagement. However, to the best of our knowledge, no previous research has explored these relationships in the context of peer engagement behaviour on peer platforms from the peer's perspective. As, our research offers a validated framework that elucidates the relationships among various antecedents of peer engagement behaviour.

Our study demonstrated that peer engagement behaviour can lead to positive outcomes for peer providers. As such, we proposed and tested a novel mechanism through peer engagement behaviour influence related outcomes showing that how peer engagement behaviour contributes to value co-creation within peer platforms, ultimately resulting in positive outcomes for peer providers. We also introduced and tested a novel mechanism explaining how peer experiences influence perceived peer quality and relationship quality on peer platforms. While previous studies have established the significance of this relationship (e.g., Mathayomchan, and Taecharungroj, 2020; Touni et al., 2020), the conditioning effect has been relatively underexplored by hospitality researchers on peer platforms from peer perspective.

Taken together, this study is one of the first empirical investigations synthesising peer experience, value consciousness, peer identity, perceived relationship quality, relationship strength, positive emotion, peer engagement behaviour, value co-creation, advocacy, premium price, value, and peer reputation. With this in mind, the research redefined and redeveloped the current investigation in an era of engagement. As such, this research contributes to the engagement literature by developing and investigating a scale that can identify peer engagement

behaviour in terms of its antecedents and consequences. While the concept of engagement behaviour has primarily been studied in the context of marketing and hospitality studies, no systematic study has investigated and analysed the features that can take into account all differences in this study's results from those in the literature through the research. Therefore, the outcome of this study, from an academic point of view, is to apply a more inclusive and methodological approach.

The results of this study revealed that, to some extent, peer engagement behaviour is similar to engagement in other business contexts (e.g., customer engagement in B2C). As such, the theories associated with the antecedents and consequences of peer engagement behaviour were supported. Furthermore, the proposed model can also help investigate the notion of engagement in other fields. This research responded to the growing concerns over the measurement, definition, and validated variables of peer engagement behaviour. Although previous studies (e.g., Van Doorn et al., 2010; Verhoef et al., 2010; Pansari and Kumar, 2017) showed the importance of customer engagement, the B2C business context has dominated the literature. This research contribution can be regarded as detailing and integrating perspectives on peer engagement behaviour to enhance the multidimensionality of peer engagement behaviour on peer platforms in the United Kingdom. Furthermore, it confirms and validates the appropriateness of favourable peer engagement behaviour by using the key antecedents and consequences for carrying out the research.

5.2. Managerial implications

This research offers managerial insight into employing peer engagement behaviour on peer platforms. On peer platforms, the managers are in charge of facilitating peer engagement behaviour. Therefore, peer providers and managers need to understand how peers engage with each other, which can help them understand the tools for enhancing peer engagement behaviour. The findings of this study can help peer managers and providers form a mutual understanding of peer engagement behaviour on peer platforms. Our study suggests to hosts that they need to consider engagement behaviour and start contributing to factors that can positively impact peer engagement behaviour. Hosts on Airbnb and peer platform managers can use our measures to better capture the peer engagement behaviour and implement our scales to understand how peer consumers perceive peer engagement behaviour. By using our scales, hosts and peer platform, decision-makers can glean a comprehensive insight into the general impact of their peer engagement behaviour-related activities on their peer consumer and, more broadly, peers in a peer platform.

The current study provides a comprehensive and clear understanding of peer engagement behaviour, the factors (relationship quality) that can affect peer engagement behaviour, and the resulting outcomes in value co-creation, advocacy, premium price, value, and peer reputation. Therefore, the peer providers and peer provider managers can quickly adapt to the scale of peer engagement behaviour identified in this research. The scales can provide vital guidelines and a checklist for testing the degree of peer engagement behaviour between different peers. Our findings also shed light on how peer providers can encourage peer consumers to engage with themselves. According to our findings, by strengthening the relationship between themselves and their consumers, peer providers can expect peer engagement behaviour. For instance, peer providers thoughtful gestures like a welcome snack or a handwritten note to make guests feel special. Similarly, If peer consumers are celebrating a special occasion (e.g., a birthday or anniversary), consider leaving a small gift or note to acknowledge can strengthen their relationship therefore enhance peer engagement behaviour.

As discussed, engagement can positively influence outcomes for the different actors involved in peer engagement behaviour. Therefore, peer providers and peer platform managers need to understand the importance of peer engagement behaviour on peer platforms as the key driving source of sustaining peer platforms instead of considering it a fashionable and impractical concept (Lin et al., 2019). By identifying the different components of peer engagement behaviour (feedback, influence, and referral), this study informs peer platform managers and peer providers to appreciate the significance of peer engagement behaviour as one of the important contributors to performance on a peer platform. For instance, by actively encouraging peer engagement behaviour, peer providers can ask for feedback and suggestions from guests, enabling them to continuously improve their property and services based on their preferences. In this line, peer providers may share their experiences on social media, tagging hosts and properties, which can lead to positive outcomes and visibility for peer providers. Hence, this study recommends that peer providers put themselves in the position of peer consumers and enhance the relationship quality between them and their peers. Furthermore, the measurement scales provided in this study can help managers understand the related training programmes, which can improve their understanding of peer engagement behaviour.

5.3. Limitations and future research directions

This research employs several data-collection methods, which are not without limitations, and this needs to be considered. First, the context of the study is limited to the UK. Because of cultural differences, the outcome of the current research can be different in other countries. Although the researchers tried to develop the measurement scale based on the findings of the qualitative literature, the different characteristics of the hospitality sector can affect different aspects of the research findings to some degree. Therefore, to check the generalisability of the results, it is recommended that future studies conduct this research in various countries (e.g., Australia). Another limitation of the current research is associated with the context of the investigation. The prime focus of this study is on the hospitality context.

Future researchers should note that platforms connect a large network of peers and match their needs with appropriate service offerings (Allen, 2017; Königsson and Holmstrom, 2017). Such studies need to consider how platform-based factors (e.g., size and community culture of the platform) can also impact peer engagement behaviour. Accordingly, future empirical investigations are advised to replicate the research on a property-sharing platform like transportation (e.g., Uber) and to investigate the similarities and differences. According to previous researchers (e.g., Churchill, 1999), this can also help generalise the outcomes. Here, it is important to note that although technology is the centre of the platform ecosystem, technology itself does not lead to successful platforms in many ways. In more detail, peer consumer consumption needs are met by individuals (e.g., hosts in Airbnb; peer providers) and are facilitated by a platform (e.g., Airbnb). A peer customer is a customer of the platform's provider facilitated by technology. Yet, peer customers do not rely on the platform to fulfil their consumption needs, only just facilitated by the platforms that benefit from technology (Ramaswamy et al., 2020).

Furthermore, in the main survey stage, there was only a limited opportunity to access a complete sampling model, which led the researcher to employ a non-profitable sampling method. Following the recommendations of Churchill (1996), convenience sampling was used in this research to estimate the sampling error. According to Churchill (1999), this sampling technique can be used to overcome the probability bias, also known as the validity and generalisability of the research. Additionally, the study signified a one-sided view from the peers' perspective on the peer platform; it measured the scales by evaluating the respondents who had previously used peer platform offerings. As such, an additional combination of managerial viewpoints could enhance the generalisability of the research and highlight various and different outcomes for future scholars.

In contrast to traditional business-to-customer models, peer-to-peer interaction mostly happens at the individual level, where peer engagement behaviours show themselves in a network mode as a number of different actors (e.g., platform provider, peer provider, peer consumer) are involved. Therefore, peer engagement behaviour is diapered and decentralized among multiple relationships rooted in a network. A unique and different feature in peer platforms increases the complexities of peers who experience engagement in a platform. Therefore, we advise future researchers to investigate what peer consumers' subjective experience of engaging on a peer-to-peer platform means to peer consumers and how peer consumers experience engaging with peer providers beyond just the scope of the transaction.

Our research shed light on the importance of antecedents and consequences of peer engagement other lines of studies in regard to peer engagement behaviour should be focused on exploring the other antecedents of peer engagement behaviour, which results in improving the value co-creation in a network of peers in a peer platform. Although these studies mainly focused on intangible positive outcomes, we advise future researchers to focus on intangible outcomes of peer engagement behaviour. At a basic level, peer engagement behaviour might have financial, behavioural, and cognitive consequences which need particular attention. Peer engagement behaviour might also aid peers in strengthening and shaping their social identity related to an in-group and enhance other peers' perceived trustworthiness (Harrigan et al., 2017). Furthermore, peer engagement behaviour in peer providers is also likely to enhance communication quality and credibility (Prentice et al., 2020) and interpersonal relationship quality or enhance a supportive climate in the community. It is expected that consequences extend to the macro level, such as social or economic development, due to peer engagement behaviour enhancement. Such positive consequences need further investigation. Lastly, one of the limitations associated with our studies is that we were focused on peer engagement behaviour from the demand side. As the nature of engagement can be different for peer consumers and peer providers (Lin et al., 2019), we recommend future researchers investigate how peer engagement behaviour can be different for peer providers.

Importantly in this study, we focused on our investigation of peer engagement behaviour from a peer customer perspective. Future studies are advised to investigate the peer engagement behaviour from peer provider perspective and investigate how it differ from peer engagement behaviour from demand side. As such, we advise future studies to also investigate how peer provider can be engaged between each other (e.g., sharing personal suggestions to peers) and how this differ from peer engagement behaviour from peer consumer perspective.

Declaration of Competing Interest

We declare that they have no conflict of interest.

Data Availability

Data will be made available on request.

Appendix 1. Study constructs, scale items, descriptive statistics, factor loadings, and reliabilities

Construct	Item measurement	Factor loading	Mean	Std. Deviation	Cronbach's alpha
Peer Experience					
	The peer experience is a set of interactions between the peer consumer and peer provider services. This experience is personal and implies the peer customer's involvement at different levels, such as affective (Lemon and Verhoef, 2016) and cognitive (Hamzah et al., 2014) levels.				
Affective Peer Experience					Cronbach's alpha: 0.954
	Affective experience is the internal feelings and responses a peer customer has to any indirect or direct contact with a peer provider (Gupta et al., 2018; Hamzah et al., 2014).				
APE1	The peer provider is entertaining.				Foroudi et al. (2016) Removed – low reliability
APE2	The peer provider includes my feelings.	.916	5.4286	1.61890	Brakus et al. (2009); supported by the qualitative study
APE3	I have strong emotion for the peer provider.	.917	5.2470	1.63557	Brakus et al. (2009); supported by the qualitative study
APE4	The peer provider is an emotional peer provider.	.865	5.2946	1.63040	Akarsu et al. (2020)
APE5	My decision to use the peer provider's offerings made me happy.	.968	5.3467	1.62791	Qualitative study
APE6	Using the peer provider's service offerings is enjoyable.				Qualitative study Removed (Pilot) – low reliability
Intellectual Peer Experience					Cronbach's alpha: 0.930
	Intellectual peer customer's experience is the cognitive reaction, such as problem solving, helpfulness, and informativeness (Dennis et al., 2014;Foroudi et al., 2016)				
IPE1	I engage in a lot of thinking when using the peer provider's service offerings.				Brakus et al. (2009); supported by the qualitative study Removed – Multiple Factor Loading
IPE2	The peer provider makes me think.				Removed – Low Reliability
IPE3	The peer provider stimulates my curiosity.				Removed – Multiple Factor Loading
IPE4	The peer provider is a problem solver.				Removed – Multiple Factor Loading
IPE5	The peer provider would help me to make a better decision.	.843	5.0149	1.61672	Foroudi et al. (2016); supported by qualitative study
IPE6	The peer provider helps me to find what I am looking for.	.890	5.1057	1.55835	
IPE7	The peer provider provides with me sufficient information about his/her service offerings.	.832	5.0625	1.61558	
IPE8	The peer provider appeals to my creative thinking.	.944	5.0595	1.54013	Ding and Tseng (2015)
Value consciousness					Cronbach's alpha: 0.932
	Value consciousness is the psychological concern (Delgado-Ballester et al., 2014; Lichtenstein et al., 1990; Pillai and Kumar, 2012) for paying less.				
VC1	I enjoy booking service offerings regardless of the amount I have to pay.				Qualitative study Removed – Multiple Loading
VC2	The time it takes to find a peer provider that offers lower prices is usually worth the effort.				Alford and Biswas (2002);Bao et al. (2011) Removed – Multiple Loading
VC3	I am worried about low prices, but I am also worried about the quality of the peer provider's service offering.	.865	5.5283	1.58677	Itani et al. (2019); supported by the qualitative study
VC4	When booking the peer provider's services, I compare prices from different alternatives to be sure that I will get the best value for the money I spend.	.857	5.3839	1.63737	
VC5	When I am booking the peer provider's service offering on the peer platform, I always try to maximise the quality I obtain in return for my money.	.800	5.3304	1.55795	
VC6	I generally book a peer provider who offers lower prices; however, they still need to provide a certain level of quality before I book with them.	.792	5.4821	1.69499	
VC7	I will use different peer providers to benefit from low prices.	.807	5.4435	1.62500	Alford and Biswas (2002);Bao et al. (2011)
VC8	I am willing to go the extra mile to find a peer provider with lower price.	.865	5.3869	1.61005	
Peer identity					
	Identity is what a peer is in terms of its internal, durable (Donavan et al., 2015), and distinctive (Mousavi et al., 2017) traits which distinguish a peer from other peers on a peer platform.				
Personality					Cronbach's alpha: 0.972
	Peer personality is the human attributes of a peer (Freling et al., 2011;Möller and Herm, 2013; Sung & Kim, 2010) based on the peer customer's perception				
PPE1	The peer provider is down to earth.				Aaker (1997), Ekinci and Hosany (2006) Removed – Multiple Loading
PPE2	The peer provider is honest.	.802	5.4241	1.65781	Aaker (1997), Ekinci and Hosany (2006)
PPE3	The peer provider is wholesome.				Aaker (1997), Ekinci and Hosany (2006) Removed - Multiple Loading
PPE4	The peer provider is cheerful.	.886	5.3943	1.58819	Aaker (1997), Ekinci and Hosany (2006)
PPE5	The peer provider is daring.	.908	5.4122	1.66529	
PPE6	The peer provider is up to date.				Aaker (1997), Ekinci and Hosany (2006) Removed – Pilot – Multiple Loading
PPE7	The peer provider is reliable.	.897	5.3214	1.63902	Aaker (1997), Ekinci and Hosany (2006)
PPE8	The peer provider is upper class.	.906	5.3661	1.62045	
PPE9	The peer provider is distinctive.	.925	5.3616	1.66811	
PPE10	The peer provider is sincere.	.894	5.3438	1.68078	
PPE11	The peer provider is successful.				Aaker (1997), Ekinci and Hosany (2006) Removed – Pilot – Multiple Loading
Prestige					Cronbach's alpha: 0.927
	Peer prestige is the high status of service/product associated with a peer (Davvetas et al., 2015; Stokburger-Sauer et al., 2012).				
PPR1	The peer provider is one the best peer providers on the peer platform.	.893	5.3378	1.54530	Correia and Kozak (2012);Stokburger-Sauer et al. (2012)
PPR2	The peer provider is prestigious.	.890	5.3095	1.54689	
PPR3	The peer provider's service offering is a place with plenty of luxury.	.804	5.4048	1.53543	

(*continued*)

Construct	Item measurement	Factor loading	Mean	Std. Deviation	Cronbach's alpha
PPR4	The peer provider makes me feel spoiled.				Correia and Kozak (2012);Stokburger-Sauer et al. (2012) Removed – Multiple Loading
PPR5	The peer provider provides first-class, high-quality service offerings.	.866	5.4033	1.52070	Correia and Kozak (2012);Stokburger-Sauer et al. (2012)
PPR6	Peer provider is the determinant of gaining the respect of others.	.827	5.2812	1.63049	
Positioning					Cronbach's alpha: 0.920
	Positioning is the process by which peer providers communicate their identity to their peer consumers (Da Silveira et al., 2013).				
PPO1	I think the peer provider creates value for other peers on the platform.	.893	5.2783	1.59309	Barich and Kotler (1991);Jewell and Saenger (2014);Melewar et al. (2017)
PPO2	I think the peer provider has a strong competitive positioning strategy on the peer platform.	.891	5.2664	1.61740	
PPO3	I think the peer provider offers distinctive service offerings on the platform.	.815	5.3140	1.55704	
Promise					Cronbach's alpha: 0.931
	Promise is the nature of the experience that a peer customer can expect from a peer provider (Schallehn et al., 2014).				
PPRO1	The peer provider promises to be beneficial.				Qualitative study Removed – Pilot Study – low reliability
PPRO2	The peer provider promises quality service offerings.	.917	5.2857	1.65826	Foroudi et al., (2021)
PPRO3	The peer provider promises reliability.	.830	5.4449	1.63237	
PPRO4	The peer provider promises fulfilment.				Foroudi et al. (2021) Removed – Pilot – low reliability
PPRO5	The peer provider promises security.				Foroudi et al. (2021) Removed – low reliability
PPRO6	The peer provider promises to get the right service offerings at the time promised.	.915	5.4122	1.65902	Foroudi et al. (2021)
PPRO7	The peer provider promises privacy.	.903	5.2560	1.64963	
Perceived peer quality					
	Perceived peer quality refers to a customer's holistic assessment of a peer provider's product or service. This assessment encompasses not only the intrinsic attributes of the offering but also considers the overall experience and value derived from interactions with the peer provider (Serić et al., 2014). This evaluation is founded on six key dimensions: information quality (Alqayed et al., 2022; Papadomichelaki & Mentzas, 2012), system quality (Alqayed et al., 2022; Lai and Yang, 2009), service quality (Alqayed et al., 2022; Barrutia and Gilsanz, 2013), monetary reward (Baldus et al., 2015), system support (Rhoades and Eisenberger, 2002), and price fairness (Herrmann et al., 2007).				
Information quality					Cronbach's alpha: 0.947
	Information quality is the peer customer's judgement about the credibility (Papadomichelaki & Mentzas, 2012) of the product/ service information provided by a peer provider.				
PIQ1	The peer provider's information on the peer platform is understandable.				Removed – Pilot – Multiple loading
PIQ2	The peer provider's information on the peer platform is reliable.	.951	5.3051	1.80018	Agag and El-Masry (2017)
PIQ3	The peer provider's information on the peer platform is accurate.	.947	5.2247	1.81198	Filieri and McLeay (2014); Wang et al. (2020)
PIQ4	The peer provider's information on the peer platform is value added.				Removed – Pilot – Multiple loading
PIQ5	The peer provider's information on the peer platform is complete.	.895	5.2768	1.82323	Agag and El-Masry (2017);Filieri and McLeay (2014); Wang et al. (2020)
PIQ6	The peer provider's information on the peer platform is sufficient.	.825	5.2500	1.81975	
PIQ7	The peer provider's information on the peer platform is helpful.				Removed – Pilot – Multiple loading
PIQ8	The peer provider's information on the peer platform is easily credible.				Agag and El-Masry (2017);Filieri and McLeay (2014); Wang et al. (2020) Removed – low reliability
System quality					Cronbach's alpha: 0.965
	System quality is to the extent to which the peer consumer finds a peer provider is reliable, usable, and available (Lai and Yang, 2009).				
PSQ1	The peer provider always tries to carry out his/her business reliably.				Wang et al. (2020) Removed – Pilot – Multiple Loading
PSQ2	The peer provider allows information to be accessible.	.894	5.3571	1.57868	Wang et al. (2020)
PSQ3	The peer provider responds to my requests and needs quickly.	.949	5.3467	1.59461	
PSQ4	The peer provider's profile is visually attractive.	.931	5.3348	1.61571	
PSQ5	The peer provider's profile provides the information that I need within a few clicks.	.928	5.3571	1.62244	
PSQ6	It is easy to find what I am looking for in the peer provider's profile.	.899	5.3557	1.58890	
Service quality					Cronbach's alpha: 0.943
	Service quality is defined as the peer consumer's judgement of the degree to which a peer provider can accommodate their needs (Barrutia and Gilsanz, 2013).				
PSEQ1	The peer provider guarantees a reservation.				Fernández and Bedia (2004); Liang et al. (2011);Wang et al. (2004)
PSEQ2	The peer provider solves problems quickly and effectively.				
PSEQ3	The peer provider provides services and accommodation in accordance with the agreed upon conditions.				Removed – Multiple Loading
PSEQ4	The peer provider is well-groomed.				Removed – Multiple Loading
PSEQ5	The peer provider offers quick and able service offerings.	.750	5.4122	1.54843	
PSEQ6	The peer provider is skilled and professional.				Fernández and Bedia (2004); Liang et al. (2011);Wang et al. (2004) Removed – Pilot – Multiple Loading
PSEQ7	The peer provider is courteous.				Fernández and Bedia (2004); Liang et al. (2011);Wang et al. (2004) Removed – Multiple loading
PSEQ8	The peer provider provides safe service offerings.	.916	5.3185	1.60376	
PSEQ9	The peer provider provides service offerings in a good condition.	.922	5.3601	1.57233	
PSEQ10	The peer provider provides high-quality food and drink.	.920	5.4777	1.53531	
PSEQ11	The peer provider provides a wide range of service offerings.	.885	5.3869	1.54196	
Monetary rewards					Cronbach's alpha: 0.939
	Monetary reward are powerful motivators, such as free samples which the peer provider uses for task-based initiatives (Baldus et al., 2015).				

(*continued*)

Construct	Item measurement	Factor loading	Mean	Std. Deviation	Cronbach's alpha
PMR1	I would like to get free food from the peer provider.	.921	5.1830	1.71453	Qualitative study
PMR2	The peer provider can benefit me financially.	.934	5.1726	1.74447	Bock et al. (2005); Wang et al. (2020)
PMR3	I receive monetary rewards like discounts in return for booking with the peer provider.				Fernández and Bedia (2004); Liang et al. (2011);Wang et al. (2004) Removed – Multiple Loading
PMR4	The peer provider can enhance my economic situation through discounts and promotions.	.918	5.2530	1.68052	
PMR5	I will book a peer provider if I can save money because of available discounts.	.793	5.2351	1.68665	Hamari et al. (2016); supported by the qualitative study
System Support					Cronbach's alpha: 0.935
	System support is the peer provider's eagerness to assist the peer consumers by accommodating their needs (Rhoades and Eisenberger, 2002).				
PSS1	The peer provider is willing to help me when I have a question.	.879	5.4628	1.52137	Verleye et al. (2014);Kottke and Sharafinski
PSS2	The peer provider is very concerned about my welfare.	.928	5.4911	1.43511	(1988); supported by the qualitative study
PSS3	The peer provider is willing to listen to my questions.				Verleye et al. (2014);Kottke and Sharafinski
PSS4	The peer provider can be relied on when I have questions.				(1988); supported by the qualitative study Removed – Pilot - Multiple Loading
PSS5	The peer provider considers his/her customers' goals and values.	.926	5.4554	1.48748	Verleye et al. (2014);Kottke and Sharafinski (1988); supported by the qualitative study
PSS6	The peer provider really cares about his/her customers' well-being.				Verleye et al. (2014);Kottke and Sharafinski (1988); supported by the qualitative study
PSS7	The peer provider shows very little concern for me.				Removed – Low Reliability
PSS8	The peer provider takes into account his/her customers' needs when making decisions.				
PSS9	The peer provider is eager to help when I need a special favour.				
PSS10	The peer provider cares for his/her customers' opinions.				
Price fairness					Cronbach's alpha: 0.940
	Price fairness is a comparative (Homburg et al., 2014; Kwak et al., 2015) judgement about how just a peer provider's price is (Herrmann et al., 2007).				
PPF1	The peer providers' price was clearly understandable.	.896	5.3304	1.48045	Chung and Petrick (2013);Martin, Ponder,
PPF2	The peer providers' price was fair.	.928	5.3958	1.47544	and Lueg (2009)
PPF3	The peer providers' price was acceptable.	.916	5.3021	1.51872	
PPF4	The peer providers' pricing decision process and procedure was fair.	.925	5.3289	1.50722	
PPF5	The peer providers' pricing decision process and procedure was reasonable.				Chung and Petrick (2013);Martin, Ponder and Lueg (2009) Removed – Multiple Loading
PPF6	The peer providers' pricing decision process and procedure was acceptable.	.701	5.2946	1.51479	Chung and Petrick (2013);Martin, Ponder, and Lueg (2009)
Relationship quality					
	Relationship quality is the peer customer's motivational and emotional bond with a peer provider (Kim et al., 2014; Rauyruen and Miller, 2007).				
Satisfaction					Cronbach's alpha: 0.960
	Customer satisfaction is the peer customer's judgement about their anticipated experience with the current interaction (Anderson and Swaminathan, 2011; Rego et al., 2013).				
RS1	The peer provider made me satisfied.				Narangajavana Kaosiri et al. (2019) Removed – Low Reliability
RS2	The peer provider exceeded my expectations.	.905	5.1726	1.81153	Narangajavana Kaosiri et al. (2019)
RS3	The peer provider made me feel pleased with his/her service offerings.	.947	5.2440	1.80659	
RS4	I am satisfied with my peer provider experience.	.930	5.2336	1.81988	
RS5	My satisfaction level with the peer provider is quite close to my ideal expectations.	.919	5.2068	1.79262	
Emotional closeness					Cronbach's alpha: 0.915
	Emotional closeness is the customer's eagerness to maintain a close and friendly relationship with a peer provider due to the peer provider's attributes (Belaid and Behi, 2011).				
REC1	I became friends with the peer provider.	.743	4.9851	1.75549	Aleshinloye et al. (2020);Chua et al. (2021)
REC2	I feel close to the peer provider.	.895	5.0327	1.74844	
REC3	I enjoy interacting with the peer provider.	.921	5.0313	1.68819	
REC4	My interaction with the peer provider is positive and useful.	.861	5.1146	1.75053	
Trust					Cronbach's alpha: 0.844
	Trust is the peer consumer's psychological state (Martínez and Del Bosque, 2013) of mind regarding whether a peer provider product/service can be relied upon to accommodate their needs in the long term.				
RT1	I would feel confident using the peer provider's service offerings.				Ribeiro et al. (2021);Agag and El-Masry (2017) Removed – Low Reliability
RT2	My tendency to trust the peer provider would be high.	.949	5.2827	1.65338	Ribeiro et al. (2021);Agag and El-Masry
RT3	I believe that the peer provider would be trustworthy.	.906	5.2589	1.64826	(2017)
RT4	I believe that the peer provider will perform to my utmost benefit.				Removed – Low Reliability
RT5	I believe the peer provider has enough safeguards to make me feel comfortable booking his/her service offerings.	.583	5.2500	1.73162	
Identification					Cronbach's alpha: 0.921
	Identification is the peer customer's perception of being at one with a peer provider (Karaosmanoğlu et al., 2011; Lichtenstein et al., 2010; Martínez and Del Bosque, 2013).				
RI1	My sense of self overlaps with my peer provider's identity.				Elsbach and Bhattacharya (2001);Rather and Hollebeek (2019) Removed - Multiple Loading
RI2	Being associated with the peer provider can help me to express my identity.	.607	5.3943	1.75407	Elsbach and Bhattacharya (2001);Rather and
RI3	When someone criticizes the peer provider, it is like a personal insult to me.	.942	5.3616	1.79631	Hollebeek (2019)

(*continued*)

Construct	Item measurement	Factor loading	Mean	Std. Deviation	Cronbach's alpha
RI4	I identify strongly with the peer provider.	.962	5.3899	1.72293	
RI5	When someone writes negative reviews about the peer provider, it feels like a personal insult to me.	.962	5.3586	1.75240	
Gratitude					Cronbach's alpha: 0.950
	Gratitude is a thankful appreciation for what one has received (Tsang, 2006).				
RG1	When I think about the peer provider, I feel grateful to him/her.	.942	5.3914	1.71435	Simon and Tossan (2018)
RG2	When I think about the peer provider, I feel thankful.	.921	5.4568	1.67330	
RG3	When I think about the peer provider, I feel appreciative.	.927	5.4405	1.70282	
Positive emotions					Cronbach's alpha: 0.880
	Emotions are fitness-enhancing responses and complex responses to particular adaptive problems (Griskevicius et al., 2010).				
	Positive emotions increase peer customer's satisfaction (Kafetsios and Zampetakis, 2008).				
PE1	The peer provider made me feel comfortable				Han and Ryu (2012); Foroudi et al. (2021) Removed – Low Reliability
PE2	The peer provider made me feel delighted.	.863	5.3958	1.70417	Han and Ryu (2012); Foroudi et al. (2021)
PE3	The peer provider made me feel glad.	.882	5.4524	1.69969	
PE4	The peer provider made me feel positive.	.827	5.4077	1.68286	
Peer-engagement behaviour					
	Peer engagement behaviour focuses on the behavioural aspect of peer engagement which manifests itself in peer discretionary and voluntary efforts to co-create value (Brodie et al., 2013; Hollebeek et al., 2019; Pansari and Kumar, 2017) and or interact with the peer provider on the peer-to-peer platform (Brodie et al., 2011).				
Feedback					Cronbach's alpha: 0.948
	Feedback includes sharing suggestions or providing feedback for helping satisfy peer consumers' preferences and peer consumers' needs (Itani et al., 2019; Pansari and Kumar, 2017).				
PEF1	I voluntarily provide feedback about my experience to the peer provider.	.942	5.1190	1.73612	Itani et al. (2019);Zhang et al. (2018);
PEF2	I voluntarily provide feedback for improving the performance of peer provider service offerings.	.940	5.2173	1.73346	supported by the qualitative study
PEF3	I voluntarily provide feedback about the new service offerings to the peer provider.	.907	5.0149	1.81641	
PEF4	I voluntarily provide feedback for developing new service offerings to the peer provider.	.833	5.1369	1.75020	
PEF5	When I face a problem, I will provide feedback about its solution to the peer provider.				Removed- Low Reliability
PEF6	When I receive good service offerings from the peer provider, I provide feedback about it.				Qualitative study Removed – Low Reliability
PEF7	If I have any ideas about how to improve the peer provider's service offerings, I will give feedback to the peer provider.				Qualitative study Removed – Pilot – Multiple Loading
Influence					Cronbach's alpha: 0.955
	Influence refers to when customers exchange service-related information on an online platform (Kumar, 2013).				
PEI1	I love talking about my experience with using the peer provider's service offerings.	.909	5.3438	1.70455	Itani et al. (2019)
PEI2	I discuss the benefits of booking the peer provider's service offerings.	.956	5.3512	1.70347	
PEI3	I try to be part of the peer provider and talk about him/her in my conversations.	.944	5.3438	1.71066	
PEI4	I try to actively mention the peer provider on different social media platforms.				Removed – Pilot - Low reliability
PEI5	I enjoy providing information about the peer provider's service offerings.				Qualitative study - Removed – Low reliability
PEI6	I often participate in conversations related to the peer provider.				Removed – Pilot - Low reliability
Referral					Cronbach's alpha: 0.914
	Referral mainly concentrates on the peer consumer converting potential customers in their online (Kumar, 2013; Kumar et al., 2010) and offline network into real customers (Schmitt et al., 2011).				
PER1	I promote the peer provider because of the benefits offered by him/her.	.769	5.4955	1.53061	Itani et al. (2019)
PER2	I enjoy referring the peer provider to my relatives and friends whether there are referral incentives or not.				Qualitative study Removed – Pilot - Low Reliability
PER3	In addition to the value derived from the peer provider's offerings, the other referral incentives also encourage me to refer the peer provider to my friends and relatives.				
PER4	Given that I used the peer provider's offerings, I refer my friends and relatives to the peer provider because of some referral incentives.	.942	5.6339	1.55761	Qualitative study Qualitative study Removed – Pilot - Low Reliability
PER5	Even if there is no incentive, I still refer the peer provider to my friends and relatives.				
PER6	When my friends and relatives are looking for a peer provider, I would be likely to refer them to the peer provider because of my own experience.	.942	5.5372	1.57527	Qualitative study
PER7	I would recommend the peer provider to my friends and relatives who are interested.				Zhang et al. (2018); supported by the qualitative study Removed – Pilot - Low Reliability
Value co-creation					
	Value co-creation is a joint process (Yi and Gong, 2013) of creating value by the peer provider and the peer customer (Jaakkola and Hakanen, 2013; Ranjan and Read, 2016).				
Personal interaction					Cronbach's alpha: 0.905
	Personal interaction is manifest in the relationship between peer consumers and peer providers and is vital for the successful value co-creation process (Cossío-Silva et al., 2016; Foroudi et al., 2019; Smaliukiene et al., 2015;Yi and Gong, 2013).				
VPI1	I was friendly to the peer provider.	.869	5.4048	1.38649	Yi and Gong (2013)
VPI2	I was kind to the peer provider.				Yi and Gong (2013) Removed – Pilot Study – Multiple Loading
VPI3	I was polite to the peer provider.	.793	5.3021	1.40982	Yi and Gong (2013)
VPI4	I was courteous to the peer provider.	.962	5.3750	1.40655	

(*continued*)

Construct	Item measurement	Factor loading	Mean	Std. Deviation	Cronbach's alpha
VPI5	I did not act rudely to the peer provider.				Yi and Gong (2013) Removed – Pilot Study – Multiple Loading
Responsible behaviour					Cronbach's alpha: 0.889
	Responsible behaviour is when the peer consumer knows their responsibilities and duties as partial employees for successful value co-creation (Foroudi et al., 2022) which manifests itself in behaviours like being cooperative or complying with the policies and rules (Junaid et al., 2020).				
VRB1	I performed all the tasks that were required.	.932	5.4658	1.38397	Yi and Gong (2013)
VRB2	I adequately completed all the expected behaviours.	.976	5.4702	1.44104	
VRB3	I fulfilled responsibilities to the peer provider.				Yi and Gong (2013) Removed – Pilot - Low reliability
VRB4	I followed the peer provider's directives or instructions.	.667	5.4539	1.44371	Yi and Gong (2013)
Peer engagement outcome					
	The positive outcome is created for peer providers due to elaborate mechanisms of engagement (Kumar et al., 2010) on a peer platform.				
Advocacy					Cronbach's alpha: 0.865
	Advocacy is a combination of marketing resources that contribute to a more efficient and effective marketing enterprise, including voluntarily sharing peer customer-specific information, engaging in firm-sponsored marketing research activities and word-of-mouth referrals, and increasing levels and proportions of current purchasing activities (Sweeney et al., 2020).				
EA1	I describe the peer provider as the best of his/her kind.	.916	5.4628	1.49169	Sweeney et al. (2019)
EA2	I am enthusiastic in recommending my peer provider.	.942	5.5670	1.38600	
EA3	I explain why the peer provider is better than other peer providers on the platform, when talking about the peer provider.	.642	5.5164	1.49705	
EA4	I say positive things about the peer provider's service offerings to others.				Sweeney et al. (2019) Removed – Pilot – Multiple Loading
Premium prices					Cronbach's alpha: 0.934
	This is when peer consumers are willing to pay more for a particular peer provider offering than for comparable alternative peer providers (Diallo et al., 2021).				
EPP1	The peer provider's prices would have to go up quite a bit before I switched to another peer provider.	.823	5.2604	1.40863	Godey et al. (2016);Netemeyer et al. (2004); Kiatkawsin and Han (2019)
EPP2	I am willing to pay a higher price to the peer provider compared to other peer providers just to receive his/her services.	.923	5.2842	1.44172	
EPP3	I am willing to pay extra to use the peer provider's service offerings rather than using other peer providers' service offerings.	.928	5.3214	1.43854	
EPP4	Even if other peer providers are offering lower prices, I still prefer booking the peer provider's service offerings.	.855	5.2649	1.47551	Miller and Mills (2012); supported by the qualitative study
Perceived value					Cronbach's alpha: 0.969
	Perceived value refers to the customer's evaluation of the utility (Lalicic and Weismayer, 2021) of a particular product and service (Wiedmann et al., 2018).				
EV1	The peer provider would make me want to stay there during my travels.	.918	5.4762	1.50984	Sweeney and Soutar (2001); Petrik, (2004); Zhang et al. (2018)
EV2	The peer provider's availability fits my travel schedule.	.920	5.4539	1.57314	
EV3	The peer provider's location is very convenient for my travel.	.928	5.3601	1.59771	
EV4	The peer provider's service offerings make feel relaxed during my travels.				Sweeney and Soutar (2001);Zhang et al. (2018) Removed – Multiple Loading
EV5	The peer provider makes me feel acceptable among my friends and relatives.	.940	5.5000	1.52769	Sweeney and Soutar (2001);Zhang et al. (2018)
EV6	The peer provider's service offerings make a good impression on my friends and relatives.	.940	5.4360	1.52243	
Peer reputation					Cronbach's alpha: 0.927
	This is manifest in the overall evaluation and judgement of a peer provider which is shaped over time (Ageeva et al., 2018;Foroudi, 2019;Foroudi et al., 2020).				
EPR1	The peer provider's services offerings are good value for the money.				Ageeva et al. (2018);Foroudi et al. (2020) Removed – Multiple Loading
EPR2	The peer provider has a reputation for offering high quality service offerings.	.948	5.4762	1.36358	Akdeniz et al. (2013);Purohit and Srivastava (2001); supported by the qualitative study
EPR3	The peer provider is admired and respected on the peer platform.	.847	5.4137	1.37521	Ageeva et al. (2018);Foroudi et al. (2020)
EPR4	The peer provider is well-established on the peer platform.	.907	5.5268	1.28937	Ageeva et al. (2018);Foroudi et al. (2020)

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