

xu_2020_how_do_consumers_in_the_sharing_economy_value_sharing_evidence_from_online_reviews

Year

2020

Author(s)

Xun Xu

Title

How do consumers in the sharing economy value sharing? Evidence from online reviews

Venue

Decision Support Systems

Topic labeling

Manual

Focus

Secondary

Type of contribution

Established approach

Underlying technique

Manual labeling

Topic labeling parameters

Nr of inspected topic-words: 10

Label generation

| Sharing Economy Context | | | Hotel Lodging Context | |
|-------------------------|--------------------------|--|--------------------------|--|
| Factors | Interpretations (Labels) | High-Loading Terms | Interpretations (Labels) | High-Loading Terms |
| Factor 1 | Communication | commun, easi_reach, reach_definit, quick_respons, quickli_answer_question, host_respond, place_exactli_pictur, place_exactli_describ, contact, easi_commun | Operations | parking_lot, quiet, wifi_slow, valet_park, park_garag, wait, loud, nois, wait_time, smoke |
| Factor 2 | Access | time_find, time_find_spot, access, easi_access, check_super, host_accommod, easi_find, conveni, late_check, accommod_check, entrtanc | Facilities | facil, elevator, stair, pool, pool_area, décor, lobbi, hallwai, gym, business_center |
| Factor 3 | Room | modern, layout, room_spaciou, clean, cozy, bed, bathroom, comfort, room_nice, unit_nice | Room | spacious_room, bed, hotel_room, good_size, bathroom_smaller, bed_comfort, mattress, size_room, room_design, queen_bed, basic_room |
| Factor 4 | Amenities | tv, washer, dryer, furnitur, closet, wifi, towel, shampoo, fridg, tolietri | Amenities | towel, tv, iron, coffeemaker, microwave, air_condition, bath_tub, sink, furnitur, lights |
| Factor 5 | External Environment | great_place_stay, walk_distanc, safe, downtown, danger, homeless, metro, neighborhood, crowd, groceri, i_felt_safe, secur, stranger | Location | excellent_location, view, locat_hotel, arriv_hotel, distance, highwai, walk_distance, beauty_view, central_locat, great_location, town_walk, mile, street, |
| Factor 6 | Host Interaction | friendli, respectful, host, host_kind, host_nice, host_definit, honest, connection, host_father, host_great, | Staff | friendli, fridendli_help_staff, staff_excel, staff_friendli_help, excel_servic, great_servic, service_excel, great_friendli, staff_help, ladi, staff_polit, rude, smile, personnel |
| Factor 7 | Neighbor Interaction | roommate, down_stair, up_stair, nice_touch, annoi, occupi, noisi, walk_night, share, talk, bother | Meal | breakfast, meal, lunch, tea, coffee, food, egg, water, menu, drink, buffet_breakfast, bar_food, dinner |
| Factor 8 | Value | monei, charg, pric, worth, offer, inexpens, expens, cheap, book, dollar | Value | monei, tax, cost, worth, price, cheap, charg, refund, expens, room_rate, great_valu, fee, credit_card, paid |

Motivation

Making the factors comparable between the sharing economy and traditional lodging. The common factors between these two contexts included the room, amenities, external environment (location), host interaction (staff), and value.

Topic modeling

LSA

Topic modeling parameters

Nr of topics: 8

Nr. of topics

16 (8 + 8)

Label

Single or multi-word manually assigned label

Label selection

\

Label quality evaluation

\

Assessors

\

Domain

Paper: Tourism and Hospitality

Dataset: Tourism and Hospitality

Problem statement

Online consumer reviews focus on product and service attributes, and the influential factors of customer satisfaction and demand differ when consumers are at different accommodation-sharing levels. Not all attributes described in online reviews influence

overall customer satisfaction.

With a higher level of sharing, consumers' valuation changes from more to less tangible attributes. Consumers at a higher sharing level care more about social interaction and economic value than consumers at a lower sharing level. Transaction costs, particularly the information search and acquisition costs, play an important role in influencing customer purchase decisions in the sharing economy. Consumers refer to direct information for tangible attributes and to previous consumers' online reviews for intangible attributes to familiarize themselves with details before making purchase decisions.

Our study provides implications that help platforms and hosts better target consumer segments with different sharing levels and more effectively utilize online reviews to generate positive electronic word of mouth to enhance consumer demand and the performance of platform economics.

Corpus

Origin: AirBnB (sharing economy)

Nr. of documents: 802

Details:

- Accommodation listing that could be categorized as an entire place, a private room in a house or apartment, or a shared room in a house or apartment.
- Accommodations in Los Angeles, California

Origin: Expedia (traditional hotel industry)

Nr. of documents: 802

Details:

- Los Angeles hotels listed on Expedia
- Reviews classified into two groups depending on their sources: they were either written by business consumers or leisure consumers

Document

AirBnB: Accommodation listing containing the reviews, overall ratings; the number of reviews for that accommodation; the total charge for staying one night (from October 17 to October 18, 2019), including room use, cleaning, and service fees; and tenure information, which shows how long an accommodation has been listed.

Pre-processing

- All trivial words such as "and," "the," "an," and "is"; all tokens with fewer than two letters, such as "s" and "x"; and any words that appeared in only one review were

removed

- Term-stemming techniques were applied to identify the roots of words.
- n-gram with $n = 3$ was applied to identify repeated phrases such as “friendly staff,” “excellent location,” and “spacious room”.
- term-document matrix was compiled
- term-document matrix was transformed through the term frequency-inverse document frequency (TF-IDF), to allow more weight to be put on rare terms

```
@article{xu_2020_how_do_consumers_in_the_sharing_economy_value_sharing_evidence  
_from_online_reviews,
```

```
  abstract = {With the rapid development of information technology, platform-  
facilitated collaborative consumption has recently become attractive to  
consumers. A comparative study of consumers' online review behavior and its  
impact on overall satisfaction and demand in the accommodation-sharing economy  
and the hotel industry indicates that consumers' perceptions and behavior  
change gradually with changes in the level of sharing---from no sharing when  
staying in hotel rooms to intensive sharing when sharing rooms through  
collaborative consumption. Online consumer reviews focus on product and service  
attributes, and the influential factors of customer satisfaction and demand  
differ when consumers are at different accommodation-sharing levels. Not all  
attributes described in online reviews influence overall customer satisfaction.  
With a higher level of sharing, consumers' valuation changes from more to less  
tangible attributes. Consumers at a higher sharing level care more about social  
interaction and economic value than consumers at a lower sharing level.  
Transaction costs, particularly the information search and acquisition costs,  
play an important role in influencing customer purchase decisions in the  
sharing economy. Consumers refer to direct information for tangible attributes  
and to previous consumers' online reviews for intangible attributes to  
familiarize themselves with details before making purchase decisions. Our study  
provides implications that help platforms and hosts better target consumer  
segments with different sharing levels and more effectively utilize online  
reviews to generate positive electronic word of mouth to enhance consumer  
demand and the performance of platform economics.},
```

```
  author = {Xun Xu},
```

```
  date-added = {2023-03-24 18:24:23 +0100},
```

```
  date-modified = {2023-03-24 18:24:23 +0100},
```

```
doi = {https://doi.org/10.1016/j.dss.2019.113162},  
issn = {0167-9236},  
journal = {Decision Support Systems},  
keywords = {Sharing economy, Customer satisfaction, Product and service  
attributes, Online reviews},  
pages = {113162},  
title = {How do consumers in the sharing economy value sharing? Evidence from  
online reviews},  
url = {https://www.sciencedirect.com/science/article/pii/S0167923619301915},  
volume = {128},  
year = {2020}}
```

#Thesis/Papers/Initial