

The impact of value co-destruction on consumer perceived value in peer-to-peer accommodation

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Purpose: This paper aims to explore how value co-destruction (VCD) impacts on guests perceived value in Airbnb, peer-to-peer (P2P) accommodation platform.

Design/ methodology/ approach: The study applies an interpretive exploratory research approach to explore VCD on consumer perceived values. Data were collected via personal in-depth semi-structured interviews with guests who have experienced in staying Airbnb. Thematic analysis was conducted to analyse data.

Findings: Drawing on the Theory of consumption values, the findings show that five dimensions of value; functional, social, economic, emotional, and epistemic value are destroyed due to negative interactions between guests and hosts. Moreover, study revealed that host's unaccepted behaviours, mis communication, lack of resources, expectations and issues in procedures lead to destroy guest's perceived value. The findings of the study provide several insights for the tourism and hospitality sector, P2P accommodation platforms and policy makers to prevent from VCD and optimise the customer experience.

Originality: This study provides a greater understanding of how and which activities lead to destroy guest's perceived values after experiencing VCD. This study is the first to apply theory of consumption values in the P2P accommodation context and research field related to 'VCD'.