

Determinants of Buying Intention for Peer-to-Peer Accommodation: An Application of the Theory of Planned Behaviour

Edgar Dsouza^{1*}, Maya Talwadker²

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Abstract

This study applies the Theory of Planned Behaviour (TPB) to examine leisure tourists' behavioural intention toward peer-to-peer (P2P) accommodation within India's travel and tourism sector. Drawing on a cross-sectional survey of 526 domestic leisure travellers (n=526), PLS-SEM analysis reveals significant positive associations of attitude ($\beta=0.32$), subjective norms ($\beta=0.21$), and perceived behavioural control (PBC) ($\beta=0.46$; all $p<0.001$). The estimated path coefficients were largest for PBC, followed by ATT and SN; however, formal statistical comparisons were not conducted. The model explains 54% variance ($R^2=0.54$, $Q^2=0.42$), underscoring TPB's utility for understanding recreational accommodation choices amid sharing economy growth. Findings advance leisure studies by highlighting the relatively larger estimated path coefficient for PBC in high-uncertainty leisure travel contexts, where digital confidence shapes authentic, experiential stays. Implications guide P2P platforms, tourism marketers, and policymakers to enhance leisure accessibility, platform usability, and trust for recreational travellers.

Keywords: peertopeer accommodation, Theory of Planned Behavior, buying intention, perceived behavioural control, emerging markets

Introduction

The sharing economy has revolutionized leisure travel and recreation, particularly through peer-to-peer (P2P) accommodation platforms like Airbnb, which offer tourists authentic, local experiences beyond traditional hotels (Guttentag, 2015). The surge in domestic leisure travel following the pandemic significantly bolstered alternative lodging supply across key Indian holiday destinations like Goa. Unlike standardized lodging, P2P emphasizes recreational value—personalized homes, community connections—but raises leisure-specific concerns like safety and variability during travel (Ye et al., 2022). In the Indian context, the P2P accommodation landscape operates alongside a wider homestay and supplementary accommodation sector, for which the Ministry of Tourism provides voluntary classification and registration mechanisms through the National Integrated Database of Hospitality Industry (NIDHI+). These arrangements seek to improve accommodation standards while retaining the local and experiential

¹ Goa University, Taleigao, India, ORCID: 0000-0001-9160-1431, corresponding author: edgar@unigoa.ac.in

² Rosary College of Commerce and Arts, Navelim, Goa; ORCID: 0009-0001-3229-888X

character associated with homestays.

Understanding behavioural intention to choose P2P for leisure trips is vital for tourism recreation studies, as intention robustly predicts leisure participation (Ajzen, 1991). Buying intention is a strong sign of whether someone will actually book (Ajzen, 1991; Zhang et al., 2025). Studying the psychological and social factors behind these intentions helps improve theories about consumer decisions and gives practical advice to platform operators, hosts, and marketers who want to build trust and encourage more people to use these services (Kirov, 2018; Amaro et al., 2023).

With more accommodation choices, tourists look at factors like price, convenience, service quality, and social recommendations before deciding (Kontogeorgopoulos et al., 2021; Agag, 2026). Many people form positive views about new types of accommodation, are influenced by others, and feel comfortable booking online (Ajzen, 1991; Zhang et al., 2025). However, P2P accommodations are different from hotels because their quality can vary more, rules may be unclear, and there are ongoing concerns about safety and reliability (Guttentag, 2015; Amaro et al., 2023). These issues can make tourists feel less in control and less likely to use P2P platforms (Ye et al., 2022; Zhang et al., 2025). Understanding the factors associated with buying intention, therefore, helps explain how travellers evaluate the benefits and risks of P2P accommodation (Kirov, 2018; Agag, 2026).

The Theory of Planned Behavior (TPB) explains why people intend to act in certain ways (Ajzen, 1991). TPB focuses on three main factors that shape intention: attitude, subjective norms, and perceived behavioural control. Attitude is how someone feels about a behavior. Subjective norms are the social pressure people feel from others. Perceived behavioural control is the belief in one's ability to do the behavior with the resources and opportunities they have (Ajzen, 1991; Fishbein & Ajzen, 2010). According to TPB, people are more likely to act if they have a positive attitude, feel social support, and are confident (Ajzen, 1991). TPB is widely used in consumer behavior research, especially in technology adoption, online shopping, and tourism, and is a strong predictor (Ye et al., 2022; Kirov, 2018; Zhang et al., 2025). Research on online platforms shows that attitudes toward technology-enabled services shape purchase intentions. People look at usefulness, convenience, and benefits (Kirov, 2018; Zhang et al., 2025). Subjective norms also matter. Recommendations from family, friends, and online communities affect how credible people think a service is, especially when they have little experience (Ye et al., 2022; Amaro et al., 2023). Perceived behavioural control is important as users judge their ability to use online platforms, understand information, and handle uncertainties in transactions (Ajzen, 1991; Ye et al., 2022).

Although TPB is widely used, earlier research has found mixed results about which factor—attitude, subjective norms, or perceived behavioural control—best predicts behavioural intention. Some studies find attitude is most important, while others point to perceived behavioural control or social influence (Kontogeorgopoulos et al., 2021; Zhang et al., 2025). These differences suggest that the importance of TPB factors changes depending on the context, culture, and behavior (Fishbein & Ajzen, 2010). In peer-to-peer (P2P) accommodation, consumers face more uncertainty because of differences in service quality, lack of standardisation, and unclear rules, which increase perceived risk (Guttentag, 2015; Agag, 2026). As a result, perceived behavioural control may have a bigger impact on buying intention than in more standardised service settings (Kirov, 2018; Amaro et al., 2023).

Research on consumer behaviour in emerging markets shows that factors like digital literacy, trust in platforms, and knowledge of regulations can affect how TPB factors relate to each other (Kontogeorgopoulos et al., 2021; Zhang et al., 2025). Emerging markets often see rapid adoption of digital platforms, but people have different levels of technological familiarity and risk perception. This can make perceived control and subjective norms more important (Agag, 2026; Amaro et al., 2023). Studying buying intention for P2P accommodation in these settings gives valuable insights into how consumers react to new service models in less established environments (Kirov, 2018; Ye et al., 2022). For India, these con-

siderations are particularly relevant because domestic tourism has become an important driver of tourism activity, while accommodation providers operate within a developing institutional environment that includes voluntary national homestay classification and registration mechanisms. The scale of domestic tourism also makes India an important emerging-market setting for examining how consumers evaluate digitally mediated accommodation choices.

Despite the growing application of TPB to tourism and P2P accommodation, limited attention has been given to the comparative strength of its three core determinants in the Indian P2P accommodation context. In particular, the extent to which perceived behavioural control, attitude, and subjective norms are associated with buying intention may differ in an emerging market characterised by rapid digital adoption, diverse consumer experiences, and evolving accommodation practices. This provides the contextual gap addressed by the present study.

This study investigates the factors influencing tourists' intention to book P2P accommodation using the Theory of Planned Behaviour as its primary framework. It examines the effects of attitude, subjective norms, and perceived behavioural control on buying intention and compares their relative influence. Drawing on prior TPB research in technology adoption, the study examines whether perceived behavioural control, attitude, and subjective norms show differing levels of predictive strength in the P2P accommodation context, rather than assuming a statistically established hierarchy among them. The research extends the applicability of TPB within sharing-economy and tourism contexts. The findings provide insight into how tourists assess innovative accommodation services and how psychological and social factors are associated with their willingness to adopt P2P platforms (Agag, 2026; Zhang et al., 2025). Practically, the results offer guidance for platform providers and tourism practitioners in designing strategies to enhance user confidence, reduce uncertainty, and promote wider adoption of P2P accommodation services (Kirov, 2018; Amaro et al., 2023).

Literature Review

Peertopeer accommodation and buying intention

The emergence of peertopeer (P2P) accommodation has fundamentally reshaped the global hospitality industry by introducing digitally enabled platforms that facilitate temporary access to underutilised residential assets (Guttentag, 2015; Agag, 2026). Platforms such as Airbnb have disrupted traditional accommodation consumption patterns by offering tourists flexible, affordable, and experiential lodging options that differ markedly from conventional hotel stays (Zhang et al., 2025). The rapid growth of P2P accommodation has attracted substantial academic attention, as it challenges established hotel business models and introduces new dynamics into consumer decisionmaking processes (Kontogeorgopoulos et al., 2021). Understanding tourists' buying intention towards P2P accommodation has therefore become a central research priority in tourism, marketing, and consumer behaviour scholarship (Ye et al., 2022).

Buying intention is widely recognised as one of the strongest predictors of actual behaviour and reflects an individual's readiness to perform a specific action (Ajzen, 1991). In the tourism industry, buying intention typically refers to the likelihood that a tourist will book accommodation through a given platform (Kirov, 2018). The sharing economy environment introduces additional decisionmaking complexities because consumers must evaluate nonstandardised service offerings, which are often characterised by variability in service quality, host reliability, hygiene standards, safety concerns, and regulatory ambiguity (Guttentag, 2015; Amaro et al., 2023). As a result, scholars have increasingly turned to behavioural

theories to uncover the psychological mechanisms that underlie the adoption of P2P accommodation (Agag, 2026; Zhang et al., 2025). Recent research also suggests that trust and perceived risk are important complementary considerations in sharing-economy consumption, particularly where consumers must evaluate unfamiliar providers and non-standardised services (Marin-Carrillo et al., 2025).

Theory of Planned Behavior in Consumer Decision-Making

The Theory of Planned Behavior (TPB) provides a robust theoretical lens for examining behavioural intention in tourism and digital service contexts (Ajzen, 1991). TPB posits that behavioural intention is shaped by three key determinants: attitude, subjective norms, and perceived behavioural control (Ajzen, 1991; Fishbein & Ajzen, 2010). Attitude refers to the degree to which an individual evaluates a behaviour as favourable or unfavourable; subjective norms represent the perceived social pressure from important others; and perceived behavioural control reflects the extent to which individuals believe they can perform the behaviour successfully, given available resources and opportunities. Because of its strong explanatory power and predictive validity, TPB has been widely applied in tourism, technology adoption, sustainability behaviour, and online purchasing research (Kirov, 2018; Zhang et al., 2025).

Recent literature confirms the continued relevance of TPB in explaining behavioural intention in emerging consumption contexts. A systematic review of TPB-based studies in consumer behaviour highlights that the model remains one of the most widely applied frameworks for predicting intention, largely due to its adaptability across behavioural domains and populations (Yadav & Pathak, 2017). Contemporary work further emphasises that behavioural beliefs, normative beliefs, and control beliefs jointly shape intention formation, reinforcing TPB's usefulness in digital service adoption settings (Ajzen, 2020). In tourism and digital-service contexts, researchers have also extended TPB by incorporating constructs such as trust and perceived risk to account for uncertainties that may not be fully captured by the original three determinants.

Attitude and buying intention in P2P accommodation

Attitude has consistently been identified as a significant predictor of behavioural intention across consumer behaviour research (Ajzen, 1991; Fishbein & Ajzen, 2010). In the context of P2P accommodation, attitude reflects tourists' evaluations of the perceived value, authenticity, and experiential benefits associated with staying in nontraditional lodging options (Agag, 2026; Ye et al., 2022). Empirical studies show that consumers develop more favourable attitudes when they perceive P2P accommodation as offering cost advantages, convenience, and unique local experiences (Zhang et al., 2025). For example, research on short-term rental markets indicates that perceived value and positive experiences significantly enhance favourable attitudes toward P2P accommodation, which, in turn, are associated with greater intention to book (Liang et al., 2018).

However, findings on the strength of attitude as a determinant of behavioural intention remain somewhat inconsistent across contexts. Some studies report attitude as the dominant predictor of intention, whereas others find its association with intention to be conditioned by perceived risk, trust, and technological familiarity (Kirov, 2018; Agag, 2026). Such variations suggest that the role of attitude may depend on factors such as market maturity, cultural environment, and consumers' prior exposure to platform-based services (Kontogorgopoulos et al., 2021; Zhang et al., 2025).

Subjective norms and social influence in P2P accommodation

Subjective norms capture an individual's perception of whether important referents—such as family, friends, or online communities—approve or disapprove of engaging in a particular behaviour (Ajzen, 1991). In collaborative consumption contexts such as peer-to-peer (P2P) accommodation, social influence often plays a crucial role because consumers rely heavily on peer reviews, ratings, and recommen-

dations to reduce uncertainty about service quality and host reliability (Zhang et al., 2025). Tourists frequently consult online reviews, photos, and social media content before deciding which P2P listing to book, indicating that normative beliefs are embedded in their decisionmaking process (Ye et al., 2022; Agag, 2026).

Research applying the Theory of Planned Behavior (TPB) suggests that subjective norms are associated with behavioural intention when individuals perceive strong social approval for a behaviour (Ajzen, 1991; Fishbein & Ajzen, 2010). However, prior studies report mixed evidence regarding the strength of this influence in P2P and digital service contexts. Some work finds pronounced effects of social cues (Kirov, 2018), whereas others report relatively weaker direct effects, with subjective norms operating indirectly through attitude formation (Amaro et al., 2023). Such variability suggests that the role of subjective norms may depend on demographic factors, platform familiarity, and perceived risk (Agag, 2026; Zhang et al., 2025). This consideration may be particularly relevant in India, where travel and accommodation decisions can be influenced by family networks, peer recommendations, and socially shared evaluations of unfamiliar services.

Perceived behavioural control and digital service adoption

Perceived behavioural control (PBC) reflects an individual's perception of their ability to perform a behaviour and manage potential constraints such as time, knowledge, and technical skills (Ajzen, 1991). In the context of P2P accommodation, PBC captures tourists' confidence in navigating online booking platforms, understanding host policies, and managing uncertainties regarding safety, reliability, and payment security (Ye et al., 2022). Studies applying TPB indicate that perceived behavioural control is associated with behavioural intention, especially when individuals face greater uncertainty in digital transactions (Ajzen, 2020).

Research on shortterm rental adoption shows that perceived ease of use, platform usability, and perceived competence in evaluating accommodation alternatives enhance PBC and, in turn, are associated with stronger intention to book (Liang et al., 2018). For example, intuitive interfaces, clear information architecture, and transparent cancellation or refund policies help users feel more in control of the booking process (Kirov, 2018). These findings underscore the importance of control beliefs in building consumer confidence and facilitating the adoption of platformmediated services in the sharing economy (Zhang et al., 2025; Agag, 2026).

Comparative analysis of TPB constructs in emerging markets

Although the Theory of Planned Behavior (TPB) has demonstrated strong predictive validity across diverse behavioural domains, existing literature reports inconsistencies in the relative influence of attitude, subjective norms, and perceived behavioural control on behavioural intention (Yadav & Pathak, 2017). A systematic review of TPBbased studies suggests that contextual factors such as technological readiness, risk perception, and cultural values shape the strength of relationships among TPB constructs (Ajzen, 1991; Yadav & Pathak, 2017). In emerging markets, rapid digital adoption often coexists with uncertainty about regulatory frameworks and consumer protection mechanisms, which may weaken perceived control and heighten perceived risk (Kontogeorgopoulos et al., 2021).

Empirical work indicates that perceived behavioural control tends to exert a stronger influence in contexts characterised by uncertainty, as consumers rely on selfefficacy beliefs when evaluating adoption decisions (Ajzen, 2020; Ye et al., 2022). This implies that the relative importance of TPB constructs may vary across cultural and institutional settings, underscoring the need for empirical examination in emerging markets such as India (Agag, 2026; Zhang et al., 2025).

In the Indian context, these relationships may also be shaped by differences in digital familiarity, trust in online platforms, perceived safety, and consumers' experience with digitally mediated accommodation. India represents a particularly relevant emerging-market setting because P2P accommodation combines rapid digitalisation with substantial cultural and regional diversity. Family and peer influence, sensitivity to safety and trust, and varying familiarity with online booking platforms may therefore condition how consumers evaluate P2P accommodation. These contextual characteristics warrant greater attention in research applying TPB to accommodation decisions in India.

Despite growing scholarly interest in collaborative consumption, several gaps remain. First, most studies focus on developed markets, leaving emerging economies comparatively underexplored; differences in digital literacy, trust formation, and regulatory awareness may shape behavioural intention in distinct ways (Kontogeorgopoulos et al., 2021). Second, prior research has largely examined direct relationships between TPB constructs and behavioural intention, with limited attention to their comparative strength (Kirov, 2018). Third, empirical evidence on the relative strength of influence among attitude, subjective norms, and perceived behavioural control in P2P accommodation contexts is still limited (Ye et al., 2022; Agag, 2026).

Moreover, inconsistencies across studies call for further empirical work to clarify whether cognitive evaluation, social influence, or perceived capability plays the strongest statistical role in shaping behavioural intention (Yadav & Pathak, 2017). Identifying the relative strength of these determinants enhances theoretical clarity regarding TPB's applicability in collaborative consumption settings (Zhang et al., 2025).

The present study addresses these gaps by examining the determinants of buying intention towards P2P accommodation using the Theory of Planned Behavior as the guiding framework. Specifically, it analyses the relationships of attitude, subjective norms, and perceived behavioural control with buying intention and evaluates the relative strength of these relationships. The study contributes to the literature by providing empirical evidence on the relative predictive strength of TPB constructs in an emerging leisure market context (Agag, 2026).

Rather than assuming a statistically established hierarchy among the three TPB constructs, the study examines whether their estimated path coefficients differ in magnitude within the Indian P2P accommodation context. By examining the relative predictive strength of perceived behavioural control, followed by attitude and subjective norms, the study extends existing TPB research and deepens understanding of the behavioural mechanisms underlying P2P accommodation adoption (Kirov, 2018). The findings offer insights into how tourists evaluate digital accommodation platforms and how platform providers can design strategies that enhance consumer confidence, improve perceived control, and encourage broader adoption of P2P services (Ye et al., 2022).

Theoretical foundations and hypotheses

The literature consistently identifies TPB as a robust framework for predicting behavioural intention in technology adoption, tourism, and online consumption contexts (Ajzen, 1991). The model posits that behavioural intention is shaped by attitude, subjective norms, and perceived behavioural control, which collectively determine an individual's readiness to perform a behaviour (Fishbein & Ajzen, 2010). Studies on consumer decisionmaking in digital platforms show that favourable attitudes towards technology-based services positively influence purchase intention, especially when consumers perceive gains in convenience, flexibility, and value (Zhang et al., 2025).

In collaborative consumption contexts, subjective norms matter because consumers rely on peer reviews, recommendations, and social approval to reduce uncertainty about nonstandardised services (Ye et al., 2022). Empirical evidence suggests that social influence significantly shapes intention for-

mation, particularly in emerging digital markets where individuals depend on others' experiences to evaluate service quality (Kirov, 2018). Perceived behavioural control reflects individuals' confidence in evaluating options, completing online transactions, and managing perceived risks associated with P2P accommodation. Prior research indicates that perceived behavioural control is particularly relevant to behavioural intention when decision environments are uncertain and complex (Ajzen, 2020).

Although TPB constructs consistently predict behavioural intention, studies report variations in their relative strength across contexts (Yadav & Pathak, 2017). In emerging markets, where consumers face higher uncertainty about regulatory clarity, service standardisation, and technological familiarity, perceived behavioural control may play a particularly important role (Kontogeorgopoulos et al., 2021; Agag, 2026). This reinforces the need to empirically examine the relative predictive strength of TPB constructs in P2P accommodation adoption.

Leisure studies underexplore P2P adoption in emerging markets, where recreational decision-making balances excitement/risk (Kontogeorgopoulos et al., 2021). Existing TPB applications have given comparatively limited attention to the relative predictive strength of PBC, ATT, and SN in P2P accommodation within emerging-market leisure tourism. This empirical work fills this void, offering leisure practitioners insights for sustainable recreation platforms. The present study proposes that attitude, subjective norms, and perceived behavioural control are positively associated with tourists' buying intention towards P2P accommodation. It further hypothesises that perceived behavioural control will exert the strongest effect, followed by attitude and subjective norms. It further examines whether perceived behavioural control demonstrates the greatest predictive strength, followed by attitude and subjective norms.

Hypotheses

H1: Attitude is positively associated with buying intention towards peer-to-peer accommodation.

H2: Subjective norms are positively associated with buying intention towards peer-to-peer accommodation.

H3: Perceived behavioural control is positively associated with buying intention towards peer-to-peer accommodation.

Conceptual model

The proposed conceptual model is grounded in TPB and treats buying intention towards P2P accommodation as the dependent variable. Attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC) are positioned as independent variables associated with behavioural intention. The model examines the relative predictive strength of these constructs rather than assuming a statistically established hierarchy among them. Based on prior literature, PBC is expected to demonstrate the greatest predictive strength, followed by ATT and SN. Figure 1 presents the conceptual model.

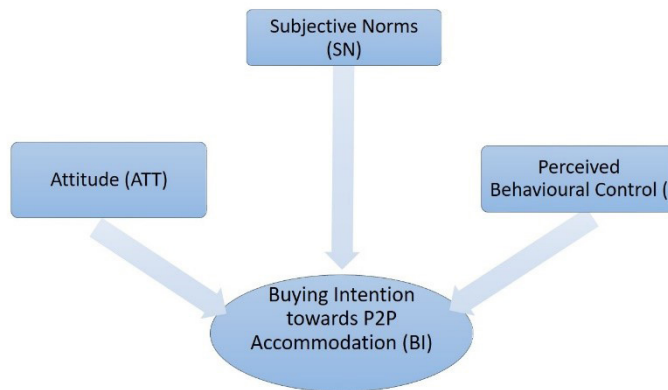


Figure 1. *Conceptual Model*

Methodology

This study employed a quantitative, cross-sectional survey design grounded in the Theory of Planned Behavior (TPB) to examine determinants of domestic Indian leisure tourists' behavioural intention toward peer-to-peer (P2P) accommodation (Ajzen, 1991). Data collection occurred during February–March 2025 using purposive non-probability sampling ($n=526$), exceeding structural equation modeling guidelines (10:1 subject-to-variable ratio; G*Power analysis: power = 0.99, $\alpha = 0.05$, $f^2 = 0.15$) (Hair et al., 2022). The approach followed positivist principles and deductive reasoning to test TPB hypotheses via validated scales and partial least squares structural equation modeling (PLS-SEM) (Saunders et al., 2019; Yadav & Pathak, 2017).

The target population comprised domestic leisure tourists with prior experience using P2P platforms (e.g., Airbnb, OYO homestays, and Goa guesthouses), reflecting India's post-COVID sharing economy growth amid regulatory developments (e.g., 2023 homestay guidelines). Participation was voluntary, with informed consent obtained upfront. Respondents were assured of anonymity, confidentiality, and data use solely for academic purposes. Surveys were administered via Google Forms yielding a final analytic sample of $n=526$ after excluding 5% incomplete responses. Potential respondents were identified and invited through social media groups and personal networks.

Measurement items for attitude (ATT), subjective norms (SN), perceived behavioural control (PBC), and behavioural intention (BI) were adapted from Ajzen's (1991, 2002) TPB scales, previously validated in tourism and technology adoption contexts. All constructs used three items on a 5-point Likert scale (1 = *Strongly Disagree* to 5 = *Strongly Agree*), optimized for PLS-SEM analysis:

- ATT: ATT1 ("Using P2P accommodation is a good idea"); ATT2 ("P2P accommodation is beneficial for travelers"); ATT3 ("I like the idea of P2P stays").
- SN: SN1 ("Most people important to me think I should use P2P accommodation"); SN2 ("My family/friends approve of P2P accommodation"); SN3 ("People influential to me recommend P2P accommodation").

- PBC: PBC1 (“I can easily book P2P accommodation if I want to”); PBC2 (“Booking P2P accommodation is within my control”); PBC3 (“I have the resources and knowledge to use P2P accommodation”).
- BI: BI1 (“I intend to book P2P accommodation in the near future”); BI2 (“I plan to use P2P accommodation on my next trip”); BI3 (“I will recommend P2P accommodation to others”).

Items were contextualized for the Indian P2P market (e.g., incorporating regulatory and safety concerns) while preserving theoretical fidelity.

A pilot study (n=50 tourists familiar with P2P platforms) confirmed instrument clarity, readability, and reliability. Cronbach’s α exceeded 0.80 for all constructs (ATT α =0.85, SN α =0.82, PBC α =0.81, BI α =0.84), surpassing pilot thresholds (Nunnally & Bernstein, 1994). Content validity was established through expert review by three hospitality and tourism faculty at Goa University, who verified each item’s conceptual alignment prior to full deployment (Saunders et al., 2019).

Common method bias (CMB) was assessed using Harman’s single-factor test, accounting for 38.2% of total variance (<50% threshold), indicating no substantial bias (Podsakoff et al., 2003). A marker variable technique provided supplementary confirmation. Data cleaning involved removing univariate outliers (>3 SD) and mean-imputation for <5% missing values at the item level.

Analysis was conducted using SmartPLS 4.0 software, which was used to estimate the measurement and structural models (Hair et al., 2022). The two-stage PLS-SEM procedure included: (1) measurement model assessment (reliability, convergent/discriminant validity via Cronbach’s α , composite reliability, AVE, Fornell-Larcker criterion, HTMT); and (2) structural model evaluation (path coefficients, significance via 5,000 bootstrap resamples, R^2 , f^2 effect sizes, Q^2 predictive relevance, SRMR). The structural model assessment was designed to include collinearity diagnostics using VIF and f^2 effect sizes; however, the original SmartPLS output files are no longer available to reliably report these statistics.

Results

The results section presents findings from partial least squares structural equation modelling (PLSSEM) analyses used to test the hypothesised relationships between attitude (ATT), subjective norms (SN), perceived behavioural control (PBC), and buying intention (BI) towards peertopeer (P2P) accommodation using SmartPLS 4.0 with 5,000 bootstrap resamples (Hair et al., 2022; Hair et al., 2014).

Demographic profile

Table 1 presents the demographic profile of the sample. The majority of respondents were female (55.3%), and nearly half (47.3%) were below 26 years of age. Most respondents were graduates (38.6%) or private sector tourists (33.1%), indicating that young, educated, and digitally literate tourists constitute a significant segment of P2P accommodation users (Agag, 2026). This distribution is consistent with prior research suggesting that early adopters of P2P platforms tend to be younger, educated, and more comfortable with digital technologies (Ye et al., 2022).

Table 1. *Demographic profile of respondents*

Variable	Category	Frequency	%
Gender	Female	291	55.3

	Male	235	44.7
Age	<26 years	249	47.3
	26–35 years	98	18.6
Education	Graduate	203	38.6
	Postgraduate	121	23.0
Occupation	Private service	174	33.1
	Public service	146	27.8

Measurement Model Assessment

Table 2 summarises the reliability and validity statistics for the measurement model. Cronbach's alpha values ranged from 0.697 to 0.825, with values generally meeting or approaching the commonly accepted threshold of 0.70, indicating acceptable internal consistency (Nunnally & Bernstein, 1994). Composite reliability (CR) values ranged from 0.830 to 0.895, confirming that each construct is reliably represented by its items (Hair et al., 2014). Average Variance Extracted (AVE) values varied from 0.621 to 0.740, all above the recommended 0.50 level, demonstrating satisfactory convergent validity (Fornell & Larcker, 1981).

Table 2. *Reliability and convergent validity*

Construct	Cronbach's α	CR	AVE
Attitude (ATT)	0.825	0.884	0.656
Subjective Norms (SN)	0.825	0.895	0.740
Perceived Behavioural Control (PBC)	0.697	0.830	0.621
Buying Intention (BI)	0.802	0.871	0.629

Discriminant validity was assessed using the Fornell–Larcker criterion (Fornell & Larcker, 1981), which shows that the squared correlation between any pair of constructs is smaller than the AVE of each construct. This confirms that ATT, SN, PBC, and BI are distinct and adequately discriminated.

Table 3. *Discriminant validity (Fornell–Larcker criterion)*

Construct	ATT	SN	PBC	BI
Attitude (ATT)	0.656			
Subjective Norms (SN)	0.451	0.740		
Perceived Behavioural Control (PBC)	0.447	0.382	0.621	
Buying Intention (BI)	0.522	0.465	0.515	0.629

Structural Model Results

Table 4 presents the path coefficients, *t*-values, and *p*-values for the hypothesised relationships. All three predictors were significantly and positively associated with buying intention, supporting all three hypotheses. The estimated coefficients were largest for PBC ($\beta=0.46$), followed by ATT ($\beta=0.32$) and SN ($\beta=0.21$). However, this numerical ordering should not be interpreted as a statistically confirmed hierarchy because the path coefficients were not formally compared using a coefficient-difference or confidence-interval test.

Table 4. *Hypothesis testing results*

Hypothesis	Relation-ship	Path Coefficient (β)	t-value	p-value	Result
H1	ATT $\rightarrow$ BI	0.32	5.21	<0.001	Supported
H2	SN $\rightarrow$ BI	0.21	3.84	<0.001	Supported
H3	PBC $\rightarrow$ BI	0.46	7.12	<0.001	Supported

Structural Paths (N=526)

Attitude is positively and significantly associated with buying intention ($\beta=0.32$, $p<0.001$), indicating that travellers who hold more favourable evaluations of P2P accommodation are more likely to intend to use such services (Ajzen, 1991; Agag, 2026). Subjective norms also show a positive and significant association with buying intention ($\beta=0.21$, $p<0.001$), suggesting that perceived social pressure from friends, family, and online communities remains an important predictor of intention (Ye et al., 2022).

Perceived behavioural control demonstrates the largest estimated path coefficient for buying intention ($\beta=0.46$, $p<0.001$), indicating that travellers' confidence in their ability, resources, and knowledge to navigate P2P booking platforms is strongly associated with behavioural intention (Ajzen, 2020). The model's R^2 value of 0.54 suggests moderate explanatory power, with ATT, SN, and PBC jointly explaining 54% of the variance in buying intention. This underscores the predictive capability of TPB in the P2P accommodation context (Kirov, 2018).

Overall, the results reveal the following numerical ordering of estimated path coefficients: PBC ($\beta=0.46$) > ATT ($\beta=0.32$) > SN ($\beta=0.21$). This ordering indicates that PBC had the largest estimated coefficient in the present model, followed by ATT and SN. However, because formal statistical tests comparing the differences between the path coefficients were not conducted, the results do not establish that these coefficients differ significantly from one another. The relatively larger PBC coefficient may indicate that travellers in the emerging market under study place considerable importance on their perceived ability to navigate P2P booking platforms, evaluate information, and manage uncertainty when considering such accommodation (Agag, 2026; Zhang et al., 2025). This pattern is consistent with recent TPB-based research highlighting the importance of control-related beliefs in technology-enabled and high-uncertainty environments (Ajzen, 2020; Ye et al., 2022).

Discussion

The present study examined the determinants of buying intention towards peertopeer (P2P) accommodation using the Theory of Planned Behavior (TPB). The results suggest that attitude, subjective norms, and perceived behavioural control are positively and significantly associated with behavioural intention, thereby supporting the applicability of TPB in explaining consumer decisionmaking in the sharing economy context (Ajzen, 1991; Ajzen, 2020). The findings indicate that perceived behavioural control has the largest estimated path coefficient, followed by attitude and subjective norms. However, this numerical ordering should not be interpreted as a statistically confirmed hierarchy because formal statistical tests comparing the differences between the path coefficients were not conducted. This pattern highlights the importance of perceived ability, knowledge, and resources in shaping consumer adoption of digitally mediated accommodation platforms (Agag, 2026; Kirov, 2018).

The relatively large estimated coefficient for perceived behavioural control suggests that travellers' perception of ease of use, accessibility of information, and confidence in completing the booking process may be particularly important in explaining behavioural intention. In technology-enabled environments such as P2P accommodation platforms, consumers often rely on self-efficacy and perceived capability when evaluating alternatives (Bandura, 1997; Ajzen, 2020). The present findings are consistent with the argument that perceived control plays an increasingly dominant role in consumer behaviour within online environments, where decisionmaking depends on the perceived ability to navigate platforms, assess alternatives, and manage transactions efficiently (Ye et al., 2022; Zhang et al., 2025). The relatively stronger coefficient observed for PBC may also reflect the uncertainty inherent in P2P accommodation, where consumers must independently assess listings, host information, reviews, payment procedures, cancellation conditions, and safety-related information. In this context, confidence in one's ability to manage the booking process may be particularly relevant to intention.

Attitude also demonstrated a significant positive association on buying intention, suggesting that favourable evaluations of P2P accommodation are associated with a greater likelihood of adoption intention. Consumers who perceive P2P accommodation as convenient, valuable, and experiential are more inclined to choose such options (Agag, 2026). This aligns with existing literature indicating that positive perceptions of usefulness, value, and experiential benefits are associated with stronger behavioural intention in technology-based and tourism contexts (Ajzen, 1991; Zhang et al., 2025). The findings therefore indicate that cognitive evaluation of benefits remains an important determinant of consumer behaviour in tourism and sharingeconomy settings (Kirov, 2018).

Subjective norms showed a comparatively weaker estimated coefficient but remained significantly associated with buying intention. This indicates that although social influence contributes to consumer decision-making, individuals may rely relatively more on personal evaluation and perceived capability when selecting P2P accommodation. The weaker estimated coefficient of subjective norms may reflect the growing importance of online reviews, ratings, and personal preferences alongside traditional social pressure from close reference groups (Ye et al., 2022). This result provides further evidence for examining the changing role of social influence in technology-mediated decision environments (Agag, 2026).

Overall, the study extends the application of TPB in tourism research by showing differences in the estimated predictive strength of internal cognitive and control-related factors and social influence in explaining behavioural intention. The findings deepen understanding of consumer behaviour in emerging markets and digitally enabled services by indicating that PBC had the largest estimated path coefficient, followed by ATT and SN, in the present sample (Kirov, 2018; Zhang et al., 2025). Importantly, this ordering should be interpreted descriptively rather than as evidence of a statistically established hierarchy. Nevertheless, the relatively larger PBC coefficient provides a useful basis for understanding why perceived capability may be particularly relevant to P2P accommodation decisions, where consumers must independently navigate digital platforms and manage uncertainty.

This finding also contributes to the broader TPB literature, which has been widely applied in tourism and leisure research and has produced variations in the relative importance of its three determinants across behavioural contexts (Ulker-Demirel & Ciftci, 2020). Evidence from P2P accommodation research similarly indicates that adoption is shaped by multiple psychological and contextual factors, reinforcing the importance of examining TPB relationships within specific accommodation settings rather than assuming that one determinant will consistently dominate across contexts (Ashaduzzaman et al., 2023).

Theoretical contribution

This study contributes to theory by strengthening empirical support for the Theory of Planned Behavior (TPB) in explaining consumer decisionmaking in the sharing economy (Ajzen, 1991; Ajzen, 2020).

While TPB has been widely applied across diverse behavioural contexts, the present study highlights the relatively stronger predictive role of perceived behavioural control in predicting buying intention towards digital service platforms (Ye et al., 2022). The findings show that PBC has the largest estimated path coefficient, followed by ATT and SN. However, this numerical ordering should not be interpreted as a statistically confirmed hierarchy because formal statistical comparisons between the path coefficients were not conducted. The finding nevertheless suggests that perceived capability and self-efficacy may be particularly relevant to the adoption of P2P accommodation (Kirov, 2018; Agag, 2026).

The study also contributes to hospitality and tourism literature by demonstrating that TPB remains a robust framework for understanding behavioural intention in emerging consumption contexts characterised by technological interaction, perceived risk, and information asymmetry (Kontogeorgopoulos et al., 2021). The findings support recent arguments that the relative importance of TPB constructs may vary across contexts, particularly in digitally mediated environments where user confidence, perceived ease of use, and platform accessibility significantly influence decisionmaking (Zhang et al., 2025). By demonstrating differences in the estimated predictive strength of the three TPB constructs, rather than empirically validating a hierarchical relationship, this research provides additional evidence for the adaptability of TPB in explaining consumer behaviour in the sharing economy and in emerging markets (Agag, 2026). This finding is also consistent with prior sharing-economy research showing that attitude and perceived behavioural control can be important determinants of intention, while their relative strength may vary across specific contexts (Ratilla et al., 2021).

Managerial implications

The findings provide actionable insights for P2P accommodation platforms, hosts, and tourism policymakers to enhance tourist experiences within India's sharing economy. Since perceived behavioural control (PBC) had the largest estimated path coefficient, platforms should prioritize user-friendly interfaces that support consumer decision-making. Simplified booking flows, transparent pricing, multilingual support (key for diverse Indian travelers), and clear safety information may strengthen users' confidence and perceived control when making booking decisions.

Attitude's significant role underscores opportunities for P2P accommodation providers and marketers to emphasize P2P's experiential value. Campaigns highlighting cultural immersion, home-like comfort, flexible stay options, and cost-effective travel resonate with young Indian tourists seeking meaningful travel over standardized hotels. Positioning P2P as enabling authentic local experiences, family-oriented stays, spiritual retreats, and adventure-oriented accommodation can strengthen favourable evaluations of P2P accommodation.

Though subjective norms showed a comparatively weaker estimated coefficient, social proof remains relevant for reducing uncertainty and supporting consumer confidence. Platforms should amplify traveler-generated content, including verified reviews, photographs, and short videos of actual stays, to provide credible information through peer experiences. Hosts can enhance credibility through prompt responses to reviews and by clearly presenting property facilities, location information, safety features, and relevant amenities.

Policy recommendations should focus on practical measures that improve transparency and consumer confidence. Indian regulators should standardize homestay licensing, encourage consistent safety and information standards, and promote consumer protection frameworks that reassure tourists about the reliability of P2P accommodation. Clear guidelines balancing host entrepreneurship with traveler security could strengthen perceived control and support the responsible development of P2P accommodation alongside traditional tourism.

These implications provide more focused and actionable guidance by linking each managerial recom-

mendation directly to the corresponding TPB finding. For platform operators, the priority is to improve booking transparency and usability; for hosts, it is to provide credible and complete property information; and for policymakers, it is to strengthen regulatory clarity and consumer protection.

Limitations and Future Research Directions

While this study contributes meaningfully to leisure tourism scholarship, several limitations provide clear directions for future research within leisure and recreation studies.

First, the cross-sectional design captures behavioural intentions at a single point, limiting causal inferences and temporal dynamics. The findings should therefore be interpreted as associations rather than causal relationships. Longitudinal research would effectively trace how leisure travelers' intentions evolve through actual P2P accommodation experiences, particularly during varying tourism seasons (e.g., Goa's peak vs. monsoon periods). Panel studies or travel diary approaches could illuminate habit formation and shifts in perceived behavioural control over multiple recreational trips.

Second, findings derive from Indian domestic leisure tourists selected through purposive sampling, potentially constraining generalizability. The sample may not fully represent international tourists, tourists from different regions of India, or consumers without prior familiarity with P2P accommodation. The use of non-probability sampling further limits the extent to which the findings can be generalised beyond the study sample. Cross-cultural comparative studies examining developed vs. emerging leisure markets (e.g., Canada/Europe vs. India) would test whether the observed differences in the estimated predictive strength of TPB constructs remain consistent across diverse recreational contexts and cultural values. National differences in leisure orientations, platform regulations, and digital infrastructure likely moderate construct relationships.

Third, the core TPB framework ($R^2=0.54$) omits leisure-specific predictors. Future models should incorporate perceived authenticity (local immersion quality), recreational risk perceptions, electronic word-of-mouth from leisure communities, and prior travel experiences. Given the importance of PBC observed in the present study, future research could also examine whether trust, perceived risk, digital literacy, and platform familiarity explain or condition the relationship between PBC and buying intention. Tests of mediation (trust via social norms) or moderation (eco-leisure vs. adventure motivations) would enhance explanatory power.

Methodologically, research should explore demographic moderators (age, digital literacy, income) and travel purpose variations among diverse leisure segments. Mixed-methods designs integrating PLS-SEM with in-depth leisure traveler interviews or P2P review ethnography would reveal nuanced decision processes. Experimental studies manipulating platform features (e.g., safety information displays) could establish causality and test practical interventions.

These research avenues position leisure studies to advance understanding of recreational platform adoption, informing inclusive tourism policies and sustainable leisure infrastructure development. Future research should also examine actual booking behaviour alongside behavioural intention, thereby addressing the intention-behaviour gap and providing stronger evidence of how TPB constructs translate into P2P accommodation use

Conclusion

The purpose of this study was to examine the determinants of buying intention towards peertopeer

(P2P) accommodation using the Theory of Planned Behavior (TPB). The findings show that attitude, subjective norms, and perceived behavioural control are positively and significantly associated with behavioural intention, thereby supporting the applicability of TPB in explaining consumer decisionmaking in the sharing economy context (Ajzen, 1991; Ajzen, 2020). The results demonstrate that perceived behavioural control has the largest estimated path coefficient of buying intention, followed by attitude and subjective norms. However, this numerical ordering should not be interpreted as a statistically confirmed hierarchy, as formal statistical comparisons between the path coefficients were not conducted. The findings nevertheless indicate the relative predictive strength of these constructs in the emerging market setting.

The findings contribute to theory by demonstrating that perceived capability, self-efficacy, and confidence may play an important role in explaining consumer adoption of technology-enabled accommodation platforms. The study strengthens the applicability of TPB in hospitality and tourism research and highlights the potential importance of control-related beliefs in digitally mediated environments characterised by uncertainty and information asymmetry.

From a practical perspective, the study offers useful insights for leisure platform providers and marketers seeking to enhance consumer adoption of P2P accommodation. Improving usability, transparency, safety information, and accessibility of booking systems may strengthen perceived behavioural control and, in turn, support behavioural intention. Communicating experiential value, emphasising authentic local experiences, and encouraging social validation through reviews, ratings, and user-generated content can further support consumer confidence and reduce uncertainty.

While this research establishes a robust foundation, future leisure research should pursue longitudinal designs, cross-cultural comparisons, and extended TPB models incorporating authenticity, risk perceptions, and leisure-specific motivations. Future studies should also examine actual booking behaviour and additional factors such as trust, digital literacy, and platform familiarity to determine whether the relationships observed in the present cross-sectional study remain consistent across different consumer groups and contexts. Collectively, these findings provide further insight into P2P accommodation adoption and the factors associated with consumers' willingness to engage with digitally mediated accommodation services.

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