

# Bridging the Green Gap in Homesharing: How Platforms Can Increase Hosts' Sustainability Intentions and Behavior

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## Abstract

Homesharing platforms are under substantive pressure to become more environmentally sustainable. Key to this challenge is these platforms' homesharing hosts, who have the opportunity to introduce new sustainability innovations (e.g., water-saving measures). However, knowledge of what drives hosts' sustainability behavior is currently limited. We address this gap and investigate antecedents for hosts' sustainability intentions. Our study is based on a survey in Europe (conducted in 12 languages), resulting in a sample of 1,392 hosts. Building on the theory of planned behavior, we perform three analyses: (a) quantitative and theory testing, (b) quantitative and explorative, and (c) qualitative and explorative. Notably, we find that attitude and norms, as well as financial resources and time, are the main drivers of hosts' sustainability intentions. In addition, the presence of local service offices (i.e., a platform business model that internalizes service operations from hosts) moderates the effects of sustainability antecedents.

## Keywords

homesharing hosts, platforms, sustainable behavior, environmental sustainability, theory of planned behavior, local service offices

The concept of “homesharing” has long been discussed as a promising opportunity for increasing environmental sustainability (in the following, “sustainability”) in the travel sector (Frenken, 2017; Mi & Coffman, 2019; Midgett et al., 2017; Skjelvik et al., 2017). Unfortunately, this promise has not yet been fully realized (Gössling & Hall, 2019; Schor & Vallas, 2021). Although homesharing enables better resource utilization (i.e., less hotel construction), it is frequently overshadowed by a rebound effect (i.e., more travel; Gossen et al., 2019). Moreover, shared accommodations are often not optimized for sustainability; e.g., water- and energy-saving measures are rarely applied (Boar et al., 2020).

However, demands for a greener homesharing sector have increased since the COVID-19 pandemic. Governments (Humes, 2022) and homesharing associations (Stevens, 2022) have increasingly insisted on more sustainable homesharing practices. A recent poll found that up to 85% of travelers would pay more for eco-friendly accommodations (Operto, 2022). Established homesharing platforms (e.g., Airbnb and Vrbo) face new entrants, such as Canopy & Stars and Fairbnb, which are

positioning themselves as sustainable alternatives (Elton, 2022). Consequently, homesharing platforms have intensified their sustainability efforts. For example, Booking.com (2022) recognized this “watershed moment” for sustainable travel and expanded its website's information on the sustainability of its accommodations. Interhome (2022a), a European homesharing platform, now offers guests the option to compensate for the CO<sub>2</sub> emissions generated by their trips.

The key to making homesharing eco-friendlier is ensuring the accommodations are eco-friendly. However, while sharing platforms have a certain power over their hosts,

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they have no direct control over the properties (Leoni & Parker, 2019). The nature of the sharing economy implies that the hosts (i.e., the owners of holiday homes, apartments, and rooms) control and manage these accommodations themselves (Culiberg et al., 2023; Curtis & Lehner, 2019; Horton & Zeckhauser, 2016). Hence, platforms face the question of how to improve hosts' sustainable behavior.

The academic literature on tourism and the sharing economy is surprisingly vague on this question (see Table 1). Previous studies have focused on traditional non-sharing accommodation providers (e.g., hotels) with vagueness concerning the antecedents of sustainable behavior and have rarely tested contingency conditions. Consequently, we explored this question in detail for the homesharing sector. For this purpose, we applied the theory of planned behavior (Ajzen, 1985, 1991), which has been used extensively to study sustainability intentions in the traditional travel sector (Chen & Tung, 2014; Garay et al., 2019; Joo et al., 2020) and in other industries such as manufacturing (Cordano & Frieze, 2000), restaurants (Tommasetti et al., 2018), and transport (Liu et al., 2017). We did not intend to test the theory's validity in the homesharing sector. Instead, we sought to contribute to the literature by performing three analyses.

First, we tested an adjusted version of the theory of planned behavior, adapted to the characteristics of the platform-mediated homesharing sector. The core theory proposes three factors that affect (sustainability) intentions: attitude, subjective norms, and perceived behavioral control (Ajzen, 1985, 1991). For our adapted model, we split "subjective norms" and "perceived behavioral control" into several homesharing-specific components to show which factors were—and were not—helpful for platform managers who wanted to increase their hosts' sustainability intentions.

Second, we followed recent studies in the homesharing sector that have acknowledged the importance of contingency factors, such as location, platform side, and holding different roles (Jun, 2020; Lutz & Newlands, 2018; Rossmannek & Chen, 2023; Rossmannek et al., 2022). More precisely, we analyzed the role of one specific contingency factor: management by a platform's local service office (LSO). Some hosts pay for additional services the platform provides, such as cleaning the accommodation or organizing local communication with guests. LSOs are small units in holiday regions through which the platform assumes these operational tasks from the hosts. This can have important implications for a platform's incentive management (Hazée et al., 2020) and hosts' relationships with the platform (Akhmedova et al., 2021). Previous research has delivered few insights into how exactly it affects hosts' intentions. Consequently, we contribute to the literature with an exploratory analysis showing how

LSO management affects the antecedents of hosts' sustainability intentions.

Third, we used qualitative data to explore the barriers hindering hosts in translating their sustainability intentions into behavior. An explorative approach seemed optimal, as sustainable behavior can include a wide range of activities—including water-saving measures, charging stations for electric cars, and devices for a smart home (Boar et al., 2020). Hosts' conditions also differ in several aspects, such as the local regulative framework that applies to them and the accommodation types they offer (Ravenelle, 2020; Urbonavicius & Sezer, 2019). The barriers they perceive can emerge from various factors (Kornilaki et al., 2019). Therefore, an explorative analysis was most suitable for identifying diverse barriers to sustainable behavior.

Figure 1 summarizes our theoretical framework. Our analysis involved a survey targeting all hosts on a European homesharing platform. The survey was offered in 12 languages and resulted in a sample size of 1,392. We used structural equation modeling for Analyses I and II and a qualitative approach for Analysis III.

## Theory

### Literature Review

Table 1 details the findings of a literature review on the antecedents of the sustainability intentions of accommodation providers. Most scholars have concentrated on the hotel industry and have shown that sustainability intentions are affected by various factors, which can be grouped into several categories. The psychological factors have been the most prevalent and include aspects such as environmental concern, the environmental attitude, and moral obligation. Resource factors have also been analyzed in several studies, especially aspects such as access to capital, access to knowledge, and access to time. External factors have been less dominant in the literature and include, for example, the presence of a certification system or stakeholder interests. Finally, cost factors such as cost-saving motives have been studied by several scholars. We derived various implications from this literature review.

First, we found only one study that analyzed the homesharing context (Fudurich & MacKay, 2020), which was insufficient to deliver robust implications. Second, the theory of planned behavior has been applied extensively in this field, either in its entirety (Garay et al., 2019; Musavengane, 2019) or at least in some of its elements (Rassiah et al., 2022; Verma & Chandra, 2018). However, these studies applied only the generic elements of the theory or did not split the elements into components. Third, only one previous study considered the influence of a

**Table 1.** Literature Review on the Antecedents of Environmental Sustainability Intentions of Tourism Providers.

Source	Sample	Country	Method	Theory	Dependent variable	Antecedents	Moderators
Agyeiwaah (2019)	30 micro accommodation providers	Ghana	Qualitative (interviews)		Environmental sustainability practices	Cost-reduction motives (less expensive actions, less time-consuming actions, resource scarcity)	
Best and Thapa (2013)	197 hotel managers	Various countries	Quantitative (regression)	Diffusion of innovations theory	Implementation of environmental management	Internal forces (i.e., having an internal green champion) Access to capital Access to technology Access to know-how Access to time	
Fudurich and MacKay (2020)	14 homesharing hosts	Canada	Qualitative (interviews)		Motivation to participate in an environmental certification program	Potential cost-savings Potential commercial benefits Ethical attitude toward environment Cost of certification	
Gayay et al. (2019)	248 accommodation providers	Spain	Quantitative (SEM)	Theory of planned behavior	Introducing water-saving measures	Attitude Social norm Perceived behavioral control	
Hong et al. (2017)	367 hotel managers	Taiwan	Quantitative (SEM)	Diffusion of innovations theory	Importance of sustainability innovations	Diffusion of innovations Environmental marketing strategy	
Khatter et al. (2021)	8 hotel managers	Australia	Qualitative (interviews)		Adoption of sustainability practices	Stakeholder interests Access to time Access to capital Expertise	Motivators/incentives provided by the organization
Musavengane (2019)	44 hotel managers	South Africa	Qualitative (interviews)	Theory of planned behavior	Intention to be more sustainable	Having a too old property Environmental marketing strategy Attitude Social norm	
Oxenswärdh (2022)	51 hotel managers	Various countries	Qualitative (interviews)		Implementation of sustainability measures	Perceived behavioral control Access to knowledge Access to capital Access to human resources	
Rassiah et al. (2022)	159 hotel managers	Malaysia	Quantitative (SEM)	Stakeholder theory	Adoption of sustainability practices	Presence of a certification system Managers' environmental awareness Managers' environmental attitude	
Tzschentke et al. (2004)	30 accommodation providers	Scotland	Qualitative (interviews)		Adoption of sustainability practices	Financial motivations (reducing costs, reaction to taxes, expectation of financial benefits)	
Verma and Chandra (2018)	285 hotel managers	India	Quantitative (SEM)		Intention to implement green hotel practices	Ethical reasons (moral obligation, desire to fulfill social responsibility) Top management attitude Customer attitude Cost considerations Environmental concern Environmental legislation	

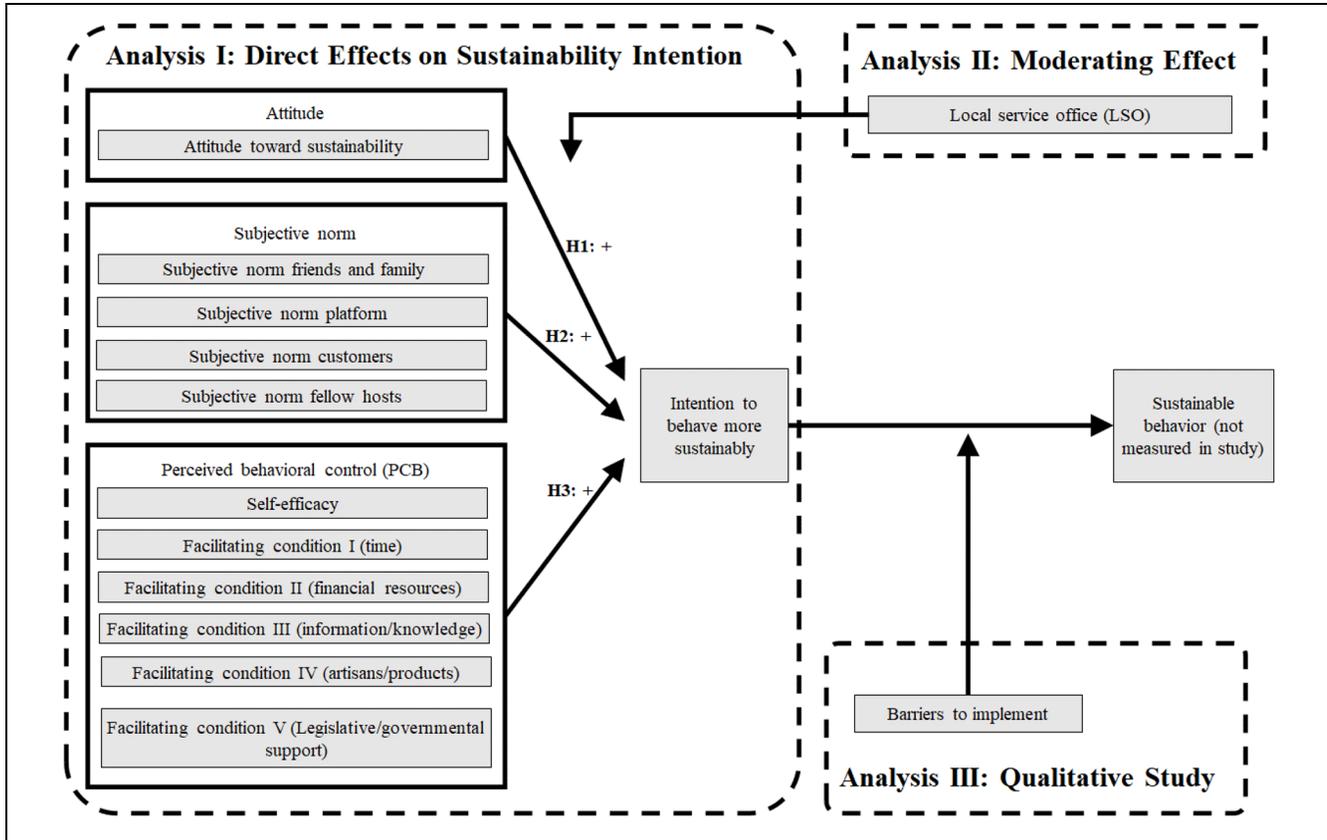


Figure 1. Conceptual model and analyses.

moderator on the relationship between antecedents and sustainability intentions (Horng et al., 2017).

We contribute to the literature by resolving these issues. First, this study was the first to test assumptions regarding the antecedents of homesharing hosts' sustainability intentions. Second, we split the elements of the theory of planned behavior into several components to account for the context of homesharing platforms. Third, we tested the moderating role of an important structural feature in the homesharing sector: LSOs.

### Direct Effects on Sustainability Intention

The theory of planned behavior (Ajzen, 1985, 1991) has been widely used in the field of tourism research (Erul & Woosnam, 2022; Jordan et al., 2018; T. H. Lee & Jan, 2018; Sahadev et al., 2024; Woosnam et al., 2022). Moreover, it has been applied to analyze individuals' sustainability intentions in various contexts (Adam, 2023; Garay et al., 2019; Joo et al., 2020; Tommasetti et al., 2018). While several variations of the theory have been developed (Chen & Tung, 2014; Taylor & Todd, 1995), all agree on three aspects affecting individuals' (sustainability) intentions: attitude, subjective norms, and perceived behavioral control.

An individual's attitude is "a function of readily accessible beliefs regarding the behavior's likely consequences" (Ajzen, 2020, p. 315). In the context of sustainability, an attitude is a belief of whether more sustainable behavior will improve the balance of the positive and negative impacts of the individual, society, and the environment (Leiserowitz et al., 2006; Passafaro, 2020). Individuals with a positive sustainability attitude intend to engage in sustainable behaviors because they desire positive outcomes (Kaiser & Gutscher, 2003). Although attitude can be split into multiple components (Lee et al., 2019), most tourism studies agree that attitude is a one-dimensional phenomenon (H.-M. Garay et al., 2019; Joo et al., 2020).

H1: Attitude toward sustainability positively affects hosts' sustainability intention.

"Subjective norms" are defined as "beliefs about whether significant others think he or she should engage in the behavior" (Conner & Armitage, 1998, p. 1431). In our case, norms apply to sustainability behavior. Individuals tend to follow subjective norms due to peer pressure (Ajzen, 1991). The closer a person's peer relationships are, the more the person yields to pressure from these relationships (H. de Vries et al., 1988). Individuals

usually have close relationships with their *family and friends*. Hence, norms associated with family and friends are strong drivers of intentions and behavior (Godbersen et al., 2020; Lindsey, 2017).

In the context of homesharing platforms, the structure of the platform creates three additional stakeholder groups that can influence hosts' behavior: *the platform itself*, *the customers*, and *the other hosts from the platform ecosystem* (Suess et al., 2021; Wang et al., 2020; Yang et al., 2022). The platform can promote relevant norms since it functions as an intermediary and rule-setting party (Kumar et al., 2018; Laczko et al., 2019; Loux et al., 2020). Customer norms are important because hosts need to be perceived as "attractive" by customers to ensure high booking rates (Andreassen et al., 2018). The norms associated with other hosts can also matter because hosts can become friends (Rossmannek, 2022) or serve as sources of information on best practices (Srinivasan & Venkatraman, 2018).

H2: Subjective norms (of family/friends, the platform, customers, and other hosts) positively affect hosts' sustainability intention.

"Perceived behavioral control" is defined as "people's perception of the ease or difficulty of performing the behavior of interest" (Ajzen, 1991, p. 183). An individual's sustainability intentions increase when it is easier to behave sustainably (Garay et al., 2019). Perceived behavioral control consists of two dimensions: *self-efficacy* and *facilitating conditions* (Bhattacharjee, 2000). *Self-efficacy* describes people's belief in their ability to perform the behavior (Bandura, 1982), while *facilitating conditions* are external factors that support or hinder the behavior (Thompson et al., 1991). Hence, numerous factors—from physical resources to knowledge—can be relevant facilitating conditions (Venkatesh et al., 2003). Regarding homesharing hosts' sustainability intentions, we identified five facilitating conditions in the homesharing literature and during pre-study interviews with employees from our sample platform. First, *time* is crucial since the sharing economy is often only a part-time occupation for hosts (Hong et al., 2020). Second, *financial resources* can be important because sustainability modifications (e.g., new heating systems) can be costly (Albrecht & Hamels, 2021). Third, *information or knowledge* about the specific measures (e.g., the most suitable heating system) is needed for hosts to decide (Mahapatra & Gustavsson, 2007). Fourth, hosts must have *access to artisans and products*. In particular, house renovations can be difficult due to material shortages (van Sante, 2022) and labor shortages (Allenbach-Ammann, 2022). Fifth, hosts benefit from *legislative/governmental support* such as subsidized loans, favorable regulations, and simplified approval procedures for house renovations (Biere-Arenas et al., 2021).

H3: Perceived behavioral control (self-efficacy and facilitating conditions I–V) positively affects hosts' sustainability intention.

### *Moderating Effect of Local Service Offices*

Studies have shown that contingency factors in the sharing economy include gender (Akhmedova et al., 2020), past experiences (Jun, 2020), and whether providers work part- or full-time for the platform (Peticca-Harris et al., 2018). Another important contingency factor in the homesharing sector is the business model, which may involve management by LSOs, as used by several smaller homesharing platforms such as DanCenter (2022), Interhome (2022b), and Novasol (2022). LSOs are physical offices in the holiday region that perform service operations for hosts, such as providing guest keys, handling technical problems, and cleaning properties. Hence, the platform takes over more value creation from the hosts (typically compensated by a larger fee). Similar business models exist in other platform-mediated sectors. Restaurants using the delivery platform Takeaway.com can decide if they want to (a) handle the distribution themselves or (b) rely on delivery drivers from the platform (Deliverect, 2022). Similarly, Amazon sellers can choose if they (a) want to hold inventory and distribute products or (b) have Amazon assume the labeling, packaging, and shipping (Amazon, 2022).

Such platform design aspects can affect incentive management (Hazée et al., 2020) and hosts' relationships with the platform (Akhmedova et al., 2021). Hosts managed by an LSO should theoretically have stronger relationships with the platform than hosts who are not. In such cases, the platform is more than an online marketplace, also interacting face-to-face with the hosts and being physically present in the accommodation (e.g., when cleaning). Rossmannek et al. (2022) showed that a stronger relationship with the platform can affect hosts' loyalty. However, the relationship between the hosts and their customers (and even their own accommodations) should theoretically become less intense when the platform assumes service operations.

As a result, sustainability antecedents may also work differently depending on whether hosts are managed by an LSO. The previous literature has shown that the influences of attitude, subjective norms, and perceived behavioral control on sustainability intentions differ depending on the individual setting (Quoquab & Mohammad, 2020; White et al., 2019). However, the existing theory and previous empirical findings do not show how an LSO can moderate sustainability antecedents. Consequently, we pose the following exploratory research question:

RQ1: How do local service offices (LSOs) moderate the effect of sustainability antecedents on hosts' sustainability intention?

### **Barriers to Implementing Sustainability Intention**

Previous studies have investigated the link between sustainability intentions and real-world behavior, concluding that several barriers prevent individuals from realizing their intentions. These studies have investigated contexts such as the clothing sector (Diddi et al., 2019), food consumption (Vermeir & Verbeke, 2006), and electronic waste disposal (Echegaray & Hansstein, 2017), examining psychological barriers (e.g., trust and self-efficacy) and contextual barriers (e.g., product attributes and prices; ElHaffar et al., 2020).

Barriers affecting tourism providers have rarely been analyzed. Kornilaki et al. (2019) conducted a qualitative study with a sample of professional tourism entrepreneurs and found that self-efficacy played a central role in explaining why some entrepreneurs implemented sustainable practices while others did not. The authors also emphasized the influence of contextual barriers, such as perceived power or task difficulty. In another study, G. de Vries et al. (2020) focused on homeowners and identified *hassle* as the primary psychological barrier to implementing greener home measures. According to the authors, hassle is a micro-stressor originating in the complex information and bureaucracy arising during a homeowner's journey toward a more sustainable home.

In the field of sharing platforms, barriers to more sustainable practices have been investigated in the context of electric-vehicle adoption for ridesharing (i.e., Uber and Lyft). These studies have identified financial means and a lack of charging capacities as the main barriers for ridesharing drivers (Humphrey et al., 2019; Rajagopal & Yang, 2020). Nonetheless, we did not identify studies investigating the barriers preventing homesharing hosts from realizing their sustainability intentions. Considering the unique situation of homesharing hosts as non-professional tourism entrepreneurs, an explorative approach was deemed necessary to explore this question.

RQ2: What are the barriers preventing hosts from implementing their sustainability intention?

## **Method**

### **Research Context and Sample**

Several homesharing platforms connect hosts with their guests (e.g., Airbnb, Vrbo, Homestay, FlipKey, DanCenter, and Veeve). For this study, we cooperated with a European platform, referred to as "Home-Plat," due to a non-disclosure agreement. Before our study, we

conducted several preliminary interviews with platform employees to better understand the context and operations of the platform. Home-Plat mainly operates in rural European holiday regions (e.g., the Alps and many Mediterranean countries). More than 50 years ago, the platform started as a catalog-based business but today operates online. Overall, the structure and strategy of the platform are comparable to those of other homesharing platforms. Home-Plat was highly suitable for our study because some hosts are managed by an LSO while others are not. Indeed, not all hosts have the option to be managed by an LSO because LSOs do not exist everywhere.

Our data was derived from a survey disseminated to all homesharing hosts on Home-Plat in August 2022. The text was offered in 12 languages (i.e., English, French, Spanish, Italian, German, Croatian, Dutch, Portuguese, Swedish, Norwegian, Polish, and Czech). According to Home-Plat's data, 99% of its private hosts speak at least one of these languages. We sent the survey to 14,394 hosts, and 1,698 replied (which corresponds to an 11.8% response rate). We found no indication of a response bias. The distribution of hosts' home countries was highly similar in both groups. There were also similarities in the average number of houses per owner (population: 1.26; replied: 1.23) and average tenure (population: 7.87 years; replied: 8.15 years).

To ensure a valid and reliable analysis, we excluded respondents whose replies were potentially inaccurate (Józsa & Morgan, 2017). The survey used several reverse-coded items (all reflective measurements on a 7-point Likert scale). For these, we identified the instances in which the initially reverse-coded and converted item and the average of the other items of that variable differed by more than 4 (Rossmannek et al., 2022). We defined this as an indication that a respondent did not realize the item was reverse-coded. The respondent either did not understand the question or did not pay sufficient attention. Hence, we excluded these respondents (as well as four others due to the gender variable; see below). The final sample comprised 1,392 hosts. Information on the sample used to answer RQ2 appears in the Analyses and Results part, Analysis III.

### **Measures, Measurement Model, Common Method Bias, and Measurement Invariance**

We applied established measurement scales throughout the questionnaire and translated all questions into the 12 languages above (see Table 2 for English measurements). Hence, we used a translation/back-translation technique with the support of native speakers from Home-Plat and the author team. Home-Plat asked that the survey be kept as short as possible. In response, we used latent measurements for variables not easily captured by one item. As



proposed by Ang and Eisend (2018), we used single-item measures for items that were *double concrete* (i.e., had precise unidimensional meanings and unambiguous ratings).

For our dependent variable, *intention to behave more sustainably*, we found no previous study with a convincing latent measurement that fully captured this variable. Hence, we combined measures from several studies to form a comprehensive measurement scale. Items 1 and 3 originated from the J.-S. Lee et al. (2010) study on green hotels, item 2 was derived from Ajzen (2006), and item 4 was extracted from a study on sustainable food consumption by Alam et al. (2020).

The rest of the measures were straightforward. *Attitude toward sustainability* was measured based on a study by Tommasetti et al. (2018), who partly derived their measure from Taylor and Todd (1995). For *the subjective norm* measures, we used the approach of Garay et al. (2019), who analyzed the sustainability behavior of hotel tourism providers. *Perceived behavioral control* was divided into two blocks: *self-efficacy*, which relied on measures by Garay et al. (2019), and *facilitating conditions*, which used a single-item approach based on a scale by Bhattacharjee (2000). The moderator variable *LSO* was categorical (yes/no) and retrieved from archival data. The Home-Plat LSOs execute several tasks for hosts (e.g., giving customers keys, cleaning, and maintenance work).

We also included numerous control variables. The variable *gross sales* (measured in thousands of euros) was derived from archival data and based on the premise that a higher income would enable hosts to invest more in sustainability (Artiach et al., 2010). Similarly, *gender* could affect sustainability behavior (Meinzen-Dick et al., 2014). As a measurement, we used a dummy variable (male = 0, female = 1). The survey also permitted a non-binary option. Only four people chose this option, which was too few to include them as a separate dummy in a statistically meaningful way. Hence, we excluded these four respondents. We included *age* (measured in years) and platform *tenure* (measured in years) since the contract started, retrieved from archival data. Both were included on the premise that experiences could influence sustainability intentions (Wiernik et al., 2013). We asked the hosts whether they *used the accommodation for their own holidays*, which was relevant because a higher degree of involvement in the accommodation could result in more sustainability behavior (Longoni & Cagliano, 2015). We derived the *number of accommodation units* per host from the archival data and asked hosts whether they used *professional software* to manage their properties or engaged in *multihoming* (i.e., using other platforms besides Home-Plat). All three variables could indicate a higher degree of professionalism, affecting sustainability intentions (Janggu et al., 2014). Finally, we included a marker variable to test for common method biases (see below). We chose the variable *satisfaction with personal holidays*,

which should have been theoretically unconnected to the latent variables of our study. We used one item derived from Mägi (2003) for the measurement.

The measurement model (see Table 2) indicates an adequate measurement of latent variables (software: AMOS v28). Standardized factor loadings are quite high (0.603–0.887). Cronbach's  $\alpha$  (.838–.849) and composite reliability values (0.838–0.849) signal a satisfactory reliability. All average variance extracted (AVE) values are higher than 0.5, indicating convergent validity (Hair et al., 2010). The Fornell and Larcker (1981) criterion is fulfilled (i.e., AVEs are higher than the respective maximum shared variances). Consequently, discriminant validity is present. Fit indicators (chi-square = 288.341,  $df = 41$ , CFI = 0.966, NFI = 0.961, GFI = 0.964, RMSEA = 0.066) suggest satisfactory model fit (Hu & Bentler, 1999).

To prevent common method biases (CMBs), we used techniques such as guaranteeing respondents' anonymity, dropping respondents with potential language problems from the sample (see above), using archival data for several variables, and separating the independent variable from the dependent variable in the questionnaire (Lindell & Whitney, 2001; Podsakoff et al., 2003). We then tested whether CMBs were still present and applied the confirmatory factor analysis marker technique (Williams et al., 2010). Our results (see Table 3) show that CMBs existed and varied across the latent variables. However, the results suggest they had no significant impact on the relationships between variables (i.e., no impact on hypotheses testing). As an additional test, we calculated the decomposed reliability scores (see Table 4). On average, the marker variable accounted for just 1.335% of the total reliability. Hence, CMBs do not seem to be an important issue for our study.

Finally, we tested for measurement invariance between our two sub-samples in Analysis II using a  $\Delta$ CFI test between the single group model and the multigroup model with a threshold of 0.01 (Cheung & Rensvold, 2002). The test ( $\Delta$ CFI = 0.000) did not indicate measurement invariance issues.

## Analyses and Results

### Descriptive Statistics

Table 5 presents the descriptive statistics and correlations. The sample is relatively gender-balanced (44.5% females). The mean age (60.3 years) and mean tenure (7.9 years) are quite high, and the average income per host is also relatively high (17,079 euros over the last 12 months). The most common accommodation locations are France ( $n = 293$ ), Spain ( $n = 222$ ), Italy ( $n = 212$ ), Switzerland ( $n = 191$ ), Croatia ( $n = 130$ ), Germany ( $n = 110$ ), and Austria ( $n = 73$ ).

**Table 3.** Common Method Bias Test with CFA Marker Technique (Marker Variable = “Satisfaction Personal Holidays”).

Model	Chi-square (df)	Δ Chi-square (Δdf)	p-Value for Δ Chi-square	Interpretation
Baseline model	334.577 (52)	—	—	—
Constrained model	310.406 (51)	24.171 (1)	.000	Constrained model is supported. Common method bias does exist. Unconstrained model is significantly better than constrained model. Common method bias is different across latent variables.
Unconstrained model	288.182 (41)	22.224 (10)	.014	
Method-R model (unconstrained)	288.497 (44)	0.315 (3)	.957	Method-R model (based on the superior unconstrained model) is not supported. Common method bias does not affect relationships between latent variables.

**Table 4.** Common Method Bias Test with CFA Marker Technique (Marker Variable = “Satisfaction Personal Holidays”).

Construct	% reliability originating from the marker variable
Intention to behave more sustainably	2.337%
Attitude toward sustainability	1.159%
Self-efficacy	0.511%
Average	1.336%

We calculated the variance inflation factors (maximum: 3.025) and found no multicollinearity issues. We also calculated skewness and kurtosis values for all variables. Most variables (including all hypothesized effects) showed very low values (maximum skewness = 1.731, maximum kurtosis = 3.748). Three control variables showed very high values: gross sales (skewness = 9.901, kurtosis = 146.856), the number of accommodation units (skewness = 8.663, kurtosis = 130.339), and the use of professional software (skewness = 6.482, kurtosis = 40.074). Hence, only a few hosts possess several properties ( $n_{2-5 \text{ homes}} = 196$ ,  $n_{6+ \text{ homes}} = 11$ ) and generate substantial sales within a year ( $n_{50,000-100,000\text{€}} = 34$ ,  $n_{100,000\text{€}+} = 7$ ). Moreover, very few hosts (2.2%) used professional software. Hence, we discussed the option of using a transformation of the respective variables in the analyses (e.g., a logarithmic transformation). We finally decided against it because the variables represented only control effects, and all possessed easily interpretable scales. A variable transformation would have deprived us of the possibility of meaningfully interpreting the variable coefficients.

**Analysis I: Direct Effects on Sustainability Intention**

Analysis I examined the direct effects on the intention to behave more sustainably. Table 6 shows the results from the structural equation model (software: AMOS v28). Model fit is satisfactory (Hu & Bentler, 1999). As predicted by H1, attitude has a strong positive and significant effect on the intention to behave more sustainably ( $B = 0.729$ ,  $\beta = .413$ ,  $p = .000$ ). Attitude is the strongest predictor (as indicated by the standardized estimate  $\beta$ ).

H2 focused on four types of subjective norms. Two are significant: the norms of friends and family ( $B = 0.147$ ,  $\beta = .193$ ,  $p = .000$ ) and the norms of customers ( $B = 0.110$ ,  $\beta = .140$ ,  $p = .000$ ). H3 outlines several concepts associated with perceived behavioral control. As predicted, self-efficacy has a positive and significant effect ( $B = 0.062$ ,  $\beta = .066$ ,  $p = .025$ ). Two of the five facilitating conditions are significant: time ( $B = 0.075$ ,  $\beta = .095$ ,  $p = .000$ ) and financial resources ( $B = 0.091$ ,  $\beta = .106$ ,  $p = .000$ ). Figure 2 summarizes these results.

Of the eight control variables, only one is significant. Specifically, *own use* (i.e., the hosts’ use of the accommodation for themselves and their guests) positively affects the intention to behave sustainably ( $B = 0.191$ ,  $\beta = .064$ ,  $p = .006$ ).

**Analysis II: Moderating Effect of Local Services Offices**

Analysis II tested how the variable *LSO* (i.e., the host’s accommodation is managed by an LSO) moderated the direct effects of Analysis I. We divided the sample into the subgroups “LSO: Yes” ( $n = 594$ ) and “LSO: No” ( $n = 798$ ) and calculated a multigroup model (software: AMOS v28). Table 7 presents the results for both groups. We calculated additional models to test whether a path significantly differed between groups, individually constraining the respective paths to keep them equal across groups (Rossmannek et al., 2022, 2024). Finally, a chi-square difference test ( $df = 1$ ) between the original multigroup model and the respective constrained model revealed whether the groups differed significantly for the respective paths. We used a threshold level of  $p = .05$  to interpret the results and found several significant differences.

Our results show that the host’s attitude toward sustainability has a much stronger effect on the intention to behave sustainably in the LSO subgroup ( $B = 0.836$ ,  $\beta = .466$ ,  $p = .000$ ) than in the non-LSO subgroup ( $B = 0.656$ ,  $\beta = .379$ ,  $p = .000$ ). The difference between the subgroups is significant ( $p = .000$ ).

The differences between the groups concerning the impact of norms associated with friends and family and the platform are clearly not significant. The effects of

**Table 5.** Descriptive Statistics and Correlations ( $n = 1,392$ ).

Variable	Mean	Min	Max	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1 Intention to behave more sustainably	5.386	1.236	7.406																				
2 Attitude toward sustainability	5.004	1.612	5.758	.604***																			
3 Norm friends and family	4.453	1.000	7.000	.437***	.367***																		
4 Norm platform	3.839	1.000	7.000	.295***	.166***	.468***																	
5 Norm customers	3.327	1.000	7.000	.327***	.171***	.451***	.666***																
6 Norm hosts	2.862	1.000	7.000	.267***	.142***	.416***	.587***	.760***															
7 Self-efficacy	3.003	.895	6.254	.247***	.125***	.144***	.188***	.154***	.151***														
8 Facilitating condition (time)	3.876	1.000	7.000	.265***	.164***	.157***	.163***	.167***	.307***	.307***													
9 Facilitating condition (financial resources)	3.469	1.000	7.000	.214***	.093***	.093***	.074**	.088***	.071**	.329***	.427***												
10 Facilitating condition (information/knowledge)	3.898	1.000	7.000	.189***	.141***	.049†	.069*	.065*	.057*	.383***	.395***	.457***											
11 Facilitating condition (artisans/products)	3.856	1.000	7.000	.157***	.112***	.099***	.101***	.139***	.133***	.354***	.362***	.412***	.591***										
12 Facilitating condition (legislative/governmental support)	2.806	1.000	7.000	.103***	.056*	.105***	.147***	.161***	.172***	.271***	.268***	.347***	.337***	.464***									
13 Gross sales (in thousand €)	17.079	.000	423.346	-.019	-.007	-.063*	-.100***	-.048†	-.056*	-.026	.021	.028	.030	.083**	.070**								
14 Gender (1 = female)	.445	.000	1.000	.040	.123***	.036	.017	.035	.028	-.024	-.023	-.193***	-.096***	-.073**	-.021	-.010							
15 Age	60.267	19.000	100.000	-.034	-.094***	-.003	.090***	-.019	.011	-.088**	.168***	.116***	.023	.005	.030	-.035	-.168***						
16 Tenure	7.892	.000	48.000	-.082**	-.060*	-.013	-.052†	-.092***	-.062*	-.103***	-.062*	-.005	-.067*	-.052†	-.019	.098***	.020	.185***					
17 Own use (1 = yes)	.583	.000	1.000	.019	-.021	.019	-.070**	-.060*	-.091***	-.054*	-.079**	-.004	-.082**	-.117***	-.052†	-.064*	-.037	.037	.020				
18 Number accommodations	1.269	1.000	20.000	.049†	.044†	.003	.005	.047†	-.010	.025	-.044	-.024	.058*	.069**	.008	.486***	.013	-.015	.078**	-.148***			
19 Professional software (1 = yes)	.022	.000	1.000	.028	.021	-.018	.003	.033	.036	.064*	-.016	.033	.044†	.044	.024	.058*	-.057*	-.028	.007	-.030	.071**		
20 Multihoming (1 = yes)	.199	.000	1.000	.047†	.033	-.068*	-.021	.021	-.005	.056*	.018	.050†	.031	.055*	-.030	.018	-.012	-.100***	.002	-.050†	.097***	.181***	
21 LSO (1 = yes)	.427	.000	1.000	-.039	-.045†	-.027	-.117***	-.168***	-.098***	-.148***	-.135***	.014	-.092***	-.108***	-.005	.054*	-.078**	.125***	.012	.308***	-.13***	-.051†	-.132***

Note. The latent variables (I) intention to behave more sustainably, (II) attitude toward sustainability, and (III) self-efficacy are imputed values from the measurement model. Hence, min/max values do not exactly match the original 7-point Likert scale.

† $p < .1$ ; \* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ .

**Table 6.** Results Analysis I (Direct Effects on Sustainability Intention,  $n = 1,392$ ).

Dependent variable: Intention to behave more sustainably				
Variable type	Independent variable	$B$ (unstand.)	$\beta$ (stand.)	$p$
H1 (attitude)	Attitude toward sustainability	0.729	.413	.000
H2 (subjective norm)	Norm friends and family	0.147	.193	.000
	Norm platform	0.033	.043	.185
	Norm customers	0.110	.140	.000
	Norm hosts	-0.003	-.003	.923
H3 (perceived behavioral control)	Self-efficacy	0.062	.066	.025
	Time	0.075	.095	.000
	Financial resources	0.091	.106	.000
	Information/knowledge	0.024	.027	.375
	Artisans/products	-0.027	-.032	.303
	Legislative/governmental support	-0.037	-.040	.134
	Gross sales (in thousand €)	0.000	-.001	.956
	Gender (1 = female)	-0.026	-.009	.708
Control variable	Age	0.000	.001	.981
	Tenure	-0.006	-.033	.165
	Own use (1 = yes)	0.191	.064	.006
	Number accommodations	0.050	.032	.235
	Professional software (1 = yes)	0.067	.007	.773
	Multihoming (1 = yes)	0.125	.034	.150
	Model fit	Chi-square = 521.214, $df = 177$ , CFI = 0.974, NFI = 0.962, GFI = 0.974, RMSEA = 0.037		

norms associated with other hosts significantly differ between the two groups ( $p = .038$ ), but the effects are not significant in either of the two subgroups. Hence, we do not interpret this result.

A clear difference also exists between the respective impacts of customer norms. For hosts who use an LSO, customer norms are unimportant ( $B = 0.008$ ,  $\beta = .009$ ,  $p = .882$ ). In contrast, for hosts who do not use an LSO, customer norms strongly and significantly affect sustainability intention ( $B = 0.162$ ,  $\beta = .208$ ,  $p = .000$ ). The difference between the subgroups in this respect is significant ( $p = .019$ ).

No significant differences exist between the subgroups regarding facilitating conditions (i.e., time, financial resources, information/knowledge, artisans/products, and legislative/governmental support). In contrast, the effects of self-efficacy differ significantly between subgroups ( $p = .000$ ). Self-efficacy seems unimportant to the group using an LSO ( $B = -0.006$ ,  $\beta = -.006$ ,  $p = .891$ ). However, it strongly and significantly affects sustainability intention among those who do not use an LSO ( $B = 0.124$ ,  $\beta = .133$ ,  $p = .000$ ). Table 8 summarizes these findings.

### Analysis III: Barriers to Implement (Qualitative Study)

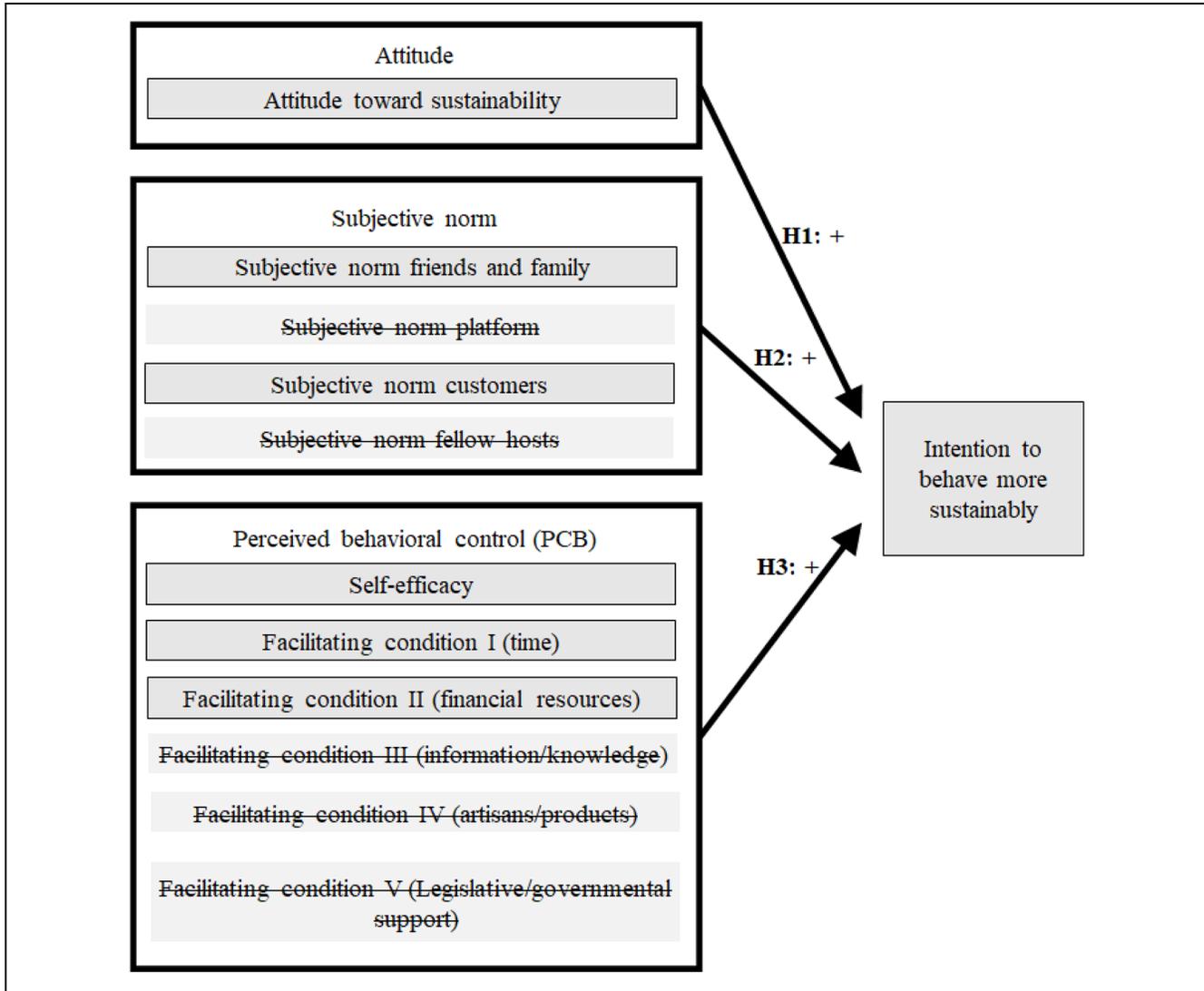
The survey asked hosts the following open question: "What are the main barriers or problems for implementing your plans to be more sustainable in your holiday home?" In total, 1,168 hosts responded. After translating

the answers into English, we identified the main barriers and consolidated them into 14 types (e.g., financial aspects and a lack of knowledge). We then reviewed the answers and assigned each to one or more of the 14 types. Overall, 1,033 responses indicated one or more barriers. The remaining 135 responses did not cite meaningful barriers. For example, some hosts indicated they had previously implemented sustainability measures. Others intended to stop renting their homes and had no further plans. Still, others did not know how to respond to the question. Table 9 summarizes the results. It appears that most of these barriers could be addressed by the home-sharing platform by providing more support to the hosts. We discuss possibilities for solutions in the Discussion and Implications part dedicated to Barriers to Implementing Sustainability Intention.

## Discussion and Implications

### Direct Effects on Sustainability Intention

**Discussion of Results.** The results of Analysis I broadly confirm the applicability of the theory of planned behavior to the context of homesharing hosts. Variables from each category (i.e., *attitude*, *subjective norms*, and *perceived behavioral control*) were significant predictors of hosts' sustainability intention. In contrast to previous findings in the travel sector (Chen & Tung, 2014; Garay et al., 2019; Joo et al., 2020), our results show that attitude is by far the strongest driver of sustainability intention,



**Figure 2.** Summary of results of analysis I (Crossed Out Variables are not Significant).

highlighting the importance of feelings and values in the context of sustainability. The more interesting finding is that several of our variables are not significant (e.g., the subjective norms of the platform).

**Practical Implications.** Platforms are unlikely to change hosts' attitudes toward sustainability. Attitudes can be resistant to change and affected by multiple aspects of hosts' environments (Albarracin & Shavitt, 2018). Similarly, the norms of one's family and friends are beyond the control of a platform. Unlike family and friends norms, customer norms are very much within a platform's ecosystem. The first step to sustainability is to become more proactive. Therefore, platforms can survey their customers and share the findings with their hosts. Booking.com publishes an annual sustainability report, revealing that 57% of guests prefer accommodations with

sustainability certification (Global Sustainable Tourism Council, 2022). In the next step, platforms can educate customers on the environmental impact of traveling and the benefits of sustainable accommodations to change customers' norms while impacting hosts' sustainability intentions.

Platforms can also do more to increase hosts' perceived behavioral control. Our results show three critical aspects. First, a sense of self-efficacy is crucial for hosts. Thus, platforms can either try to improve their self-efficacy (e.g., sharing the "success stories" of other hosts) or propose sustainability measures requiring little initiative (e.g., providing handouts to guests on how to use less energy or water). Second, time is significant for many hosts, and organizing home renovations can be very time-consuming (Allenbach-Ammann, 2022; Mahapatra & Gustavsson, 2007). Thus, platforms can provide checklists for planning home renovations or offer to manage them. Third,

**Table 7.** Results Analysis II (Multigroup Model Testing the Moderating Effect of LSO Status,  $n = 1,392$ ).

Dependent variable: Intention to behave more sustainably		LSO: YES ( $n = 594$ )			LSO: NO ( $n = 798$ )			Is the group difference significant?
Variable category	Independent variable	B (unstand.)	$\beta$ (stand.)	p	B (unstand.)	$\beta$ (stand.)	p	
Attitude Subjective norm	Attitude toward sustainability	0.836	.466	.000	0.656	.379	.000	YES ( $p = .000$ )
	Norm friends and family	0.139	.184	.000	0.146	.190	.000	NO ( $p = 1.000$ )
	Norm platform	0.064	.080	.114	0.036	.047	.259	NO ( $p = .584$ )
	Norm customers	0.008	.009	.882	0.162	.208	.000	YES ( $p = .019$ )
	Norm hosts	0.083	.094	.100	-0.046	-.058	.200	YES ( $p = .038$ ), but none of the paths in the subgroups is significant
Perceived behavioral control	Self-efficacy	-0.006	-.006	.891	0.124	.133	.000	YES ( $p = .000$ )
	Time	0.069	.087	.047	0.085	.106	.002	NO ( $p = .752$ )
	Financial resources	0.133	.148	.000	0.044	.052	.165	NO ( $p = .083$ )
	Information/knowledge	-0.024	-.028	.569	0.061	.067	.081	NO ( $p = .121$ )
	Artisans/products	0.011	.013	.799	-0.044	-.052	.181	NO ( $p = .317$ )
Control variable	Legislative/governmental support	-0.023	-.025	.541	-0.043	-.047	.175	NO ( $p = .655$ )
	Gross sales (in thousand €)	-0.006	-.116	.026	0.010	.102	.001	YES ( $p = .000$ )
	Gender (1 = female)	0.023	.008	.834	-0.053	-.018	.564	NO ( $p = .584$ )
	Age	0.000	.002	.952	0.002	.018	.568	NO ( $p = .752$ )
	Tenure	-0.001	-.006	.876	-0.021	-.090	.003	YES ( $p = .025$ )
	Own use (1 = yes)	0.239	.071	.051	0.146	.048	.103	NO ( $p = .527$ )
	Number accommodations	0.175	.109	.039	0.035	.022	.471	NO ( $p = .157$ )
	Professional software (1 = yes)	-0.082	-.007	.854	0.007	.001	.978	NO ( $p = 1.000$ )
	Multithoming (1 = yes)	0.021	.005	.886	0.229	.066	.031	NO ( $p = .254$ )
	Model fit	Chi-square = 717.105, $df = 354$ , CFI = 0.973, NFI = 0.949, GFI = 0.965, RMSEA = 0.027						

**Table 8.** Summary of Results (Analysis II).

Dependent variable: Intention to behave more sustainably  
Moderating variable: LSO

Variable category	Moderation?	Findings
Attitude	Yes	Attitude toward sustainability is more important for sustainability intention when hosts do use an LSO
Subjective norm	Partial (for one variable)	Customer norm is only important for sustainability intention when hosts do not use an LSO
Perceived behavioral control	Partial (for one variable)	Self-efficacy is only important for sustainability intention when hosts do not use an LSO

financial resources are a key driver of hosts' sustainability intentions. Thus, platforms can offer direct financial support (e.g., providing loans to be paid back from future rental income) or connect hosts with other sources of financial resources (e.g., helping hosts to apply for subsidized state loans). Platforms can also highlight sustainable accommodations available via their websites and apps. An example is Airbnb, which awards the "Green Stays Awards" in Malaysia. (Airbnb, 2022). These awards can help hosts make their properties more attractive to guests and can be monetized by adding price premiums for the rentals.

Local authorities and non-governmental organizations can also derive useful insights from our results. For example, improving sustainability in rural areas is frequently a goal of local action groups (LAGs) in the European Union (Ottomano Palmisano et al., 2016). These LAGs can assign some of their budgets to help local hosts, or they can create informational material designed to change hosts' attitudes toward sustainability.

### *Moderating Effect of Local Services Offices*

**Discussion of Results.** Analysis II revealed some interesting differences between the hosts managed by LSOs and those that were not. Most importantly, the involvement of an LSO seems to diminish the effects of customer norms and self-efficacy on sustainability intention. These results make sense, given the circumstances. Hosts managed by an LSO often do not interact with their customers and they outsource their service work to the LSO. Consequently, they may feel disconnected from their accommodation, thus reducing the importance of self-efficacy. In contrast, our results show that attitude is a much more important sustainability antecedent when an LSO managed the host.

**Practical Implications.** Broadly, the results imply that segmentation matters in the homesharing sector (Lutz & Newlands, 2018). Indeed, platforms must apply strategies tailored to different groups of hosts to improve sustainability intentions. Sustainability-related segmentation

criteria can include the hosts' financial capabilities, tenure, and countries of origin. Moreover, the results confirm that platform governance matters (Hagiu, 2014). If platforms want their hosts to engage in more sustainable behavior, these platforms must create the necessary structures and incentives. For example, a platform's website must highlight sustainable accommodations to potential guests.

On a more detailed level, our results show that LSOs can be a "liability" for platforms, especially those that want to improve sustainable behavior. Hosts managed by LSOs seem to respond less to signals from the platform ecosystem (especially customer norms). Instead, these hosts are used to being managed by the platform. Hence, platforms need to become more proactive in encouraging improvements in sustainability among these hosts. While this approach can lead to extra work for the platform, platforms can charge hosts for this service, thus opening a new revenue stream.

### *Barriers to Implementing Sustainability Intention (Qualitative Study)*

In our qualitative study (Analysis III), financial resources were the most frequently mentioned barrier, especially for hosts operating in Croatia and Italy (mentioned by 64% and 53% of respondents in these countries, respectively, compared to 36% for the overall sample). This finding is consistent with findings in other sectors (e.g., sustainable clothing; Diddi et al., 2019). Platforms can consider decreasing their commissions over a certain period to support hosts with their investments as well as helping hosts with applications for public funds. This idea seems especially relevant in countries with complicated bureaucratic processes and lower income levels.

Another way to encourage hosts can be to implement a sustainability certification to guide customers toward more sustainable options, thereby rewarding hosts' efforts (Fudurich & MacKay, 2020). However, when introducing such certification systems, platforms must ensure that they comply with the legal framework. For example, the European Union is currently revising its rules for

**Table 9.** Barriers to Implement Sustainability Intention.

Barriers indicated by respondents	Examples of statements by respondents	Share of respondents (n = 1,033)	Managerial recommendation
Financial aspects (lack of financial resources, costs too high, etc.)	<p><i>“Financial resources do not fall from the sky as a retiree.”</i></p> <p><i>“I have a house just so I can survive the winter, I don’t have the financial means to think about it, I just want to have a guest and survive until the second season.”</i></p>	36% (368)	Platform could offer financial support in the form of loans or reduced commission for a period of time.
Co-ownership or neighborhood rules (hosts are not free to implement measures, as they must be approved by others)	<p><i>“I can’t always do what I want because I depend on a housing management for my residence.”</i></p> <p><i>“The community of owners must form a majority for the implementation of most of the measures.”</i></p>	21% (222)	Platform could try to influence the decisions of the local community, for example by providing information material on sustainability.
Structural problems (environment does not offer the right conditions)	<p><i>“At the holiday home location, there is no possibility to use more sustainable energy sources, such as biogas, district heating, pellet heating.”</i></p> <p><i>“My house can only be reached on foot, and this explains why [there are] no car charging stations and some problems with works.”</i></p>	14% (145)	Platform could provide expertise in evaluating opportunities.
Lack of government support or government bureaucracy	<p><i>“There are no government subsidies to help make homes more sustainable.”</i></p> <p><i>“The Italian bureaucracy for permits.”</i></p>	13% (135)	Platform could provide administrative support by ensuring the contact with government agencies and helping with applications for subsidies.
Lack of knowledge	<p><i>“I don’t know what to change in my accommodation to be more environmentally sustainable.”</i></p> <p><i>“Ideas, support, and ways of what can be done would be very useful.”</i></p>	13% (133)	Platform could provide information on options about sustainability measures.
Lack of time	<p><i>“Time. We don’t have time for this in the family.”</i></p> <p><i>“I’m not in the house enough to implement measures.”</i></p>	8% (81)	Platform could provide support to organize the implementation of sustainability measures (e.g., by a local service office).
Return on investment uncertain or too low (customers may not value a sustainable holiday home)	<p><i>“It would have to be demonstrated that the attractiveness/interest of tenants is significantly enhanced to the point that rents can be increased.”</i></p> <p><i>“Seasonal rental with a small return that would not support a large investment.”</i></p>	7% (68)	Platform could implement a certification program for more sustainable accommodations to guide consumers’ choice and provide an incentive for hosts.
Lack of available artisans or products	<p><i>“The biggest obstacles are in obtaining artisans to implement my plans for planned installations as well as obtaining the necessary materials.”</i></p> <p><i>“Photovoltaic systems waiting time over 1 year, currently no storage (batteries) available.”</i></p>	6% (63)	Platform could cooperate with local artisans and negotiate preferable conditions for hosts.
Distance between permanent home and accommodation	<p><i>“This accommodation is not our primary residence [...], so it is difficult for us to implement and monitor the work to improve the sustainability of this vacation home.”</i></p> <p><i>“My hands are tied because I live 900 km away from my holiday home and in another country. This makes structural measures more difficult, among other things because France has different guidelines and laws [...].”</i></p>	6% (63)	Platform could provide support to organize the implementation of sustainability measures (e.g., by a local service office).
Lack of support from platform (advice, communication to guests on sustainable practices, etc.)	<p><i>“Home-Plat has never been willing to support measures to reduce the carbon footprint.”</i></p> <p><i>“Sustainability also means insulating the whole house. We did that 3 years ago with the most modern heating – but Home-Plat doesn’t show it.”</i></p>	5% (51)	Platform could provide advice and expertise. Platform could provide financial support. Platform could implement a certification program for more sustainable accommodations to guide consumers’ choice and provide an incentive for hosts.

(continued)

Table 9. (continued)

Barriers indicated by respondents	Examples of statements by respondents	Share of respondents (n = 1,033)	Managerial recommendation
Lack of sustainable behavior by guests	<i>"It is difficult to get guests to use energy more sparingly."</i> <i>"Tourist apartments are used by people with very different levels of education. Some understand sustainability improvements and others do not."</i>	5% (49)	Platform could inform guests about sustainable practices.
Personal reasons (age, family, etc.)	<i>"I'm too old to deal with that."</i> <i>"The age – at over 70 years old, it is impossible to get into photovoltaic panels, or wind power."</i>	3% (35)	Platform could provide support to organize the implementation of sustainability measures (e.g., by a local service office).
Host not convinced by sustainability issues	<i>"I do not care."</i> <i>"Sustainability has become an advertising slogan. [...] Environmental problems can be solved with a completely different approach. For this reason, my answers are very 'skeptical'. So if it comes to advertising, I don't believe it but I adapt."</i>	3% (30)	Platform could implement a certification program for more sustainable accommodations to guide consumers' choice and provide an incentive for hosts.
Complexity of organizational tasks	<i>"Organizational effort."</i> <i>"Far too many generalities on these subjects which become projects of technocratic corporate communication, as soon as one is concretely interested in this subject for a specific apartment residence, the complexity of the ecosystem of the actors is confusing."</i>	2% (20)	Platform could provide support to organize the implementation of sustainability measures (e.g., by a local service office).

sustainability certifications ("Directive on Green Claims") and plans to implement significantly stricter rules for firms (European Commission, 2023).

Other barriers mentioned relate to organizational aspects, such as the complexity of the issues, a lack of time, and the distance between the host's home and the accommodation. To overcome these barriers, the platforms can assume organizational aspects and act as general contractors for the implementation of sustainability measures. This "one-stop shop" approach can reduce hosts' stress and effort (G. de Vries et al., 2020). These services can be essential, depending on the location. Bureaucratic barriers and a lack of government support are, for example, the main barriers for homeowners in Italy and Croatia (indicated by 29% and 21% of respondents in these countries, respectively). The availability of artisans is a significant obstacle in Germany and Croatia (indicated by 11% and 13% of respondents, respectively). Therefore, platforms can create country-specific departments to act as general contractors or, if possible, use existing LSOs.

Another critical obstacle for many hosts is the constraints imposed by neighborhood and condominium rules, particularly in Switzerland (43%) and France (36%). In these countries, platforms can attempt to influence local decision-making by providing information and financial incentives to the community.

Interestingly, 13% of respondents indicated that their lack of knowledge was a barrier (although knowledge had no significant impact on intention in Analysis I). It seems

that a small group of hosts can benefit from ideas and information provided by the platform or platform-affiliated experts. In addition, knowledge-sharing spaces (e.g., an online forum) can enable host exchanges on potential sustainability measures. Finally, platforms can attempt to change the behavior of some guests (e.g., communicating sustainability guidelines). Several hosts cited guests' lack of awareness and misbehavior concerning sustainability (e.g., wasting energy and water).

## Limitations and Future Research

Our study has several limitations. First, our sample consists of European hosts on a single platform. The sample also has a relatively high mean age, making it difficult to generalize our findings to younger generations. Future studies should test the sustainability intentions of hosts in different settings.

Second, our dependent variable in Analyses I and II was *the intention to behave more sustainably*. Unfortunately, a measurement of actual and specific implementations was impossible due to the high heterogeneity of accommodations in the population and restrictions in Home-Plat's data management system. The intention measure is relatively broad and was chosen to capture a wide range of sustainable measures. The disadvantage of this approach is that it does not allow to address specific measures, such as installing charging stations for electric vehicles. Therefore, future studies can apply a more specific variable.

Third, the results from Analysis I may be partly driven by social desirability bias, which has been shown to affect sustainability surveys (Durmaz et al., 2022; Roxas & Lindsay, 2012). It is nevertheless unlikely that this effect disturbs our model as a whole (otherwise, we would likely have seen different results in our common method bias test). However, in particular, the measurement scales of two variables contained items identifiable to respondents as sustainability-related: attitudes toward sustainability and intention to behave more sustainably. Hence, the coefficient size for H1 may have been somewhat inflated. The relationship between attitudes and intention is unlikely to be explained solely by this bias however, given the strength of the existing evidence (Armitage & Conner, 2001; Greaves et al., 2013; Kautonen et al., 2015). Future studies can use different techniques (e.g., qualitative interviews) to analyze the relationship between sustainability attitudes and intentions in the sharing economy.

Fourth, our theoretical framework builds solely on the theory of planned behavior (Ajzen, 1985, 1991). This theory seemed suitable because it has been used extensively in similar studies (Cordano & Frieze, 2000; Garay et al., 2019; Tommasetti et al., 2018) and could be adapted to the conditions of homesharing hosts. Future studies can extend our model by incorporating other theoretical frameworks, such as the technology acceptance model (Davis, 1985) or the risk-processing theory (Conchar et al., 2004).

Fifth, we applied great care in translating the survey items and the qualitative answers. Nonetheless, some translation mistakes may have occurred. We are confident our results would still be valid however, due to the large sample size.

Finally, our qualitative approach in Analysis III captured the answers of many hosts, but it lacked the advantages of more fine-grained qualitative techniques such as interviews. Qualitative researchers can follow hosts in a series of interviews over a longer period to better understand how and when sustainability behavior emerges.

## Conclusion

Our study contributes to the sustainable tourism literature. Specifically, we conducted three analyses to investigate what drives the sustainability behavior of homesharing hosts. In short, we find that the antecedents of sustainable behavior are complex and that one-size-fits-it-all solutions are not necessarily effective. Time and financial resources seem to be key drivers of hosts' behavior. If platform managers want hosts to adopt sustainability behaviors, they must provide financial support and incentives and support their hosts in implementing sustainability measures in easy and time-saving ways.

## Declaration of Conflicting Interests

The author(s) declared the following potential conflicts of interest with respect to the research, authorship, and/or publication of this article: One author also did a minor consulting job for the platform company, which helped contacting the respondents of the study. However, there was no influence on the study's analyses or results.

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