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Exploring the Relationship between Trusts, Likability, Brand Loyalty, and Revisit Intentions in the Context of Airbnb

Abstract

Purpose: Collaborative consumption has caught researchers' attention due to its rapid growth. Drawing on the causal relationship between cognition, affection, and conation and collaborative consumption literature, this paper investigates the drivers of brand loyalty and revisit intentions in the context of Airbnb.

Design/methodology/approach: The data was collected from 399 Airbnb users using the online survey. PLS-SEM was used to test hypotheses. Mediation tests were conducted with multiple mediation analyses.

Findings: The study reveals that brand likeability enhanced by customers' trust in both hosts and Airbnb drives satisfaction, brand loyalty, and revisit intention. Moreover, satisfaction impacts revisit intention through a full mediation of brand loyalty.

Originality: Although existing literature discusses trust from the consumers' standpoint and categorizes it into two types, the influence of trust on brand likability has never been tested before. Based on the causal relationship between cognition, affection, and conation, this paper is the first one investigating trust in both the platform and hosts as key drivers of brand likability, which enhances customer satisfaction, brand loyalty, and revisit intentions in the Airbnb context.

Keywords: collaborative consumption; Airbnb trust; host trust; brand loyalty; brand likability

INTRODUCTION

Collaborative consumption, also known as sharing economy or collaborative economy, has gained more popularity in both practice and academy recently due to the success and rapid growth of companies like Airbnb, Uber, and Lyft (Benoit, *et al.*, 2017). Gansky (2010) claims sharing economy is a disruptive innovation and will provide greater profits, greener commerce, and richer social experiences (triple-bottom-line benefits). As a leading peer-to-peer accommodation-sharing company, Airbnb has been recognized as a predominant representative of collaborative consumption (Benoit *et al.*, 2017). To differentiate itself from traditional hotels, Airbnb advertises itself as a “home feeling” accommodation by creating an experience of belongingness and uniqueness (Liu and Mattila, 2017). The significant impact of Airbnb’s business model on the traditional hospitality industry has drawn researchers’ attention to study what factors drive consumers to adopt sharing economy platforms (Ert *et al.*, 2016).

Within the context of collaborative consumption, trust plays a more important role than that in e-commerce because more uncertainties are associated with asymmetry information of the online transaction and the complexity of three-way relationships involving platform providers, peer service providers, and customers. Furthermore, the risks of using collaborative consumption are also higher than that in traditional e-commerce due to the fact that customers have not only risks of monetary loss through an online transaction, but also the physical risk of personal safety during the peer-to-peer transaction (Yang *et al.*, 2019). Therefore, it is important for researchers to better understand the role of trust in consumers’ decision-making process of using collaborative consumption and developing loyalty to the brand.

To better understand how trust in both Airbnb and hosts and likability influence consumers’ revisit intention and loyalty to Airbnb, the present study proposed a research

framework based on a literature review and the causal relationship between cognition, affection, and conation. Data collected from Amazon Mechanical Turk (MTurk) were used to validate the research model. The remainder of the paper is structured as follows. First, related theories and literature that directly inform this study are presented, which is followed by the research framework and research hypotheses derived from the literature. The research methodology consists of sampling procedures for data collection and measurement scales. Data analysis results are discussed. Theoretical and practical implications are highlighted. We conclude with limitations and future research directions.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Collaborative consumption is considered the practice “whereby a platform provider links a consumer that aims to temporarily utilize assets with a peer service provider who grants access to these assets and with this delivers the core service.” (Benoit *et al.*, 2017, p. 220) Airbnb, as one of the sharing platform service providers for the hospitality industry, is among the most successful examples of collaborative consumption in modern society (Liu and Mattila, 2017). As a result of the success and rapid growth of companies such as Airbnb, Uber, and Lyft, collaborative consumption has been studied from different perspectives in both business and hospitality literature. For example, Owyang (2013) proposed the three major drivers of the popularity of the collaborative economy are economic drivers, technological drivers, and societal drivers. In Lalicic and Weismayer’s (2018) empirical study on tourists’ loyalty to Airbnb, service quality and social authentic appeal significantly influence customer loyalty, but the economic value and customers’ perception of reduced risk do not impact loyalty. Most of the extant literature on collaborative consumption agrees that two major reasons for customers to

participate in Airbnb are economic and social benefits, however, only a few studies have discussed the critical role of trust to achieve the economic benefits and societal benefits of sharing economy (Yang *et al.*, 2019). Due to the inconsistent results on the drivers of the rising collaborative consumption in the extant literature, this study contributes to the literature by focusing on the role of trust and likability on consumer satisfaction, brand loyalty, and revisit intention of using collaborative consumption platforms.

Oliver (1999) claims that customers follow an attitudinal process to develop loyalty, which can be summarized as a cognitive-affective-conative-action framework (four-stage loyalty). Researchers have identified and validated the three components of attitude: cognition, affection, and conation or behavioral intention and tested the causal relationship between the three components (Choi *et al.*, 2004). Cognition is defined as “people’s thoughts about the attitude object. It encompasses the content of one’s thoughts regarding beliefs in the statement of fact” (Back and Parks, 2003, p. 422). In the Airbnb context, consumers’ cognition (trust in the platform and hosts) is formed based on their knowledge (e.g., experience and information from the website). Affection is considered the emotive component of attitude and is defined as “feelings, moods, or emotional responses that can be measured by collecting verbal reports or by physiological responses” (Back and Parks, 2003, p. 423). Consumers who had a good experience are more likely to develop positive affective reactions (e.g., likability and satisfaction). Conation refers to “behavioral intentions or willingness to act” (Back and Parks, 2003, p. 422).

In this study, we propose a conceptual framework based on the causal relationship between cognition, affection, and conation and an extant literature review on collaborative consumption from the consumers’ perspective in the context of Airbnb (see Figure 1). In the framework, consumers’ trusts in both Airbnb and hosts (cognition) serve as drivers of

consumers' brand likability (affection) of Airbnb, which in turn influences consumers' loyalty and revisit intention (conation) both directly and indirectly through satisfaction.

Insert Figure 1 Here

Trust in Hosts and Trust in Airbnb

In traditional e-commerce, trust refers to the “consumer’s subjective belief that the selling party or entity on the Internet will fulfill its transactional obligations” (Kim *et al.*, 2009, p. 239). Trust in the sharing platform, such as Airbnb, has more dimensions (Liang *et al.*, 2018; Yang *et al.*, 2019) than that in the traditional marketplace. According to Yang *et al.* (2019), Airbnb customers have to trust two objects: the hosts and the platform. On one hand, trust in hosts is created through interactive experiences; and on the other hand, trust in Airbnb is generated through the evaluation of its functional elements (Yang *et al.*, 2019). Liang *et al.* (2018) have examined institution-based trust, defined as an individual’s perception of the institutional environment, and disposition to trust, defined as trust in Airbnb hosts across a broad spectrum of situations. According to the findings by Liang *et al.* (2018), both trusts in Airbnb and hosts have a positive influence on consumers' repurchase intention at Airbnb. Brand likability is the extent to which consumers see the brand in a positive vein and perceive it “as fun, interesting, attractive, prestigious, dynamic, and so forth- just worth spending time with” (Keller, 2012, p. 188). Stated differently, brand likability is consumers’ evaluation of the brand’s assets (Ye & Van Raaij, 2004). In the context of sharing economy, Yang and Ahn (2016) and Wang and Jeoung (2018) found that users' perceptions of Airbnb’s security had a positive impact on their attitudes towards the platform. In line with previous literature, thus, we propose the following hypotheses:

H1: Consumers’ trust in hosts positively influences consumers’ likability of Airbnb.

H2: Consumers' trust in Airbnb positively influences consumers' likability of Airbnb.

Brand Likability

According to Nguyen et al. (2015), increased brand likability will lead to a more positive association and increased brand contentment. Therefore, it is reasonable to argue that when customers perceive the brand as likable or attractive, they are more likely to spend more time with the brand and develop stronger loyalty.

Customer satisfaction is delineated through the comparison of experience with pre-defined expectations. Empirical studies in the service industry have found that customer service, which is one of the elements of brand likability evaluation, positively influenced multiple nonfinancial outcomes including customer satisfaction (Yee *et al.*, 2010). We believe that perceiving the brand as likable, thus holding positive attitudes, will bias the brand evaluations and ultimately drive customer satisfaction in the Airbnb context. In other words, users perceiving Airbnb as likable will consciously or unconsciously exaggerate the perceptions of its positive aspects, while turning blind eye to its downsides, feeling more satisfied by the platform than they would have if perceiving it as unlikeable.

Revisit intention represents the degree individual plans to reuse the accommodation (Goh, 2015). At this point, it is important to delineate the conceptual difference between brand loyalty and revisit intention. These concepts are often linked or used interchangeably. The reason is the multidimensionality of loyalty and the existence of multiple definitions of it (Curtis, 2009). Specifically, while loyalty includes both psychological and behavioral dimensions, revisit intention focuses on a behavioral dimension only. Thus, loyalty and revisit intention are related but distinct from each other. Studies in the lodging and sharing economy contexts provide empirical support for the relationship between positive attitudes and revisit intentions. For

instance, Han and Kim (2010) found that individuals with more favorable attitudes are more likely to revisit the hotel. Similarly, Goh (2015) identified a positive relationship between attitudes and revisit intentions. This is also true in the context of the sharing economy, where favorable attitudes lead to increased participation intentions (Hamari *et al.*, 2016). In a more recent study, Akarsu *et al.* (2020) showed that Airbnb likability had a significant positive influence on consumers' intention to revisit the platform and recommend it to others. Thus, based on the literature, we hypothesize:

H3: The brand likability of Airbnb positively influences customer satisfaction.

H4: The brand likability of Airbnb positively influences brand loyalty.

H5: The brand likability of Airbnb positively influences consumers' revisit intention.

Customer Satisfaction, Brand Loyalty, and Revisit Intention

Customer satisfaction is an important nonfinancial metric that many companies try to increase (Durvasula *et al.*, 2004). The relationship between satisfaction and loyalty is complex. For instance, Oliver (1999) suggested that (a) loyalty may encompass satisfaction, (b) loyalty and satisfaction may overlap, or (c) loyalty and satisfaction may have no relationship at all. At the same time, strong empirical evidence exists that satisfaction, in many cases, represents the main driver of loyalty (e.g., Heitmann *et al.*, 2007). Emphasizing the importance of satisfaction, Chow and Zhang (2008) suggested that the most common reason for brand switching is dissatisfaction, thus managers should identify the most satisfying attributes of their products and services and highlight them to their potential customers. Al-Msallam (2015) found satisfaction, together with brand image and price fairness, to drive brand loyalty. As mentioned earlier the role of satisfaction can significantly vary throughout contexts (Liang *et al.*, 2018). The only study that looked at how satisfaction influences loyalty toward Airbnb is by Priporas *et al.*

(2017), who found that customer satisfaction mediated the impact of service quality on brand loyalty among Airbnb customers. Thus, we propose:

H6: Customer satisfaction positively influences brand loyalty.

Further, it is widely accepted that satisfaction positively influences not only brand loyalty but also revisit intentions. Satisfied consumers are more likely to revisit or share recommendations with others (Chen & Tsai, 2007). The relationship is supported by empirical studies (Fullerton, 2005). In the tourism context, Savinovic *et al.* (2012) investigated the dynamics between satisfaction and revisit intentions at cultural festivals in Australia. Researchers found that customers overall satisfaction had a direct impact on future attendance. Jang and Feng (2007) measured the effect of satisfaction on tourist destination revisit intentions during short-, mid-, and long-term. Bigne *et al.* (2009) though, derived opposite findings and concluded that satisfaction influenced revisit intentions in the long-term, while variety seeking in the short-term period. Even though satisfaction-revisiting intentions have been somewhat investigated in the hospitality context, the empirical studies in the sharing economy, specifically Airbnb, are restricted (Wang & Jeong, 2018). We propose:

H7: Customer satisfaction positively influences consumers' revisit intentions.

Repurchase intention is an expression of customer loyalty and loyal customers consistently repurchase the same products and services from their favorite brands, regardless of competitors' efforts (Zhang *et al.*, 2011). In the hospitality context, Zhou (2011) found a positive influence of brand loyalty on revisit intentions. Akbari *et al.* (2020) found a positive relationship between loyalty and hotel revisit intentions. Based on literature about the lodging industry, we believe it is reasonable to hypothesize that Airbnb customers, who are loyal to the brand are more likely to revisit the company than the ones who are not.

H8: Brand loyalty to Airbnb positively influences revisit intentions to Airbnb.

RESEARCH DESIGN AND METHODOLOGY

Sampling and Procedure

The data was collected from Amazon Mechanical Turk using the online survey created in Qualtrics. A screening question “have you used or ordered an accommodation via Airbnb before?” was displayed at the beginning of the survey. Three hundred and ninety-nine qualified responses were used for the data analysis. Respondents were also informed that the subsequent questions would be related to the experience of their last stay. That was then followed by demographic questions. The demographical information of the respondents was summarized in Table I.

Insert Table I Here

Scale Measurements

We adopted measurement scales from the hospitality management literature: trust in hosts (Yang *et al.*, 2019), trust in Airbnb (Fatma *et al.*, 2020), brand likability (Reysen, 2005), revisit intention (Kim *et al.* 2009), satisfaction and brand loyalty (Lee & Kim, 2018) (see Table II). We used a seven-point Likert scale for the questions with 1 being “strongly disagree” and 7- “strongly agree”. Three control variables used were age, brand love, and sex.

Insert Table II Here

The PLS approach

In the study, we used partial least square structural equation modeling (PLS-SEM) for several reasons: first, this technique is not as strictly bound by normal distribution as CB-SEM. Second, PLS-SEM could be employed to test more complex relationships that consist of indirect

and direct effects. Finally, PLS-SEM is a preferred technique that is to predict target constructs (Hair et al., 2017). With these advantageous features, PLS-SEM has been widely applied in a variety of disciplines (Hair et al., 2012). The model was tested through two steps: assessment of the measurement model and assessment of the structural model using SmartPLS 3 software.

RESULTS

Assessment of measurement model

Although PLS-SEM was not very sensitive to the data normality, extreme nonnormal data could prove problematic when it comes to the assessment of the parameter's significance. Therefore, we began with the data examination. As suggested by established literature (Gravetter & Wallnau, 2014), the acceptable range for the kurtosis and skewness values is from -2 to $+2$. All the kurtosis and skewness values of the indicators were within the acceptable range with one exception of the kurtosis value of BTRU1 (2.065). However, as the degree of kurtosis was not severe and because BTRU1 was one of four indicators measuring the construct BTRU reflectively, this deviation from normality was not a major concern and that indicator was retained.

The measurement model was assessed through three phases: internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2021). First, internal consistency reliability was examined via Cronbach's alpha, and composite reliability (see Table II). The results showed that all Cronbach's alpha and composite reliability values were greater than the cut-off value of 0.7 (Hair et al., 2021).

Second, convergent validity was tested via indicator reliability (or factor loading) and average variance extracted (AVE). All factor loadings, except for HTRU5 (0.649), were greater than 0.7. In deciding whether to remove this item or not, a combination of different criteria, such

as Cronbach's alpha, composite reliability, and average variance extracted (AVE) was evaluated. Specifically, Cronbach's alpha, composite reliability, and AVE of HTRU were 0.896, 0.919, and 0.620, respectively, confirming that those criteria met the requirements even though the item was included. Therefore, this item was retained. Also, all AVE values (0.620 to 0.768) were greater than 0.5 while composite reliability (0.908 to 0.942) was greater than 0.7 (see Table II). Therefore, convergent validity was established.

Third, discriminant validity was evaluated through the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio of Correlations (HTMT) (Hair *et al.*, 2017). According to The Fornell-Larcker criterion, AVE should be greater than squared correlations of latent constructs. The results showed that this requirement was met (see Table II). Next, all HTMT values of the corresponding variables were smaller than 1 (see Table III). Hence, discriminant validity was established.

Insert Table III Here

Common Method Bias

Common method bias is a problem that may arise when the data are collected from the same sample of the population, using the same method for criteria and predictor variables in a specific setting (Podsakoff, et al., 2003). Various techniques have been applied to examine if common method bias exists in this study. First, when data were collected, respondents were reassured that data would be kept anonymous and confidential. Second, measurement scales used in this study were adopted from those validated from related literature. Finally, the pairwise correlation was used following the guideline from established literature (Bagozzi et al. 1991). If the correlations are less than 0.9, there is no concern. All correlations were less than 0.767

(between SAT and LOY) (see Table IV). As a result, common method bias was not a concern in this study.

Insert Table IV Here

Assessment of structural model

We started the assessment of the structural model by examining whether the collinearity issue existed in the structural model. To assess the structural model for collinearity, we checked the following sets of predictors: BTRU and HTRU as predictors of LIKE, LIKE, and SAT as predictors of LOY, and LIKE, LOY, and SAT as predictors of REVIS. As Table V indicated, all VIF values are less than the cut-off threshold of 5 (Hair et al. 2021). Therefore, collinearity was not a concern for the predictor constructs in the structural model.

Insert Table V Here

The formal assessment of the structural model was completed by testing two criteria as suggested by Hair *et al.* (2017): coefficients of determination (R^2) and path coefficients. First, R^2 for likability (0.732), brand loyalty (0.810), satisfaction (0.696), and revisit intention (0.606) indicated moderate and strong predictive power for related constructs (Hair *et al.*, 2017). Next, the hypothesized relationships were tested with path coefficients (Hair *et al.*, 2017). All hypotheses capturing the main effects, except H7, were rejected. In particular, brand likability was driven by trust in hosts and in Airbnb ($\beta = 0.356, p < .01$; $\beta = 0.574, p < .01$, respectively), so H1 and H2 are supported. Brand likability positively influenced satisfaction, brand loyalty, and revisit intention ($\beta = 0.806, p < .01$; $\beta = 0.177, p < .01$, $\beta = 0.309, p < .01$, respectively). Therefore, H3, H4, and H5 are supported. Satisfaction positively influenced brand loyalty ($\beta = 0.590, p < .01$), but did not influence revisit intention ($\beta = 0.137, p > .05$). So H6 is supported,

but H7 is not. And finally, brand loyalty positively influenced revisit intention ($\beta = 0.382$, $p < .01$), so H8 is supported. (see Table VI).

Insert Table VI Here

Mediation Analysis

Although mediation effects are not hypothesized, there are two potential indirect effects that may mediate two paths: from brand likability to revisit intention (LIKE \rightarrow REVIS) and from satisfaction to revisit intention (SAT \rightarrow REVIS). We examined one path at a time.

Path 1: LIKE \rightarrow REVIS

Since revisit intention could be affected by brand likability, directly or indirectly (through satisfaction, and brand loyalty), there is a potential mediation effect of both satisfaction, and brand loyalty on the link between brand likability and revisit intention. Based on the guidelines from related research (Hair *et al.*, 2017), we conducted multiple mediation analyses. First, we examined the total indirect effect (a combination of three effects: LIKE \rightarrow LOY \rightarrow REVIS, LIKE \rightarrow SAT \rightarrow LOY \rightarrow REVIS, and LIKE \rightarrow SAT \rightarrow REVIS) and found that it was significant ($\beta = 0.359$; 95% CI: 0.178, 0.522). The results showed that the direct effect (LIKE \rightarrow REVIS) was also significant ($\beta = 0.309$; 95% CI: 0.101, 0.532). Therefore, it confirmed that both satisfaction and brand loyalty serve as complimentary (partial) mediators (see Table VII).

Insert Table VII Here

Path 2: SAT \rightarrow REVIS

The same procedure was used to test Path 2. The results confirmed that brand loyalty is a full mediator between satisfaction and revisit intention (see Table VII).

DISCUSSION AND CONCLUSIONS

Conclusions

Drawing on trust and collaborative consumption literature (Yang et al., 2019; Fatma et al., 2020), this paper investigates the drivers and outcomes of brand likability in the Airbnb context. The results from 399 Airbnb customers confirm that all hypotheses are supported, except H7 (SAT → REVIS). More specifically, the results show that trust in both hosts and Airbnb are key drivers of brand likability. Moreover, consistent with our anticipation, brand likability enhances satisfaction, brand loyalty, and revisit intention. Furthermore, even though satisfaction impacts brand loyalty it does not influence revisit intention. The findings further reveal that both satisfaction and brand loyalty are complementary mediators of the relationship between brand likability and revisit intention.

Theoretical Implications

From a theoretical standpoint, our research complements and extends prior literature on collaborative consumption in three ways. First, we explicitly examined the impact of consumers' trust in sharing economy platforms (e.g., Airbnb) and trust in peer service suppliers (e.g., Airbnb hosts) on consumers' perception of brand likability. Our research results show that consumers' trust in both Airbnb and hosts will make the Airbnb brand more attractive and likable, and consumers are more willing to spend more time staying in Airbnb accommodations.

Second, prior studies in the domain of sharing economy have reported how trust influences customers' repurchase intention (Liang *et al.*, 2018) or continuous intention to use (Yang, *et al.*, 2019). Taking one step further in these studies, we investigated the impact of trust and likability on consumers' brand loyalty and revisit intention in an integrated model based on

the causal relationship between cognition, affection, and conation. The results suggest that both consumers' trust in Airbnb and hosts positively influence their perception of the likability of the Airbnb brand, which in turn will enhance satisfaction, brand loyalty, and their revisit intention.

Third, different from what is anticipated, satisfaction does not result in revisit intention in the context of Airbnb. As earlier noted, a significant relationship between satisfaction and revisit intention has been found in travel and hospitality literature (e.g., Fullerton, 2005). However, this is not the case in this study. A possible explanation for this could be the relationship between satisfaction and revisit intention is mediated by brand loyalty (which was not formally hypothesized in this study) given the fact that satisfaction is positively related to brand loyalty which is then positively related to revisit intention.

Managerial Implications

From a managerial standpoint, the model of this study can be used as a roadmap for sharing economy platforms and the service providers (i.e. hosts) seeking to enhance brand loyalty and revisit intention.

Booking and accommodation through Airbnb involve transactions among three entities- guests, hosts, and the platform itself. Trust in this system is important as it reduces risk perceptions and even enhances perceptions of benefits (Lee *et al.*, 2018). Host trustworthiness can be communicated in many different ways, some of which require platform involvement (e.g., the platform is designed to encourage guests to leave comments, or add the "Q&A and online chat" function), while others can be done by self-marketing efforts of the hosts themselves (e.g., offering short videos or occasional newsletters suggesting tips and tricks would teach hosts the basics of hospitality and self-marketing). These self-marketing activities include posting trustworthy profile images, which according to Ert *et al.* (2016) can significantly increase

booking intentions, and providing video content, where hosts introduce themselves and their properties. Using various forms (e.g., text and video content) hosts would present themselves as authentic and trustworthy individuals.

Trust in the platform is no less important than trust in the host. Adding the credit card details and allowing the platform to charge funds requires the security and safety of the system. It is, therefore, vital for Airbnb to communicate its security measures via security-indicating labels and information on how the company protects sensitive user data. Additionally, high-quality customer service reachable at any time via a toll-free number or online chat can increase the users' perceptions of a human presence and give them peace of mind. The platform should also communicate what guests should do in critical situations. These measures can enhance trust in the platform and encourage brand likability, which results in loyalty and repurchase intentions.

Finally, results show a positive relationship between loyalty and revisit intention. Customer loyalty could be achieved in various ways, for instance, rewarding returning users with discounts on accommodation, or offering transport tickets and car rental offers, can enhance guest loyalty. A great example of such a system is Booking.com's Genius loyalty program, which offers lifetime discounts and other rewards to its loyal users. Airbnb should "listen" to its audience and offer benefits suitable to various customer segments. For instance, some might enjoy discounts, while others, who are less price-sensitive might appreciate special features, such as a dedicated travel assistant. Some other guests might like getting local and authentic experiences, such as wine tasting or city tours with local guides. Implementing the above-mentioned managerial recommendations can help Airbnb and its hosts thrive, by increasing customer loyalty and revisit intention.

Limitations and Future Research

Although this study has offered several theoretical and practical implications, the findings should be applied with caution. First, this research was completed when the entire world was hit by the COVID-19 pandemic. Hospitality is one of the industries that has been most affected by the crisis. Therefore, marketers should be cautious when applying the findings of this research in post-pandemic. Second, Airbnb has been used as the context for the study, which is only one of several businesses that are built upon the collaborative consumption concept. The findings could be generalizable to the hospitality industry but not necessarily to other businesses in the sharing economy context, such as ride-sharing (i.e., Lyft, or Uber). Finally, the data of this paper is collected via Amazon MTurk. Although widely used for economic and time-saving reasons, this source of data is questioned by some. Thus, we suggest that future researchers use a different data source, preferably from a more representative consumer panel.

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