

Culture Mindsets and Intention to Stay in Foreign P2P Accommodation: Exploring underlying mechanisms

Abstract

This study enriches the literature through revealing the mechanisms by which culture mindsets predict intention to stay in foreign P2P accommodation. Drawn from two surveys with 508 Americans and 535 Mainland Chinese, respectively, the results show that endorsement of growth mindset in culture (GMC) predicted intention, but with different valence and through different mediators. Specifically, Americans who endorsed GMC had higher intention because of their positive attitude, strong subjective norm, and high perceived behavioral control. By contrast, Mainland Chinese who endorsed GMC had lower intention merely in view of their negative attitude. The discrepancies in the findings are discussed vis-a-vis the cultural values. This study contributes to the literature by exploring how culture mindsets shape behavioral intention, while revealing that the psychological mechanisms vary with cultures. P2P accommodation practitioners are recommended to adapt their marketing campaigns to consumers' culture mindsets.

Keywords: P2P accommodation; Lay theories; Implicit theories; Psychological essentialism; Cross-cultural difference; Sharing economy

1. INTRODUCTION

Peer-to-peer (P2P) accommodation has become a buzzword in recent years, but is not a new type of accommodation for tourists. It refers to short-term accommodation, either a room or an entire house, offered by hosts in exchange for money (World Bank Group, 2018). Its phenomenal growth came after the emergence of online platforms such as Airbnb which help tourists to make booking decisions. Although it poses threat to the business of traditional hotels and its regulation has yet to be improved in many destinations, it creates business opportunities for entrepreneurs, resolves the problem of undersupply of accommodation during mega-events, and maximizes the use of resources through collaborative consumption of accommodation (Belarmino & Koh, 2020). Therefore, the business model of P2P accommodations adds value to the sustainability of a destination and continuous development of this business is justifiable. However, a recent report on the global P2P accommodation market indicates that demand has reached a tipping point, especially in some mature destinations such as the United States, the

United Kingdom, France, and Germany (World Bank Group, 2018), where international tourism prospers (World Tourism Organization, 2019). Similar issues are likely to be encountered by emerging destinations in the future. Hence, it is imperative to examine the factors affecting tourists' intention to stay in P2P accommodation when they travel abroad (Tussyadiah & Pesonen, 2018), so as to provide practical suggestions for hosts and online platforms to grow and sustain their businesses.

Research about factors affecting consumers' decision to stay in P2P accommodation is not scant. Significant factors include personal risk, cost saving, and being trendy (So et al., 2018; Tussyadiah, 2016; Tussyadiah & Pesonen, 2018). However, these perceptual factors are unstable because perception is subject to situational changes (Pezenka et al., 2017). It is important to gain a better understanding of personal factors or traits which are persistent over time. It is therefore worthwhile to investigate beliefs, which are less vulnerable to alteration and known to influence perceptions. Even so, less is known about the influence of beliefs in P2P accommodation research. Beliefs, according to the mindset theory, are rooted in lay systems that individuals use to interpret and evaluate their social world (Murphy & Dweck, 2016). In other words, individuals form judgements according to their beliefs regarding whether personal attributes (e.g., personality, intelligence, culture, and others) are malleable or fixed. The belief that attributes are malleable (versus fixed) is coined as growth mindset (versus fixed mindset). For instance, people who endorse the growth mindset in intelligence believe that intelligence can be improved through knowledge advancement, whereas those who endorse the fixed mindset in intelligence believe that intelligence does not increase no matter how hard a person works (Thomas & Sarnecka, 2015).

While the high predictive power of mindset theory on human responses has been demonstrated in the social psychology literature, research into its application in hospitality and tourism remains scant (Fong et al., 2019). The limited scholarly effort makes our understanding of the applicability of mindset theory for explaining hospitality and tourism phenomena incomplete, and hence additional research is essential. As mentioned above, the mindset theory explains formation of beliefs regarding different attributes such as personality, intelligence, culture, and others. It is important to focus on an attribute that is relevant to the issues being studied (Dweck et al., 1995). The current research focuses on the context of P2P accommodation while traveling abroad (i.e., foreign P2P accommodation), which always emphasizes local culture, either attached to its amenities or lifestyle, so that tourists can have authentic experiences during their stay (Lyu et al., 2019). However, local culture is a double-edged sword, as it is a motivator for some tourists but a barrier for others (Huang et al., 2019).

The cultural barrier may be more salient among tourists who endorse the fixed mindset of culture as they would believe that they will not be able to adapt to the foreign culture in P2P accommodation. By contrast, tourists who endorse growth mindset of culture may value the experience of cultural difference. Therefore, among various mindset theory attributes, culture is chosen for the current research.

Mindset theory in culture has been used to explain human responses to foreign cultures such as Asians' assimilation towards American culture (No et al., 2008), Europeans' view of Arab immigrants (Buhagiar et al. 2018), and local students' intercultural rejection sensitivity against international exchange students (Chao et al., 2017). To the best understanding of us, only Fong et al. (2019) have applied the mindset theory in culture to explain phenomenon in tourism and hospitality, particularly tourists' responses to ethnic-tailed hotel services. So, its predicting power has yet to be verified in the context of P2P accommodation. Furthermore, Fong et al.'s (2019) has not examined the psychological mechanism that bridges mindset theory in culture and tourist responses, leaving a gap in the literature. Given these observations, following the principles of mindset theory, we examine if growth mindset in culture (GMC – a belief that culture is malleable) enhances intention to stay in foreign P2P accommodation and explore the psychological mechanisms.

The proposed mechanism is grounded in the theory of planned behavior (TPB) which suggests that behavioral intention was explained by attitude, subjective norm, and perceived behavioral control. TPB was widely used to predict behavioral intention across domains such as health (Ajzen, 2011), consumer decision (Han & Stoel, 2017), social entrepreneurship (Zaremohzzabieh et al., 2019), and tourism (Ulker-Demirel & Ciftci, 2020). TPB also explained how belief shapes behavioral intention such as environmental behavior (Greaves et al., 2013), hotel choice (Han & Kim, 2010), and anti-doping in sport (Chan et al., 2015). These evidences lend theoretical support to the mediating roles of attitude, subjective norm, and perceived behavioral control between GMC (a belief) and intention to stay in foreign P2P accommodation. By examining the mediating effects and clarifying how they work, this study offered a deeper understanding of mindset theory in terms of the psychological process. The robustness of our propositions was verified by studying Americans and Mainland Chinese, who have different cultural values. The findings will be useful to P2P accommodation hosts, as they should want to tap into a larger share of revenues contributed by the two highest spending tourism markets: the United States and China (The World Bank, 2019). Implications that will facilitate P2P accommodation hosts and online platforms in identifying the right American and Mainland Chinese consumers will be provided.

To deliver the abovementioned contributions, this study has three objectives: (1) to examine whether GMC (a belief) predicts intention to stay in foreign P2P accommodation; (2) to examine whether the belief-intention link is mediated by attitude, subjective norm, and/or perceived behavioral control and how such mediation works; (3) to examine whether the conclusions regarding the belief-intention link and mediating roles are equally or unequally robust for Americans and Mainland Chinese.

2. LITERATURE

2.1 P2P Accommodation Research

P2P accommodation is a tourism business subsumed under collaborative consumption which involves sharing of access to products and services coordinated via online platforms (Tussyadiah, 2016; Tussyadiah & Sigala, 2018). Some examples of these P2P online platforms are Airbnb, 9flats, and Xiaozhu. Alongside the growing popularity of P2P accommodation, a vast body of literature has accumulated in recent years. These previous studies can be categorized into six major streams: (1) customer experience in P2P accommodation (Lyu et al., 2019; Pappas, 2019), (2) pricing of P2P accommodation (Ert & Fleischer, 2019; Lorde et al., 2019; Tang et al., 2019), (3) effect of online platform of P2P accommodation on consumer choice (Park & Tussyadiah, 2020; Ye et al., 2019), (4) impact of P2P accommodation on local stakeholders (Garau-Vadell et al., 2019; Jiang et al., 2020; Stergiou & Farmaki, 2020; Stienmetz et al., 2020; Yi et al., 2021), (5) hosts' perception of operating P2P accommodation (Farmaki et al., 2020; Li et al., 2020; Zhang et al., 2021), and (6) factors affecting tourists' choice to stay in P2P accommodation.

Compared with the other five research streams, factors affecting tourists' adoption of P2P accommodation have received more scholarly attention, which is reasonable because P2P accommodation hosts and platforms strive to grow their businesses and could benefit from additional research implications and suggestions. A variety of factors affecting the adoption of P2P accommodation have been identified and examined. Perceived risk was found to be a major inhibitor (Huang et al., 2019), especially for female tourists, who are exposed to higher personal risk (Farmaki, 2019). Intention to stay in P2P accommodation varied not only with gender, but also age, education level, and income level (Olya et al., 2018). An earlier study even found that intention varied with consumers' personality (Pezenka et al., 2017). Further, a recent study found that Chinese customers' cultural values influence their loyalty to a P2P accommodation (Zhang et al., 2020). Customers' trust beliefs (composing integrity, ability and benevolence) on P2P accommodation also affect their willingness to use the accommodation

(Agag & Eid, 2019).

Studies on drivers and inhibitors of staying in P2P accommodation have prevailed. Tussyadiah (2016) revealed that intention to stay was induced by enjoyment and cost savings, but hindered by guest-host social interaction. However, a recent study by Tussyadiah and Pesonen (2018) found social interaction and cost savings to be significant drivers, and trust in hosts or platforms and familiarity with the P2P accommodation business major inhibitors. In So et al.'s (2018) study, the significant drivers were enjoyment and affinity to trends, whereas the significant inhibitor was insecurity.

Although a variety of factors have been examined, they were limited to perceptual, socio-demographic, and personality variables. Previous research has not considered the role of lay systems which structure the formation of belief and the mental process that leads to behavioral intention. This gap is filled by the present research, which postulates the prediction of intention to stay in foreign P2P accommodation by culture mindsets.

2.2 Culture Mindsets and P2P Accommodation

Experiencing authentic local culture, either through accommodation setting or interaction with hosts, is an essential element in P2P accommodation and well-understood by tourists upon booking accommodation (Lyu et al., 2019; Mao & Lyu, 2017). This unique element is sought by some tourists, but not others (Huang et al., 2019). An investigation of the factors that reliably distinguish users and non-users of P2P accommodation is essential. Among various factors, demography and perception are not ideal as they change over time (Pezenka et al., 2017). By contrast, belief is stable and has been recommended as an effective predictor of perception and human behavior (Haslam, 2017).

Social psychology literature indicates that formation of beliefs is rooted in lay systems, coined as mindset theory, also called implicit theories and psychological essentialism. Mindset theory maintains that lay persons implicitly form beliefs about personal attributes to help them interpret the social world and frame their social experiences (Fong et al., 2019). It suggests that beliefs about personal attributes vary on a spectrum anchored by viewing attributes as fixed or malleable, and systematically affect people's responses to changes in situations (Schumann & Dweck, 2014). People who believe that attributes are malleable have a stronger tendency to change their thought and behavior than their counterparts who endorse the view that attributes are fixed (Haslam, 2017). Previous research has identified and empirically verified numerous attributes such as personality (Mathur et al., 2012), altruism (Carlson & Zaki, 2018), and culture (Chao et al., 2017). As noted in the Introduction, culture is a distinctive element in P2P

accommodation and thus an attribute of mindset theory that plausibly fits the current research. Therefore, this study focuses on the culture mindsets, which denote “a person’s belief about whether values of a culture are fixed or alterable attributes” (Fong et al., 2019, p.3613). The belief that culture is a malleable attribute is called the growth mindset in culture (GMC), whereas the opposite is called the fixed mindset in culture (FMC).

Culture mindsets shape sojourners’ understanding and evaluation of their cultural encounters (Chao et al., 2017). Particularly, endorsers of the GMC adapt their cultural values to their environment so that foreign cultures are more acceptable to them (Zagefka et al., 2013). When foreign P2P accommodation is characterized by setting and social environment with strong local culture, the GMC is likely to enhance tourists’ intention to stay in it. Thus, we hypothesized that:

H1: GMC is positively associated with intention to stay in foreign P2P accommodation

In the hospitality and tourism literature, research about mindset theory in culture is very limited. A recent study found that the FMC (i.e., a belief that culture is fixed) drove consumers to choose and recommend a hotel offering service tailored to their ethnicity (Fong et al., 2019). However, the psychological mechanism underlying the belief and behavioral intention was unclear. An investigation of the mediators is important as the belief-intention relationship is not necessarily significant (Lu & Lin, 2002). Without the presence of mediators, a conclusion that belief has no influence on behavioral responses can be invalid. To examine the psychological mechanism (i.e., mediators) connecting the GMC and intention, we ground the mechanism in TPB, which is according to our best understanding a theoretical void in the broader literature.

2.3 Theory of Planned Behavior as the Psychological Mechanism

TPB is a widely recognized social psychology theory for explaining human behavior. The theory maintains that human behavior is reliant on behavioral intention, which rests upon perceptions including attitude towards the behavior, subjective norm, and perceived behavioral control. These perceptions are formed based on schema defined by the beliefs that an individual holds (Ajzen, 1991). The framework of TPB lays the theoretical ground for connecting culture mindsets (a belief) and intention to stay in foreign P2P accommodation.

2.3.1 Attitude

Grounded in expectancy-value theory, the determining effect of belief on attitude has

solid empirical support according to a meta-analysis conducted by Zebregs et al. (2015). Attitude, the evaluation of an object, domain, or action which results in favorable or unfavorable responses, is composed of two dimensions: cognitive attitude and affective attitude (Millar & Millar, 1990). These types of attitude are shaped by mindsets. Endorsers of the growth mindset found changes more acceptable (a cognitive attitude) (Yorkston et al., 2010) and were more likely to anticipate the positive effects derived from an action (Yeager et al., 2013). These findings shed light on the present research. Because they believe that culture can be socially constructed, endorsers of the GMC may find adapting to the culture in foreign P2P accommodation acceptable and even enjoyable, which lends support to their positive attitude towards staying in it. This positive attitude will then be translated into stronger intention to stay in foreign P2P accommodation (Ajzen, 1991). Therefore, we hypothesized that:

H2a: GMC is positively associated with attitude towards staying in foreign P2P accommodation (attitude)

H2b: Attitude is positively associated with intention to stay in foreign P2P accommodation (intention)

H2c: Attitude mediates the positive relationship between GMC and intention

2.3.2 *Subjective Norm*

While attitude concerns personal attitude, subjective norm concerns social attitude and refers to the extent to which a person perceives that important others will endorse their pursuance of an activity. Varying among individuals, important others can be family members, friends, companions, and others (Ajzen, 1991). These important others may hold opposite attitudes towards an object or action. Beliefs bias a person towards important others who share his/her attitude. According to the group dynamics literature, mindsets bias an individual's opinion towards groups sharing his/her opinion, but the focal point of endorsers of the growth mindset is different from that of their fixed mindset counterparts (Hong et al., 2001). Endorsers of the growth mindset stress the goal of a group, whereas endorsers of the fixed mindset are concerned with the traits of a group. These group biases resulting from mindsets shed light on their subjective norm regarding staying in foreign P2P accommodation. Endorsers of the GMC, who are supposed to favor foreign P2P accommodation according to our first hypothesis, may be biased towards and only consider important others with the common goals of experiencing authenticity and learning about local culture during their stay in P2P accommodation. Endorsers of the FMC, who are assumed to oppose foreign P2P accommodation, may only consider important others who share similar traits as the sharing of traits hints at homogenous

perception and behavior (Chan et al., 2017). Therefore, irrespective of whether the focal point is the goal or the trait, both types of individuals (growth or fixed) will selectively take the advice of important others who share their opinions (i.e., pro-P2P accommodation for the GMC; anti-P2P accommodation for the FMC). According to TPB, the subjective norm will enhance behavioral intention (Ajzen, 1991). Taken together, we hypothesized that:

H3a: GMC is positively associated with subjective norm of staying in foreign P2P accommodation (subjective norm)

H3b: Subjective norm is positively associated with intention

H3c: Subjective norm mediates the positive relationship between GMC and intention

Prior research indicated that subjective norms predict attitude and this predicting relationship enhanced model fit (Han & Kim, 2010). Therefore, we also hypothesize that:

H4: Subjective norm is positively associated with attitude

2.3.3 Perceived Behavioral Control

Perceived behavioral control refers to the degree to which a person perceives that he or she has the capacity to achieve a goal or complete a task. A vast body of literature about mindset theory suggests that in the process of achieving a goal, endorsers of the growth mindset adopt mastery-oriented strategies (e.g., exert effort to overcome setbacks), whereas fixed mindset counterparts adopt helplessness-oriented strategies (e.g., being full of anxiety and reluctant to devote adequate resources to goal achievement) (Burnette et al., 2013). These arguments shed light on the current research. Endorsers of the GMC may be confident in adapting to local culture in P2P accommodation and resolving any cultural conflicts (high perceived behavioral control), whereas endorsers of the FMC may be emotionally overwhelmed by their inability to adapt to cultural differences (low perceived behavioral control). Together with the suggestion of TPB that perceived behavioral control promotes behavioral intention, we hypothesized that:

H5a: GMC is positively associated with perceived behavioral control of staying in foreign P2P accommodation (perceived behavioral control)

H5b: Perceived behavioral control is positively associated with intention

H5c: Perceived behavioral control mediates the positive relationship between GMC and intention

3. METHOD

3.1 Research Design

This study concerned the predicting power of a culturally specific belief. It was therefore important to verify if the findings were robust across cultures. Considering the variation in cultures between America and Mainland China. We examined the conceptual model with American and Mainland Chinese samples using online survey approach. Data collection was conducted in late 2018.

3.2 Respondents and Procedure

In the American study, data collection was conducted on Amazon Mechanical Turk (MTurk). The electronic questionnaire was developed using Qualtrics which allows connection with MTurk. Two screening questions were asked at the outset of the survey. Respondents who were Americans and aged 18 or above were qualified to partake in the survey. To ensure that respondents understand the meaning of P2P accommodation before responding to the questionnaire items, we stated its meaning that “P2P accommodation refers to a type of accommodation where visitors or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises and with whom public space is, to a degree, shared” (Lynch, 2005, p.534) at the beginning of the survey. To maximize the quality of response, we occasionally ask participants to select a certain answer such as “select disagree for this answer” (attention check question). A wrong choice led to the termination of survey and the corresponding response was excluded. A total of 613 responses were recorded, but 99 were not usable because they were incomplete or filtered out by the attention check questions. Therefore, 514 responses were retained. Among these responses, six outlier cases were identified (absolute z -values greater than 4 in certain variables) and thus 508 responses were retained for hypothesis testing.

The design and procedure of Mainland Chinese study resembled those of American study. An online survey was conducted on WJX.com where the electronic questionnaire was constructed and distributed using its sampling service. Being Mainland Chinese and aged 18 or older were the qualifying criteria of this survey. A total of 754 responses were received, but 211 were not usable because of incomplete responses and incorrect response to the attention check question. Among the 543 retained responses, eight outlier cases were found (absolute z -values greater than 4 in certain variables) and eliminated. Therefore, 535 cases were retained for model testing.

Table 1 shows the profile of respondents in both studies. Regarding the profile of American respondents, gender was almost evenly distributed (Female = 50.6%). Most of them were between 25 and 44 years old (70%) and had completed high school (85.7%). Over half of

them had an annual household income of (USD) \$25,000 to \$74,999 (57.1%). Most of them (69.5%) had never stayed in foreign P2P accommodation. Regarding the profile of Mainland Chinese respondents, gender was not far from evenly distributed (Female = 53.3%). The majority of them were between 25 and 39 years old (77.8%) and had completed a Bachelor's degree (92.3%). Most respondents earned a monthly household income of (Yuan) 10,000 to 29,999 (63.4%). Moreover, most of them (79.6%) had stayed in P2P accommodation when traveling abroad.

<<< Insert Table 1 here >>>

3.3 Measures

The measures of attitude, subjective norm, perceived behavioral control, and intention were adapted from Han et al. (2010) to fit the context of foreign P2P accommodation. To operationalize attitude, we asked respondents their opinions toward staying in P2P accommodation when traveling abroad with three 7-point bipolar items: extremely bad (1) to extremely good (7), extremely unpleasant (1) to extremely pleasant (7), and extremely negative (1) to extremely positive (7). Subjective norm, perceived behavioral control, and intention were operationalized with a 7-point Likert scale in which 1 denoted “strongly disagree” and 7 represented “strongly agree”; each construct contained three items. The measure of GMC contained four 6-point Likert-type scale items which were borrowed from Chao et al. (2017). A pretest was conducted with 103 respondents recruited from MTurk. None of the respondents expressed difficulty in comprehending the items. The measurement items are listed in Table 2.

<<< Insert Table 2 here >>>

In the Mainland Chinese study, a Chinese questionnaire was necessary. Translation and back-translation procedures were undertaken to ensure semantic equivalence. Two professional translators who were experienced in Chinese-English translation were recruited. One of them translated the questionnaires into Chinese. Then a researcher reviewed the Chinese version to ensure language adequacy and fluency. The second translator then back-translated it into English. A detailed comparison revealed that the two versions were semantically consistent. The Chinese instrument was pretested with 107 respondents recruited on WJX.com. None of the respondents indicated problems with understanding the items.

3.4 Measurement Model

Partial Least Square Structural Equation Modeling (PLS-SEM) was utilized to examine the conceptual model. PLS-SEM, compared with covariance-based SEM, better fits this study which explores but does not confirm the relationships between the GMC and variables in TPB. Moreover, the covariate (experienced P2P accommodation when travelling abroad) is a single-item and nominal variable, which cannot be adequately analyzed with covariance-based SEM. Since PLS-SEM uses a bootstrapping technique, data normality was not a concern.

Before examining the hypotheses, the adequacy of the measurement model needed to be ensured. A reliable item should have an outer loading of 0.708 or above. Both studies identified the same unqualified item of perceived behavioral control and thus eliminated it (see *Notes* in Table 2). The other items were retained as their outer loadings were above 0.708. As shown in Table 3, in both studies, the values of Cronbach's Alpha, rho_A, and composite reliability were greater than 0.7. The results indicate that the measures were reliable. The AVE values were greater than 0.5 and hence convergent validity was confirmed. Discriminant validity was also exhibited as item outer loadings on constructs were greater than cross-loadings on other constructs (see Table 2); Square-root of AVE of a construct was greater than its correlations with other constructs (see Table 3); Heterotrait-Monotrait Ratio (HTMT) results show that HTMT values (American study: 0.160 to 0.849; Mainland Chinese study: 0.031 to 0.792) were less than 0.90 and the bias-corrected confidence intervals did not include 1.

<<< Insert Table 3 here >>>

3.5 Common Method Bias

This study minimized common method bias using both procedural and statistical remedies. As a procedural remedy, we promised anonymity before respondents agreed to participate in the survey. The statistical remedies used allowed us to conclude that the bias was not a concern. First, Harman's single-factor test was conducted by performing Principal Component Analysis on all retained items of latent constructs. The results in both studies were satisfactory as more than one factor resulted and the first factor explained less than 50% of the variance. Second, Unmeasured Latent Marker Construct (ULMC) (Liang et al., 2007), a more rigorous approach, was conducted. The results showed that all method factor loadings were statistically insignificant and the indicators' substantive variances largely exceeded their method variances. In particular, the ratios of average indicators' substantive variance to

average method variance (American study: 1,457:1; Mainland Chinese study: 108:1) were far greater than that in Liang et al. (2007) (42:1). The ULMC results confirmed that common method bias was not a concern for this study.

4. RESULTS

Before testing our hypotheses, the multicollinearity issue was assessed in both studies. The largest VIF value was less than 5, so multicollinearity was not a concern. Table 4 exhibits the results of hypothesis tests. H1 was not supported in both studies because the direct relationship between GMC and intention to stay in foreign P2P accommodation was not statistically significant. The studies consistently found that intention was positively predicted by attitude (H2b), subjective norm (H3b), and perceived behavioral control (H5b), while subjective norm was positively associated with attitude (H4).

<<< Insert Table 4 here >>>

Coherent with H2a, GMC positively predicted attitude in the American study. However, a negative prediction was revealed in the Mainland Chinese study. The positive relationship between GMC and subjective norm (H3a) was supported in the American study, whereas the relationship was not statistically significant in the Mainland Chinese study. Similarly, GMC was positively associated with perceived behavioral control (H5a) in the American study, but the relationship was not statistically significant in the Mainland Chinese study.

The mediation effects were also inconsistent between the studies. The American study revealed that GMC positively predicted intention through attitude (H2c), whereas the Mainland Chinese study revealed a negative indirect effect. GMC also positively predicted intention through subjective norm (H3c) in the American study, but the indirect effect was not significant in the Mainland Chinese study. Finally, the indirect effect of GMC on intention through perceived behavioral control (H5c) was marginally significant in the American study, whereas the indirect effect was not significant in the Mainland Chinese study. The predictive relevance of the structural models was adequate as the Q^2 values of significant predictive relationships were greater than zero.

5. DISCUSSION OF FINDINGS

The global advocacy of reducing over-consumption lends support to a sharing economy in which staying in P2P accommodation is highly encouraged. Therefore, it is imperative to understand the factors driving tourists to stay in P2P accommodation when traveling abroad.

Grounded in mindset theory and TPB, this research examined the predicting effect of GMC (i.e., a belief) on intention to stay in foreign P2P accommodation through attitude, subjective norm, and perceived behavioral control. Two studies were separately conducted with Americans and Mainland Chinese in order to examine the robustness of our findings. The findings drawn from Americans were mostly in line with our conjectures, whereas unexpected findings were yielded in the Mainland Chinese study.

Both studies show that the predicting effect of GMC on intention to stay in foreign P2P accommodation cannot be established without mediators. Although prior research found a direct negative relationship between GMC and tourists' choice of an ethnically tailored hotel (Fong et al., 2019), our study failed to find a direct relationship, but indirect relationships existed. As such, the implicit belief-intention link may not necessarily be established. It is imperative for future research to consider the underlying mechanism, especially the mediating role of attitude as it is significant for both Americans and Mainland Chinese.

Coherent with TPB and previous research (Mao & Lyu, 2017), both studies reported that intention to stay in foreign P2P accommodation is higher if tourists favor it (positive attitude); their important others agree with their staying in it (strong subjective norm); and they can stay in it at their own discretion (high perceived behavioral control). However, the findings about the predictive role of GMC were somewhat unexpected. The American study revealed that GMC promoted intention to stay in foreign P2P accommodation through positive attitude towards, strong subjective norm of, and high perceived behavioral control of staying in the accommodation. By contrast, the Mainland Chinese study found that GMC discouraged intention to stay in foreign P2P accommodation, while only attitude but neither subjective norm nor perceived behavioral control had a mediating function. Prior research showed that mindsets consistently predicted the judgment of Americans and Hong Kong Chinese (Chiu et al., 1997). Our study focusing on Mainland Chinese revealed contrasting results, which may be because Chiu et al.'s (1997) study was conducted during the period when Hong Kong was a British colony and the Chinese participants were deeply influenced by British culture, which is comparable to American culture.

According to Church et al. (2006), the effects of mindset vary with cultures in the realms of individualism and collectivism. Americans are identified as individualists whereas Mainland Chinese are known as collectivists (Hofstede et al., 2010). In line with our conjecture, Americans who endorsed the GMC held a positive attitude towards foreign P2P accommodation and thus were likely to stay in it. As they believe that cultural values are malleable, they are more adaptable to cultural differences in foreign P2P accommodation and

even find it enjoyable. They might perceive having to adapt as a learning experience and appreciate it, as people endorsing growth mindset focus on the process leading to the achievement of goals (Burnette et al., 2013), whereas people endorsing the fixed mindset might consider the cultural difference a burden. Surprisingly, in the Mainland Chinese study, the GMC discouraged their staying in foreign P2P accommodation. Mainland Chinese tourists who endorsed the GMC were likely to hold negative attitudes towards this type of accommodation when traveling abroad and hence would not stay in it. In other words, the counterparts who believed that culture is fixed (i.e., FMC) favored and would stay in foreign P2P accommodation. A plausible explanation is that Mainland Chinese, who are generally collectivists, focus their goals on performance or desired outcomes rather than learning processes (Burnette et al., 2013). They might think that authentic experiences in foreign P2P accommodation allow them to have exotic experiences, which fits their desire for novelty in tourism. They would be less concerned about learning or adapting to the local culture. Instead, they would focus on whether novelty, the desired outcome, would be attained.

In our proposition of the mediating role of subjective norm, we assumed that both GMC and FMC bias individuals towards the thought that their important others would support their behavior of staying or not staying in foreign P2P accommodation. However, this may not work for collectivists, considering the findings of our Mainland Chinese study. The bias towards others' support of oneself aligns with individualists' self-centered way of thinking (Darwish & Huber, 2003). By contrast, collectivists consider whether actions will satisfy social goals (important others' goals), and thus the self-centered thinking was not applicable to the Mainland Chinese in our study (King & Watkins, 2012). This culturally salient trait of Mainland Chinese might have suppressed the bias from subjective norm aroused in implicit theories of culture. Specifically, Mainland Chinese might not only be biased towards important others who share their thoughts.

Our proposition of the mediating role of perceived behavioral control was built on the argument that endorsers of growth mindset emphasize mastery of difficulties whereas endorsers of essentialist theory respond with anxiety and helplessness, so that the former would perceive that they would be able to address any cultural issues during their stay in foreign P2P accommodation whereas the latter would avoid the action. Therefore, perceived behavioral control affects the process that leads to an outcome regarding foreign P2P accommodation. The focus on process aligns with individualists' way of thinking, but not with that of collectivists, who primarily emphasize performance or desired outcomes (Burnette et al., 2013). Hence, perceived behavioral control explained the relationship between culture mindsets and

behavioral intention for Americans (individualists), but not Mainland Chinese (collectivists).

6. CONCLUSIONS AND IMPLICATIONS

6.1 Theoretical Contributions

A sharing economy resonates with the advocacy of sustainability in this day and age. P2P accommodation, a kind of sharing economy business in tourism and hospitality, has received vast scholarly attention in recent years. By examining the factors that increase tourists' intention to stay in foreign P2P accommodation, this study adds knowledge to the literature in several aspects. First, although recent years have seen extensive research into antecedents of staying in P2P accommodation, the foci of these studies were perceptual and demographic factors. Less is known about the predicting role of personal belief, which is recognized as more stable than other factors. Our examination of culture mindsets (i.e., a belief) fills this void. Second, while mindset theory and TPB were both well-established in the social psychology literature, their theoretical connection remained unexplored. This study provides empirical evidence to support their relationship and to extend both theories; while the psychological mechanism underlying culture mindsets and intention is clarified. Third, attitude as a significant mediator in both the American and the Mainland Chinese studies lends support to the belief-attitude-intention path suggested in TPB. Beyond that, the findings drawn from Americans show that subjective norm and perceived behavioral control also explain the relationship between belief and intention. The inconsistent findings drawn from American and Mainland Chinese respondents lay the foundation for further investigations of the underlying reasons so that the knowledge of mindset theory can be enriched. Finally, the insignificant direct relationship between culture mindsets and intention signals that the incorporation of mediators is paramount.

6.2 Practical Implications

The findings regarding the positive impacts of attitude, subjective norm, and perceived behavioral control on intention to stay in foreign P2P accommodation signals that hosts and online booking platforms (e.g., Airbnb) need to nurture tourists' positive attitudes, gain more public acceptance so that people will endorse others' staying in P2P accommodation, and remove any foreseeable barriers. To achieve these outcomes in an effective manner, the practitioner should target the right consumers by understanding their culture mindsets. Practitioners may employ marketing firms to identify endorsers of the GMC in the United States and endorsers of the FMC in Mainland China, and then promote the authenticity that

tourists will experience by staying in P2P accommodation. This targeted marketing approach, however, will restrict the potential customers that can be reached. To enlarge the market, Fong et al. (2019) suggest that practitioners can temporarily shape people's culture mindsets by exposing them to corresponding promotional information. If practitioners target Americans, their GMC should be elicited; the promotion should highlight the experience of adapting to and learning about local culture during their stay in P2P accommodation. Then, the belief that culture is adaptable (growth mindset) will be salient in the Americans' minds. If the target market is Mainland Chinese, their FMC should be triggered; the promotion should emphasize the novelty of the experience that will be gained from staying in P2P accommodation. Then, the belief that culture is unique and cannot be changed (fixed mindset) will be salient in the Mainland Chinese's minds. Their intention to stay in P2P accommodation will thus be heightened.

6.3 Limitations and Future Research

The current research has several limitations. First, the respondents were Americans and Mainland Chinese. The implications may not be applicable to other ethnicities. Second, although we suggest that individualism and collectivism accounted for the difference between the Americans and Mainland Chinese in our study, the suggestion has yet to be verified by empirical examination. Given these limitations, future research should be conducted with other ethnicities that are known to differ in their level of individualism/collectivism, while respondents' tendency towards individualism/collectivism should be operationalized. The chosen ethnicities should reflect the markets that most global P2P accommodation practitioners value, so that practical significance can be demonstrated. Third, our literature review indicates numerous factors that affect the adoption of P2P accommodation. However, they were not included because of the limited scope of this study. Future research should control for the effects of some notable factors.

References

- Agag, G., & Eid, R. (2019). Examining the antecedents and consequences of trust in the context of peer-to-peer accommodation. *International Journal of Hospitality Management*, 81, 180-192. doi:10.1016/j.ijhm.2019.04.021
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:10.1016/0749-5978(91)90020-T

- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health, 26*(9), 1113-1127. doi:10.1080/08870446.2011.613995
- Belarmino, A., & Koh, Y. (2020). A critical review of research regarding peer-to-peer accommodations. *International Journal of Hospitality Management, 84*, 102315.
- Buhagiar, L. J., Sammut, G., Rochira, A., & Salvatore, S. (2018). There's no such thing as a good Arab: Cultural essentialism and its functions concerning the integration of Arabs in Europe. *Culture & Psychology, 24*(4), 560-576. doi:10.1177/1354067X18763795
- Burnette, J. L., O'Boyle, E. H., VanEpps, E. M., Pollack, J. M., & Finkel, E. J. (2013). Mind-sets matter: A meta-analytic review of implicit theories and self-regulation. *Psychological Bulletin, 139*(3), 655-701. doi:10.1037/a0029531
- Carlson, R. W., & Zaki, J. (2018). Good deeds gone bad: Lay theories of altruism and selfishness. *Journal of Experimental Social Psychology, 75*, 36-40. doi:10.1016/j.jesp.2017.11.005
- Chan, D. K. C., Hardcastle, S., Dimmock, J. A., Lentillon-Kaestner, V., Donovan, R. J., Burgin, M., & Hagger, M. S. (2015). Modal salient belief and social cognitive variables of anti-doping behaviors in sport: Examining an extended model of the theory of planned behavior. *Psychology of Sport and Exercise, 16*, 164-174. doi:10.1016/j.psychsport.2014.03.002
- Chan, I. C. C., Lam, L. W., Chow, C. W. C., Fong, L. H. N., & Law, R. (2017). The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity. *International Journal of Hospitality Management, 66*, 54-65. doi:10.1016/j.ijhm.2017.06.007
- Chao, M. M., Takeuchi, R., & Farh, J.-L. (2017). Enhancing cultural intelligence: The roles of implicit culture beliefs and adjustment. *Personnel Psychology, 70*(1), 257-292. doi:10.1111/peps.12142
- Chiu, C. Y., Hong, Y. Y., & Dweck, C. S. (1997). Lay dispositionism and implicit theories of personality. *Journal of Personality and Social Psychology, 73*(1), 19-30. doi:10.1037/0022-3514.73.1.19
- Church, A. T., Katigbak, M. S., Del Prado, A. M., Ortiz, F. A., Mastor, K. A., Harumi, Y., . . . Cabrera, H. F. (2006). Implicit theories and self-perceptions of traitedness across cultures: Toward integration of cultural and trait psychology perspectives. *Journal of Cross-cultural Psychology, 37*(6), 694-716. doi:10.1177/0022022106292078

- Darwish, A.-F. E., & Huber, G. L. (2003). Individualism vs collectivism in different cultures: A cross-cultural study. *Intercultural Education*, 14(1), 47-56. doi:10.1080/1467598032000044647
- Dweck, C. S., Chiu, C.-Y., & Hong, Y.-Y. (1995). Implicit theories and their role in judgments and reactions: A word from two perspectives. *Psychological Inquiry*, 6(4), 267-285. doi:10.1207/s15327965pli0604_1
- Ert, E., & Fleischer, A. (2019). The evolution of trust in Airbnb: A case of home rental. *Annals of Tourism Research*, 75, 279-287. doi:10.1016/j.annals.2019.01.004
- Farmaki, A. (2019). Women in Airbnb: A neglected perspective. *Current Issues in Tourism*. doi:10.1080/13683500.2019.1674257
- Farmaki A., Miguel, C., Drotarova, M. H., Aleksić, A., & Časni, A. C., & Efthymiadou, F. (2020). Impacts of Covid-19 on peer-to-peer accommodation platforms: Host perceptions and responses. *International Journal of Hospitality Management*, 91, 102663. doi:10.1016/j.ijhm.2020.102663
- Fong, L. H. N., He, H., Chao, M., Leandro, G., & King, D. (2019). Cultural essentialism and tailored hotel service for Chinese: The moderating role of satisfaction. *International Journal of Contemporary Hospitality Management*, 31(9), 3610-3626. doi:10.1108/IJCHM-11-2018-0910
- Garau-Vadell, J. B., Gutiérrez-Taño, D., & Díaz-Armas, R. (2019). Residents' support for P2P accommodation in mass tourism destinations. *Journal of Travel Research*, 58(4), 549-565. doi:10.1177/0047287518767067
- Greaves, M., Zibarras, L. D., & Stride, C. (2013). Using the theory of planned behavior to explore environmental behavioral intentions in the workplace. *Journal of Environmental Psychology*, 34, 109-120. doi:10.1016/j.jenvp.2013.02.003
- Han, H., Hsu, L.-T., & Sheu, C. (2010). Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325-334. doi:10.1016/j.tourman.2009.03.013
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659-668. doi:10.1016/j.ijhm.2010.01.001
- Han, T.-I., & Stoel, L. (2017). Explaining socially responsible consumer behavior: A meta-analytic review of Theory of Planned Behavior. *Journal of International Consumer Marketing*, 29(2), 91-103. doi:10.1080/08961530.2016.1251870

- Haslam, N. (2017). The origins of lay theories: The case of essentialist beliefs. In C. M. Zedelius, B. C. N. Muller, & J. W. Schooler (Eds.), *The science of lay theories: How beliefs shape our cognition, behavior, and health* (pp. 3-16). Cham, Switzerland: Springer.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind* (3rd ed.). New York, NY: McGraw-Hill Education.
- Hong, Y.-Y., Levy, S. R., & Chiu, C.-Y. (2001). The contribution of the Lay Theories approach to the study of groups. *Personality and Social Psychology Review*, 5(2), 98-106. doi:10.1207/s15327957pspr0502_1
- Huang, D., Liu, X., Lai, D., & Li, Z. (2019). Users and non-users of P2P accommodation: Differences in perceived risks and behavioral intentions. *Journal of Hospitality and Tourism Technology*, 10(3), 369-382. doi:10.1108/JHTT-06-2017-0037
- Jiang, N., Law, R., & Li, L. (2020). Impacts of peer-to-peer accommodation on the hotel industry: Hoteliers' perspectives. *International Journal of Hospitality Management*, 88, 102516. doi:10.1016/j.ijhm.2020.102516
- King, R. B., & Watkins, D. A. (2012). "Socializing" achievement goal theory: The need for social goals. *Psychological Studies*, 57(1), 112-116. doi:10.1007/s12646-011-0140-8
- Li, S., Fong, L. H. N., Zhang, C. X., & Chen, M. (2020). Investigating the motivations and constraints of Chinese peer-to-peer accommodation hosts. *International Journal of Contemporary Hospitality Management*, 33(1), 305-326. doi:10.1108/IJCHM-06-2020-0551
- Liang, H., Saraf, N., Hu, Q., & Xue, Y. (2007). Assimilation of enterprise systems: The effect of institutional pressures and the mediating role of top management. *MIS Quarterly*, 31(1), 59-87. doi:10.2307/25148781
- Lorde, T., Jadon, J., & Quinn, W. (2019). Price-setting behaviour in a tourism sharing economy accommodation market: A hedonic price analysis of Airbnb hosts in the Caribbean. *Tourism Management Perspectives*, 30, 251-261. doi:10.1016/j.tmp.2019.03.006
- Lu, H., & Lin, J. C.-C. (2002). Predicting customer behavior in the market-space: a study of Rayport and Sviokla's framework. *Information & Management*, 40(1), 1-10. doi:10.1016/S0378-7206(01)00131-8
- Lynch, P. A. (2005). The commercial home enterprise and host: a United Kingdom perspective. *International Journal of Hospitality Management*, 24(4), 533-553. doi:10.1016/j.ijhm.2004.11.001

- Lyu, J., Li, M., & Law, R. (2019). Experiencing P2P accommodations: Anecdotes from Chinese customers. *International Journal of Hospitality Management*, 77, 323-332. doi:10.1016/j.ijhm.2018.07.012
- Mao, Z., & Lyu, J. (2017). Why travelers use Airbnb again? An integrative approach to understanding travelers' repurchase intention. *International Journal of Contemporary Hospitality Management*, 29(9), 2464-2482. doi:10.1108/IJCHM-08-2016-0439
- Mathur, P., Jain, S. P., & Maheswaran, D. (2012). Consumers' implicit theories about personality influence their brand personality judgments. *Journal of Consumer Psychology*, 22(4), 545-557. doi:10.1016/j.jcps.2012.01.005
- Millar, M. G., & Millar, K. U. (1990). Attitude change as a function of attitude type and argument type. *Journal of Personality and Social Psychology*, 59(2), 217-228. doi:10.1037/0022-3514.59.2.217
- Murphy, M. C., & Dweck, C. S. (2016). Mindsets shape consumer behavior. *Journal of Consumer Psychology*, 26(1), 127-136. doi:10.1016/j.jcps.2015.06.005
- No, S., Hong, Y.-Y., Liao, H.-Y., Lee, K., Wood, D., & Chao, M. M. (2008). Lay theory of race affects and moderates Asian Americans' responses toward American culture. *Journal of Personality and Social Psychology*, 95(4), 991-1004. doi:10.1037/a0012978
- Olya, H., Altinay, G. Z., Atinay, A. F., & Atinay, M. (2018). Behavioral intentions of disabled tourists for the use of peer-to-peer accommodations: An application of fsQCA. *International Journal of Contemporary Hospitality Management*, 30(1), 436-454. doi:10.1108/IJCHM-08-2016-0471
- Pappas, N. (2019). The complexity of consumer experience formulation in the sharing economy. *International Journal of Hospitality Management*, 77, 415-424. doi:10.1016/j.ijhm.2018.08.005
- Park, S., & Tussyadiah, I. P. (2020). How guests develop trust in hosts: An investigation of trust formation in P2P accommodation. *Journal of Travel Research*, 59(8), 1402-1412. doi:10.1177/0047287519884654
- Pezenka, I., Weismayer, C., & Lalicic, L. (2017). Personality impacts on the participation in peer-to-peer (P2P) travel accommodation services *Information and Communication Technologies in Tourism 2017* (pp. 767-780). Cham: Springer International Publishing.
- Schumann, K., & Dweck, C. S. (2014). Who accepts responsibility for their transgressions? *Personality and Social Psychology Bulletin*, 40(12), 1598-1610. doi:10.1177/0146167214552789

- So, K. K. F., Oh, H., & Min, S. (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. *Tourism Management*, *67*, 224-236. doi:10.1016/j.tourman.2018.01.009
- Stergiou, D. P., & Farmaki, A. (2020). Resident perceptions of the impacts of P2P accommodation: Implications for neighbourhoods. *International Journal of Hospitality Management*, *91*, 102411. doi:10.1016/j.ijhm.2019.102411
- Tang, L., Kim, J., & Wang, X. (2019). Estimating spatial effects on peer-to-peer accommodation prices: Towards an innovative hedonic model approach. *International Journal of Hospitality Management*, *81*, 43-53. doi:10.1016/j.ijhm.2019.03.012
- The World Bank. (2019). International tourism, expenditures. Retrieved from <https://data.worldbank.org/indicator/st.int.xpnd.cd>
- Thomas, A. J., & Sarnecka, B. W. (2015). Exploring the relation between people's theories of intelligence and beliefs about brain development. *Frontiers of Psychology*, *6*(921). doi:10.3389/fpsyg.2015.00921
- Tussyadiah, I. P. (2016). Factors of satisfaction and intention to use peer-to-peer accommodation. *International Journal of Hospitality Management*, *55*, 70-80. doi:10.1016/j.ijhm.2016.03.005
- Tussyadiah, I. P., & Pesonen, J. (2018). Drivers and barriers of peer-to-peer accommodation stay – an exploratory study with American and Finnish travellers. *Current Issues in Tourism*, *21*(6), 703-720. doi:10.1080/13683500.2016.1141180
- Tussyadiah, I. P., & Sigala, M. (2018). Shareable tourism: tourism marketing in the sharing economy. *Journal of Travel & Tourism Marketing*, *35*(1), 1-4. doi:10.1080/10548408.2018.1410938
- Ulker-Demirel, E., & Ciftci, G. (2020). A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research. *Journal of Hospitality and Tourism Management*, *43*, 209-219. doi:10.1016/j.jhtm.2020.04.003
- World Bank Group. (2018). *Tourism and the sharing economy: Policy & potential of sustainable peer-to-peer accommodation*. Retrieved from Washington, DC: <http://documents.worldbank.org/curated/en/161471537537641836/pdf/130054-REVISED-Tourism-and-the-Sharing-Economy-PDF.pdf>
- World Tourism Organization. (2019). *International tourism highlights, 2019 edition*, UNWTO, Madrid, doi:10.18111/9789284421152

- Ye, S., Ying, T., Zhou, L., & Wang, T. (2019). Enhancing customer trust in peer-to-peer accommodation: A “soft” strategy via social presence. *International Journal of Hospitality Management*, 79, 1-10. doi:10.1016/j.ijhm.2018.11.017
- Yeager, D. S., Miu, A. S., Powers, J., & Dweck, C. S. (2013). Implicit theories of personality and attributions of hostile intent: A meta-analysis, an experiment, and a longitudinal intervention. *Child Development*, 84(5), 1651-1667. doi:10.1111/cdev.12062
- Yi, B., Shi, D., Shi, F., & Zhang, L. (2021). Do the flipped impacts of hotels matter to the popularity of Airbnb? *International Journal of Contemporary Hospitality Management*, doi:10.1108/IJCHM-06-2020-0582
- Yorkston, E. A., Nunes, J. C., & Matta, S. (2010). The malleable brand: The role of implicit theories in evaluating brand extensions. *Journal of Marketing*, 74(1), 80-93. doi:10.1509/jmkg.74.1.80
- Zagefka, H., Nigbur, D., Gonzalez, R., & Tip, L. (2013). Why does ingroup essentialism increase prejudice against minority members? *International Journal of Psychology*, 48(1), 60-68. doi:10.1080/00207594.2012.729841
- Zaremohzzabieh, Z., Ahrari, S., Krauss, S. E., Samah, A. A., Meng, L. K., & Ariffin, Z. (2019). Predicting social entrepreneurial intention: A meta-analytic path analysis based on the theory of planned behavior. *Journal of Business Research*, 96, 264-276. doi:10.1016/j.jbusres.2018.11.030
- Zebregs, S., van den Putte, B., Neijens, P., & de Graaf, A. (2015). The differential impact of statistical and narrative evidence on beliefs, attitude, and intention: A meta-analysis. *Health Communication*, 30(3), 282-289. doi:10.1080/10410236.2013.842528
- Zhang, M., Geng, R., Huang, Y., & Ren, S. (2021). Terminator or accelerator? Lessons from the peer-to-peer accommodation hosts in China in responses to COVID-19. *International Journal of Hospitality Management*, 92, 102760. doi:10.1016/j.ijhm.2020.102760
- Zhang, G., Wang, R., & Cheng, M. (2020). Peer-to-peer accommodation experience: A Chinese cultural perspective. *Tourism Management Perspectives*, 33, 100621. doi:10.1016/j.tmp.2019.100621

Table 1. Profile of Respondents in the Studies

Characteristics	American Study (<i>n</i> = 508)	Mainland Chinese Study (<i>n</i> = 535)
Gender		
<i>Male</i>	251 (49.4%)	250 (46.7%)
<i>Female</i>	257 (50.6%)	285 (53.3%)
Age		
<i>18-19</i>	4 (0.8%)	1 (0.2%)
<i>20-24</i>	31 (6.1%)	43 (8.0%)
<i>25-29</i>	99 (19.5%)	155 (29.0%)
<i>30-34</i>	116 (22.8%)	155 (29.0%)
<i>35-39</i>	81 (15.9%)	106 (19.8%)
<i>40-44</i>	60 (11.8%)	46 (8.6%)
<i>45-49</i>	38 (7.5%)	27 (5.0%)
<i>50 or above</i>	79 (15.6%)	2 (0.4%)
Education (Completed) – American Study		
<i>Attended grade school</i>	2 (0.4%)	
<i>Graduated grade school</i>	9 (1.8%)	
<i>Attended high school</i>	11 (2.2%)	
<i>Graduated high school</i>	51 (10.0%)	
<i>Attended college</i>	164 (32.3%)	
<i>Graduated college</i>	222 (43.7%)	
<i>College post graduate</i>	43 (8.5%)	
<i>Others</i>	6 (1.2%)	
Education (Completed) – Mainland Chinese Study		
<i>High school</i>		16 (3.0%)
<i>College</i>		25 (4.7%)
<i>Bachelor's degree</i>		434 (81.1%)
<i>Postgraduate degree</i>		58 (10.8%)
<i>Others</i>		2 (0.4%)
Annual Household Income (USD)		
<i>Less than \$25,000</i>	110 (21.7%)	

<i>\$25,000-\$49,999</i>	154 (30.3%)
<i>\$50,000-\$74,999</i>	136 (26.8%)
<i>\$75,000-\$99,999</i>	62 (12.2%)
<i>\$100,000 or more</i>	46 (9.1%)

Monthly Household Income (Yuan)

<i>2,000-3,999</i>		13 (2.4%)
<i>4,000-6,999</i>		48 (9.0%)
<i>7,000-9,999</i>		79 (14.8%)
<i>10,000-19,999</i>		229 (42.8%)
<i>20,000-29,999</i>		110 (20.6%)
<i>30,000-39,999</i>		37 (6.9%)
<i>40,000-49,999</i>		9 (1.7%)
<i>50,000 or above</i>		10 (1.9%)

Experienced P2P Accommodation when Traveling

Abroad		
<i>Yes</i>	155 (30.5%)	426 (79.6%)
<i>No</i>	353 (69.5%)	109 (20.4%)

Table 2. Measurement Items and their Loadings in the Studies

Items		American Study						Mainland Chinese Study					
		Mean (<i>SD</i>)	GMC	ATT	SN	PBC	INT	Mean (<i>SD</i>)	GMC	ATT	SN	PBC	INT
GMC1	Everyone, no matter who they are, can significantly change their ethnocultural characteristics (e.g., being violent, being assertive, being submissive).	4.09 (1.25)	0.903	0.161	0.117	0.186	0.146	3.73 (1.16)	0.816	-0.039	0.056	-0.040	0.006
GMC2	People from different ethnic cultures (e.g., Chinese, Japanese, American) can substantially change the kind of person they are.	4.09 (1.25)	0.863	0.182	0.126	0.125	0.160	3.93 (1.15)	0.785	-0.036	-0.023	-0.008	-0.044
GMC3	No matter what a person's ethnocultural characteristic is like, it can always be changed.	4.03 (1.22)	0.896	0.181	0.140	0.153	0.158	3.91 (1.16)	0.832	-0.047	0.026	-0.007	-0.037
GMC4	People can change even the most basic qualities that they have acquired from their own ethnic culture.	4.10 (1.21)	0.921	0.191	0.156	0.145	0.156	3.95 (1.14)	0.833	-0.070	0.001	-0.019	-0.018

ATT1	Extremely bad – Extremely good	4.52 (1.53)	0.176	0.963	0.647	0.304	0.775	5.20 (1.07)	-0.058	0.877	0.594	0.445	0.669
ATT2	Extremely unpleasant – Extremely pleasant	4.34 (1.67)	0.199	0.961	0.661	0.305	0.784	5.30 (1.08)	-0.065	0.888	0.565	0.417	0.568
ATT3	Extremely negative – Extremely positive	4.52 (1.57)	0.201	0.967	0.657	0.290	0.786	5.13 (1.19)	-0.030	0.805	0.455	0.350	0.475
SN1	Most people who are important to me think I should stay in a P2P accommodation when traveling abroad.	3.54 (1.54)	0.165	0.652	0.968	0.285	0.758	4.63 (1.30)	-0.013	0.605	0.934	0.335	0.662
SN2	Most people who are important to me would want me to stay in a P2P accommodation when traveling abroad.	3.59 (1.57)	0.144	0.658	0.972	0.320	0.765	4.62 (1.36)	0.039	0.556	0.932	0.387	0.683
SN3	People whose opinions I value would prefer that I stay in a P2P accommodation when traveling abroad.	3.63 (1.54)	0.130	0.668	0.971	0.285	0.773	4.78 (1.40)	0.033	0.600	0.915	0.350	0.671
PBC1	I am confident that if I want, I can stay in a P2P accommodation	5.44 (1.31)	0.159	0.285	0.266	0.890	0.323	5.75 (0.96)	-0.026	0.403	0.289	0.871	0.393

when traveling abroad.

PBC2	I have resources, time, and opportunities to stay in P2P accommodation when traveling abroad.	5.04 (1.43)	0.143	0.267	0.278	0.886	0.325	5.50 (0.99)	-0.015	0.429	0.385	0.885	0.416
INT1	I am willing to stay in a P2P accommodation when traveling abroad.	4.45 (1.79)	0.190	0.800	0.706	0.333	0.934	5.40 (1.18)	-0.068	0.644	0.641	0.453	0.916
INT2	I plan to stay in a P2P accommodation when traveling abroad.	3.71 (1.74)	0.158	0.760	0.778	0.368	0.964	5.30 (1.31)	-0.040	0.615	0.654	0.433	0.930
INT3	I will make an effort to stay in a P2P accommodation when traveling abroad.	3.76 (1.74)	0.147	0.764	0.772	0.344	0.965	5.04 (1.39)	0.033	0.609	0.715	0.392	0.924

Notes: Values in boldface are outer loadings, whereas others are cross-loadings; GMC=Growth Mindset in Culture; ATT=Attitude; SN=Subjective Norm; PBC=Perceived Behavioral Control; INT=Intention

Item deleted from PBC: “Whether or not I stay in a P2P accommodation when traveling abroad is completely up to me.” because its outer loadings in the American study (0.562) and the Mainland Chinese study (0.551) were below 0.708. Its means (*SDs*) are 5.97(1.12) in the American study and 5.93(0.88) in the Mainland Chinese study.

Table 3. Reliability and Validity of Latent Constructs in the Studies

Correlation between Constructs	American Study					Mainland Chinese Study				
	GMC	ATT	SN	PBC	INT	GMC	ATT	SN	PBC	INT
GMC	1.000					1.000				
ATT	0.199	1.000				-0.061	1.000			
SN	0.151	0.680	1.000			0.021	0.634	1.000		
PBC	0.170	0.311	0.306	1.000		-0.023	0.475	0.385	1.000	
INT	0.173	0.811	0.789	0.365	1.000	-0.026	0.674	0.725	0.461	1.000
Average Variance Extracted (AVE)	0.803	0.929	0.942	0.788	0.911	0.667	0.736	0.859	0.770	0.853
Square Root of AVE	0.896	0.964	0.970	0.888	0.954	0.817	0.858	0.927	0.878	0.924
Composite Reliability	0.942	0.975	0.980	0.882	0.968	0.889	0.893	0.948	0.870	0.946
Cronbach's Alpha	0.918	0.962	0.969	0.732	0.951	0.836	0.821	0.918	0.702	0.914
rho_A	0.919	0.962	0.969	0.732	0.951	0.852	0.839	0.918	0.703	0.914

Notes: GMC=Growth Mindset in Culture; ATT=Attitude; SN=Subjective Norm; PBC=Perceived Behavioral Control; INT=Intention

Table 4. Results of the Studies

Hypotheses	American Study			Mainland Chinese Study		
	Coeff.	t-value	f^2	Coeff.	t-value	f^2
H1: GMC → INT	0.006	0.270	0.000	-0.021	0.676	0.001
H2a: GMC → ATT	0.099**	2.754	0.018	-0.075*	2.017	0.009
H2b: ATT → INT	0.482***	12.937	0.542	0.288***	6.686	0.121
H2c: GMC → ATT → INT	0.048**	2.671	-	-0.022*	1.974	-
H3a: GMC → SN	0.151**	3.231	0.023	0.021	0.287	0.000
H3b: SN → INT	0.396***	10.293	0.358	0.424***	9.649	0.266
H3c: GMC → SN → INT	0.100**	3.238	-	0.009	0.287	-
H4: SN → ATT	0.665***	24.049	0.817	0.635***	24.004	0.681
H5a: GMC → PBC	0.170***	3.487	0.030	0.023	0.467	0.001
H5b: PBC → INT	0.063***	2.681	0.015	0.110**	2.641	0.025
H5c: GMC → PBC → INT	0.011 ⁺	1.902	-	-0.003	0.423	-

Note. *** $p < .001$, ** $p < .01$, * $p < .05$, + $p < .1$; GMC=Growth Mindset in Culture; ATT=Attitude; SN=Subjective Norm; PBC=Perceived Behavioral Control; INT=Intention

Covariate: Experienced P2P accommodation when traveling abroad → intention (American study: $coefficient=0.116$, $t=4.482$, $p<0.001$, $f^2=0.050$; Mainland Chinese study: $coefficient=0.168$, $t=5.047$, $p<0.001$, $f^2=0.060$)