

Appendix 1. Scale and Items.

Continuance Intention towards Using Sharing Economy Platform (Bhattacharjee and Premkumar, 2004; Deng et al., 2010)

CI01: I intend to continue using Airbnb as a host in the future.

CI02: I will always try to share my spare rooms on Airbnb in my daily life.

CI03: I will keep sharing my spare rooms on Airbnb as regularly as I do now.

Trust towards a Sharing Economy Platform (McKnight et al., 2002)

TRUST01: I believe Airbnb has enough safeguards to make me feel comfortable using it.

TRUST02: I feel assured that legal and technological structures adequately protect me from problems on Airbnb.

TRUST03: I feel confident that encryption and other technological advances on Airbnb make it safe for me to use.

TRUST04: In general, Airbnb provides a robust and safe environment to share private information.

Extrinsic Rewards (Economic benefit) (Bock et al., 2005; Hamari et al., 2016)

ER01: I receive monetary rewards (e.g. money) in return for sharing spare rooms on Airbnb.

ER02: Using Airbnb benefits me financially.

ER03: Using Airbnb can improve my economic situation.

Perceived Effectiveness of Privacy Policy (Xu et al., 2011)

PEPP01: I feel confident that Airbnb's privacy statements reflect their commitments to protect my personal information.

PEPP02: With their privacy statements, I believe that my personal information will be kept private and confidential by Airbnb.

PEPP03: I believe that Airbnb's privacy statements are an effective way to demonstrate their commitments to privacy.

Perceived Effectiveness of Industry Self-regulation (Xu et al., 2011)

PEISR01: I believe that privacy seal of approval programs will impose sanctions for Airbnb's noncompliance with its privacy policy.

PEISR02: Privacy seal of approval programs will support me if my personal information is misused during and after transactions with Airbnb.

PEISR03: I am confident that privacy seal of approval programs are able to address violation of the information I provide to Airbnb.

System Quality (Liang et al., 2011; Lin, 2008)

STQ01: Airbnb operates reliably.

STQ02: Airbnb gives me a variety of alternatives for solving my problems.

STQ03: Airbnb provides a friendly user interface.

STQ04: Airbnb makes it easy to contact my guests.

STQ05: Airbnb makes it easy to provide information to my guests.

STQ06: Airbnb has a function that allows hosts to provide quick responses to guests.

Service Quality (Liang et al., 2011)

SQ01: Airbnb provides a dependable service.

SQ02: Airbnb informs hosts of the operational situation of its system.

SQ03: Airbnb gives prompt service to hosts.

SQ04: Airbnb is always willing to help hosts to apply its services.

SQ05: I feel safe when I use Airbnb.

SQ06: Airbnb pays attention to the host's individual needs.

SQ07: Airbnb understands the specific needs of its hosts.

Information Quality (DeLone and McLean, 2003; Lin, 2008)

IQ1: The information provided by Airbnb is always accurate.

IQ2: The information provided by Airbnb is always complete.

IQ3: The information provided by Airbnb is always up-to-date.

IQ4: The information provided by Airbnb is well formatted.

IQ5: The information provided by Airbnb is always useful

Users' Experience (Corbitt et al., 2003)

UE01: I have been using the sharing economy platforms for: (less than 1 year/between 1 and 2 years/between 2 and 3 years/between 3 and 5 years/5 years or more).

UE02: I use the sharing economy platforms approximately: (less than 1 hour per week/between 1 and 3 hours per week/between 3 and 10 hours per week/between 10 and 20 hours per week/more than 20 hours per week).

UE03: I perceive myself as pretty experienced at using sharing economy platforms.

Social Utility of Sharing (Lamberton and Rose, 2012)

SUS01: Sharing spare rooms on Airbnb allows me to be part of a group of like-minded people.

SUS02: My friends would approve of sharing spare rooms with guests on Airbnb.

SUS03: My family would approve of sharing spare rooms with guests on Airbnb.

Social Value Orientation (Aron, Aron, and Smollan, 1992; Crocker and Canevello, 2008; Gerbasi and Prentice, 2013)

SVO01: I am concerned with the overall best interest for everyone.

SVO02: I do believe that sharing is caring.

SVO03: It is the total amount of benefit that everyone receives that matters most.

SVO04: I am concerned about doing as well or better than those around me. (Deleted)

SVO05: I make sure that what I am getting is better than what other people are getting.
(Deleted)

SVO06: When I am not doing well, I cannot be expected to try to take care of other people.
(Deleted)

SVO07: I keep an eye out for others' interests.

SVO08: I look out for my own outcomes and don't concern myself with what happens to other people. (Deleted)

SVO09: I would be happy to give up a little of something that I wanted if it meant that everyone is better off (in the long run).

SVO10: It is important to me that others are happy.

SVO11: I look for opportunities to help other people.