Antecedents of value co-creation, co-destruction and co-recovery: Airbnb guests’ perspectives

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INTRODUCTION
Airbnb and interactive value formation
- Airbnb, a peer-to-peer hosting service provider and a popular sharing economy platform, has a significant impact on global tourism and hospitality industry.
- While many private rental owners have adopted a customer-centric view, with a focus on offering memorable experiences, others may have a firm centric view that is contrary to value co-creation.

- Value is uniquely, experientially and contextually perceived and determined by customers (Grönroos & Gummerus, 2014)
- Airbnb - the service provider (host) predefines the tangible and intangible aspects of the service, a goods-dominant approach (Vargo & Lusch, 2004)
- An Airbnb experience may lead to multiple perceptions of value for different people/actors/systems, service providers and customers, making them better off (co-creation) or worse off (co-destruction) (Plé, 2017).

Value co-creation represents the activities of consumers involved in direct interactions with firms to create value-in-use (Grönroos, 2011).
Value co-destruction refers to an interactional process between service systems that results in the decline in at least one of the service systems’ well-being (individual or organisational)” (Plé & Cáceres, 2010, p. 431)
Echeverri and Skålen (2011) - incongruent practices causing value co-destruction could become congruent, where the practitioners collaboratively contribute towards the recovery of value, resulting in the possible outcome of value co-recovery.

AIM: to explore the antecedents of value co-creation, co-destruction and co-recovery in the context of Airbnb.

METHOD – DATA COLLECTION
- This study employed netnography.
- The data for this study included reviews of Airbnb guests published on Trustpilot.
- Data collection and analysis were conducted between August 2019 and January 2020.
- The search words “good”, “excellent”, “great”, “nice” and “amazing” were used to capture online visitors’ narratives that indicated value co-creation and value co-recovery, while the keywords “awful”, “bad”, “worst”, “terrible” and “poor” were linked to value co-destruction.
- Of 1264 online posts screened overall, the analysis focused on 371 reviews based on the 10 keywords: good (34), excellent (12), great (25), nice (10), amazing (21), awful (37), bad (53), worst (77), terrible (40) and poor (62).

METHOD – DATA ANALYSIS
The collected data were analysed using a grounded theory research design (Glaser & Strauss, 1967)

FINDINGS
Antecedents

Antecedent 1: Airbnb’s customer service
- A major theme that caused both value co-recovery and co-destruction.
- 253 reviews posted online (102 positive and 269 negative reviews) were linked to Airbnb’s customer service.
- 69 online posts were positive, while 184 were negative.
- Some guests experienced positive customer service, while others felt that it their problems could not be solved in a timely and proper manner. “Worst customer service” was frequently mentioned in the review posts, revealing its significance in this context.

Antecedent 2: Hosts’ actions
- Source of value co-creation and co-destruction.
- 118 reviews posted emphasised Airbnb hosts' actions.
- Some guests perceived the host’s actions as positive, while others considered the actions as a predominant dissatisfier that did not fulfil Airbnb’s resource (value proposition) and their expectations.
- 33 online posts were positive, while 85 were negative.

Three main contributions.
- Drivers of value co-creation, co-destruction and co-recovery in the context of Airbnb: customer service and hosts’ actions.
- Not all service failures lead to value co-destruction and collaborative engagement involving a congruent application of resources, particularly operant resources, between actors following service failure results in value co-recovery in the context of Airbnb.
- Particular value dimensions can individually act as a source of value co-creation, value co-recovery and value co-destruction for the customer (Airbnb guest).