

Exploring Consumers' Continuance Intention to Use Peer-to-Peer Accommodation Service: The Role of Psychological Ownership

Yongqiang Sun
Wuhan University
sunyq@whu.edu.cn

Yanping Guo
Wuhan University
1300068624@qq.com

Dina Liu
Wuhan University
liudinaisu@163.com

Nan Wang
Wuhan University
nanwang@whu.edu.cn

Abstract

The flowering of the sharing economy has spawned a new sharing culture. Peer-to-peer accommodation service (PPAS), a concept of "sharing accommodation" has emerged. As a new accommodation service model, retaining existing consumers is particularly important for PPAS. This study regards psychological ownership as a potential psychological mechanism to explain consumers' continuance intention toward PPAS and identifies four consumption value perceptions associated with psychological ownership. Our model was tested using data collected from 437 individuals who had PPAS experience. The results showed that three consumer values (i.e., novelty-seeking, home benefits and social interaction) exerted significant effects on psychological ownership, and psychological ownership can influence consumers' continuance intention only through the mediating effect of affective commitment. This paper concludes with implications for theory and practice, as well as some suggestions for future research.

1. Introduction

The rapid growth of the sharing economy has been frequently remarked [1]. Some specific industries, for example, peer-to-peer accommodation service (PPAS) has emerged as a "disruptive innovation" [2]. It was reported that *Airbnb's* valuation had reached 31 billion dollars till the middle of 2017 [3]. In 2017, the scale of Chinese PPAS market was approximately 14.5 billion yuan, an increase of 70.6% over the previous year, and the number of PPAS users reached 76 million [4].

PPAS mainly builds a bilateral platform through the Internet that includes both the host and user [4, 5]. Compared with traditional hotel service, PPAS has the advantages to provide diverse, socialized, and personalized services [4-6]. For this new product of the sharing economy, retaining consumers is especially vital because current user can easily switch to traditional hotel service [7]. Therefore, how to maintain

and increase market share is an urgent need to consider.

The factors influencing continuous use behavior are largely depending on the research context [8, 9]. One key contextual feature of PPAS is that it subverts the traditional hotel's standardized accommodation mode and instead provides consumer with a novel and diverse experience [4-6]. It satisfies the personalized accommodation needs and fits different consumption values, which can change consumers' psychological state and make a difference to consumers' continuance intention. A few studies have proposed contextual variables that reveal the features of PPAS, such as perceived authenticity and household amenities [8, 9]. However, an overarching framework to cover all the relevant value perceptions in PPAS is still lacking. Further, it is also not clear about the psychological mechanism through which these value perceptions affect continuance behaviors.

To fill these research gaps, we introduce the concept of psychological ownership to the PPAS setting to capture the contextual features of PPAS and establish a framework of consumption values associated with psychological ownership (i.e., perceived authenticity, novelty seeking, home benefits, and social interaction). This study also figures out that psychological ownership will influence continuance intention only through the mediating effect of affective commitment. Our work not only enriches the sharing economy and PPAS research in general, but also helps PPAS practitioners to develop appropriate strategies to maintain their consumers.

2. Literature review

2.1. Peer-to-peer accommodation service

Prior empirical studies on PPAS are summarized in Table 1. Although the initial adoption has been widely investigated, continuance usage, which has been manifested to be more important for the success of information system (IS) [10], is underexplored. In addition, previous scholars still leverage traditional

theories like theory of planned behavior and social exchange theory and fail to capture the unique contextual features of PPAS. Furthermore, although some studies have identified a number of value perceptions relevant to PPAS usage (e.g. authenticity, novelty, home benefits, social interactions, sustainability, and racial similarity, etc.), a theoretical framework to include these value perceptions is still not available. Hence, we tend to develop a research model to capture the contextual features and cover these values under the PPAS context.

2.2. Affective commitment

Commitment is defined as an individual's attachment to a particular object that enables him to maintain long-term relationship [11]. It comprises affective commitment, continuance commitment, and normative commitment [12]. Affective commitment represents the degree of emotional attachment, recognition and involvement to the target. Continuance commitment reflects the perceived cost of giving up the target. Normative commitment is the perceived obligations to maintain the relationship with the goal [13]. These three dimensions are often used in the organizational field to study individual's organizational commitment and their impacts, such as employee withdrawal, absenteeism, and turnover intention [14, 15]. Among these three commitment perceptions, affective commitment is the most frequently discussed one [16] and is generally used to reflect the whole perception of commitment [17]. Consistent with prior studies and to simplify the discussion, this study also focuses on affective commitment only.

In IS research, affective commitment has been proved to be a key factor determining continuance intention. A large body of literature has shown that affective commitment helps to maintain the long-term relationship between users and services by realizing the user's emotional attachment and sense of belonging to the current service [16, 17].

The same conclusion can also be drawn from marketing [18]. Specific to hotel and travel sector, affective commitment can significantly improve consumer's loyalty to hotel brands [19]. Consumers who have high affective commitment to the brand not only regard the brand as their first choice, but also recommend it to their friends and colleagues [19].

Affective commitment plays an important role in the sharing economy, especially in peer-to-peer relationships. Consumers may be attracted because they can engage in private interactions with individual service providers, resulting in affective commitment [20], which is also confirmed as one of the positive outcomes of psychological ownership [21].

Table 1. Related work about PPAS

Paper	Theory	IV	DV
[22]	Chaos and complexity theory	Social aspects; Economic aspects; Trust; Benefits; Risks	Purchasing intention
[7]	Theory of planned behavior; Prospect theory	Unique experience expectation; Perceive value; Perceived risk; eWOM; Familiarity	Repurchase intention
[23]	Trust theory; Similarity-attraction theory	Reputation; Racial similarity; Perceived risk	Trust; Booking intention
[24]	N/A	Social benefits; Enjoyment; Economic benefits; Amenities; Sustainability; Locational benefits	Satisfaction; Future intention
[25]	N/A	Social appeal; Economic appeal; Trust; Efficacy; Cost; Value	Future intention
[26]	Motivation theory	Service experience; Information acquisition; Cost saving; Sharing; Resource efficacy; Adventure; Gratification; Friend seeking; Perceived trust	Behavioral intention
[27]	Social exchange theory	Benevolence; Reputation; Social presence; Economic benefit; Trust Social benefit; Epistemic benefit; Relative advantage; Perceived risk	Participation intention
[28]	Trust building model; Attachment theory	Security and privacy; IT Quality; <i>Airbnb</i> traits; Reputation; Interaction; Familiarity	Trust; Attachment; Continuance intention
[29]	Stimulus-organism-response (S-O-R) theory	Dimensions of the experience economy; Meaningfulness; Well-being; Memorability	Behavioral intention
[2]	Theory of planned behavior	Price value; Authenticity; Novelty; Enjoyment; Social interactions; Home benefits; Perceived risk; Distrust; Insecurity; Trend Affinity; Perceive behavioral control; Social influence	Overall attitude; Behavioral intentions

2.3. Psychological ownership

Psychological ownership is the state in which individuals feel as though the target of ownership (material or immaterial in nature) or a piece of it is "theirs" (i.e., "It is MINE!") [30]. The core of psychological ownership is the feeling of possessiveness and of being psychologically tied to an object where legal or formal ownership is not necessary [30]. People have an innate need to possess [31]. The feeling of ownership is part of the human condition [30]. One's possessions are felt as extensions of the self [32]—"what is mine becomes (in my feelings) part of ME" [33]—and, thus, the state of psychological ownership emerges [30].

The research on psychological ownership is focused on the organization field [34]. These studies state that psychological ownership can produce a series of behavioral, emotional, and psychological outcomes [30], such as affective commitment, job satisfaction, job performance, and organizational citizenship behavior [35, 36]. In contrast, the role of psychological ownership has rarely been studied in PPAS context. As a typical case of the sharing economy, PPAS enable consumers without legal ownership to temporarily have the right to use the commodity at a lower price to satisfy their needs and psychologically feel that they own the shared goods or services. This is consistent with the concept of psychological ownership.

Psychological ownership emerges because it satisfies certain human motives, some of them genetic and others social in nature [30]. As Pierce, Kostova and Dirks [30] commented: "*Psychological ownership manifests itself in organizations much as it does in other contexts because, as suggested in organizational behavior research, the motives for efficacy and effectance, self-identity, and having a place can be satisfied in organizations*" (Pierce and Jussila added "stimulation" as the fourth motive in their updated work [37]). From this point, we argue that PPAS can also satisfy the four motives of psychological ownership and will provide the detailed justifications in the hypotheses development.

2.4. Consumption value

Consumption value has been proved as an essential perspective in predicting consumer behavior [38]. The well-known Sheth-Newman-Gross Consumption Value Model proposed five dimensions of perceived value that influence consumer behavior, including functional, conditional, social, emotional, and epistemic values [39]. Based on this typology, Sweeney and Soutar further classify consumption value into four different

dimensions: emotional, social, quality or performance and price or value for money [40].

Existing studies have broadly classified the values of PPAS consumption [24, 41]. Most of them identify the key factors that can influence consumer decision from accommodation conditions (such as geographical location, service quality, cleanliness, room comfort, and safety) [42] without considering the features of PPAS. Therefore, we attempt to identify the unique values of PPAS from consumers' experience.

This study uses perceived authenticity, novelty seeking, home benefits, and social interaction as the unique values that can represent PPAS features different from traditional hotel services. First, perceived authenticity corresponds to conditional value, that is, consumers can obtain greater value by choosing a product/service only under certain circumstances [43]. Only when users choose a specific tourist destination and experience the certain local PPAS can they generate the perception of authenticity. Second, novelty seeking corresponds to the epistemic value, that is, the product/service selected by consumers can satisfy their curiosity or provide new and different experiences [43]. PPAS is attracting users to experience with its personalized and diversified accommodation environment. Third, home benefits corresponds to the functional value, that is, the product/service selected by consumers has the function, practicality or physical performance [43]. PPAS provides users with the function property like home. Finally, social interaction corresponds to social value, that is, the product/service selected by consumers can help them contact and communicate with other individuals or social groups [43]. By living in a local accommodation, users can not only communicate with the host, but also interact with other surrounding neighbors and locals, making friends while getting more information.

3. Research model and hypotheses

Based on the discussion above, we develop a research model as depicted in Figure 1. Next, we will provide detailed arguments for these hypotheses.

3.1. Antecedents of psychological ownership

Authenticity is a common consumer value in the tourism industry [44] and is the key motivation for tourists to travel to different places [45]. Many studies treat perceived authenticity as individual self-identity and self-realization [46, 47], which also corresponds to psychological ownership. Self-identity motivation explains the reasons why individuals are willing to explore and interact with the surrounding environment.

When the individual is in it and tries to understand its meaning, the individual will regard the goal as an extension of himself, thus generating self-identity and psychological ownership [30]. The PPAS provides visitors with a “live like a local” real experience [48], making consumers to feel like they have become locals through this kind of authentic experience. This satisfies self-identity motivation and guarantees consumer’s psychological ownership of PPAS. Therefore, the following hypothesis is proposed:

H1: Perceived authenticity positively affects psychological ownership.

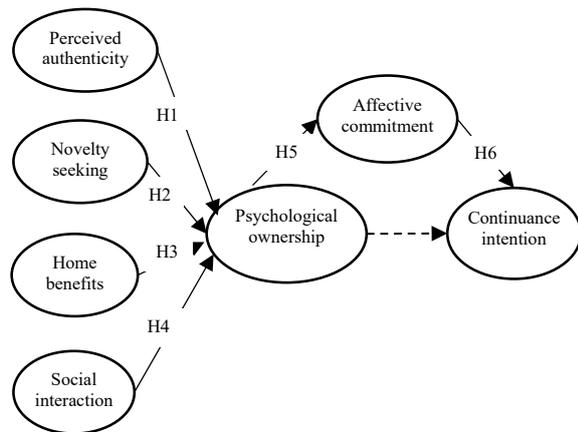


Figure 1. Research model

Novelty seeking often appears as a basic motive in tourism [49]. Consumers with curiosity tend to achieve their desires by seeking new experiences [40]. Novelty seeking is usually accompanied by personal innovation, which makes individuals show a tendency to adopt innovative products [50]. In the context of PPAS, novelty seeking is reflected in consumers’ preference for non-standard and diversified travel experience rather than the monotonous traditional hotel accommodation [24]. Tourists who use PPAS are likely to pursue novelty experience and are tired of standard hotel accommodation [51]. PPAS users with the pursuit for novelty want to find and experience new and different stimuli through non-standardized and personalized accommodation services. Once such stimulation and demand are met, consumers’ psychological ownership also arises. Therefore, the following hypothesis is proposed:

H2: Novelty seeking positively affects psychological ownership.

In sharing economy, the functionality of a product or service is considered to be a vital factor in facilitating consumers’ satisfaction and continuance

intention [52]. Home benefits represent “functional attributes of a home—‘household amenities’, ‘homely feel’, and ‘large space’ ” [2]. In the context of PPAS, the functionality is reflected by home benefits which include a series of household facilities, such as kitchen, washing machine, dryer, etc. [53]. Consumers can enjoy these full-fledged household facilities and experience the intense family atmosphere as if it is their own home [54]. Having a place of one's own as a family and personal space is one of the basic needs of human beings. It not only provides comfort and security, but also encourages individuals to have a sense of control and identity, which in turn creates a possession perception [31]. Therefore, the following hypothesis is proposed:

H3: Home benefits positively affect psychological ownership.

For tourists, social value can be generated by interacting with others during travel [55]. The hosts in the PPAS are ordinary families or individuals. Consumers have the opportunity to communicate with landlords, make new friends and get travel advice from local people [56]. Prior studies on sharing economy have pointed out that collaborative consumption can meet the social needs of consumers [26, 52]. The innate desire to experience causal efficacy in altering the environment results in the attempts to take possession and the emergence of ownership feelings [30]. When people communicate with the host and other residents, they not only aim to know the relevant tourism information, but also make new friends and share their own stories and to the locals. This may facilitate them to feel in control and change the environment around the accommodation to some extent. Thus, driving the emergence of psychological ownership. Therefore, we propose:

H4: Social interaction positively affects psychological ownership.

3.2. Affective commitment

Previous research has suggested that people are more attached to what they feel as if belonging to them than those they do not have this feeling with [57]. Attachment has been identified as an important dimension of affective commitment [12]. Organizational research has proved the positive relationship between psychological ownership and employee’s affective commitment toward the firm [35]. Similarly, marketing research has shown the powerful force that psychological ownership exerts. It even drives the consumers to resist the product or service of the competitors [58]. In PPAS context, psychological

ownership can lead to a sense of attachment, which is the foundation of affective commitment [59]. Therefore, we hypothesize:

H5: Psychological ownership positively affects affective commitment

Affective commitment is generally viewed as an emotional factor to predict membership or turnover in organizations [13], consumer loyalty towards mobile service industry [60], and virtual world users' continuance intentions [61]. In fact, prior studies have indicated that affective commitment enables an individual to continue in a relationship because of favorable attitudes [62] and identification [63]. Based on these findings, we expect this relationship to hold in PPAS, leading to our hypothesis:

H6: Affective commitment positively affects consumer's continuance intention toward PPAS

4. Methodology

4.1. Data collection

Data were collected from Chinese PPAS users. A professional online survey website helped to collect the data. The respondents were eligible only when they had certain PPAS experience. Ten Yuan was paid to each respondent as an incentive. After removing the responses with the same IP address and short time, 437 valid responses were obtained. Among these respondents, 62.5% were female users, over 80% were with the ages from 19 to 34, over 90% were with the education level of bachelor or above, and over 70% had PPAS experience more than 6 months.

4.2. Measurement development

Measurement items used in this study were adapted from related previous literatures (see Table 2). Items were measured using a seven-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. Items were translated into Chinese to reach a larger target population and avoid non-response problem. The process of developing these scales included a literature search, discussions with professors and postgraduates, a pilot test and data analysis.

4.3. Data analysis

Partial least squares (PLS) was used to test both the measurement model and structural model. It has been widely applied in information systems research, especially in the early stage of theory development.

Table 2. Measures

Constructs	Items	Sources
Perceived authenticity	<i>Living in the accommodation that the PPAS provides enables me to</i>	
	PA1	experience local life
	PA2	experience local folk culture
	PA3	interact with local residents
Novelty-seeking	<i>Living in the accommodation that the PPAS provides gives me</i>	
	NS1	a new and different experience
	NS2	a unique experience
	NS3	personalized surroundings
Home benefits	<i>The accommodation that PPAS provides gives me</i>	
	HB1	a large amount of space like home
	HB2	the access to household amenities
	HB3	the homely feel
Social interaction	<i>PPAS offers me more opportunities to</i>	
	SI1	have a meaningful interaction with the hosts
	SI2	get to know people from the local neighborhoods
	SI3	get insiders' tips on local attractions
Psychological ownership	<i>Living in the accommodation that the PPAS provides makes me feel as if</i>	
	PO1	I have the private ownership of it
	PO2	I have my own residence
	PO3	it is my residence
Affective commitment	AC1	I feel emotionally attached to the PPAS I have ever used
	AC2	I feel a strong sense of belonging to the PPAS I have ever used
	AC3	The PPAS is very attractive to me
	AC4	The PPAS has a great deal of personal meaning for me
Continuance intention	C11	I expect to continue using the PPAS in the future
	C12	I can see myself using the PPAS in the future
	C13	It is likely that I will use the PPAS in the future

PLS is more appropriate for relatively small sample and non-normal data distribution [67], which is the case in our study. Given the consideration above, PLS, SmartPLS in particular, is used as the analytic tool in this paper.

Table 3. Constructs reliabilities and correlations

	AVE	CR	PA	NS	HB	SI	PO	AC	CI
PA	0.744	0.853	0.863						
NS	0.582	0.807	0.642	0.763					
HB	0.570	0.799	0.486	0.498	0.755				
SI	0.576	0.803	0.523	0.564	0.492	0.759			
PO	0.778	0.875	0.284	0.391	0.549	0.422	0.882		
AC	0.658	0.885	0.292	0.339	0.479	0.466	0.463	0.811	
CI	0.700	0.858	0.477	0.608	0.470	0.505	0.299	0.409	0.837

Notes: AVE=Average variance extracted, CR=Composite reliability, PA=Perceived authenticity, NS=Novelty seeking, HB=Home benefits, SI=Social interaction, PO=Psychological ownership, AC=Affective commitment, CI=Continuance intention. Boldfaced diagonal elements are the square roots of AVEs

Table 4. Cross-loadings

	PA	NS	HB	SI	PO	AC	CI
PA1	0.820	0.532	0.433	0.423	0.212	0.213	0.448
PA2	0.900	0.540	0.390	0.472	0.278	0.288	0.381
NS1	0.565	0.701	0.364	0.436	0.199	0.179	0.484
NS2	0.500	0.757	0.360	0.446	0.278	0.248	0.451
NS3	0.418	0.837	0.418	0.406	0.382	0.333	0.457
HB1	0.330	0.438	0.800	0.360	0.503	0.286	0.393
HB2	0.391	0.334	0.714	0.400	0.250	0.348	0.359
HB3	0.378	0.438	0.791	0.367	0.460	0.448	0.324
SI1	0.363	0.389	0.390	0.816	0.391	0.435	0.435
SI2	0.406	0.419	0.319	0.704	0.259	0.292	0.292
SI3	0.436	0.465	0.389	0.747	0.298	0.316	0.316
PO1	0.277	0.363	0.539	0.359	0.891	0.422	0.279
PO2	0.230	0.349	0.462	0.394	0.873	0.400	0.268
AC1	0.211	0.208	0.366	0.382	0.359	0.795	0.240
AC2	0.260	0.245	0.414	0.379	0.429	0.837	0.287
AC3	0.290	0.392	0.399	0.408	0.335	0.822	0.474
AC4	0.187	0.262	0.347	0.353	0.386	0.789	0.321
CI1	0.426	0.505	0.432	0.441	0.349	0.408	0.877
CI2	0.398	0.552	0.391	0.445	0.252	0.298	0.834
CI3	0.326	0.401	0.315	0.337	0.109	0.294	0.731

Notes: PA=Perceived authenticity, NS=Novelty seeking, HB=Home benefits, SI=Social interaction, PO=Psychological ownership, AC=Affective commitment, CI=Continuance intention

5. Results

5.1. Measurement model

Reliability was assessed by examining composite reliability (CR) and average variance extracted (AVE) [67]. The threshold values used to evaluate the two indices were 0.7 and 0.5 respectively [68]. As shown in Table 3, the minimum values of CR and AVE were 0.799 and 0.570, suggesting that all the constructs were reliable.

Discriminant validity of the constructs can be verified by confirming the square root of the AVEs to

be higher than the inter-construct correlations [69]. The result in Table 3 shows that the square roots of the AVE of all the constructs were higher than all the correlations, suggesting good discriminant validity. Since all the constructs of this study were measured reflectively, we assessed the convergent validity by examining whether the item loadings on the corresponding constructs were large enough. As shown in Table 4, all item loadings were above 0.7, indicating adequate convergent validity [69].

To assess the potential concern of multicollinearity, we calculated the variance inflation factor (VIF) values of all the major constructs. Results indicated the VIF values for perceived authenticity, novelty seeking,

home benefits, social interaction, psychological ownership, affective commitment and continuance intention were 1.973, 2.170, 1.882, 1.981, 1.647, 1.668 and 1.820, respectively. Thus, the VIF values for all of the constructs were below the suggested criteria threshold of 10 and the more stringent threshold of 3 [70], suggesting that multicollinearity is not a serious problem in our analysis.

5.2. Structural model

The results of the structural model test were summarized in Figure 2. Except for PA which exerted an insignificant effect on PO ($\beta=-.114$, $t=1.696$), rejecting H1, all other value perceptions were found to significantly affect PO, in particular, NS ($\beta=.142$, $t=2.184$), HB ($\beta=.463$, $t=9.119$) and SI ($\beta=.182$, $t=3.286$), supporting H2-4. In addition, PO was found to have a significant impact on AC ($\beta=.464$, $t=8.895$) and AC had a significant influence on CI ($\beta=.348$, $t=4.692$). Hence, H5 and H6 was supported.

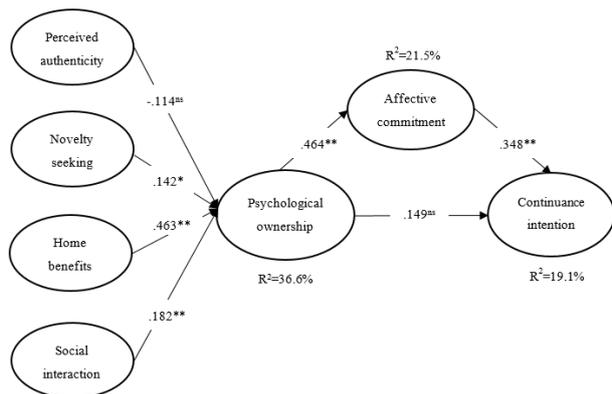


Figure 2. PLS results

Notes: * $p < 0.05$, ** $p < 0.01$, ns: insignificant ($p > 0.05$)

6. Discussion

The results provide three key insights. First, affective commitment fully mediates the relationship between psychological ownership and continuance intention. Under the PPAS context, consumer can only obtain temporal ownership (psychological ownership) within the designated period. This may weaken consumers' enthusiasm and make it hard to retain them. But once psychological ownership stimulates affective commitment, consumer will develop the identity and attachment to the product or service and be willing to invest in the product or service to a higher degree.

Second, novelty seeking, home benefits and social interaction were confirmed to positively affect

psychological ownership. It is worth noting that home benefits appear to be particularly powerful. PPAS's houses are mainly from individuals, mostly family-owned suites, and the layout, decoration are more family-oriented with a series of household facilities, including kitchen, washing machine, dryer, etc. It is different from traditional standardization of hotel accommodation environment. Our data were collected from Chinese PPAS users and iResearch's "2017 Chinese Peer-to-Peer Accommodation Service Research Report" shows that family members are the main peers of PPAS users, accounting for 58.5% [5]. This shows that it is the most attractive factor for users. In addition, this result is the same as the previous research conclusion [2, 54].

Third, perceived authenticity did not significantly influence psychological ownership. This may be explained by the fact that people can experience the local scenery, food and culture through the whole travel. Although PPAS accommodation truly provides an authentic experience to some extent, it is insufficient to accounts for that self-identity and further, psychological ownership. Furthermore, previous research have found that when authenticity is considered together with other motivation factors in the same model, its effect in forming attitude or behavioral intentions appeared relatively insignificant [2].

6.1. Theoretical implications

This study contributes to the literature in several ways which are discussed in further details below. First, to capture the unique feature of PPAS, we explore the role of psychological ownership in PPAS continuance. Most previous studies investigated consumer's behavior toward PPAS from the motivation lens without differentiating PPAS and traditional hotel service. In this study, we point out that PPAS can provide personalized services to users and make them obtain a feeling of psychological ownership, which is not available for traditional hotel services. Psychological ownership fits well with current research settings and provides a new direction for relevant study.

Second, our study identifies four consumer values closely associated with the research setting that can be satisfied by PPAS and are relevant to the four motives of psychological ownership. More precisely, we regard perceived authenticity, novelty seeking, home benefits, and social interaction as four value perceptions of PPAS and argue that these four elements can lead to the formulation of psychological ownership, offering a novel framework which can be taken as the foundation for future research.

Finally, this paper figures out the underlying

mechanism through which psychological ownership affects continuance intention. Specifically, we validated that psychological ownership affected affective commitment which in turn influences continuance intention, giving new insights to relevant studies.

6.2. Practical implications

This study also provides important implications for practices. First, the practitioners must devote to creating the homelike conditions, which can be the relative advantage of PPAS accommodation compared with traditional hotel.

Second, PPAS is different from the conventional hotel in that it can satisfy consumers' intrinsic needs to pursue fancy through the diverse and personalized house styles. Therefore, we suggest that practitioners should concentrate on adding some unique characteristics to their accommodations. For instance, *Xiaozhu's City Lights* project offers consumers a series of humanistic accommodations and provides them novel and meaningful experiences.

Third, communicating with local residents is the critical motive for consumers. PPAS should enrich the social interactions between consumers and hosts by asking the hosts to share their first-hand experiences and the consumers in turn to contribute their feedbacks.

6.3. Limitations

This study exhibits several limitations that must be recognized. First, data were collected in China, so whether the findings can be applied to other contexts should be further investigated. The perceptions of consumer values and psychological ownership may vary across different countries, cultures, or regions. A cross-cultural study is encouraged to further confirm our findings or advance the theoretical understandings by considering culture as a moderator. Second, this study investigates consumer's continuous usage toward PPAS only from the perspective of psychological ownership and the explained variance is not so ideal ($R^2=16.6\%$). To better predict continuance intention, future research can integrate other relevant theories (e.g., expectation confirmation theory) and constructs (e.g., satisfaction) to extend the present model and reach more insightful conclusions

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