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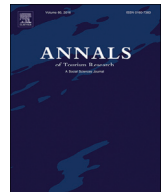
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Research article

How and when tryvertising works in P2P accommodations

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ABSTRACT

This study explores the potential of tryvertising in accommodations using an experimental research design. By building a moderated mediation model, this research offers theoretical underpinnings to comprehend how and when tryvertising works in peer-to-peer accommodations. The results demonstrate that tryvertising is more effective in Airbnb than in a hotel context, and more effective in an entire property than a private room in Airbnb. Different accommodation settings represent different levels of territoriality, with higher territoriality leading to higher psychological ownership, and hence higher purchase intentions towards tryvertised products. Such effects are moderated by impermanence which is a threat to psychological ownership. This research suggests avenue marketers/hosts can optimize tryvertising effectiveness in peer-to-peer accommodations by increasing guests' perceived territoriality and psychological ownership.

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Introduction

"Tryvertising" is an advertising strategy that provides consumers a direct experience of products or services by trying them out and getting familiar with them in a real context (Biggio, 2021; Lei et al., 2020). As tryvertising can address the challenges of traditional advertising by allowing people to experience a service or try out a product in the course of their daily life, it has been widely practised in the tourism and hospitality industries (Lei et al., 2020). Tryvertising as a form of product placement does work in a hotel setting. For example, hotel guests get the chance to become familiar with branded soap bars, shampoos or coffee machines by trying them out during their stay, which likely drives them to later purchase the products that they become interested in. This tryvertising strategy has been adopted by some international hotel chains including Ritz-Carlton and Hilton, e.g., by selling products ranging from room amenities to fragrances that have been offered to guests in their hotel rooms (Flager, 2020). Although tryvertising seems to be a promising advertising strategy in hotels (Lei et al., 2020), no research has yet explored the potential of it in peer-to-peer accommodations and the underlying mechanism of how it works. When compared to hotels, the home-feeling nature of peer-to-peer accommodations may provide a more natural context for customers to try out products (Sainaghi & Baggio, 2020), meaning the tryvertising strategy can be more effective. As indicated in recent sharing economy literature (Dolnicar, 2019; Viglia, 2020), peer-to-peer accommodation is trading more than space, and may have other commercial

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potentials. The emergence of peer-to-peer accommodations not only significantly affects the tourism and hospitality industries (Dolnicar, 2019), it also provides new opportunities and research questions for marketing communication and distribution in contexts. The limited work in this area highlights the need for further research.

Among the existing peer-to-peer accommodation literature (Dolnicar, 2019; Ert & Fleischer, 2019; Pino et al., 2022; Song et al., 2020; Xue et al., 2022), most attention has been paid to investigating the business model, host-guest relationships (e.g. trust), and impacts on local community (e.g. the increase in rental prices), while there is a lack of research into the influence of territoriality on guests (Wang & Li, 2021) and the potential for tryvertising in peer-to-peer accommodations. Recent research suggests that “human territoriality offers a new perspective on peer-to-peer accommodation” (Wang & Li, 2021, P.1736), and it can be ambiguous and complicated but particularly important in affecting guests’ feelings and subsequent behaviors (Dolnicar, 2019; Wang & Li, 2021). The home-feeling nature of peer-to-peer accommodations implies that guests might perceive some rental spaces as their ‘territory’ and develop a sense of ownership towards the rental space (Wang & Li, 2021). Such unique features of peer-to-peer accommodations may help increase the effectiveness of tryvertising when compared to hotels, but this has not yet been substantiated by empirical findings.

Perceived territoriality and psychological ownership were found crucial in affecting visitor experience and behavioral intentions in prior literature (Moon et al., 2020; Pino et al., 2022; Wang & Li, 2021; Wu et al., 2014). However, they were either investigated separately or employed interchangeably (Moon et al., 2020; Pino et al., 2022), and the relationship between perceived territoriality and psychological ownership has not been adequately scrutinized, especially how territoriality affects sense of ownership and how they two can work together to influence tryvertising effectiveness. Furthermore, psychological ownership literature asserts that the sense of ownership towards a product can be quite context specific (Fritze et al., 2020; Pino et al., 2022): guests may develop stronger feelings of ownership towards amenities used during a peer-to-peer accommodation service exchange than a hotel setting (Morewedge et al., 2021). Although recent research has explored some determinants of psychological ownership (Fritze et al., 2020; Pino et al., 2022), no studies have tested psychological ownership as a mechanism underlying the effectiveness of tryvertising in accommodation settings.

Current hospitality literature only explores the effects of customer characteristics (e.g., gender) on tryvertising effectiveness in hotels (Lei et al., 2020), while little is known on the mechanisms and moderator of tryvertising effectiveness. In a consumer behavior context, impermanence refers to the situation in which individuals no longer expect to keep goods, assuming goods will be returned to owners (Morewedge et al., 2021). Impermanence of the tryvertised products might play an important role in tryvertising effectiveness. However, limited research has thus far investigated the role of impermanence in affecting the interlinks of territoriality, psychological ownership and purchase intention. Salient reminders of the impermanence of using amenities can threaten customers’ psychological ownership towards the amenities during their accommodation stay, and hence exert a negative effect on their subsequent purchase behaviors. A moderating effect of impermanence can be expected, yet no existing study has shed light on it.

To address the aforementioned research gaps, this study explores the mechanism and moderator of the effectiveness of tryvertising in accommodation settings. More specifically, this study aims to 1) examine the effectiveness of tryvertising in different accommodation settings (hotel vs. Airbnb, and entire property vs. private room in Airbnb); 2) uncover the accompanying underlying mechanism by testing the mediation role of psychological ownership; 3) explore the moderator of tryvertising effectiveness by testing the effect of impermanence of the tryvertised products. Drawing on human territoriality theory (explains why and how people attempt to maintain control over a specific space, Sack, 1983) and psychological ownership theory (explains why and how people experience the ownership feelings towards objects that they do not legally possess, Pierce & Peck, 2018), the proposed model was tested via four experimental studies among UK consumers.

This study contributes to the body of knowledge in several ways. Firstly, this research provides a novel perspective that peer-to-peer accommodations – similar to hotels – can be an effective tryvertising context as an experiential marketing channel for brands and products. This not only extends the conversation regarding how sharing economy may transform traditional markets/businesses (Dolnicar, 2019; Fritze et al., 2020; Viglia, 2020), but also opens up new research questions and opportunities for future studies. Secondly, this study advances human territoriality literature (Fritze et al., 2020; Pino et al., 2022; Wang & Li, 2021) by unveiling the effects of territoriality (through psychological ownership) on purchase intention towards tryvertised products, and extends psychological ownership literature by affirming perceived territoriality as a significant antecedent of psychological ownership, which lacks evidence in the extant research (Fritze et al., 2020; Pino et al., 2022). Thirdly, this study provides the first evidence of the moderating role of impermanence in affecting the psychological mechanism behind tryvertising effectiveness, which is not evidenced in prior literature (Morewedge et al., 2021). Fourthly, by developing and validating a moderated mediation model, this study adds knowledge to liquid consumption (Bardhi & Eckhardt, 2017) and service language model (Scerri & Presbury, 2020), highlighting the impact of impermanence for customers in service exchanges.

Literature review

Tryvertising in accommodation context

Unlike other forms of advertising, a unique characteristic of tryvertising is that it allows consumers to try products/services without purchasing and owning it, with a ‘trying-before-buying’ method (Baum et al., 2019), which is also recognized as experience-based advertising (Biggio, 2021). Notably, ‘try-before-you-buy’ strategy has been implemented in various businesses and was used interchangeably with ‘tryvertising’ in prior literature (Baum et al., 2019; Biggio, 2021). While tryvertising is

following the 'try-before-you buy' method, it emphasizes more on integrating products into a real context where consumers can get familiar with the products (Baum et al., 2019; Biggio, 2021). Nowadays, consumers have many opportunities in their daily life to try and experience products. According to industry practice, many brands (e.g., IKEA) have collaborated with hotels to tryvertise their products. Besides pillow and mattresses, amenities were found most relevant to tryvertising, including kitchen facilities (e.g., coffeemaker), and essential kit like shampoo (Lei et al., 2020). Other than that, some complimentary products such as cleaning pack, and welcoming basket with local snacks and souvenirs also have a great potential for tryvertising. However, tryvertising has rarely been studied in the field of tourism and hospitality. Only one study so far has been conducted on tryvertising in a hotel context. Lei et al. (2020) found that some potential factors such as gender, length of stay, and membership are associated with hotel guests' likelihood to purchase tryvertised products. Yet the mechanisms and potential moderators of tryvertising effectiveness remain under-researched.

People have the need to avoid the risk of purchasing low-quality products and the need to try a product before buying (Baum et al., 2019). Therefore, where these consumers try their desired products/services and how to excel the trying experience might be essential in scaling the effectiveness of tryvertising. Contextual factors of tryvertising thus deserve more research attention. Accommodation provides contexts that make guests feel that trying certain products (e.g., bed and linen) is entirely natural. Tryvertising in accommodation settings can be more effective than simply giving out free samples, as it enables marketers to reach the target audience in a relevant way (Lei et al., 2020). Peer-to-peer accommodation is viewed as a unique accommodation experience creator (Sainaghi & Baggio, 2020; Zhu et al., 2019). Over 85 % of Airbnb guests claim that the reason for choosing Airbnb is the provision of home comforts (Zhu et al., 2019). Wang and Jeong (2018) have identified that home comforts and physical utility are two key dimensions of Airbnb's customer experience; peer-to-peer accommodation may thus provide a better fit to implement tryvertising because of its feature of experience-oriented accommodation service and the more natural product-trying context compared to hotels.

Hypothesis development

Perceived territoriality

Based on human territoriality theory, perceived territoriality was defined as an assertion of control over a geographic area that assures exclusive possession (Sack, 1983). This concept was then operationalized as perceptions with regards to control over individuals' own particular space, which has been widely applied in various contexts, including workplaces (Brown, 2009), and tourism and hospitality settings, e.g., restaurants and coffee shops (Moon et al., 2020; Wu et al., 2014). Prior literature suggests that perceived territoriality is quite context-specific (Moon et al., 2020; Wu et al., 2014). According to Altman's (1975) classifications of human territories, primary territory refers to a private space where people have exclusive control to use the place (e.g., home context), while secondary territory can be a semi-public space where individuals may need to share the space with a particular social group (e.g., shared office). Thirdly, public territory refers to those public spaces where anyone can be offered temporary access (e.g., a public library or supermarket).

It can therefore be implied that perceived territoriality may differ in different tryvertising contexts. For instance, customers' perceived territoriality tends to be higher in the context of peer-to-peer accommodations than in a hotel setting, as peer-to-peer accommodations provide a strong sense of home feeling (Zhu et al., 2019), where customers can perceive a high level of control over the space. Within the peer-to-peer accommodations, different room types also offer distinct senses of control over the space (Dolnicar, 2019). Enjoying an entire place enables customers to perceive higher territoriality than staying in a private/shared room, as staying in an entire place implies an 'exclusive use' of the amenities which represents a jurisdiction for one's possessed territory (Moon et al., 2020). According to Wang and Li (2021), peer-to-peer accommodation guests have the need to claim their own territory, and the presence of hosts/other guests (e.g., strangers or a social group other than their own family) would lower guests' perceived territoriality over the accommodation space, as territorial boundaries are likely to be blurry in a private/shared room rental situation (Bresciani et al., 2021). As such, in this study, we propose that perceived territoriality is higher for guests in peer-to-peer accommodations than in hotels; within peer-to-peer accommodations, it is higher in entire properties than in private rooms.

The previous literature asserts a significant role of perceived territoriality in affecting space users' experience (Moon et al., 2020; Wang & Li, 2021). For example, in a restaurant, customers may sense an empty table as their personal space, leading to high perceived territoriality. Such a high perceived territoriality condition would make customers feel more comfortable and relaxed than they could be in a situation where they must share tables with strangers; this demonstrates the positive impacts of territoriality on the focal service experience of customers (Moon et al., 2020; Wu et al., 2014). However, the influence of territoriality on space users' attitudes towards the objects/amenities within the space remains under-researched. Wang and Li (2021) indicated that when staying in a home-sharing setting, people tend to perceive some rental space as their own; high perceived territoriality can not only positively influence guests' feelings and experiences during the stay but also their subsequent behaviors and preferences. What is yet unknown is whether different territoriality levels may bring about different purchase intentions towards tryvertised products. Prior literature indicates that territoriality can help people to establish and control their relations with elements of daily life (Brown, 2009). High perceived territoriality in an environment may lead to one's increased commitment and connectedness to the objects within that specific environment (Brown, 2009). In turn, we suggest that if a guest has higher perception of territoriality in an accommodation setting, it should elicit more commitments and intentions to possess the objects/amenities within the accommodation space, such as higher purchase intention towards the tryvertised products.

Given the above discussion, the following hypothesis is proposed:

H1. *Higher perceived territoriality (vs. lower perceived territoriality, represented by Airbnb vs. hotel, and entire property vs. private room in Airbnb) leads to higher purchase intention towards tryvertised products.*

Psychological ownership

The concept of psychological ownership was developed from the theories of possession (Fritze et al., 2020). Pierce and Peck (2018) defined psychological ownership as a state in which individuals feel as though the target of ownership or a piece of that target is 'theirs'. While legal ownership means that the possession of an object is recognized by law, psychological ownership refers to the self-derived perception that is primarily recognized by individuals (Pino et al., 2022). According to psychological ownership theory, when psychological ownership towards a target product is established, it prompts increased consumer engagement with that product (Fritze et al., 2020; Pierce & Peck, 2018). The feeling that a product is 'mine' can strengthen consumers' emotional attachment towards the product (Jussila et al., 2015), thereby leading to increased purchase intentions through endowment effect (Gineikiene et al., 2017; Morewedge et al., 2021). When customers feel a sense of ownership towards a product, they would be willing to pay extra to keep using it (Pino et al., 2022). As psychological ownership reflects the associated emotional attachment to the target of possession (Jussila et al., 2015), which then brings about outcomes such as purchase intention and customer loyalty (Gineikiene et al., 2017; Pino et al., 2022), it is deemed an important asset for brands and has been investigated in various contexts (Morewedge et al., 2021; Pino et al., 2022). Recent research suggests that although peer-to-peer accommodations do not involve legal ownership transfer, guests are likely to experience psychological ownership towards providers' resources (e.g., amenities) during their stay (Pino et al., 2022). Psychological ownership can increase the usages of accessed-based products (Fritze et al., 2020) and motivate guests to remain loyal to the products (Pino et al., 2022). Although the positive effects of psychological ownership on purchase intention have been documented in prior literature (Gineikiene et al., 2017; Pino et al., 2022), emerging research argues that such effects can be rather context-specific and warrants further research (Morewedge et al., 2021).

The influence of territoriality might provide a possible explanation on how psychological ownership may vary from one context to another. However, as stated previously, the *perceived territoriality-psychological ownership* link has not been explicitly scrutinized. Brown (2009) suggested that despite the close connection between perceived territoriality and psychological ownership, they are conceptually distinct from each other: perceived territoriality refers to individuals' perceptions of occupation and control over a physical space (Wang & Li, 2022), while psychological ownership concerns possession perceptions towards a particular object even without legal ownership (Pierce & Peck, 2018). In this study, perceived territoriality was operationalized as guests' perceptions of control over the paid accommodation space (e.g., hotel or Airbnb); while psychological ownership refers to guests' feelings of ownership towards tryvertised amenities/products inside the accommodation space.

According to psychological ownership theory (Jussila et al., 2015), people develop psychological ownership through certain routes and motives, including having a place (territorial space), control over the objects, and investing self into the objects. People need territorial space, which motivates them to claim control of the surroundings and invest themselves into that space, thereby triggering feelings of ownership in that territory (Jussila et al., 2015). Yuksel et al. (2019) found that high territoriality perception in a particular space can give rise to one's psychological ownership towards objects inside that space, as people with high perceived territoriality tend to maintain and protect from others those things that they feel belong to them in their territory. For example, restaurant guests tend to take their usual table as a form of territoriality to ensure a sense of psychological ownership (Moon et al., 2020). Moreover, the need for home territory is a crucial human need, as 'home space' provides security, comfort, and a sense of control (Jussila et al., 2015). It can be assumed that in the context of peer-to-peer accommodations, within such safe and "personal" territoriality (Zhu et al., 2019), guests' psychological ownership is likely to be developed towards the objects located inside it, which might not happen in a hotel setting as the room and amenities are normally standardized with "impersonal" resources (Pino et al., 2022). Within the peer-to-peer accommodation context, the development of psychological ownership towards the objects/amenities would also vary according to different levels of perceived territoriality. For instance, entire property (high territoriality) might engender more psychological ownership towards the providers' possessions (e.g., amenities and furnishings) compared to when guests are renting a private room within an Airbnb (low territoriality).

Based on the above theoretical reasoning, it appears reasonable that accommodation guests' psychological ownership towards tryvertised products, affected by perceived territoriality during a stay, may engender purchase intentions of the tryvertised products. The following hypothesis is thus put forward:

H2. *Higher perceived territoriality (vs. lower perceived territoriality, represented by Airbnb vs. hotel, and entire property vs. private room in Airbnb) leads to higher purchase intention towards tryvertised products due to a higher psychological ownership over the tryvertised products.*

The moderating role of impermanence

Impermanence is a concept highlighting the transient nature of things, which is defined as not permanent or lasting (Geismar et al., 2022). Prior literature advocated that the concept of impermanence is highly relevant to liquid consumption and sharing economy (Bardhi & Eckhardt, 2017; Morewedge et al., 2021). According to the theory of liquid consumption, an ephemeral relationship with objects can inhibit the development of emotional attachment, thus threatening the formation of psychological ownership towards the objects (Bardhi & Eckhardt, 2017; Peng et al., 2022). In psychological ownership research, impermanence

refers to the condition that consumers assume goods will be returned to the owner and they no longer expect to keep the goods (Morewedge et al., 2021). For example, house rules sent before or during a peer-to-peer accommodation stay (e.g., 'close hot tub lid when finished') will highlight the condition of high impermanence: guests only have temporary access to the amenities of the accommodation, which should all be soon returned. While psychological ownership implies one's expectation of owning a product, such expectation can be disrupted by cues of impermanence, as the reference point of product evaluation may shift from a potential gain to something that is to be lost (Morewedge et al., 2021). With reduced 'ownership' towards the products, customers may perceive low relevance to self, leading to less emotional engagement and purchase intention towards the products (Peng et al., 2022).

As a typical type of liquid consumption and accessed-based services, peer-to-peer accommodations highlight a temporal relationship of guests-space/objects rather than an enduring relationship (Chen & Tussyadiah, 2021; Fritze et al., 2020). The use of the amenities in peer-to-peer accommodations is thus deemed fluid and temporal (Peng et al., 2022). The theory of liquid consumption (Bardhi & Eckhardt, 2017) asserts that consumers' relationships with objects are ephemeral and particular to a specific context. In a peer-to-peer accommodation, the feeling of impermanence of the amenities/products can be induced by a reminder implying the actual ownership (e.g., house rules regulating guests' behaviors in using amenities). Such emphasis of liquidity and impermanence implies that Airbnb guests shall no longer expect to keep the amenities/products as they will be returned to hosts later (Morewedge et al., 2021). The cues of impermanence of the amenities/products in a low territoriality setting may make guests even more unlikely to develop commitment and connectedness to the tryvertised products. For instance, when staying in a private room of peer-to-peer accommodations where guests must share space (e.g., kitchen and living room) with hosts/other guests (low perceived territoriality), a note of house rules implying impermanent use of the tryvertised products would further dissociate the connectedness to the products. Thus, it appears reasonable to propose that impermanence moderates the impact of territoriality on purchase intention towards tryvertised products.

Furthermore, there is evidence in prior literature that impermanence can threaten consumers' psychological ownership (Bardhi & Eckhardt, 2017; Morewedge et al., 2021). The impermanence information reminds peer-to-peer accommodation guests that they only have temporary use rights towards the tryvertised products, which would further affect the formation of psychological ownership towards the products in a low territoriality situation (e.g., sharing living room with hosts), and in turn, reducing the likelihood of purchasing them. In contrast, low impermanence, which reduces the feeling of limited use of the amenities, would help increase guests' psychological ownership and purchase intention towards the tryvertised products. However, when staying at an entire property of peer-to-peer accommodations where perceived territoriality is high, impermanence is less likely to threaten guests' psychological ownership due to the absence of the hosts on site and no one seems to be there monitoring if they are following the house rules. From the above, we can see an interaction between territoriality and impermanence on psychological ownership, which in turn affects purchase intention towards the tryvertised products.

In line with the above reasoning, the following hypotheses were proposed:

H3. Impermanence of tryvertised products moderates the relationship between territoriality and purchase intention towards tryvertised products. Specifically, when territoriality is low, high impermanence (vs. low impermanence) leads to lower purchase intention towards the tryvertised products. When territoriality is high, there is no significant difference in purchase intention between high and low impermanence conditions.

H4. Psychological ownership mediates the moderation effect of impermanence of tryvertised products. Specifically, when territoriality is low, high impermanence (vs. low impermanence) leads to lower purchase intention towards the tryvertised products due to reduced psychological ownership. When territoriality is high, such mediation effect is not significant.

The research model of this research is exhibited in Fig. 1.

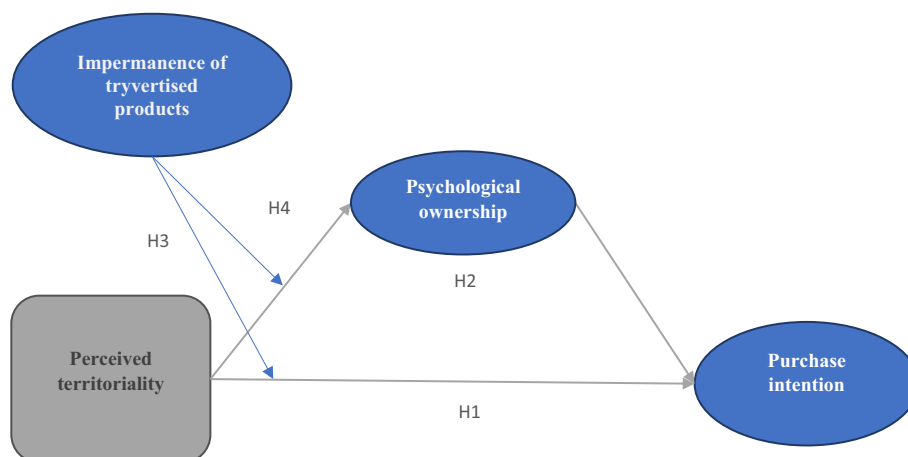


Fig. 1. Research model.

Methodology & results

Overview of the studies

Four studies were conducted to investigate the influence of perceived territoriality on the effectiveness of tryvertising, and the related underlying mechanism and moderator. The first three studies were designed to test Hypotheses 1 and 2, and the last study was designed to test Hypotheses 3 and 4. The first study examined the effect of perceived territoriality on purchase intention of tryvertised products and the mediation effect of psychological ownership via manipulating perceived territoriality using peer-to-peer accommodations (Airbnb) and hotels as tryvertising contexts. The rest of the experimental studies focused on Airbnb as tryvertising contexts. Study 2A tested the effect of perceived territoriality on purchase intention of tryvertised products and the mediation effect of psychological ownership via manipulating perceived territoriality using an entire property and a private room in Airbnb as tryvertising contexts. The same as Study 1, Study 2A used coffee machines as an example of tryvertising. Study 2B replicated the findings of Study 2A using smart speakers as the tryvertised product. The third study further introduced impermanence of tryvertised products as a moderator, which could threaten psychological ownership in the low territoriality condition, and further influence purchase intention towards the tryvertised product. The participants of all the studies were UK adult consumers who had stayed in an Airbnb before.

Study 1

The first study aims to compare the effectiveness of tryvertising in peer-to-peer accommodations (Airbnb) and hotel contexts. Airbnb and hotels were used to manipulate perceived territoriality, which is predicted to influence consumers' purchase intention towards the tryvertised product (H1), and this effect could be explained by psychological ownership (H2). A one-factor (perceived territoriality: high [Airbnb] vs. low [hotel]) between-subjects design experiment was conducted to test the proposed relationships. A coffee machine was used as an example of tryvertising.

Participants

Participants in the first study were recruited from British residents through Amazon Mechanical Turk (MTurk). Participants were randomly allocated to the two experimental groups. 218 effective survey responses were collected in April 2021. The sample size is appropriate according to power analysis for experimental design studies (Zhang et al., 2020). 63.6 % of the participants were males, and 73.7 % were between 18 and 39 years old (see Table 1 in Appendix A).

Experimental stimuli and manipulation

Perceived territoriality was manipulated using peer-to-peer accommodations (Airbnb) and hotels as tryvertising contexts. It has been widely reported that peer-to-peer accommodations provide a higher sense of feeling at home compared to traditional hotels (Zhu et al., 2019), and home is associated with the highest perceived territoriality due to people's exclusive rights to use the space at home (Altman, 1975). Staying in an entire property of peer-to-peer accommodations is associated with feelings of freedom and relaxation, and hence a strong sense of being in their own territory (Wang & Li, 2021). The manipulation was presented to the participants through a hypothetical scenario. In the *high territoriality* condition, participants were asked to imagine that they are staying at an entire Airbnb property for a trip. During their stay they try a coffee machine in the kitchen to make coffee and find it easy to use and enjoy the coffee it makes. In the *low territoriality* condition, participants were asked to imagine they are staying at a hotel for a trip. They try the coffee machine in the hotel room during their stay and find it easy to use and enjoy the coffee it makes (see Appendix B for the materials).

Measurement

Purchase intention towards the tryvertised product was measured using a 4-item scale adopted from Bian and Forsythe (2012) ($\alpha = 0.94$). Psychological ownership was measured using four items adapted from Asatryan and Oh (2008) and Yuksel et al. (2019) ($\alpha = 0.93$). All items were measured using a 7-point Likert scale, with 1 being "strongly disagree" and 7 being "strongly agree".

Table 1
ANOVA table.

| Dependent variable: purchase intention | | | | | |
|--|----------------|-----|-------------|----------|--------|
| Source | Sum of Squares | df | Mean Square | F | Sig. |
| Corrected model | 25.037 | 3 | 8.346 | 3.941 | 0.009 |
| Intercept | 6410.905 | 1 | 6410.905 | 3027.041 | <0.001 |
| Territoriality | 3.192 | 1 | 3.192 | 1.507 | 0.220 |
| Impermanence | 11.876 | 1 | 11.876 | 5.607 | 0.018 |
| Territoriality × Impermanence | 11.102 | 1 | 11.102 | 5.242 | 0.023 |
| Error | 770.908 | 364 | 2.118 | | |
| Total | 7286.625 | 368 | | | |
| Corrected total | 795.945 | 367 | | | |

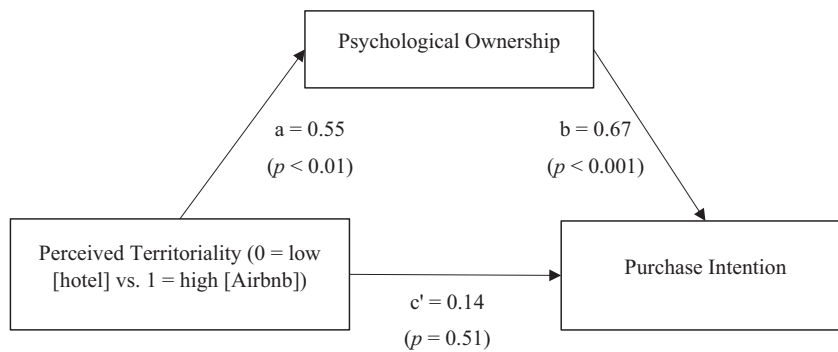


Fig. 2. Mediation effect of psychological ownership.

agree". The scales demonstrated high convergent validity, as the average variance extracted (AVE) values were higher than 0.5, and good discriminant validity, as the squared correlation is smaller than the AVE of each construct (Fornell & Larcker, 1981). The measurement items, scale reliability and validity coefficients can be seen in Table 2 in Appendix A.

Results

Manipulation check. Perceived territoriality was measured using four items adapted from Moon et al. (2020) and Wu et al. (2014) to check the effectiveness of manipulation of high vs. low territoriality. Participants were asked to rate the extent to which they feel they have enough personal space, have adequate privacy, enjoy personal space without having to share with others, and don't have to be interrupted by others using 7-point scales, with 1 being "strongly disagree" and 7 being "strongly agree". These four items have been validated and demonstrated high reliability in hospitality service studies (Moon et al., 2020; Wu et al., 2014; Zhang et al., 2021). They also showed a high reliability ($\alpha = 0.92$) in this study, and hence were aggregated to represent perceived territoriality using their average value. Independent *t*-test results show that participants perceived the Airbnb context ($t[216] = 4.14, p < 0.01, d = 0.56, M_{\text{Airbnb}} = 5.86, SD_{\text{Airbnb}} = 1.18$) to provide a higher sense of territoriality than the hotel context ($M_{\text{Hotel}} = 5.17, SD_{\text{Hotel}} = 1.27$). Therefore, the manipulation of perceived territoriality was successful.

The effect of perceived territoriality on purchase intention. The four items used to measure purchase intention were averaged before the data analysis. An independent *t*-test was conducted to test the effect of perceived territoriality on purchase intention. Results showed that participants in the high territoriality condition (i.e., Airbnb) demonstrated higher purchase intention towards the tryvertised product than in the low territoriality condition (i.e., hotel) ($t[216] = -2.1, p < 0.05, d = 0.28, M_{\text{Airbnb}} = 3.82, SD_{\text{Airbnb}} = 1.81, M_{\text{Hotel}} = 3.32, SD_{\text{Hotel}} = 1.70$). To test the influence of demographics on the study results, a regression analysis with perceived territoriality (0 = low territoriality[hotel]; 1 = high territoriality [Airbnb]) as independent variable, purchase intention as dependent variable, and age, gender, and income as covariates was conducted. Results showed that the effect of perceived territoriality on consumers' purchase intention was robust ($\beta = 0.53, t[213] = 2.24, p < 0.05$). Hence, H1 was well-supported.

The mediation effect of psychological ownership. A mediation analysis with 10,000 bootstrap samples was performed using PROCESS Model 4 (Hayes, 2018) to test the mediation effect of psychological ownership. Results showed that the influence of perceived territoriality on purchase intention was significantly mediated by perceived psychological ownership ($\beta = 0.36, SE = 0.14, 95\% \text{ confidence interval [CI]: [0.11, 0.64]}$), and the mediation results were robust after including age, gender, and income as covariates ($\beta = 0.36, SE = 0.13, 95\% \text{ CI: [0.11, 0.62]}$). The mediation effect is exhibited in Fig. 2. These results indicate that higher perceived territoriality (i.e., Airbnb context) led to higher perceived psychological ownership than lower perceived territoriality (i.e., hotel context), which in turn led to higher purchase intention towards the tryvertised products. Therefore, H2 was well supported.

Study 2

Study 2 consists of two sub-studies and attempts to replicate the findings in Study 1 using different manipulations of territoriality and different tryvertised products. A private room (i.e., guests live in a private bedroom but share public spaces like the living room and kitchen with the host) is an important type of peer-to-peer accommodations and makes up nearly 30 % of Airbnb listings (Dogru et al., 2020). Guests tend to have a stronger sense of being in their own territory when staying in an entire property of peer-to-peer accommodations compared to staying in a private room (Wang & Li, 2021). Study 2A attempted to test the role of perceived territoriality on tryvertising effectiveness in a peer-to-peer accommodation context by manipulating high and low territoriality using an entire property and a private room in an Airbnb. A one-factor

(perceived territoriality: high [entire property] vs. low [private room]) between-subjects design experiment was conducted to test the proposed relationships. A coffee machine was again used as an example of tryvertising in this study. Study 2B aimed to test if the observed effects related to the coffee machine in tryvertising can be generalized to a different category of products. Coffee machines are a commonly used utilitarian product (Lyons et al., 2019), and smart speakers are mainly used for entertainment (e.g., playing music) and hence can be considered hedonic products (Sánchez-Franco et al., 2021). Study 2B thus used smart speakers as an example of tryvertising.

Study 2A

Participants

Participants of Study 2A were recruited from UK samples on Amazon MTurk. 204 effective survey responses were collected from May to July 2021. This sample size is deemed adequate for a one-factor experimental design with two experimental conditions (Zhang et al., 2020). The participants were predominantly males (68 %) and the majority (78 %) of them were between 18 and 39 years old (see Table 1 in Appendix A).

Experimental stimuli and manipulation

Perceived territoriality was manipulated using an entire property and a private room in Airbnb, with an entire property denoting a higher level of perceived territoriality and a private room in Airbnb denoting a lower level of perceived territoriality (Wang & Li, 2021). The manipulation was presented to the participants through the same hypothetical scenario used in Study 1. In the high territoriality condition, participants were asked to imagine that they are staying at an entire Airbnb property for a trip, and in the low territoriality condition, participants were asked to imagine they are staying in a private room of an Airbnb for a trip, where they have a private bedroom, but have to share the living room and kitchen with the host. During their stay in the Airbnb, they try a coffee machine in the kitchen to make coffee and find it easy to use and enjoy the coffee it makes (see Appendix B for the materials).

Measurement

Purchase intention and psychological ownership were measured using the same scales used in Study 1. The reliability coefficients for these two constructs were 0.90 and 0.95 respectively. The convergent and discriminant validity were also confirmed (see Table 2 in Appendix A).

Results

Manipulation check. The same manipulation check questions in Study 1 were used to check the effectiveness of manipulation of territoriality. The four items were averaged before the data analysis ($\alpha = 0.92$). Independent *t*-test results show that participants perceived the entire property context ($t[202] = 5.90, p < 0.01, d = 0.83, M_{\text{Entire}} = 5.78, SD_{\text{Entire}} = 1.10$) to provide a higher sense of territoriality than the private room context ($M_{\text{Private}} = 4.66, SD_{\text{Private}} = 1.55$). Thus, the manipulation of territoriality was successful.

The effect of perceived territoriality on purchase intention. An independent *t*-test was conducted to test the effect of perceived territoriality on purchase intention. Results showed that participants in the high territoriality condition (i.e., entire property) demonstrated higher purchase intention towards the tryvertised product than in the low territoriality condition (i.e., private room) ($t[202] = 2.89, p < 0.01, d = 0.40, M_{\text{Entire}} = 5.08, SD_{\text{Entire}} = 1.16, M_{\text{Private}} = 4.58, SD_{\text{Private}} = 1.32$). A regression analysis with age, gender, and income as covariates was conducted to test the robustness of the findings. The results were consistent with the independent *t*-test results ($\beta = 0.42, t[199] = 2.46, p < 0.05$). These findings are consistent with Study 1 and hence provide strong support for H1.

The mediation effect of psychological ownership. The mediation effect of psychological ownership was again tested using PROCESS Model 4 (Hayes, 2018) with 10,000 bootstrap samples. Results showed that the mediation effect of psychological ownership on the relationship between perceived territoriality and purchase intention was significant ($\beta = 0.20, SE = 0.09, 95 \% CI: [0.02, 0.39]$), and the mediation results were robust after including age, gender, and income as covariates ($\beta = 0.16, SE = 0.09, 95 \% CI: [0.003, 0.35]$). These findings were again consistent with those in Study 1, and hence provided strong support for H2.

Study 2B

Study 2B used the same experimental stimuli as in Study 2A, except for the tryvertising product. Instead of a coffee machine, a smart speaker was featured in the tryvertising example (see Appendix B for the stimuli). Using the same research instrument among 255 participants from the same online subject pool, this study replicated the findings of Study 2A. These findings provided further support for H1 and H2, and improved the generalizability of our findings regarding perceived territoriality on tryvertising effectiveness across different categories of products (utilitarian vs. hedonic products). The data analysis results of Study 2B are omitted due to space limitations and are available upon request.

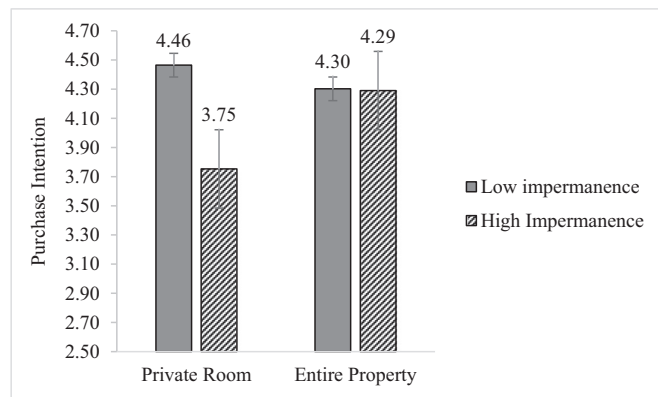


Fig. 3. Moderating effect of impermanence.

Study 3

Study 3 aimed to test the moderating effect of impermanence of tryvertised products on the role of perceived territoriality on the effectiveness of tryvertising. A 2 (territoriality: high vs. low) \times 2 (impermanence: high vs. low) between-subjects experimental design was adopted in this study. The same manipulation of perceived territoriality used in Study 2 was used in this study and a coffee machine was used as the tryvertising example.

Participants

Participants in Study 3 were again recruited from the UK through Amazon MTurk. 368 effective survey responses were collected from January to March 2022. 58.7 % of the participants were males, and 74.4 % were between 18 and 39 years old (see Table 1 in Appendix A). The sample size is deemed appropriate based on power analysis results for a two-way ANOVA test (Liu, 2022).

Experimental stimuli and manipulation

Study 3 adopted the same manipulation of territoriality as Study 2 (i.e., entire property vs. private room in Airbnb, see Appendix B). The manipulation was presented to the participants through the same hypothetical scenario used in Study 2, with a coffee machine being featured in the tryvertising example. Impermanence of tryvertised products was manipulated using a message note that communicates the rules for using the coffee machine. In the *high impermanence* condition, participants were asked to imagine there is a note attached to the coffee machine stating “Please keep this coffee machine in good condition and wash it every time after use.” In the *low impermanence* condition, there is a note attached to the coffee machine saying “Please make yourself at home and feel free to enjoy your coffee using this machine.” The manipulation of impermanence of the coffee machine was developed based on literature (Morewedge et al., 2021; Wang & Li, 2021). House rules that regulate guest behaviors in peer-to-peer accommodations indicate that guests only have temporary access to the amenities in the property and indicate the hosts’ territorial behaviors (Wang & Li, 2021).

Measurement

The same scales used in Study 1 and Study 2 were used to measure purchase intention ($\alpha = 0.95$) and psychological ownership ($\alpha = 0.93$). The two scales also demonstrated high convergent and discriminant validity (see Table 2 in Appendix A).

Results

Manipulation check. A series of 2 (territoriality: high vs. low) \times 2 (impermanence: high vs. low) analysis of variance (ANOVA) tests were conducted to check the effectiveness of the manipulations. The same four items used in Study 1 and Study 2 were asked to check the effectiveness of manipulation of territoriality and they were averaged to represent perceived territoriality ($\alpha = 0.94$). The ANOVA test results showed a significant main effect of territoriality manipulation on perceived territoriality ($F[1, 364] = 256.09, p < 0.01, \eta^2 = 0.41, M_{\text{Entire}} = 6.28, M_{\text{Private}} = 4.30$). Neither the main effect of impermanence nor the interaction effect between territoriality and impermanence was significant in the ANOVA test. Thus, the manipulation of territoriality was successful.

Two questions were used to test the effectiveness of the manipulation of impermanence of the coffee machine: “Using this message note, the Airbnb host defined appropriate guest behavior regarding the coffee machine”, and “Using this message note, the Airbnb host indicated this coffee machine belongs to them”. These two items were drawn from relevant literature (Morewedge et al., 2021; Wang & Li, 2021). A similar ANOVA test using these two items as dependent variables was conducted, and the results showed that the manipulation of impermanence had a significant main effect on participants’ perception of impermanence (Item 1: $F[1, 364] = 12.86, p < 0.01, \eta^2 = 0.03, M_{\text{High}} = 6.10, M_{\text{Low}} = 5.62$; Item 2: $F[1, 364] = 16.47, p < 0.01, \eta^2 =$

0.04, $M_{\text{High}} = 5.12$, $M_{\text{Low}} = 4.39$). Neither the main effect of territoriality nor the interaction effect between territoriality and impermanence was significant in these two ANOVA models. These results indicate that the manipulation of impermanence was successful.

The moderation effect of impermanence. A 2 (territoriality: high vs. low) \times 2 (impermanence: high vs. low) analysis of variance (ANOVA) test was conducted to test the moderation effect of impermanence of tryvertised products on the relationship between territoriality and purchase intention (see Table 1). A significant interaction effect between territoriality and impermanence on participants' purchase intention towards the tryvertised product was found ($F[1, 364] = 5.24$, $p < 0.05$, $\eta^2 = 0.01$). The interaction effect is exhibited in Fig. 3. More specifically, in the private room condition (i.e., low territoriality), purchase intention was significantly higher in the low impermanence condition than in the high impermanence condition ($t[164] = 3.12$, $p < 0.01$, $d = 0.49$, $M_{\text{Private-LowImper}} = 4.46$, $SD_{\text{Private-LowImper}} = 1.36$, $M_{\text{Private-HighImper}} = 3.75$, $SD_{\text{Private-HighImper}} = 1.55$). By contrast, in the entire property condition, there was no significant difference in purchase intention between high vs. low impermanence conditions ($p > 0.05$). An ANCOVA test with age, gender, and income as covariates further revealed that the moderation effect of impermanence was still significant ($F[1, 361] = 5.33$, $p < 0.05$, $\eta^2 = 0.02$). Therefore, H3 is well supported.

Moderated mediation test. To test whether psychological ownership comprised the mechanism underlying the moderation effect of impermanence of tryvertised products, a moderated mediation analysis was conducted using PROCESS Model 8 (Hayes, 2018) with 10,000 bootstrapped samples. Results showed that the index of moderated mediation was significant ($b = 0.28$, $SE = 0.13$, 95 % boot CI = [0.03, 0.53]). More specifically, in the private room condition, participants showed a significantly lower purchase intention towards the tryvertised product in the high impermanence condition than in the low impermanence condition due to diminished psychological ownership ($b = -0.18$, $SE = 0.09$, 95 % boot CI = [-0.36, -0.02]). No such differences were found in the entire property condition. The moderated mediation effect is still significant after including age, gender, and income as covariates ($b = 0.27$, $SE = 0.12$, 95 % boot CI = [0.03, 0.51]). Therefore, H4 is well-supported.

Conclusions and discussion

This study investigated the factors driving tryvertising effectiveness in different accommodation settings by testing the effects of perceived territoriality (manipulated by different accommodation settings) on consumers' purchase intention towards tryvertised products through psychological ownership, as well as the moderating effect of impermanence of tryvertised products. Results showed that: (1) tryvertising in an entire property of peer-to-peer accommodations exerted a higher purchase intention towards the tryvertised products than tryvertising in a hotel or in a private room in peer-to-peer accommodations, indicating that perceived territoriality has a positive effect on the effectiveness of tryvertising; (2) The positive effect of perceived territoriality on purchase intention towards tryvertised products can be explained by psychological ownership; (3) The effect of perceived territoriality on purchase intention can be moderated by impermanence of tryvertised products and this moderation effect can also be explained by psychological ownership. Specifically, high impermanence could threaten psychological ownership in the private room context (low territoriality), which further decreased consumers' purchase intention towards the tryvertised product. Such effects were not evident in the entire property context. The above findings were tested using a utilitarian product (coffee machine) as the tryvertising example, but can also be generalizable to hedonic products (e.g., smart speaker).

Theoretical contributions

This study is a pioneering work in exploring tryvertising effectiveness in peer-to-peer accommodations. Although the 'dark' side (e.g., value co-destruction) of sharing economy has raised substantial attention (Buhalis et al., 2020; Ert & Fleischer, 2019), this study proposes an alternative approach of value co-creation through tryvertising, with which local community/businesses can benefit from collaborating with hosts for product promotion, while guests can enhance their accommodation experience by the usage of products. Research regarding how peer-to-peer accommodation affects customers' buying potentials remains in its infancy (Dolnicar, 2019; Viglia, 2020) and there is an absence of knowledge on tryvertising effectiveness in peer-to-peer accommodations. Prior tryvertising literature has predominantly focused on traditional marketing distribution channels, with limited theoretical development in hospitality (Lei et al., 2020). The recent hospitality research only examined hotel-related variables and demographic factors on tryvertising effectiveness (Lei et al., 2020), leaving the influences of environmental and psychological factors under-explored. Our study thus enriches the literature by providing new knowledge of how tryvertising effectiveness can be affected by different accommodation settings, as well as the underlying mechanism and moderator.

Among the extant peer-to-peer accommodation literature (Ert & Fleischer, 2019; Pino et al., 2022; Viglia, 2020), there is limited knowledge regarding the impact of perceived territoriality on guests (Wang & Li, 2021), especially on purchase intention towards tryvertised products. Our study thus enhances understanding of human territoriality in affecting tryvertising effectiveness, with specific insights for peer-to-peer accommodation literature. Although efforts were made by recent studies to investigate the antecedents of psychological ownership (Fritze et al., 2020; Pino et al., 2022), to the best of our knowledge, no prior research has scrutinized the influence of territoriality on psychological ownership and uncovered how they two can be jointly employed to better explain tryvertising effectiveness. This study takes a step forward to provide new nuances by showcasing how territorialities of accommodation (hotel vs. Airbnb, and entire property vs. private room in Airbnb) affect one's purchase intention through psychological ownership. The finding of mediation effect also advances the psychological ownership literature by revealing the significant

impact of human territoriality, which responds to recent calls for exploring context-specific features of psychological ownership (Moon et al., 2020; Pino et al., 2022). This study affirmed that feelings of ownership towards the tryvertised amenities/products can be better developed in a high territoriality condition (e.g., entire property in Airbnb), where guests can have more control over the space (Jussila et al., 2015; Pierce & Peck, 2018), and in turn, leads to higher likelihood to purchase the tryvertised products.

Furthermore, this study contributes to both psychological ownership research and sharing economy literature by theorizing and introducing impermanence as a significant moderator in regulating the links between perceived territoriality, psychological ownership, and purchase intention, which is new to the existing knowledge of the field. Although previous research suggested impermanence as a potential threat to psychological ownership (Bardhi & Eckhardt, 2017; Morewedge et al., 2021), our study goes beyond and is among the first to empirically investigate how impermanence threatens psychological ownership under different territoriality contexts, and how it affects the impact of territoriality on purchase intention. By building a moderated mediation model, this study provides a sound theoretical underpinning for a more advanced understanding of liquid consumption and sharing economy (Bardhi & Eckhardt, 2017; Chen & Tussyadiah, 2021; Peng et al., 2022; Viglia, 2020), with a particular focus on tryvertising effectiveness. The findings of impermanence also extend the discussions of service language model regarding written communication in peer-to-peer accommodations (Scerri & Presbury, 2020), suggesting future research to consider the influence of impermanence cues for customers, which can also be applied in various service exchanges.

Practical implications

This study yields important practical implications to related parties, namely peer-to-peer accommodation hosts and marketing practitioners. Firstly, developing tryvertising in a peer-to-peer accommodation context would be a promising business opportunity, which means additional revenue sources for hosts and alternative marketing communication channels for marketers. Increasing guests' perceived territoriality and psychological ownership would be good strategies to influence their purchase decision-making process. To hosts, it is important to create such a home environment where guests can control the surroundings and invest themselves in the space/amenities. Hosts are suggested to optimize guests' experience of different service encounters (e.g., pre-check-in contact and introduction for a stay) with welcoming messages that highlight high territoriality and ownership, such as *"please enjoy your personal vacation house in Cornwall"*. To marketing practitioners, there is also a great opportunity to advertise in peer-to-peer accommodations and even potentially sell products that are commonly used in household situations (e.g., coffee machines).

Secondly, although tryvertising has been implemented in hotel contexts (Lei et al., 2020), this study suggests that tryvertising can be more effective in peer-to-peer accommodations than in hotels, as peer-to-peer accommodations provide a higher perceived territoriality and home environment that is more relevant to guests' daily life context (Sainaghi & Baggio, 2020). To marketing practitioners, the peer-to-peer accommodation context may provide a great opportunity to reach their target audience, but they should also consider how to engage hosts and guests such as providing sponsorship and relevant product-using experience. Findings of this research also reveal that for hosts/marketers who are interested in promoting/branding products in peer-to-peer accommodations, it is better to choose the entire property rather than a private room to develop guests' psychological ownership and maximize tryvertising effectiveness. This implication is in line with recent research on peer-to-peer accommodations suggesting that hosts should list entire homes more instead of splitting them into different listings (Bresciani et al., 2021).

Thirdly, the results indicate that in a private room of peer-to-peer accommodations, the low impermanence condition can enhance tryvertising effectiveness; while high impermanence could threaten a sense of ownership and inhibit purchase intention. Hosts are therefore suggested to be mindful of house rules and regulations related to guest behavior. Hosts may need to have the mindset 'moving from mine to ours' and be aware of the importance of perceived territoriality when guests stay with hosts (e.g., sharing kitchen/living room). For example, hosts should create an open and welcoming atmosphere to allow guests to use all facilities and amenities, such as *'make yourself at home'* and *'please feel free to use everything you see during your stay'*. Guests are less likely to develop feelings of ownership and purchase intentions if they receive signals highlighting high impermanence (e.g., cleaning requests after every use of amenities, or hosts that keep checking the conditions of use during a guest's stay). Hosts should avoid sending overly restrictive messages about using certain facilities that may imply high impermanence.

Lastly, tryvertising has the potential to foster an effective collaboration between businesses and hosts via experience-based advertising activities. Through such activities, peer-to-peer accommodation hosts can receive sponsorship from businesses to place tryvertising products for guests to use during their stay, while enhancing the guests' accommodation experience, and businesses can get the opportunity to promote their products to their target consumers. Each tryvertised product can be tagged with a quick response (QR) code that guests can scan and get more information and even make purchases directly. Businesses can benefit from having local hosts to help set up tryvertising campaigns, as local hosts tend to have a good knowledge of their customers' needs, and they will know what would fit well with the accommodation services that they are offering to their customers. Tryvertising could further enhance the viability of local businesses by promoting and selling local products in peer-to-peer accommodations.

Limitations and future research

Despite the rigorous experimental design, this research has several limitations. Firstly, only UK samples were used in this research, and whether the findings are generalizable to other countries and cultures remains unknown. Future research should test the proposed relationships in different countries and cultures to improve the generalizability of the findings. Secondly, behavioral

intention was used in this research to test the effectiveness of tryvertising. While scholars emphasized the importance of using actual behavior in experimental studies to improve the validity of the conclusion (Viglia & Dolnicar, 2020), behavioral intention is a sub-optimal measure when it is challenging to measure actual behavior (Liu et al., 2022). Behavioral intention has been widely used in empirical research due to its predictable relationship with actual behavior (Sheeran, 2002; Tusseyadiah & Miller, 2019). Moreover, scenario-based experiments are able to offer a high level of internal validity through the control of variables and study environment, and external validity through the reach of wider populations (Steiner et al., 2016; Tusseyadiah & Miller, 2019). We encourage any future research on this topic to conduct field experiments to overcome this limitation. In addition, this study only tested the moderating effect of impermanence on the role of perceived territoriality and psychological ownership. Future studies could explore other moderators of the proposed relationships, for example, tangible/material vs. intangible/experiential products, individualistic vs. collectivistic cultures (Morewedge et al., 2021). Lastly, the study results could be affected by participants' use behaviors related to the tryadvertised products, such as whether the participants use and own the product. While the confounding effects of these factors have been minimized in our research through the randomization procedure and replication design across product categories, future research could control such factors in a more rigorous manner.

CRediT authorship contribution statement

Dr. Jialin (Snow) Wu and Dr. Hongbo Liu contributed equally to this paper as first author. Dr. Wu contributed to the conceptualization, research design, data collection and manuscript writing of the paper. Dr. Liu contributed to the conceptualization, research design, data analysis and manuscript writing. Dr. Chen Zheng contributed to the conceptualisation and manuscript writing of the paper.

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Declaration of competing interest

The authors confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.annals.2023.103595>.

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