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Stranger-danger? Understanding the moderating effects of children in the household on non-hosting residents' emotional solidarity with Airbnb visitors, feeling safe, and support for Airbnb

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ABSTRACT

Airbnb has been portrayed as making neighborhoods significantly less safe where hosts are operating. However, the evidence has been mainly anecdotal. The present study developed a model of non-hosting residents' emotional solidarity with Airbnb visitors, their sense of feeling safe, and support for Airbnb hosts. Results indicated that non-hosting residents who had higher emotional solidarity with Airbnb visitors were more supportive of Airbnb hosts. Also, economic benefits and place attachment were significant antecedents to emotional solidarity. Considering the protection motivation theory, results of group modeling indicated the sense of feeling safe was an important factor for non-hosting residents with children living in their household, attributed to parental fear of visitors around children (i.e., "stranger danger"). The sense of feeling safe was a significant mediating factor influencing support for Airbnb hosts in the non-hosting residents group with children living in their households.

1. Introduction

Airbnb is a peer-to-peer accommodation network that markets individuals' homes to travelers seeking alternative lodging (Botsman & Rogers, 2011; Hajibaba & Dolnicar, 2017; Karlsson, Kemperman, & Dolnicar, 2017). The network has experienced unprecedented growth in recent years, enabled by a strong curation system and the ease of advertising inventory, allowing Airbnb to increase the supply of hosts offering individual bedrooms, entire homes, and multi-unit apartment complexes by over 100% every year since 2008 (Dogru, Mody, & Suess, 2016; Guttentag & Smith, 2017; Hajibaba & Dolnicar, 2017; Karlsson & Dolnicar, 2016; Mody, Suess, & Lehto, 2017; Tussyadiah, 2016). On any given night, over a million travelers are staying in Airbnb accommodations in more than 65,000 destinations, globally (Dogru, Mody, & Suess, 2019). Recently, figures estimated that the company advertises more than five million listings across 191 countries (Airbnb, 2018). The millions of hosts who are welcoming travelers into their homes are, in turn, helping their communities by supporting local economies and promoting identity, culture, and pride. Lee and Kim (2018) point out that an advantage of Airbnb is an increase in opportunities for guests to experience unique interactions with residents. In terms of economic benefits, both hosting residents and Airbnb guests are afforded greater accessibility to services and products (Stephany, 2015), not to mention guests can secure lodging at a fraction of what traditional hotels may cost (Prebensen & Rosengren, 2016), while hosts earn an additional income.

On the other hand, however, the prevalence of hosts and imminent visitor increases has elicited concerns regarding Airbnb's negative impacts on neighborhoods Benner, 2017; Gutiérrez, García-Palomares, Romanillos, & Salas-Olmedo, 2017; Guttentag, 2015; (Levendis and Dicle, 2016). Stories in the media highlight myriad resident complaints pertaining to Airbnb and the potential threat to residents' safety posed by "the strangers in their backyards" ("Airbnb Has Come to a Vermont Town and Some Residents Are Worried," 2017); increases in crime and vandalism; increased traffic hazards ("Illegal Hotels," 2017); noise from groups and police calls to handle "party houses" ("Nashville Residents Grapple With Their Own Airbnb Challenges," 2017); disorderly conduct by Airbnb guests toward their hosts' neighbors (Burdeau, 2016). Further, there is growing concern that Airbnb is not operated with the same safety and consumer protection standards as hotels, and can thus significantly increase neighborhood problems if not in place (Benner, 2017). The anti-Airbnb rhetoric has, to some extent, resulted in governments banning Airbnb or enforcing legislation in jurisdictions to regulate the growth of Airbnb and other peer-to-peer accomodation

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platforms relative to licensing and registration, safety, and resident protection (Mody, Suess, & Dogru, 2018). While the issue of the benefits of Airbnb compared to its concerns remain contentious, most cities are only just beginning to consider regulatory mandates for controlling the peer-to-peer accommodation network and its encroachments on residential areas, amidst the growing recognition that Airbnb may bring benefits to neighborhoods while also posing serious potential negative impacts on quality of life and residents' safety (Guttentag, 2015; Wegmann & Jiao, 2017).

It is surmised, however, that prevailing concerns expressed in both popular media and the extant literature may be unfounded, according to recent empirical research and statistics evidencing that non-hosting residents who are confirmed neighbors of Airbnb hosts report that they are supportive of Airbnb and that the benefits from Airbnb visitors, economic and social impacts to neighborhoods, have a stronger direct effect on their support for Airbnb than the negative impacts (Mody, Suess, & Dogru, 2019). Furthermore, Suess et al. (2019) found non-hosting residents feel Airbnb has, in fact, a positive effect on their overall community and personal quality of life. However, to date, empirical research examining, specifically, the factors that shape non-hosting residents' perceived sense of safety, as impacted by Airbnb visitors, is scant. That safety concerns should be grounded in data is best evidenced by Mody et al.'s (2019) research to assess regulation of Airbnb hosts. One of the underpinnings of their approach involved understanding how the key stakeholders in the Airbnb ecosystem—non-hosting residents—perceive the need to regulate the peer-to-peer accommodation system that potentially negatively or positively benefits them both economically and socially. Given this recognition, we identified non-hosting residents' sense of feeling safe in their neighborhood as an important antecedent to their expressed support for Airbnb. In the absence of any previous academic research in the context of resident safety and Airbnb, but in view of media stories that highlight non-hosting residents in several cities feeling unsafe, and supporting the need for regulating Airbnb (*Financial Times* 2017), this research proposes that non-hosting residents' sense feeling safe significantly affects their support for Airbnb hosts in their neighborhood.

Moreover, children may also play a role in how non-hosting residents perceive their sense of feeling safe to be impacted by Airbnb visitors, and their subsequent support. The alignment between non-hosting residents' perceptions of Airbnb visitors impact on safety and children in their household is not unfounded, with the authors noting that the introduction of Airbnb visitors and sentiments towards strangers in a neighborhood may be seen as 'expressions of feelings of protection linked to one's offspring' (Prezza, Alparone, Cristallo, & Luigi, 2005, p. 448). Altruistic fears (i.e., fears for the safety of children around strangers) may be inherent, intensified by parental insecurities (Furedi, 2008; Warr, 1992), the prevalence of assault (Kitzinger, 2015), abduction (Asdigian, Kinkelhor, & Hotaling, 1995), and amplified by the anti-Airbnb discourse in the media. Although, there is some evidence in the sociology literature that improvements actually result from visitors to a neighborhood including strengthened local economies, aesthetics and increased maintenance, higher real estate values, and increased social integration; all of which can, in fact, promote residents' confidence in their neighborhood infrastructure and, thus, enhance their sense of feeling safe (Foster, Wood, Christian, Knuiman, & Giles-Corti, 2013). Thus, in the era of strangers entering residential neighborhoods as consumers of peer-to-peer accommodations, a better understanding of the sense of feeling safe among non-hosting residents, and particularly that of non-hosting residents with children in their household, is needed. The authors use protection motivation theory (Rogers, 1975) to understand the determinants and manifestations of non-hosting residents' perceptions of increased visitors from Airbnb's impact on their sense of feeling safe while situating the examination within a broader framework of support for Airbnb.

In addition, given a recent theoretical emphasis on understanding emotional factors related to residents and tourists, the authors examine the emotional solidarity of non-hosting residents with Airbnb visitors to their neighborhood as an antecedent to their sense of feeling safe and support for Airbnb. Effects of emotional solidarity on residents' support have been well documented in tourism research (Li & Wan, 2017; Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017; Woosnam, 2012). Residents' emotional solidarity with visitors has also been shown in tourism research to be influenced by factors such as the extent to which they are attached to their community (Woosnam et al., 2018a). In other words, Woosnam et al. (2018a) suggested that residents' place attachment affects their emotional solidarity.

Applying this rationale to increased visitors from Airbnb and potential economic benefits provided to a neighborhood, it also seems likely that non-hosting residents' emotional solidarity with visitors is affected by perception formation related to the expected economic benefits associated with those increased visitors. Thus, understanding of the antecedents that determine non-hosting residents' emotional solidarity with visitors has theoretical and practical significance.

Drawing on the tenets of protection motivation theory, this study aims to make several contributions to the literature. First, findings associated with the study may have critical implications for neighborhoods where peer-to-peer accommodations are expected to grow. This study seeks to advance extant knowledge of residents' support for peer-to-peer accommodations by introducing the key concept of safety. Given the importance of non-hosting residents' safety, and the critical concern regarding children amidst increases of strangers in neighborhoods, incorporating non-hosting residents' sense of feeling safe and its impact on their support for Airbnb is crucial for local and government organizations involved in tourism planning and regulation of peer-to-peer accommodation hosts. Further, by examining the moderating effects of the presence of children in non-hosting residents' households on their sense of feeling safe and support for Airbnb, findings may enable organizers and policymakers to develop advocacy plans with mechanisms to assure non-hosting residents, particularly those with children in the household, that their attitudes regarding strangers and the safety of children are a priority.

Second, findings will help researchers understand how emotional solidarity with Airbnb visitors, applied in a framework including community attachment and economic benefit antecedents, can influence non-hosting residents' subsequent support for Airbnb. Results can inform communication and media strategies that target non-hosting residents with varying degrees of emotional solidarity with visitors to their neighborhood in order to increase the acceptance of visitors and advocacy of future peer-to-peer accommodation operations.

2. Literature review

2.1. Non-hosting residents' emotional solidarity and support for Airbnb

For several decades, the literature in tourism has focused on residents' support for tourism and its development (Andereck, Valentine, Knopf, & Vogt, 2005; Choi & Murray, 2010; Hasani, Moghavvemi, & Hamzah, 2016; (Nunkoo, Smith, & Ramkissoon, 2013);(Ouyang, Gursoy, & Sharma, 2017; Woosnam, Norman, & Ying, 2009) Nunkoo & So, 2016; Suess & Mody, 2016; 2018) and predictors of residents' support (e.g., residents' perceptions of positive and negative tourism impacts, residents' attitudes and the perceived economic, social, and environmental benefits, etc.). The studies have been vital for explaining sustainability of tourism in destinations and recommending policies related to visitor management and industry development (Chen & Raab, 2012; Gursoy, Chi, & Dyer, 2010; Hasani et al., 2016; Nunkoo et al., 2013; Ribeiro, Pinto, Silva, & Woosnam, 2017; Suess & Mody, 2016; Suess, Baloglu, & Busser, 2018).

In the same vein, as visitors utilizing peer-to-peer accommodations increase, the residential neighborhoods are impacted and lives of residents altered. Some initial research on peer-to-peer accommodations includes examinations of the benefits of increased visitors in residential

areas to both hosting and non-hosting residents (lodging supply and demand as affected by Airbnb (Dogru et al., 2016; Haywood, Mayock, Freitag, Owoo, & Fiorilla, 2017); accommodation pricing influences from Airbnb (Dogru & Pekin, 2017; Wang & Nicolau, 2017); the effects of Airbnb on gentrification (Kaplan & Nadler, 2015); reduction of economic leakages from Airbnb (Guttentag & Smith, 2017) and the spillover effects related to increased spending at local businesses by Airbnb guests (Tussyadiah & Pesonen, 2016)). In addition, some work, as of late, includes an examination of various negative impacts and disturbances from peer-to-peer accommodations to neighboring residents such as increased traffic, noise, crowding, pollution, discrimination and crime (Edelman, Luca, & Svirsky, 2017; Gutiérrez et al., 2017; Guttentag, 2015; Horn & Merante, 2017).

In light of the positive and negative impacts of increased visitors on neighborhoods, however, research considering residents' opinions and their associated support for peer-to-peer accommodation hosts remains scant (Jordan & Moore, 2018; Mody, Suess, & Lehto, 2019). Furthermore, considering the dynamics of the largest peer-to-peer accommodation host platform Airbnb, non-hosting residents and visitors that come into contact and interact with one another in residential neighborhoods, emotional factors may influence non-hosting residents' sentiments toward visitors in their neighborhood that subsequently lead to Airbnb support. Airbnb facilitates the opportunity for visitors to stay in a private home within a residential neighborhood in which interactions with neighboring non-hosting residents could take place. As such, the authentic local experience is a key differentiating factor for visitors of Airbnb hosts compared to hotels which situate visitors in typically commercial districts (Gutiérrez et al., 2017; Guttentag, 2015; Hajibaba & Dolnicar, 2017; Karlsson & Dolnicar, 2016; Karlsson et al., 2017; Mody, Suess, & Lehto, 2017; Mody, Suess, & Lehto, 2019; Tussyadiah, 2016; Tussyadiah & Pesonen, 2016). Relevant to those interactions, in a basic sense, emotional solidarity is considered a sense of cohesion and integration that develops from shared actions, common beliefs, and interaction between individuals (Durkheim 2014 [1893]).

The work by Woosnam, Norman, and Ying (2009) and Woosnam and Norman (2010) defined the emotional solidarity construct as the degree of emotional closeness or level of identification one person has with another. The degree of emotional solidarity non-hosting residents experience with Airbnb visitors in their neighborhood facilitates the understanding of that emotional solidarity that can inspire positive emotions, while emotional dissonance would be likely to result in negative emotions. Stronger positive sentiments towards a particular individual (i.e., visitor, tourist) induces a state of emotion-laden mental readiness that influences the allocation of emotional, cognitive, and behavioral resources towards that individual (Moghavvemi et al., 2017; Ouyang et al., 2017). In the tourism literature, emotional solidarity has been reported to be a significant predictor of residents' positive attitudes towards tourism, as well as their corresponding support behavior.

Applied in a tourism context, Woosnam (2012); Woosnam and Aleshinloye (2013); and Woosnam, Erul, & Ribeiro (2017) have considered not only how emotional solidarity develops between residents and visitors within destinations, and shapes their perceptions of the impacts of tourism on their communities (Hasani et al., 2016; Lai & Hitchcock, 2017; Li & Wan, 2017; Moghavvemi et al., 2017; Woosnam, 2012), but also how emotional solidarity contributes to residents' expressions of support for tourism and various forms of tourism-related development (Hasani et al., 2016; Lai & Hitchcock, 2017; Li & Wan, 2017; Moghavvemi et al., 2017; Woosnam, 2012). As outlined by Woosnam and Norman (2010), three dimensions comprise emotional solidarity with visitors (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*). These dimensions are found to explain both support for tourism and development within the community (Woosnam, 2012).

2.2. Antecedents to emotional solidarity: place attachment and economic benefit

Relatedly, researchers have focused on predictors of emotional solidarity. Chief among measures includes Brown and Raymond's (2007) place attachment scale (hereafter abbreviated as PAS) with two primary factors (i.e., *place identity* and *place dependence*). Previous scholars define place identity as peoples' emotional bond or ties to the place and describe place dependence as a place that serves a functional need or desire to accomplish a particular task (Woosnam, Aleshinloye, Strzelecka, & Erul, 2018b). Woosnam et al. (2018b) operationalized the factors in a structural model to test their effect on visitors' emotional solidarity with residents. While neighborhood place attachment has been used explicitly to explain emotional solidarity (Woosnam et al., 2018b), relatedly, studies have pointed to the addition of economic value (i.e., perceived personal benefits) as potentially influencing the levels of emotional solidarity residents have with visitors to their community. In other studies, economic benefits, personal gain, and perceived economic impacts have been found to be generally significant predictors of positive attitudes towards tourism (Choi & Murray, 2010; Gursoy et al., 2010; Nunkoo & Ramkissoon, 2011; Suess & Mody, 2016; Suess et al., 2019). "the motivation for an economic activity-such as tourism is a function of both rational (formal) and value-oriented actions (substantive)" (Roth & Wittich, 1978; cited in; Maruyama, Woosnam, & Boley, 2017, p. 269). Thus, to explain residents' attitudes, previous tourism scholars have considered both economic and non-economic values as factors that influence support for tourism development by applying Social Exchange Theory (SET) (Boley McGehee, Perdue, & Long, 2014; Maruyama et al., 2017; Ramkissoon & Nunkoo, 2011; Strzelecka, Boley, & Strzelecka, 2017). Thus, Boley, Strzelecka, and Woosnam (2018) argued that economic benefits residents perceive from tourism may contribute to their sense of solidarity experienced with tourists, although, to date, economic antecedents have not been tested as influencing residents' emotional solidarity with visitors (Hasani et al., 2016; Woosnam, 2012). Applying this logic in the context of peer-to-peer accommodations, most notably Airbnb, we hypothesize the following:

H1. Higher levels of place attachment increase non-hosting residents' emotional solidarity with Airbnb visitors

H2. Economic benefits to a neighborhood from Airbnb increase non-hosting residents' emotional solidarity with visitors

Woosnam (2012), Woosnam et al. (2018b) and Lai and Hitchcock (2017) found that factors of emotional solidarity significantly explain residents' perceptions of tourism's positive contributions to the community. Furthermore, additional studies by Hasani et al. (2016); Li and Wan (2017); and Moghavvemi et al. (2017) have focused on the role emotional solidarity plays in explaining residents' attitudes regarding tourism impacts and support for tourism development. Similarly, in the context of peer-to-peer accommodations we hypothesize:

H3. Higher levels of emotional solidarity with Airbnb visitors positively influence non-hosting residents' support for Airbnb hosts in their neighborhood

2.3. Non-hosting residents' emotional solidarity with Airbnb visitors and their sense of feeling safe

In addition to support for tourism variables, emotional solidarity has been effective at explaining residents' perception formations and attitudes related to the impact of tourism on the community, tourists' expenditures, tourists' loyalty, satisfaction, and perceived safety

(Hasani et al., 2016; Li & Wan, 2017; Ribeiro et al., 2017; Ribeiro, Woosnam, Pinto, & Silva, 2018; Woosnam, 2012; Woosnam, Shafer, Scott, & Timothy, 2015). Namely, Woosnam et al. (2015) demonstrated how emotional solidarity with residents significantly explained perceived safety of tourists in an area otherwise considered unsafe. According to Woosnam et al. (2015), tourists with a high degree of emotional solidarity with residents perceived the destination to be safer than those with a lower degree of emotional solidarity. Based on this premise, an application of emotional solidarity that should be substantiated and considered in tandem (as an antecedent) to residents' support for tourism is that residents' degree of emotional solidarity with tourists can influence their cognitive information processing and 'sense of feeling safe' amidst an increase of tourists to their communities. Therefore, in the context of Airbnb visitors to residential neighborhoods we hypothesize:

H4. Higher levels of emotional solidarity with Airbnb visitors will enhance non-hosting residents' sense of feeling safe

2.4. Airbnb's impact on residents' sense of feeling safe

While researchers from across a variety of disciplines have begun to investigate the social, cultural, environmental, and economic impacts of peer- peer-to-peer accommodations on communities (Mody et al., 2018; Mody', Suess, & Dogru, 2017; Suess et al., 2019), our understanding of the implications of peer-to-peer accommodations and non-hosting residents' perceptions of, specifically, safety is still in nascent stages. In contrast, much extant media discourse across the world reinforces safety concerns about Airbnb in destinations and communities. For example, a *New York Times* story highlights how "Non-hosting residents concerned with strangers in neighborhood and no background checks performed by Airbnb" (2017). Another article in *The New York Post* explains, "How Airbnb makes cities less safe" (2018). *The Guardian* illustrates how the sharing economy causes non-hosting residents to be wary of strangers in their own neighborhoods (2016).

Indeed, some of this discourse is warranted, however such incidents may be relatively isolated and subject to anecdotal information and selective representation by the media. It is unclear, empirically, how non-hosting residents broadly feel about the threats to safety posed by Airbnb. Interestingly, the urban planning and sociology literature provide some evidence countering these arguments, highlighting that strangers' presence in a neighborhood do not always induce residents' negative perceptions about increased visitors to their community and fear for safety. Foster et al. (2013) asserts that residents' fear of strangers can be changed, depending on the characteristics of their neighborhood; improvements to the neighborhood have been associated with decreases in concerns related to strangers (Foster et al., 2015). Similarly, Francis, Martin, Wood, and Foster (2017) claimed that as the residents' connection with the neighborhood increases, their fear of strangers reduces.

Thus, in light of a distinct need for further research to make generalizable assertions, the primary purpose of this study is to provide non-hosting residents' perceptions on how their sense of feeling safe is affected by Airbnb visitors and their subsequent level of support for Airbnb hosts within their neighborhoods.

2.5. Protection motivation theory

According to the protection-motivation theory (hereafter abbreviated as PMT), the effects of fear or threat can activate a person's protection behavior (Rogers, 1975). Although the PMT was initially developed to explain behavior in a health-related attitude model by Rogers (1975), it has been applied in several other disciplines (e.g., sociology, psychology, education, technology, sport, food and environment), though it's use in tourism is relatively new (e.g., Sonmez & Graefe, 1998; Horng, Hu, Teng, & Lin, 2014). Sonmez and Graefe (1998) explained the relation between tourists' perceived safety and their intentions to visit a destination. They found that perceived safety is a significant predictor of visit. Based on this rationale, perceived safety may also predict residents' intentions to support tourism development. Applied to the present study's context, Airbnb's impact on non-hosting residents' sense of feeling safe may influence their advocacy of Airbnb hosts in their neighborhood. Thus, the following is hypothesized:

H5. Non-hosting residents' sense of feeling safe is associated with their support for Airbnb hosts in the neighborhood

2.6. The moderating effects of children in the household on the sense of feeling safe

Moreover, we propose that PMT provides a relevant theory to frame an examination of non-hosting residents' sense of feeling safe in the context of the presence of children in their household. Particularly, previous literature suggests that parents' neighborhood safety perceptions are shaped through the idea of strangers harming their children (i.e., stranger danger) (O'Connor & Brown, 2013). 'Stranger danger' fears (Francis et al., 2017) have been shown to influence not only perceptions, but also residents' behavior related to their children (i.e., parents become more protective, over-controlling, and decrease the mobility of their children) (Carver, Timperio, & Crawford, 2008; Foster et al., 2013; Foster, Villanueva, Wood, Christian, & Giles- Corti, 2014; Foster et al., 2015; Francis et al., 2017; O'Connor & Brown, 2013).

In consideration of these previous studies that emphasize parental worries and concerns about the neighborhood safety, it is reasonable that levels of emotional solidarity with Airbnb visitors and support for Airbnb hosts will differ for non-hosting residents with children in their household. In addition, feeling safe may be a critical factor affecting support of Airbnb from non-hosting residents with children in their household. Thus, we hypothesize:

H6. Levels of emotional solidarity with Airbnb visitors that enhance non-hosting residents' sense of feeling safe will be higher for residents with children in their household

H7. Non-hosting residents in households with children will have a higher sense of feeling safe that influences their support for Airbnb

H8. The 'sense of feeling safe' mediates the relationship between emotional solidarity and support for Airbnb

To date, non-hosting residents' support for tourism development and their level of emotional solidarity with tourists has been examined across sociodemographic and socioeconomic variables (such as age, gender, education, employment and etc.) (Nunkoo & Gursoy, 2012; Woosnam & Erul, 2017; Woosnam, Erul, & Ribeiro, 2017). In a study by Nunkoo and Gursoy (2012), men were found to have significantly more positive views regarding tourism development compared to women. Woosnam and Erul (2017) found that younger non-hosting residents were more supportive than older non-hosting residents in terms of development of tourism. Similarly, Woosnam, Erul, & Ribeiro (2017) found that the older non-hosting residents had the weakest degree of solidarity with tourists. However, no study has compared, yet, the presence of children in a household as a variable that could evidence significant differences in residents' emotional solidarity with visitors and associated attitudes related to tourism development.

3. Methodology

3.1. Data collection

Respondents for this study were recruited from a large panel through Qualtrics ™. Qualtrics ™ administered a web-based survey which included screening criteria to collect a sample of non-hosting

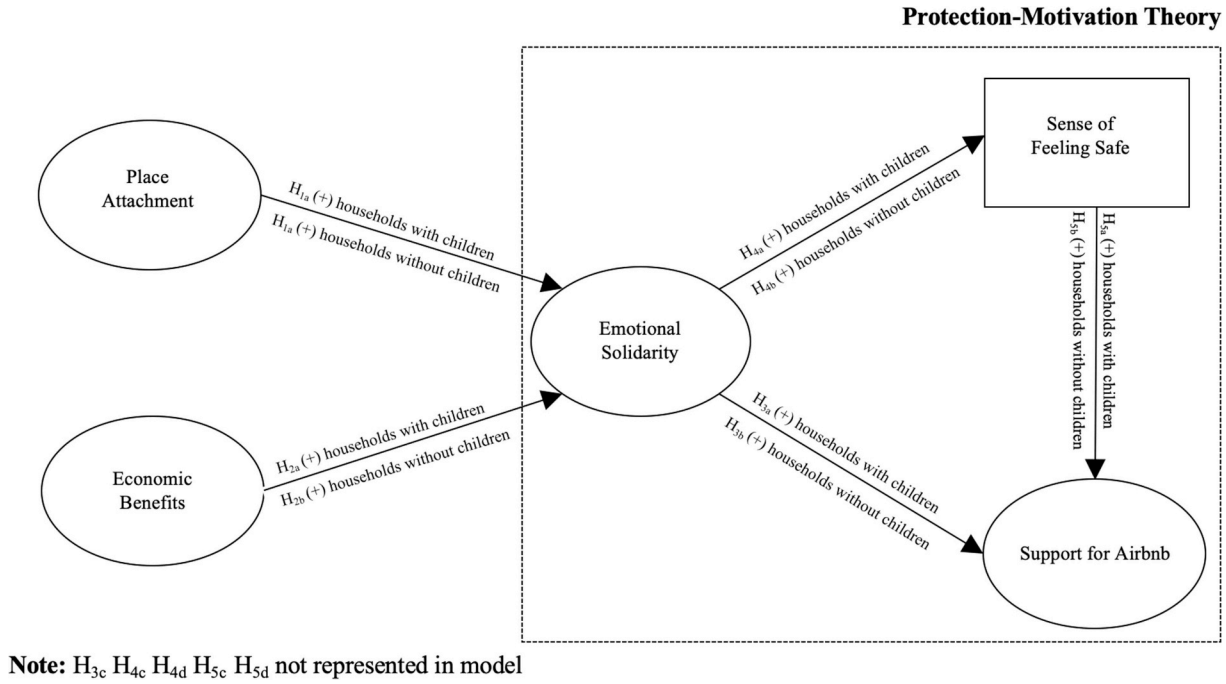

Fig. 1. Model of non-hosting residents' with and without children in the household.

residents who confirmed they were not an Airbnb host currently, or had ever been an Airbnb host in the past. In addition to this, another screening criterion was that these non-hosting residents had to indicate they were aware of at least one other neighbor who was an Airbnb host. Given the purpose of the study was to compare groups of non-hosting residents across household types, the authors separately surveyed individuals, both single and residing with a partner or married, who were living with children and living without children. 463 responses were collected, in total: 202 useable responses from non-hosting residents in households with children and 261 useable responses from non-hosting residents in households without children. The sample is representative of forty-five U.S. states.

3.2. Survey

The combination of constructs operationalized in the study's model (Fig. 1) were specified from scales taken from existing literature. In the first section of the survey, 11 items related to place attachment were adapted from questions by Williams and Vaske (2003a,b) and Brown and Raymond (2007) - originally developed by Williams and Roggenbuck (1989) - and measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree).

In the second section of the survey, 10 items comprising the Emotional Solidarity Scale, adapted from Moghavvemi et al. (2017), were measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree). Next, an item pertaining to the extent to which non-hosting residents' sense of feeling safe in the neighborhood -adapted from (Woo, Kim, & Uysal, 2015)- would improve or worsen due to an increase in the amount of visitors to their neighborhood as a result of Airbnb, was included. This item was measured on a 7-point Likert scale (1 = worsen and 7 = improve). In addition, respondents were asked to respond to five items pertaining to Airbnb's economic performance and potential to improve the neighborhood economy. These items were taken from Suess et al. (2018) and were measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree).

In the final section, respondents were asked to indicate the extent to which they either agreed or disagreed on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) with statements advocating Airbnb (hosts and visitors) in their neighborhood. This two-item measure was adapted to capture the critical support-related outcome. Finally, demographic questions including age, gender, ethnicity, education, income, household, housing area, neighborhood type, and residence location were asked. The items included in the survey are presented in Table 1. Consistent with the principles of effective survey design (Kasunic, 2005), questions measuring non-hosting residents' attitudes towards more general ideas (i.e., constructs of place identity, place dependency, emotional solidarity) were asked before the questions pertaining to Airbnb visitor-specific impacts (i.e., sense of feeling safe) and advocacy for Airbnb to avoid the latter from narrowing the scope of respondents' thinking toward the more general constructs.

3.3. Power analysis

The present study's model includes five latent constructs comprised of 25 observed variables. According to Soper (2019), a sample size of 150 (minimum) would be required to detect the anticipated effect [effect size = 0.3; statistical power level = 0.8; $\alpha = 0.05$] for structural equation model hypothesis testing. The groups' sample sizes in the study include 202 for non-hosting residents in households with children and 261 for non-hosting residents in households without children, respectively. The group with 202 responses is 134 percent (202/150) of the minimum sample size indicated by Soper (2019).

3.4. Analysis

As a first step, descriptive statistics and distributions were analyzed. Next, a series of *t*-tests were performed to compare differences among construct mean scores of non-hosting residents in households with children and non-hosting residents in households without children groups. Following the assessment of relative construct performance, a confirmatory factor analysis (CFA) was conducted on the model constructs. Multiple-group analysis provided estimates for the two samples including non-hosting residents in households with children and non-hosting residents in households without children. The CFA employed common method bias and convergent and discriminant validity tests.

In the next stage of analyses, multiple-group structural equation modeling (SEM) techniques tested the first models' hypotheses (H_1–H_5) (Fig. 1). The three dimensions (welcoming nature, sympathetic

Table 1
Respondent profile.

Demographic Category	Households with children		Households without children		χ^2 Value (df)
	(*n* = 202)	%	(*n* = 261)	%	
Gender					.657[ns] (1)
Male	55	27.23	80	30.65	
Female	148	73.27	182	69.73	
Age (years)					[b]
18–25	15	7.43	44	16.86	
26–34	23	11.39	88	33.72	
35–54	87	43.07	63	24.14	
55–64	68	33.66	32	12.26	
65 or older	15	7.43	34	13.03	
Income (yearly)					5.38[ns] (7)
Less than $15,000	13	6.44	25	9.58	
$15,000—less than $30,000	27	13.37	46	17.62	
$30,000—less than $45,000	33	16.34	49	18.77	
$45,000—less than $60,000	40	19.80	43	16.48	
$60,000—less than $75,000	28	13.86	27	10.34	
$75,000—less than $90,000	25	12.38	29	11.11	
$90,000—less than $120,000	12	5.94	15	5.75	
More than $120,000	35	17.33	28	10.73	
Education					6.43[ns] (4)
Grade school	0	0	1	0.38	
High school	46	22.77	42	16.09	
Some college	66	32.67	75	28.74	
College	68	33.66	105	40.23	
Graduate school	23	11.39	139	53.26	
Neighborhood (type)					7.43[a] (2)
Urban	46	22.77	87	33.33	
Suburban	111	54.95	121	46.36	
Rural	44	21.78	50	19.16	
Residence (type)					26.30[a] (13)
Single family home	146	72.28	121	46.36	
Multi-family/Apartment/Condominium	18	8.91	52	19.92	
Other	38	18.81	29	11.11	
Airbnb hosts in the neighborhood (attitudinal)					5.99[ns] (6)
Far too many Airbnb hosts	6	2.97	12	4.60	
Too many Airbnb hosts	14	6.93	10	3.83	
Slightly too many Airbnb hosts	14	6.93	23	8.81	
Neither too many nor too few Airbnb hosts	127	62.87	176	67.43	
Too few Airbnb hosts	19	9.41	19	7.28	
Slightly too few Airbnb hosts	11	5.45	13	4.98	
Far too few Airbnb hosts	12	2.97	9	4.60	

[a] significant at $p < 0.05$; [ns] not significant; [b] not tested.

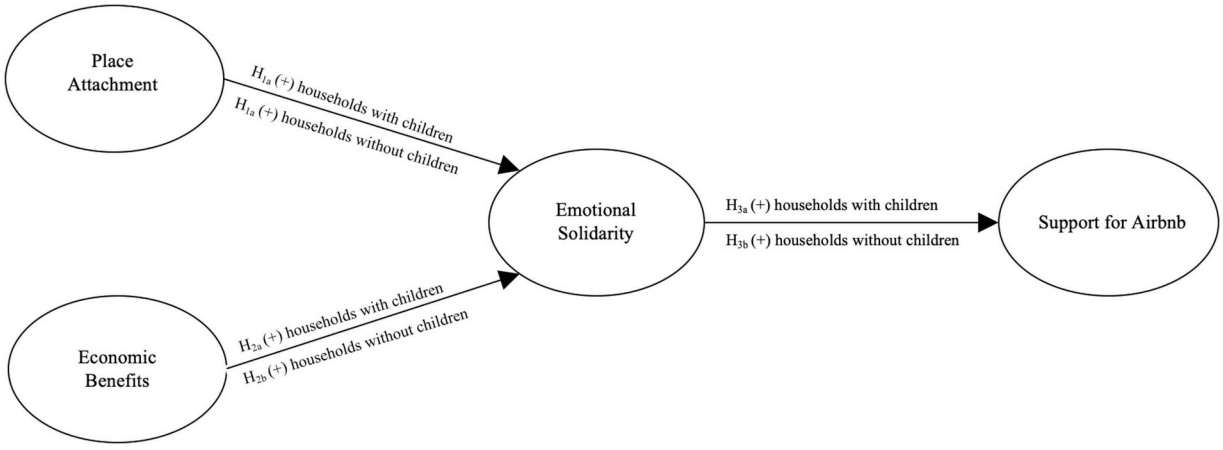

Fig. 2. Alternative model: without the sense of feeling safe.

understanding and emotional closeness) comprising emotional solidarity were modeled as a second order construct, which is consistent with a previous study by Woosnam et al. (2015). Non-hosting residents 'sense of feeling safe' was included in the model as a single-indicator construct. The dimension of 'sense of feeling safe' is a latent covariate to Woosnam et al.'s (2015) original emotional solidarity construct, methodically, to predict the dependent variable of support for Airbnb. Measurement invariance was confirmed. Following the multiple-group SEM, pairwise parameter comparison tests for hypothesis H_6 and H_7 were performed. Finally, an alternative model (Fig. 2) without the

construct of 'sense of feeling safe' was tested for the study's mediation hypothesis (H_8).

4. Models

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5. Results

The profiles of the non-hosting residents in households with children and without children samples are presented (Table 1). Results of multiple χ^2 tests indicated households with children and households without children samples differed significantly ($p < 0.05$) across respondents' neighborhood type and residence type. Table 1 indicates that respondents in the households with children were generally older, higher income, less educated, and living in suburban and single-family homes. Items included in the measurement of model constructs for both household samples are presented in the summary statistics (Appendix A). Notably, means for items were higher for the non-hosting residents in households with children than for the non-hosting residents in households without children.

5.1. Comparing construct means: non-hosting residents in households with children and households without children

Results of the *T*-tests for mean comparisons between the samples of non-hosting residents in households with children and in households without children are presented in Table 2. Mean scores represent the average score of all items included in the measurement of the construct. Consistent with the individual item means (Appendix A), non-hosting residents in households with children were significantly more place dependent, held a higher expectation in terms of Airbnb's economic performance in their neighborhood, and had higher levels of sympathetic understanding and emotional closeness to visitors. Interestingly, they also evidenced higher levels of feeling safe in the neighborhood, and greater advocacy for Airbnb, corroborating findings in the next stages of analysis.

5.2. CFA results

As the first step in the CFA, common method bias was tested using a latent variable approach outlined in Podsakoff, MacKenzie, Lee, and Podsakoff (2003). A single unmeasured first-order factor (i.e., common factor) was added to a second CFA with all of the measures as indicators. Next, standardized regression weights for all loadings across the two models were compared. Significant differences were not found that would indicate common method bias.

The CFA results are presented in Table 3. Results from the sample of non-hosting residents in households with children indicated an acceptable fit to the data: χ^2/df = 559/231; CFI = 0.927; TLI = 0.913; RMSEA = 0.084; SRMR = 0.050. Results from the sample of households without children also indicated an acceptable fit to the data: χ^2/df = 736/231, CFI = 0.915, TLI = 0.899, RMSEA = 0.092; SRMR = 0.045. In addition, all items on constructs indicated high reliability— Cronbach's α ranged from 0.836 to 0.945 across the households with children and the households without children samples' constructs, above 0.70 as recommended by Hair (2010) and Nunnally and Bernstein (1994). All items loaded on to model constructs with significant ($p < 0.001$) standardized factor loadings (0.684–0.934 for the households with children sample and from 0.719 to 0.931 for the households without children sample) indicating convergent validity. The AVEs for the constructs were higher than 0.50 as recommended by Hair (2010) and Nunnally and Bernstein (1994) (0.685–0.809 for the households with children and from 0.604 to 0.836 for the households without children) further indicating convergent validity. Further, the square roots of the AVE for all constructs across both households with children and households without children samples were greater than inter-construct correlations, demonstrating discriminant validity (Appendix B). The data was found to be multivariate non-normal. Mardia's normalized estimate of multivariate skewness was found to be 327.89 and kurtosis was found to be 1184.27 for the households without children; skewness was found to be 218.37 and kurtosis was found to be 1116.19 for the households without children, indicating significant ($p < 0.001$) positive skewness and significant ($p < 0.001$) kurtosis. A further examination of the univariate skewness [(households with children sample: between −2.00 and 6.45); (households without children: between −2.12 and −0.56)] and kurtosis [(households with children: between −2.38 and 4.13); (households without children: between −2.26 and 4.56)] indices for the variables in the overall indicated that the data were moderately non-normal. Although maximum likelihood estimation technique is fairly robust, a bootstrapping procedure with maximum likelihood estimation was used to address moderate non-normality (Byrne, 2016).

5.3. SEM results (with non-hosting residents' sense of feeling safe)

The multi-group structural model produced an acceptable fit to the data (χ^2/df = 1162/265; CFI = 0.915; TLI = 0.903; RMSEA = 0.086; SRMR = 0.903). A bootstrapping procedure was used to address non-normality in the data with bias-corrected percentile bootstrap intervals to test for significance of estimates. Bootstrapping yields more accurate confidence intervals when tests for parameter significance are performed (Byrne, 2016).

The parameter estimates (Table 4) confirmed H_{1a}, H_{2a}, H_{3a}, H_{4a}, and H_{5a} in the group of non-hosting residents in households with children and H_{1b}, H_{2b}, H_{3b}, and H_{4b} in the group of non-hosting residents in households without children. However, in the case of non-hosting residents in households without children, the relationship between the sense of feeling safe and subsequent support for Airbnb was not significant, thus not supporting H_{5b}.

A two-step analysis, including an initial test for measurement invariance and pairwise parameter comparison test, was employed. Results of the measurement model (CFA) indicated an acceptable fit to the data (as indicated above) establishing configural invariance. No

Table 2
Performance on dimensions: households with children and households without children.

Dimensions	Mean: Households with children	Mean: Households without children	Difference	t
Place Identity	5.50	5.34	.16	−1.28^{ns}
Place Dependency	4.88	4.54	.39	−2.42**
Economic benefits	4.47	4.10	.37	−2.90**
Welcoming nature	5.53	5.37	.16	−1.36 ^{ns}
Sympathetic Understanding	5.21	4.79	.42	−3.16***
Emotional Closeness	5.19	4.83	.36	−2.63**
Support for Airbnb	5.85	5.60	.25	−2.35**
Sense of Feeling Safe	4.42	3.91	.51	−3.56***

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; ^{ns} $p > 0.05$ at the 95% CI.

Table 3
Results of the CFA models.

Constructs and Measurement Items	Households with Children			Households without Children		
	Standardized Factor Loading [a,b]	Error variance	AVE	Standardized Factor Loading [a,b]	Error variance	AVE
Second-Order Loadings						
Place Identity (α = .945)			.785			.770
My neighborhood is a part of me	.883	.018		.805	.024	
My neighborhood is very special to me	.887	.017		.903	.014	
I identify strongly with my neighborhood	.875	.019		.913	.013	
I am very attached to my neighborhood	.885	.017		.886	.015	
My neighborhood means a lot to me	.899	.015		.876	.016	
Place Dependency (α = .922)			.745			.604
My neighborhood is the best place for my lifestyle	.767	.031		.781	.026	
No other neighborhood can compare to mine	.837	.023		.827	.021	
I get more satisfaction out of living in my neighborhood than any other that I could live in	.888	.017		.933	.010	
Living my life in this neighborhood is better than living anywhere else	.918	.014		.925	.011	
I would not substitute any other neighborhood because of the quality of life my neighborhood provides	.896	.016		.013	.013	
Welcoming Nature (α = .889)			.762			.689
I am proud to have visitors come to my neighborhood	.874	.022		.847	.021	
I feel the neighborhood benefits from having visitors	.898	.020		.918	.015	
I appreciate visitors for the contribution they make to the local economy	.704	.039		.852	.020	
Emotional Closeness (α = .906)			.809			.836
I feel close to some visitors I have met in my neighborhood	.917	.018		.938	.910	
I have made friends with some visitors in my neighborhood	.881	.021		.890	.857	
Sympathetic Understanding (α = .861)			.731			.762
I identify with visitors in my neighborhood	.865	.027		.877	.021	
I have a lot in common with visitors in my neighborhood	.845	.032		.869	.021	
First-Order Loadings						
Economic Benefits (α = .917)			.685			.680
Airbnb hosts help bring visitors to deal with current economic challenges facing the neighborhood	.694	.040		.861	.029	
Airbnb hosts bring visitors to deal with future economic challenges facing this neighborhood	.768	.036		.857	.030	
Increased visitors from Airbnb helps deal with unemployment in this neighborhood	.785	.036		.812	.025	
I would personally benefit from more visitors to my neighborhood	.930	.030		.809	.037	
I would personally benefit if more Airbnb hosts were in my neighborhood	.934	.013		.782	.040	
Support for Airbnb (α = .837)			.773			.701
Visitors to your neighborhood	.892	.032		.902	.029	
Airbnb hosts in your neighborhood	.866	.033		.779	.034	

[a] Standardized estimates.
[b] All loadings significant at $p < 0.001$.

Table 4
Results of structural equation modeling.

Path	Households with Children			Households without Children			Pairwise Comparison	
	Estimate[a] (S.E.)	z-score	*p*	Estimate[a] (S.E.)	z-score	*p*	t	*p*
Place Attachment → Emotional Solidarity	.4167 (.061)	6.78	***	.536 (.074)	7.17	***	1.24	ns
Economic Benefits → Emotional Solidarity	.269 (.062)	4.39	***	.143 (.045)	3.12	***	1.64	ns
Emotional Solidarity → Support for Airbnb	.523 (.072)	7.18	***	.748 (.091)	8.18	***	1.94	*
Emotional Solidarity → Impact of Airbnb Visitors on the Sense of Feeling Safe	.124 (.039)	3.11	***	.723 (.106)	6.80	***	5.303	***
Sense of Feeling Safe → Support for Airbnb	.575 (.110)	5.19	***	.029 (.047)	.420	ns	4.564	***

a Unstandardized estimates ; b parameters constrained to 1; *** significant $p < 0.001$; **significant $p < 0.01$; *significant $p < 0.05$; [ns] non-significant $p > 0.05$ at the 95% CI.

Table 5
Results of structural equation modeling.

Path	Households with Children			Households without Children			Pairwise Comparison	
	Estimate[a] (S.E.)	z-score	*p*	Estimate[a] (S.E.)	z-score	*p*	t	*p*
Place Attachment → Emotional Solidarity	.418 (.061)	6.77	***	.529 (.074)	7.10	***	1.17	ns
Economic Benefits → Emotional Solidarity	.256 (.060)	4.22	***	.129 (.045)	2.82	***	1.69	ns
Emotional Solidarity → Support for Airbnb	.630 (.087)	7.22	***	.707 (.091)	7.33	***	.611	ns

[a] Unstandardized estimates; [b] parameters constrained to 1; *** significant $p < 0.001$; **significant $p < 0.01$; *significant $p < 0.05$; [ns] non-significant $p > 0.05$ at the 95% CI.

Table 6
Equation level statistics.

	Households with Children				Households without Children			
	Model		Alternative Model		Model		Alternative Model	
	Variance predicted	mc^2	Variance predicted	mc^2	Variance predicted	mc^2	Variance predicted	mc^2
Place Identity	1.661	0.993	1.661	0.994	0.287	0.792	1.101	0.798
Place Dependency	0.872	0.692	0.872	0.691	0.345	0.795	1.331	0.789
Emotional Solidarity	0.478	0.517	0.463	0.504	0.462	0.455	0.377	0.445
Welcoming Nature	0.924	0.760	0.919	0.756	0.501	0.628	0.847	0.628
Sympathetic Understanding	1.357	0.865	1.382	0.881	0.273	0.874	1.938	0.892
Emotional Closeness	1.298	0.836	1.293	0.833	0.272	0.859	1.627	0.849
Support for Airbnb	0.434	0.324	0.368	0.275	1.398	0.277	0.443	0.229
Sense of Feeling Safe	0.311	0.158	n/a	n/a	1.606	0.175	n/a	n/a
Overall R^2	.999		.999		.990		.990	

substantial differences between additional fit indices (ΔCFI = 0.004, ΔTLI = 0, ΔRMSEA = 0, and ΔSRMR = 0.007) across the configural and metric-invariant models were found, confirming metric invariance. The next stage of testing structural differences ensued, followed by pairwise parameter comparison tests indicating significantly different relationships. Specifically, the estimates were significantly higher for the non-hosting residents in households with children than for the non-hosting residents in households without children sample on the relationship of emotional solidarity and the sense of feeling safe, (difference in parameter estimates = 0.60, respectively); upholding H_6. Similarly, relationships between sense of feeling safe and support for Airbnb were significantly different across the households with children and households without children samples; estimates were significantly higher for the households with children than for the households without children sample (difference in parameter estimates = 0.55, respectively); results that upheld hypothesis H_7. The results implicate the potential for emotional solidarity of non-hosting residents' to positively influence their support for Airbnb. Moreover, when children are present in the household, the influence of the 'sense of feeling safe' on support for Airbnb is enhanced by emotional solidarity.

5.4. SEM results (without sense of feeling safe)

The multi-group structural model produced an acceptable fit to the data (χ^2/df = 1065/243; CFI = 0.920; TLI = 0.910; RMSEA = 0.085; SRMR = 0.070). Similar to the first model, a bootstrapping procedure was used with bias-corrected percentile bootstrap intervals to test for significance of estimates. Parameter estimates (Table 5) indicated model relationships were significant ($p < 0.001$), confirming H_{1a}, H_{2a}, and H_{3a} in the context of non-hosting residents' in households with children. In the case of non-hosting residents in households without children, model relationships were also significant, confirming H_{1b}, H_{2b}, and H_{3b}. The examination of pairwise comparisons found no significant differences between the groups' structural relationships.

Equation level testing was conducted to determine whether the addition of the non-hosting residents' sense of feeling safe construct in the first model contributed additional explanatory power. The squared multiple correlations (AVEs) were compared in the exogenous constructs predicting the sense of feeling safe and support for Airbnb using effect size, between the original and alternative models across groups with and without children (Cohen's f2). The difference indicated by the squared multiple correlation statistics in the model compared to the alternative model of non-hosting residents with children indicated that the addition of the sense of feeling safe construct adds explanatory power to the exogenous construct support for Airbnb. The sense of feeling safe did not add explanatory power to support for Airbnb when the model and alternative model were compared across the group in households without children.

In sum, the results of testing alternative models indicate the sense of feeling safe, indeed, enhances non-hosting residents' support for Airbnb, to some degree, when children are present in the household. Further, our results suggest potentially different pathways from emotional solidarity to a sense of feeling safe and support for Airbnb. The impact of Airbnb visitors on the sense of feeling safe pathway to support for Airbnb was significant for non-hosting residents in households with children, but not significant for non-hosting residents in households without children (H_8), suggesting that Airbnb will be advocated by non-hosting residents who have children in their household, through perceived safety and emotional solidarity mechanisms. Findings have both theoretical implications and practical implications for the importance of safety and can be used to guide authorities on decisions related to regulation of Airbnb. A summary of the study's hypotheses tests are presented in Tables 6 and 7.

Table 7
Summary of hypothesis testing.

Path	Households with Children			Households without Children		
	Label	Model	Alternative Model	Label	Model	Alternative Model
Place Attachment → Emotional Solidarity	H_{1a}	Supported	Supported	H_{1b}	Supported	Supported
Economic Benefits → Emotional Solidarity	H_{2a}	Supported	Supported	H_{2b}	Supported	Supported
Emotional Solidarity → Support for Airbnb	H_{3a}	Supported	Supported	H_{3b}	Supported	Supported
Emotional Solidarity → Sense of Feeling Safe	H_{4a}	Supported		H_{4b}	Supported	
Sense of Feeling Safe → Support for Airbnb	H_{5a}	Supported		H_{5b}	Not Supported	
Comparative Hypotheses: Households with children vs. households without children						
Levels of emotional solidarity with Airbnb visitors that enhance non-hosting residents' sense of feeling safe will be higher for residents with children in their household	H_6	Supported				
Non-hosting residents in households with children will have a higher sense of feeling safe that influences their support for Airbnb	H_7	Supported				
The sense of feeling safe mediates the relationship between emotional solidarity and support for Airbnb	H_8	Partially supported				

6. Discussion and conclusion

The present research addressed Mody et al.'s (2018) suggestion for further research on peer-to-peer accomodations' impact on neighborhoods and residents' support for Airbnb across segmented non-hosting resident populations. Overall, the results of our study confirm many relationships hypothesized within the scope of the protection motivation theory (PMT) while highlighting the role of an important emotional solidarity concept associated with residents' acceptance of Airbnb visitors; emotional factors-impacted by economic and community attachment variables-influence non-hosting residents' sense of feeling safe and overall support for Airbnb.

Consistent with our hypotheses that non-hosting residents' emotional solidarity with Airbnb visitors is likely to elicit their positive support for Airbnb hosts in their neighborhoods, we also found that respondents across the multiple household groups tested —with and without children in the household—showed emotional solidarity with Airbnb visitors in their neighborhood and were, subsequently, supportive of Airbnb hosts. The relationships between emotional solidarity with Airbnb visitors and non-hosting residents' sense of feeling safe, in particular, were significant.

Non-hosting residents who perceived greater economic impact from Airbnb and who were more attached to their communities, perceived higher emotional solidarity with Airbnb visitors and thus a sense of feeling safe and support for Airbnb. Interestingly, however, the impact of non-hosting residents' sense of feeling safe was not a significant factor influencing support for Airbnb in households without children. The sense of feeling safe, however, was a positive antecedent to support for Airbnb in the group of non-hosting residents in households with children. The influence of emotional solidarity and perceived sense of safety on support for Airbnb were significantly different and greater for residents in households with children. This finding may not be surprising considering Uysal, Perdue, & Sirgy's (2012) proposition that residents' support for tourism development can be independent of its perceived effects on quality of life indicators. We propose that there are several other potentially important factors of residents' safety in a neighborhood unrelated to Airbnb hosts that may better explain residents' perceptions (Ko & Stewart, 2002; Nunkoo & So, 2016; Uysal, , Perdue, , & Sirgy, 2012; Uysal, Sirgy, Woo, & Kim, 2016); moreover, Airbnb is relatively new and possibly perceptibly inconsequential enough to a large number of non-hosting residents that may not impact them so profoundly as to enhance or deteriorate their sense of feeling safe. That over 60% of respondents felt that they did not have *too many* neighbors of whom they were aware to be Airbnb hosts, and that less than 7% of respondents felt that they had *too many* Airbnb hosts in their neighborhoods, further supports this supposition. It also highlights the importance of conducting further quantitative research on neighborhoods and performing group moderation in the context of peer-to-peer accommodation density.

6.1. Theoretical and practical contributions

Our study has several important theoretical and practical implications. Notably, this is the first to examine the influence of non-hosting residents' emotional solidarity with visitors on their sense of feeling safe amidst neighborhoods with Airbnb hosts and introduced a significant study on the presence of children in households related to this topic. With the examination of non-hosting residents' support for Airbnb, we also built on previous work by Mody et al. (2018) who found that residents perceived more positive impacts from Airbnb than negative and were supportive of Airbnb. Though the Mody et al. study employed similar methods, it did not consider moderation across groups or mediating effects. It was, thus, posited that the perceptions of Airbnb by non-residents differ based on demographic (i.e., presence of children in the household) and mediating situational factors (i.e., sense of feeling safe).

However, the results of the current study are in contrast to Jordan and Moore's (2018) findings which implicated negative impacts from Airbnb hosts are perceived by residents, specifically. In that case, negative perceptions could be explained by the study's specific context (i.e., the negative impacts of mass-tourism to an island destination super-imposed on Airbnb visitors) and therefore not generalizable to other populations of residents and their sentiment towards Airbnb.

Consistent with Mody et al. (2018), our study may represent non-hosting residents within the broader context of the United States, and set a precedent for future research on the potentially contentious nature of peer-to-peer accommodations as they relate to safety. In addition to offering a broader and theoretically-grounded model of non-hosting residents' perceptions of Airbnb, the study is the first to conceptualize residents' perceptions as differentiated by the presence of children in

their household. Our operationalization of the 'sense of feeling safe' construct in the model is reflective of how emotional solidarity with Airbnb visitors is associated with a sense of feeling safe, and the 'sense of feeling safe' seems to enhance support for Airbnb in the wake of communities struggling with a proliferation of strangers in residential areas due to Airbnb hosts. The emotional solidarity construct, while specific to the Airbnb context, has obvious parallels to the protection motivation theory and concepts of parental protection of offspring (Prezza et al., 2005) and fear of strangers (Furedi, 2008; Warr, 1992). Thus, as hypothesized and confirmed by the findings of the study, the sense of feeling safe impacted by Airbnb is a significant factor affecting non-hosting resident's support for Airbnb when children are present in the household.

Our model provides a baseline for future researchers to test and develop theory on neighborhood safety and children populations. While the results indicated in the group of residents without children in the household that a sense of feeling safe did not have a significant mediating influence, this may be due to our operationalization of the sense of feeling safe construct as a single indicator measure of residents' perceptions. We encourage future researchers to identify indicators into its constituent dimension and examine whether and how Airbnb affects specific indicators of safety differently, and whether and how this dimension, in turn, impacts residents' support for Airbnb and infrastructural development related to increased security and regulation standards. Relatedly, future research must control for other important demographic and situational determinants to better explain residents' perceptions. Moreover, constructs such as emotional solidarity (Woosnam, 2011) and the use of complementary and/or comparative theoretical lenses, such as formal and substantive rationality (Boley, McGehee, Perdue, & Long, 2014; Maruyama et al., 2017; Strzelecka et al., 2017) to understand the efficacy of various constructs in explaining resident perceptions, can be included as part od an enhanced framework of resident's support for Airbnb, particularly as Airbnb hosts become more embedded within residential neighborhoods.

Implications for practice also exist from this study. First and foremost, peer- should peer-to-peer accommodation networks should monitor neighborhoods using indicators of safety on a periodic basis. This would serve as a baseline to help incentivize hosting in neighborhoods where perceived safety may be highest. visit. In doing this, networks- namely Airbnb- could include such a directive within their public relations campaigns in the wake of growing concern among media outlets. Peer-to-peer accommodation networks may also consider conducting more thorough background searches of potential guests so as to limit certain individuals from staying in particular neighborhoods. Finally, periodic assessments of non-hosting residents should be conducted by community authoritiesto gauge the existing relationships they have with encountered visitors as well as their perceived safety levels. This would help to gain a sense of potential support that exists for the peer-to-peer accommodation industry and hosting within particular neighborhoods.

City and state officials that are considering the implementation of policy regulations for peer-to-peer accommodations should factor in non-hosts' perspectives and measures of safety as they wrestle with potential zoning, tax increases, or prohibiting residents from opening up their homes, apartments, condos, etc. to guests. This could be done by initially assessing secondary data reports of crime and disturbances overlaid on a map of hosting addresses. Following this, city-wide or state-wide surveys of non-hosting residents could be done that would reveal not only existing perceived safety levels but also extant relationships such individuals report with visitors to their neighborhood .

6.2. Limitations and future research

It is important to acknowledge that the study includes certain limitations. First, the use of an online panel for data collection can be limiting to sample representativeness, due to that fact only those who have access to a computer and are registered on the panel are captured. Closely aligned with this, we only assessed constructs within our model utilizing quantitative measures. Future research may consider the use of qualitative and quantitative forms of data to further triangulate findings. Second, our sample was skewed toward women and Caucasian respondents. Minority ethnic and racial groups are often differentially influenced by tourism within a community (Andereck et al., 2005); thus, a cross-cultural analysis would facilitate more nuanced and representative insights into diverse residents' support for Airbnb. Third, we did not collect data from sample participants indicating the extent or frequency of interaction they have had with Airbnb guests. Degree of interaction may have helped to better explain the relationship with key constructs in the model such as emotional solidarity, sense of safety, and support for Airbnb, overall. As Woosnam and Norman (2010) found in their research, interaction with tourists is a key determinant of the degree of emotional solidarity one experiences with others.

Furthermore, our sample size, while sufficient for the purpose of the present study, did not enable moderation along variables that would offer important theoretical and practical insights. For example, future research can determine whether there are any differences between the attitudes of residents who live in different residential settings (such as urban, suburban, rural), those who have a higher concentration of Airbnb listings in their neighborhoods than others, or those who use Airbnb as customers more or less frequently, among other metrics. In this regard, our assertion that Airbnb is in a relatively nascent stage of development, for the entire sample included in our study, is somewhat simplistic.

With little indication that the number of peer-to-peer accommodation hosts will slow in the near future or beyond, it will remain imperative that perspectives of non-hosting residents are acknowledged by city officials, tourism planners, and executives of peer-to-peer accommodation networks. What is crucial to note is that our study demonstrates that two non-economic constructs centered around socialization—emotional solidarity and a sense of feeling safe—are key determinants of non-hosting residents' support for Airbnb. As destinations, cities, states, and countries wrestle with policy changes and implications of Airbnb, the focus needs to remain on these two constructs and how they can serve to foster support for this industry within the sharing economy.

Author Contribution

Dr. Courtney Suess developed the theoretical framework and designed the study and its methodology, and implemented the empirical analysis. Dr. Courtney Suess wrote the manuscript with support from Dr. Kyle Woosnam. Dr. Emrullah Erul provided support for the literature review. All authors discussed the theoretical framework, empirical strategy, results, and commented on the manuscript.

Appendix A

Summary statistics.

Measurement Items	Households with children		Households without children	
	Sample Size (n = 202)		Sample Size (n = 261)	
	Mean	SD	Mean	SD
Place attachment				
"Please indicate how much you agree or disagree with the following statements about your feelings towards your neighborhood." (Measured on a seven-point Likert scale: 1 = Strongly disagree 7 = Strongly agree) Moghavvemi, Woosnam, Paramanathan, Musa, & HamBrown and Raymond (2007) from Williams and Vaske (2003a,b) who had adapted the questions from Williams and Roggenbuck (1989)				
My neighborhood is a part of me	5.56	1.47	5.34	1.46
My neighborhood is very special to me	5.55	1.42	5.46	1.41
I identify strongly with my neighborhood	5.50	1.39	5.30	1.43
I am very attached to my neighborhood	5.35	1.53	5.28	1.48
My neighborhood means a lot to me	5.53	1.41	5.34	1.47
Living in my neighborhood says a lot about who I am				
My neighborhood is the best place for my lifestyle	5.21	1.56	5.01	1.68
No other neighborhood can compare to mine	5.42	1.46	5.14	1.67
I get more satisfaction out of living in my neighborhood than any other that I could live in	4.53	1.78	4.29	1.70
Living my life in this neighborhood is better than living anywhere else	4.88	1.69	4.44	1.77
I would not substitute any other neighborhood because of the quality of life my neighborhood provides	4.83	1.71	4.45	1.77
Economic benefits				
"Please indicate how much you agree or disagree with the following statements about your feelings towards Airbnb's economic performance in your neighborhood." (Measured on a seven-point Likert scale: 1 = Strongly disagree 7 = Strongly agree) (Suess et al., 2018)				
Airbnb hosts help bring visitors to deal with current economic challenges facing the neighborhood	4.61	1.60	4.25	1.49
Airbnb hosts bring visitors to deal with future economic challenges facing this neighborhood	4.61	1.53	4.27	1.46
Increased visitors from Airbnb helps deal with unemployment in this neighborhood	4.51	1.62	4.15	1.53
I would personally benefit from more visitors to my neighborhood	4.36	1.67	3.96	1.61
I would personally benefit if more Airbnb hosts were in my neighborhood	4.27	1.65	3.87	1.63
Emotional Solidarity				
"Please indicate how much you agree or disagree with the following statements about your feelings towards visitors to Airbnb in your neighborhood." (Measured on a seven-point Likert scale: 1 = Strongly disagree 7 = Strongly agree) (Moghavvemi et al., 2017)				
I am proud to have visitors come to my neighborhood	5.59	1.29	5.44	1.42
I feel the neighborhood benefits from having visitors	5.44	1.34	5.23	1.51
I appreciate visitors for the contribution they make to the local economy	5.57	1.24	5.43	1.47
I treat visitors fairly in my neighborhood	5.93	1.01	5.92	1.08
I feel close to some visitors I have met in my neighborhood	5.17	1.45	4.81	1.60
I have made friends with some visitors in my neighborhood	5.21	1.51	4.85	1.65
I identify with visitors in my neighborhood	5.20	1.38	4.82	1.58
I have a lot in common with visitors in my neighborhood	5.22	1.33	4.77	1.55
I have respect for visitors in my neighborhood	5.96	1.03	5.80	1.12
I understand visitors in my neighborhood	5.59	1.17	5.29	1.33
Sense of Feeling Safe				
"If the number of visitors to your neighborhood increases from Airbnb, do you believe the following will improve or worsen (Measured on a seven-point Likert scale: 1 = Much worse to 7 = Improve) (Woo et al., 2015)				
Feeling Safe in the Neighborhood	4.42	1.46	3.92	1.53
Support for Airbnb				
"Please indicate how much you oppose or support the following" (Measured on a seven-point Likert scale: 1 = Strongly Oppose to 7 = Strongly Support) (Suess & Mody, 2016; Deccio & Baloglu, 2002; Suess et al., 2018; Jurowski, 1994)				
Visitors to your neighborhood	5.97	.961	5.74	1.20
Airbnb hosts in your neighborhood	5.72	1.15	5.47	1.39

Appendix B

Discriminant validity tests: Comparison of square root of AVE and inter-construct correlations—households with children sample.

	Place Identity	Place Dependency	Economic benefits	Welcoming nature	Sympathetic Understanding	Emotional Closeness	Support for Airbnb
Place Identity	**.888**						
Place Dependency	.800	**.863**					
Economic benefits	.238	.322	**.873**				
Welcoming nature	.560	.555	.264	**.910**			
Sympathetic Understanding	.525	.491	.310	.693	**.849**		
Emotional Closeness	.476	.461	.342	.611	.782	**.827**	
Support for Airbnb	.116	.180	.295	.590	.475	.510	**.879**

Note: Square root of AVE is on the diagonal (in bold). Inter-construct correlations are on the off-diagonal.

Discriminant validity tests: Comparison of square root of AVE and inter-construct correlations—households without children sample.

	Place Identity	Place Dependency	Economic benefits	Welcoming nature	Sympathetic Understanding	Emotional Closeness	Support for Airbnb
Place Identity	**.877**						
Place Dependency	.829	**.777**					
Economic benefits	.264	.290	**.830**				
Welcoming nature	.589	.527	.313	**.914**			
Sympathetic Understanding	.543	.490	.354	.728	**.873**		
Emotional Closeness	.507	.470	.421	.646	.757	**.824**	
Support for Airbnb	.279	.203	.539	.475	.507	.521	**.837**

Note: Square root of AVE is on the diagonal (in bold). Inter-construct correlations are on the off-diagonal.

Appendix C. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.tourman.2019.103952.

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