

MATERIALISM, INDIVIDUALISM AND COLLABORATIVE CONSUMPTION IN TOURISM

An investigation of airbnb users in brazil

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The emergence of collaborative consumption has had an impact in several areas, such as information technology, urban mobility and tourism and hospitality. Although academic research has accompanied this growth, the influences of materialism and individualism on consumer engagement in tourism collaborative consumer practices have not yet been properly investigated. The present study explored such a gap assessing these influences through by a survey of 273 individuals who relate to the Airbnb accommodations sharing platform. Using exploratory factor analysis and structural equations modeling, the main results showed that (i) materialism and individualism are positively correlated constructs, (ii) both influence collaborative consumption, but (iii) the influence of materialism is negative, while that of individualism is positive. Additional results from multi-group analyzes are presented and opportunities for future research are discussed.

KEY WORDS: *Collaborative consumption, determinants, structural equations modeling.*