

# Impact of Peer-to-Peer Accommodation Platforms on the Competitiveness of Star-Rated Hotels in Nairobi County, Kenya

Kennedy Wachira Mwaniki\*, Erick V. O. Fwaya\*\*, Christine Kinyua\*\*\*

## Abstract

The hotel industry has been reshaped by peer-to-peer (P2P) accommodation platforms, raising concerns about fairness, safety, and market dynamics, yet limited research exists on their impact. This study aimed to examine how P2P accommodation sharing platforms influence the competitiveness of star-rated hotels in Nairobi County, Kenya. The specific objectives included investigating the impact of P2P platform costs, social interaction, and environmental commitment on hotel competitiveness, as well as the moderating role of customer reviews. Guided by the Theory of Disruptive Innovation and Five Forces, a descriptive cross-sectional survey design was used in the study. 288 senior managers from Nairobi County's star-rated hotels and P2P accommodation made up the target population. Through census sampling, 288 managers from 53 star-rated hotels and 91 P2P lodgings were selected. Structured questionnaires were used to gather data, and Cronbach's alpha ( $\alpha > 0.70$ ) was used to assess reliability. Multiple linear regression and descriptive statistics were used to analyze the data. The results indicated that the best predictor of competitiveness was social contact ( $\beta = 0.24, p < 0.05$ ), followed by cost ( $\beta = 0.08, p < 0.05$ ) and environmental commitment ( $\beta = 0.18, p < 0.05$ ). Customer reviews positively moderated the relationship between P2P platforms and hotel competitiveness ( $\beta = 0.09, p < 0.05$ ). In conclusion, the study found a significant relationship between P2P accommodation sharing platforms and hotel competitiveness, recommending that star-rated hotels monitor costs, foster social interactions, adopt sustainable practices, and manage customer feedback to remain competitive.

**Keywords:** Peer-to-Peer Accommodation, Cost, Social Interaction, Environmental Commitment, Star-Rated Hotels, Competitiveness

## INTRODUCTION

Decision-making related to tourism has become more difficult as a result of the quick expansion and diversity

of lodging options, and the lodging industry is now more competitive (Kuhzady et al., 2020). Other lodging options that have surfaced from the sharing economy and internet marketplaces, such as Airbnb, are increasingly competing with one another (Guttentag, 2015a). Peer-to-peer (P2P) accommodation has been anticipated to disrupt conventional lodging models and transform the hospitality sector (Fang, 2016, Sigala, 2017a). Since 2018, the number of P2P accommodations has grown significantly, making up as much as 7% of all accommodations worldwide. The World Bank Group (2018) projects that between 2013 and 2025, the worldwide P2P accommodation market would develop at an annual rate of 13%, which is six times faster than the growth rate of conventional hotels.

According to a study done in North America by Dogru and Pekin (2017), visitors to P2P lodging sharing platforms place greater value on features like location, free breakfast, spaciousness, cleanliness, the quantity of images, disability accessible, family friendliness, and unique experiences. However, this study ignored the other elements and only looked at pricing determinants in P2P accommodation sharing platforms as a major influence in customers' decision to book with them. Finland's research revealed that P2P accommodations' social and economic charms have a major impact on travelers' choice of places, frequency of travel, duration of stay, and variety of activities (Tussyadiah & Pesonen, 2015).

According to Welsum (2016), technology improvements in the African hotel industry are enabling sharing economy companies, such as Airbnb, which is a type of P2P accommodation sharing platform, to increase their global

\* Department of Environmental Studies and Resources Development, Chuka University, Chuka, Kenya.  
Email: kennedywachira485@gmail.com

\*\* Department of Environmental Studies and Resources Development, Chuka University, Chuka, Kenya.  
Email: efwaya@chuka.ac.ke

\*\*\* Department of Environmental Studies and Resources Development, Chuka University, Chuka, Kenya.  
Email: ckinyua@chuka.ac.ke

reach. According to research done in Nairobi County, Kenya, by Murage et al. (2020), there is a favorable correlation between P2P lodging and competition among low-cost motels. However, because they only look at low-cost hotels, it is challenging to extrapolate their findings to hotels with five stars.

Despite the existence of studies that have investigated the influence of P2P accommodation sharing platforms there was less research focusing on hotel competitiveness key indicators such as market share, public image and customer retention. Thus, the purpose of this research was to examine the impact of P2P accommodations sharing platforms on competitiveness of star rated hotels in Nairobi County Kenya. The specific objectives were: To investigate the impact of the cost of peer-to-peer accommodation sharing platforms on competitiveness of star-rated hotels; to determine the effects of social interaction of peer-to-peer accommodation sharing platforms on competitiveness of star-rated hotel; to examine the impact of environmental commitment of peer-to-peer accommodation sharing platforms on competitiveness of star-rated hotels; and to investigate the moderating influence of customer reviews on the relationship between peer-to-peer accommodation sharing platforms and competitiveness of star-rated hotels in Nairobi County This research contribute towards deeper understanding of how P2P accommodation facilities influences the competitiveness of star-rated hotels. This study also attends to fill a research gap by not only focusing on one category of star-rated hotel but also including all the star-rated hotels in Nairobi county making it easier to generalizes the findings.

## LITERATURE REVIEW

The traditional hospitality sector has been severely impacted by peer-to-peer (P2P) accommodation sharing services like Airbnb, which have had a particular effect on the ability of star-rated hotels to compete. These platforms appeal to a wide variety of passengers by providing distinctive, customized experiences, frequently at reduced prices. According to research, hotel revenues have significantly decreased as a result of the growth of P2P lodging, particularly in cities with a high concentration of Airbnb listings (Zervas, Proserpio & Byers, 2017). P2P platforms' cost advantage and variety of housing alternatives allow them to reach market segments that were previously the purview of star-rated

hotels, such as tourists on a tight budget and those looking for more genuine or local experiences (Guttentag, 2015b). Additionally, P2P accommodation social interaction component where hosts offer individualized services and local knowledge increases their allure (Tussyadiah & Pesonen, 2018). In order to stay competitive, this has forced hotels to innovate, enhance the quality of their services, and reevaluate their pricing policies (Sigala, 2017b). Environmental commitment also matters because P2P platforms frequently encourage eco-friendly travel, drawing in eco-aware tourists and providing an additional edge over hotels that might not place a high priority on eco-friendly operations (Belarmino & Koh, 2020). Customer feedback on these platforms, however, can lessen the impact of competition because unfavorable comments could turn off prospective visitors. This gives hotels a chance to use their standardized service quality and brand recognition to stay competitive (Liang et al., 2019). Overall, the influence of P2P accommodation platforms on the competitiveness of star-rated hotels is multifaceted, compelling hotels to adapt to this evolving landscape to sustain their market position. Method

Competitiveness is the ability of a business to differentiate its products and services from those of its competitors (Tussyadiah, 2016a). The importance of digital techniques in enhancing customer-centricity, agility, and efficiency (Bughin et al., 2018). Businesses are better positioned to remain competitive if they can swiftly adapt to shifts in the market and implement innovative solutions (Teece, 2018). Organizations can also gain a competitive edge by strategic positioning (Gereffi et al., 2018). Furthermore, according to Porter and Kramer (2019), putting a high priority on sustainability can greatly help achieve a long-term competitive advantage. By appreciating the value of talent management and helping their staff members advance their knowledge and abilities, managers may also increase the competitiveness of their firm (Wright et al., 2020).

Organizational competitiveness is determined by several key factors. A study by Barney (2018), commonly known as the Resource-Based View (RBV), emphasized the significance of firm-specific resources and competencies. According to this perspective, unique and valuable resources like cutting-edge technology, intellectual property, and skilled employees provide a business a competitive edge. Businesses that actively invest in R&D, create an environment that encourages creativity, and

cultivate an innovative culture are more likely to achieve long-term competitive advantage, according to a study by Bessant and Tidd et al. (2020).

This study examines how P2P accommodations impact hotel competition by combining disruptive innovation theory with Michael Porter's Five Forces Framework. The study looks at how P2P accommodation costs, social connection, and environmental commitment affect market share, customer retention, and public perception by modifying Porter's framework to incorporate these elements. P2P accommodations' effects on social and environmental factors are examined via the lens of disruptive innovation theory, which was first applied to technology. Using Disruptive Innovation Theory to analyze consumer perceptions and retention and Porter's framework to analyze market determinants, this integrated method offers a thorough understanding of how these platforms change competitive dynamics.

## DATA COLLECTION

The study was conducted in Nairobi county Kenya. Using structured questionnaires and a descriptive cross-sectional survey methodology, the researchers collected information from the top two managers of star-rated hotels and P2P accommodation establishments in Nairobi County that were listed on the websites of the Tourism Regulatory Authority (TRA) Kenya and the Tourism Fund (2023). In order to participate in the survey, the managers of P2P and hotel accommodations were contacted via census procedures. A total of 106 and 182 managers, respectively for star-rated hotels and P2P accommodation facilities participated in the survey.

## Measurements

Every measure used in this study was derived from earlier studies and matched the conceptual features of each construct. The scale employed by Smith et al. (2020), Kim et al. (2019), and Wang et al. (2019) was modified by the cost indicators. Each of the six items on this scale was scored on a five-point Likert scale, with five denoting strong agreement and one denoting significant disagreement. Tussyadiah (2016) employed a scale that was modified for social interaction indicators. It had six items that were scored on a five-point Likert scale, with 5 denoting strongly agree and 1 denoting strongly disagree.

For environmental commitment, the researcher developed also six items adapted from Hall and Lew (2018) the respondents were asked to rate their level of agreement or disagreement where a five Likert scale was used 5 representing strongly agree and 1 strongly disagree. Customer reviews as moderating variable was adapted from Seegers et al., (2019) and was measured by use of five Likert scale where 5 represented strongly disagree and 1 strongly agree. Section F included measures of competitiveness of hotels and adapted the measures used by Buxton et al. (2022) where there were nine items which were measured by use of five points Likert scale where 5 represented strongly agree and 1 strongly disagree.

## Data Analysis

The data was analyzed using IBM's Statistical Package for Social Sciences (SPSS) version 25. Cronbach's alpha was used by the researcher to assess the instrument's dependability. Furthermore, descriptive statistics of the sociodemographic data, P2P accommodation sharing platform costs, social interactions, environmental commitment, customer reviews, and competitiveness were conducted. Additionally, the researcher used multiple linear regression to examine each variable's direct and indirect effects as well as its normality, linearity, and multicollinearity.

## FINDINGS

### Reliability Analysis for the Research Instrument

Reliability statistics for the variables with different degrees of internal consistency are displayed in Table 1. The measures' high alpha ratings for Cost Factors (0.89), Social Interaction (0.88), and Environmental Commitment (0.87) suggest that the items in each of these categories are consistently measuring their respective domains and are well-aligned. The validity of the data gathered on these variables is improved by this high degree of reliability, which shows that respondents' opinions on social interaction, environmental commitment, and financial considerations are consistently reflected in their responses. Additionally, competitiveness exhibits acceptable but relatively lesser dependability with an alpha value of .70. Although this score is still within the permitted range, it

indicates that respondents’ interpretations and responses to the competitiveness-related issues vary somewhat. According to Pallant (2021), the research instruments

were deemed appropriate for the study since the alpha coefficient must be higher than 0.70 in order to be deemed acceptable.

**Table 1: Questionnaires Reliability Statistics**

Variable	No. of Items	Alpha Score ( $\alpha$ )	Comment
Cost factors	6	0.89	Reliable
Social interaction	6	0.88	Reliable
Environmental commitment	6	0.87	Reliable
Competitiveness	9	0.70	Reliable

**Mean Scores**

Table 2 shows means and standard deviations of the study variables. The majority of the variables had higher means, suggesting that respondents thought highly of them. With a mean score of 4.03 and the lowest standard deviation of 1.05, Table 2 shows that respondents have the most positive opinion of customer reviews, indicating robust and steady approval. Cost has a mean score of 3.58, which indicates

that opinions are generally positive; however, the standard deviation of 1.26 indicates that opinions vary somewhat. Different viewpoints on these aspects are indicated by the mean scores of Social Interaction and Environmental Commitment, which are close to neutral (3.49 and 3.50), respectively, with standard deviations of 1.30 and 1.29. In comparison to other aspects, competitiveness has the lowest mean (3.38), the biggest standard deviation (1.31), and the most diverse range of viewpoints.

**Table 2: Means Score of Study Variables**

Items	N	Minimum	Maximum	Mean	Std. Deviation
Cost of P2P accommodation sharing platforms	234	1.00	5.00	3.58	1.26
Social interaction of P2P accommodation sharing platforms	234	1.00	5.00	3.50	1.30
Environmental commitment of P2P accommodation sharing platforms	234	1.00	5.00	3.50	1.29
Customer review	234	1.00	5.00	4.03	1.05
Competitiveness	234	1.00	5.00	3.48	1.31
Valid N (listwise)	234				

**Direct Relationship: Influence of P2P Accommodation Sharing Platforms on Competitiveness of Star-Rated Hotels in Nairobi County**

Table 3 presents the model summary for examining the influence of P2P accommodation sharing platforms on the competitiveness of star-rated hotels in Nairobi County. The correlation coefficient (R) of 0.54 indicates a moderate positive relationship between the predictors (Cost factors, Social interaction, and Environmental commitment) and the competitiveness of star-rated hotels. The R-squared value of 0.29 shows that approximately

29% of the variability in hotel competitiveness can be explained by these predictors. The adjusted R-squared of 0.28, which accounts for the number of predictors in the model, is close to the R-squared value, suggesting that the model is reasonably well-suited to the data. The standard error of 0.58 indicates the average distance between the observed values and the predicted values, reflecting the model’s precision. The F Change statistic of 31.57 with a significance level of 0.00 confirms that the model is statistically significant, meaning that the predictors collectively have a significant impact on the competitiveness of star-rated hotels.

**Table 3: Model Summary of the Influence of P2P Accommodation Sharing Platforms on Competitiveness of Star-Rated Hotel in Nairobi County**

Model Summary					
<i>R</i>	<i>R</i> <sup>2</sup>	<i>Adjusted R</i> <sup>2</sup>	<i>Std. Error</i>	<i>F Change</i>	<i>Sig.</i>
0.54	0.29	0.28	.58	31.57	.00
Dependent variable: Competitiveness of star-rated hotels.					
Predictors: (Constant), Cost factors, Social interaction and Environmental commitment.					

**Table 4: Multiple Regression Coefficient of Influence of P2P Accommodation sharing Platforms on Competitiveness of Star-Rated Hotels**

<i>P2P Accommodation Sharing Platforms</i>	<i>B</i>	<i>S.E.</i>	<i>Beta</i>	<i>t-Value</i>	<i>Sig.</i>
Cost of P2P accommodation sharing platforms	0.08	0.05	0.10	1.79	0.00
Social interaction of P2P accommodation sharing platforms	0.24	0.05	0.35	5.16	0.01
Environmental commitment of P2P accommodation sharing platforms	0.18	0.05	0.25	3.66	0.00

Dependent Variable: Competitiveness.

Table 4 displays the multiple regression coefficients for the impact of various P2P accommodation sharing platform factors on the competitiveness of star-rated hotels. The regression coefficients ( $\beta$ ) for Cost ( $\beta=0.08$ ), Social Interaction ( $\beta=0.24$ ), and Environmental Commitment ( $\beta=0.18$ ) indicate the change in competitiveness associated with each unit increase in these factors. Social Interaction has the highest Beta coefficient (0.35) and t-value (5.16), suggesting it has the strongest positive influence on competitiveness among the predictors. Environmental Commitment follows with a Beta of 0.25 and a t-value of 3.66, also showing a significant positive impact. Cost has a Beta of 0.10 and a t-value of 1.79, indicating a positive but weaker influence compared to the other factors. All predictors are statistically significant, with p-values of 0.00 or 0.01, demonstrating that these factors significantly affect the competitiveness of star-rated hotels.

The first objective is to examine the effects of Cost of P2P Accommodation Sharing Platforms on competitiveness of star-rated hotels in Nairobi county. The results in Table 4 indicate a moderately positive effect on the competitiveness of star-rated hotels, with a coefficient ( $\beta$ ) of 0.08 and a beta value of 0.10. Although this component has a statistically significant impact on competitiveness, its influence is less pronounced than that of other predictors, according to the t-value of 1.79. The statistical robustness of this impact is confirmed by the significance level of 0.00. This suggests that although cost considerations do affect competitiveness,

social connection and environmental commitment have a greater impact.

The second goal is to look into how social interaction affects competition in Nairobi County's star-rated hotels. The greatest of the predictors, with a coefficient of 0.24 and a beta of 0.35, was found in Table 4. Its notable beneficial effect on the competitiveness of star-rated hotels is further supported by the t-value of 5.16. This effect is statistically highly significant, as indicated by the significance level of 0.01. According to this, improved social interaction via P2P platforms has a significant impact on hotel competitiveness, making it an essential component of better market positioning.

The third goal is the environmental commitment of P2P lodging sharing platforms to the competitiveness of star-rated hotels in Nairobi County. Table 5's results indicate a strong positive correlation between P2P accommodation sharing platforms' environmental commitment and hotel competitiveness, with a coefficient of 0.18 and a beta of 0.25. With a significance level of 0.00 verifying its statistical significance, the t-value of 3.66 highlights the relevance of this factor. This suggests that hotels with more robust environmental activities through P2P platforms are likely to be more competitive, demonstrating that environmental commitment has a significant and meaningful impact on competitiveness.

Customer reviews have a moderating effect on the relationship between star-rated hotels' competitiveness

and P2P lodging sharing platforms in Nairobi County, Kenya. The regression coefficients for the indirect association model between competitiveness and P2P accommodation sharing platforms are shown in Table 5. With a t-value of 5.17 and a coefficient of 1.27, the constant clearly has a considerable impact. A high t-value of 9.07 supports the calculated P2P Accommodation Sharing Platforms Indicators' significant coefficient of 0.54 and ( $\beta$ ) of 0.51, which show a strong and statistically significant positive effect on the dependent variable.

Despite being statistically significant with a t-value of 0.33, the customer review has a slight positive impact

with a coefficient of 0.05 and a beta of 0.08. A moderate influence is shown by the moderated factor's coefficient of 0.09, beta of 0.61, and significant t-value of 1.35. In conclusion, the moderated factor has the second-largest impact, after the P2P accommodation sharing platforms indicators. Less than 0.05, the significance level, was reached by the moderating factor's P value of 0.01. All of the p-values were less than 0.05, indicating that the moderating factor significantly affected competitiveness. Given that the p-value was less than 0.05, it also significantly affects P2P accommodation sharing platforms.

**Table 5: Regression Coefficients for Indirect Relationship Model**

<i>P2P Accommodation Sharing Platforms</i>	<i>B</i>	<i>S.E.</i>	<i>Beta</i>	<i>t-value</i>	<i>Sig.</i>
Constant	1.27	0.25		5.17	0.00
Computed P2P accommodation sharing platforms indicators	0.54	0.06	0.51	9.07	0.00
Customer review	0.05	0.04	0.08	0.33	0.00
Moderated factor	0.09	0.06	0.61	1.35	0.01

## IMPLICATIONS

The first objective is to assess the impact of cost of P2P accommodation sharing platforms on competitiveness of star-rated hotels the findings provided valuable insights into how various cost factors of P2P accommodation sharing platforms affect the competitiveness of star-rated hotels in Nairobi County. The findings indicate that while cost has a positive impact on competitiveness ( $\beta = 0.08$ ,  $p = 0.10$ ), its effect is relatively minor compared to social interaction and environmental commitment. This modest influence suggests that cost management alone is insufficient for achieving a competitive edge in the hospitality industry. Research supports this view, noting that a more holistic approach incorporating factors such as service quality and guest experience is crucial for competitive success (Chen et al., 2019; Kim & Lee, 2021). Therefore, hotels should view cost factors as just one element of a broader competitive strategy.

On social Interaction of P2P accommodation sharing platforms on competitiveness of star-rated hotels in Nairobi county. The results demonstrate the most significant positive effect on competitiveness ( $\beta = 0.24$ , Beta = 0.35), with a notably high t-value (5.16). This strong impact emphasizes the importance of customer engagement and interaction in enhancing a hotel's competitive

positioning. Recent studies support this, indicating that fostering meaningful social interactions through P2P accommodation sharing platforms can strengthen guest relationships and boost loyalty and positive word-of-mouth, which are crucial for maintaining a competitive edge (Li & Huang, 2020; Park & Kim, 2022). Thus, hotels should focus on creating and nurturing opportunities for guest interaction to leverage these platforms effectively.

The third objective on examine the impacts of environmental commitment of P2P accommodation platforms on competitiveness of star-rated hotels in Nairobi county. The findings show a significant positive relationship with competitiveness ( $\beta = 0.18$ , Beta = 0.25). The t-value of 3.66 underlines the importance of sustainability initiatives in boosting competitiveness. This finding aligns with the increasing importance of environmental sustainability in the hospitality industry. Research has shown that hotels with strong environmental practices can attract eco-conscious consumers and differentiate themselves in the market (Jones et al., 2021; Lee & Han, 2023). Consequently, investing in and promoting environmental initiatives can enhance a hotel's market appeal and competitive stance.

Last objective on investigating the moderating influence of customer reviews on relationship between P2P accommodation sharing platforms and competitiveness of

star-rated hotels in Nairobi county. The results reveal that customer reviews have a small but statistically significant impact ( $\beta = 0.05$ , Beta = 0.08) on the relationship between P2P accommodation sharing platforms and competitiveness. The moderated factor shows a moderate effect ( $\beta = 0.09$ , Beta = 0.61), suggesting that while customer reviews may not be the most significant factor, they still play an important role in shaping perceptions of competitiveness. This finding is supported by literature on the influence of online reviews on consumer behavior and hotel performance (Smith & Hsu, 2020; Wang et al., 2022). Therefore, hotels should actively manage and respond to customer feedback to positively influence their competitive positioning.

## CONCLUSIONS

In conclusion the analysis of the cost of P2P accommodation sharing platforms reveals that while cost factors have a statistically significant effect on the competitiveness of star-rated hotels in Nairobi County, their impact is relatively modest. Although the effect is statistically robust, the influence of cost alone is weaker compared to other factors. This suggests that while cost considerations are relevant, they are not the primary drivers of competitiveness. Hotels should therefore incorporate cost factors as part of a broader competitive strategy, rather than relying on them as the main lever for gaining market advantage.

On the other hand, social interaction through P2P accommodation platforms has a notably stronger impact on hotel competitiveness. This factor demonstrates a significant positive effect, emphasizing the importance of engaging with guests through social interactions such as reviews and networking opportunities. Effective management of these social interactions can greatly enhance a hotel's visibility and appeal, thus improving its competitive positioning. Star-rated hotels should focus on leveraging social platforms to build and maintain strong customer relationships, which can be pivotal for standing out in a competitive market.

Environmental commitment also plays a crucial role in determining competitiveness. The positive relationship between environmental initiatives and hotel competitiveness underscores the growing importance of sustainability. As travelers increasingly prioritize

eco-friendly practices, hotels that actively adopt and promote environmental initiatives can attract a segment of environmentally-conscious consumers. Therefore, integrating robust environmental practices into hotel operations not only aligns with consumer values but also provides a competitive edge in a market that increasingly values sustainability.

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