

## Travellers' Innovation Segmentation for Shared Accommodation: Comparing Travellers' Segmentation Pre- and Post-adoption in Shanghai, China

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**Abstract :** As shared accommodation has become one of the most important market developments in the tourism industry, numerous contributions have emerged on travelers' motivations to choose shared accommodation. A debated question, however, resides in the heterogeneity of travelers based on motivations. This paper aims to reconcile opposing perspectives by comparing motivation segmentation at two distinct phases of innovation adoption of this new hospitality option: (i) before the first travel - potential users showing interest (n=420) and (ii) after the first travel - users (n=420). Interestingly, we find that travelers (including pre-and-post adopters) have a stronger agreement in experiential motivations than practical motivations. However, the heterogeneity of motivations among travelers is significantly higher in users, increasing from two to six clusters, which means travelers cluster into more and distinct motivation groups after adoption. Rather than invalidating specific assumptions used in the literature in terms of motivation heterogeneity, this paper reconciles opposing findings by putting them along with one another in the process of innovation adoption. A subsequent tourists' segmentation based on motivations were conducted according to their innovation adoption stages.

**Keywords :** motivation, pre-and-post adoption, shared accommodation, segmentation

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