Customer-to-customer interaction (CCI) is widely available in service enterprises and has become a key driver of brand value creation in certain enterprises; however, the research to date on these interactions is less understood. Hostels are a setting of high service encounters, in which interpersonal interaction occurs frequently, especially the interactions between customers. Through a qualitative inquiry, this study concludes that CCI is stimulated mainly by atmosphere, employees and other customers; Furthermore, CCI in hostels represents in three aspects: courtesy and help, share and exchange, and games and activities. Moreover, the effect of CCI originates from two different areas, individual and corporate, and the influence of CCI on personal experiences is greater than that of enterprise. This study determines the differences and uniqueness of the hostel industry’s CCI compared with other service settings.

In the individual aspect, we find that the rich symbolic CCI in hostels reflects the strong degree of resource sharing in different forms and stimulates customer learning motivation, furthering knowledge. Social knowledge through constructing interactions is the main knowledge here. Moreover, in the interaction, the customers not only construct self-knowledge, but also bring to the interpersonal relationship recognitions and identity explorations, thus stimulating positive, emotional responses and generating behaviors to make friends. In the enterprise aspect, the CCI experience not only influences customer re-patronage intention, but also brings word-of-mouth effect.

The findings include three main parts: CCI stimuli, CCI representations, CCI consequences.

1. Atmosphere is overall feelings brought to the customer based on the environmental experiences with physical facilities, decorations and other potential environmental factors.
2. Staff are also important stimuli, which refer to the owners and employees.
3. Other customers are direct CCI specific stimuli, which are divided into three types: proactive helpers, regulars and roommates.

**References**

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