THE KEY FACTORS THAT INFLUENCE THAI TRAVELLERS TO BOOK AIRBNB ACCOMMODATIONS WHEN TRAVELLING OVERSEAS

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ABSTRACT

The purpose of this paper is to understand the key factors that influence Thai travelers on selecting Airbnb as their accommodations when travelling abroad. This research was adopted using the survey questionnaire and targeting Thai travelers only. The data were collected from 117 respondents via the Google survey that was distributed online.

The Theory of Planned Behavior was used in this research in order for the researcher to gain a deeper understanding towards the intention of the travelers. The findings shows that the two most important factors that influence Thai travelers to booked their stay with Airbnb are the locations of the properties and the reviews and ratings made by other guests. On the other hand, new experience and authentic local life factors are less likely to have an impact toward the travelers' decision.

KEY WORDS: Airbnb / Accommodation / Sharing Economy / Thai travellers / Overseas

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CHAPTER I
INTRODUCTION

The research topic is to examine the factors on why Thai tourists choose Airbnb over traditional accommodations. Millions of people travel all over the world each year, no matter for leisure or business purpose. Deciding where to stay is pretty essential when it comes to travelling. Presently, there are numerous types of accommodations for tourists to choose and one of the leading options is Airbnb. With Airbnb growth and success in the past few years, it leads to an intense competition in the hotel industry as the number of competitors' increases. Tourists are now switching to Airbnb as a replacement from traditional hotel stays (Saugestad, 2017). Moreover; Thais have chosen to book their stay through Airbnb as well. The most popular destinations that Thais booked their stay with Airbnb are Japan, South, Korea, and Singapore. (Airbnb plots Thai, 2018). Therefore, this research would help investigate the factors that influence the decision making of Thai tourists to choose to stay with Airbnb during their trips overseas.

Airbnb described itself as "a trusted community marketplace for people to list, discover, and book unique accommodations around the world" (Guttentag, 2017). To put it simple, it is an online platform where the local host list their properties on the website and rent out their places or spare rooms to tourists (Press Associations, 2018). Airbnb are trying to offer guests with unique experiences that are different from the traditional accommodations like hotels. It provides a wide range of home types which varies from an entire residence to a private room. Guests can easily scroll through the host properties to check out the descriptions and details provided and booked the one that is most suitable for them. Airbnb has transformed the way millions of people travel and also provide an opportunity for individuals to earn extra income from their properties as well (Khoo, n.d.).

In recent years, the popularity of Airbnb is expanding at a rapid rate. Currently, Airbnb has over 5 millions listings available in 191 countries. There have been over 300 million guests who use Airbnb since it's founded in 2008. "Each night, there is an

average of 2 millions guests staying on Airbnb rentals across the world" (Airbnb, 2019). However, it is intriguing to ask what makes tourists decide to stay in a place which owned by someone they do not personally know? Several factors can influence tourist's decisions; it can be because of the price, location, facilities, large amount of space, trying a new experience, and many more. Hence, with the accelerated growth of Airbnb worldwide and the number of users that keeps increasing, it is essential to understand the factors that drive tourists to choose Airbnb over other accommodations.

1.1 Problem Statement

Airbnb has gained popularity among travelers these days. It is one of the alternative accommodations for tourists to stay during their trip from home. However, what drives tourists to stay overnight in a stranger's property, rather than in a traditional hotel or hostel? This research could help explore the reasons on why tourists use Airbnb service.

1.2 Research Question

What are the key factors that influence Thai travelers' decision of choosing Airbnb during their trip abroad?

1.3 Research Objectives

The purpose of this study is to explore and examine the factors that influence Thai travelers' decision when choosing Airbnb as their accommodation when travelling overseas.

1.4 Research Scope

The scope of the research involves surveying respondents who have experience with Airbnb accommodations. The data collection will be done using the quantitative method. It will be conducted through online questionnaire with a target of 100 respondents.

1.5 Expected Benefit

The findings from the study will help understand the reasons and perceptions of tourists toward staying with Airbnb. Thus, allow the host of the properties to strengthen and improve their services in order to meet with the preferences and expectations of the guests. Also, allowing Airbnb to offer or add new products or services that can attract travelers, leading to the company's growth in the long-run. The study will also provide insights to traditional accommodation providers and tour operators about the preferences and expectations of modern Thai travelers who use Airbnb on their trips abroad.

CHAPTER II
LITERATURE REVIEW AND FRAMEWORK

2.1 Sharing Economy

Sharing economy is defined as "consumers granting each other temporary access to underutilized physical assets, possibly for money" (Oskam & Boswijk, 2016). The main concept is about sharing goods, instead of owning them. Individuals can take advantages of their unused capacity by providing short-term rental of their products to consumers. Contrarily, consumers are allowed to have temporary access to those products by renting them over a period of time (Rimer, 2017). The term sharing economy is not a new thing, but it becomes a big thing in the present day due to the technology advancement. Internet allowed direct connection between the providers and consumers to become easier and cheaper (Zervas, Proserpio, & Byers, 2017). "The sharing economy created markets that were not seen before as possessions which could generate income" (Rimer, 2017). Airbnb has become part of this sharing economy by creating new form of accommodations, allowing individual to sublet their space and customers can access through their properties.

2.2 About Airbnb

The Airbnb platform can be defined "as a social website that connects people who have space to spare with those who are looking for a place to stay" (Quattrone, Proserpio, Quercia, Capra, and Musolesi, 2016). Hosts list the available properties on Airbnb website free of charge. They can set their own nightly, weekly, or monthly rate according to their preference. Moreover, they are required to provide the description of the space and upload the photos as well. On the other hand, tourists search the accommodations by typing in the destination, date of stay, and number of guests (Zervas, Proserpio, & Byers, 2015). In return, Airbnb will come up with a list of available accommodations. There are several types of overnight accommodations offerings that tourists can imagine; houses, condominiums, apartments, villas, mansions, cabins, inns, and even tree houses

(McNichol, 2015). Tourists can further look into the details, photos, ratings, and also the reviews made by other guests before making their decision.

In addition, if tourists are interested or they have any inquiries, they can communicate directly with the hosts by sending messages. They can make their reservation anywhere and anytime and wait for the host's approval. In addition, payment can be made directly through Airbnb website, which the company charge the hosts 3% service fee for every booking that is completed. Along with charging the guest between 9-12% service fees for each reservation they made, likewise, the service fee that Airbnb charges depends on the guest's length of stay (Zervas, Proserpio, & Byers, 2017). Therefore, the company's revenue is from both the hosts and guests.

Originally, Airbnb focuses specifically on guests who attend events like conferences and conventions. However, as for now, these groups of guests account only for a small portion. Leisure travelers represent 80% of guests who use Airbnb. The majority of Airbnb guests usually rent an entire home during their stay and spends between 2-4 nights in each trip. "A relatively sizeable share of Airbnb users has used the service only once, and most have used it only a handful of times" (Guttentag, 2016). Additionally, Airbnb guests are quite satisfied with the service, which it is a good indicator that they would repeat their stays and recommend it to others (Guttentag, 2016). Receiving a good response from the customer indicates that Airbnb has the potential of growing continuously.

2.3 Airbnb Impacts on the Hotel Industry

Once Airbnb has been introduced, it has changed the hospitality industry. The numbers of Airbnb listings worldwide are more than any hotel chains combined. With the fast growth of both the listings and users, Airbnb has become one of the competitors of traditional hotels accommodation. Due to its wide range of properties on offer, it is seen as a threat to all types of hotels; no matter it is a budget, midrange, boutique, or luxury hotel (Gumbs, Griffin, & Dodds, n.d.).

Airbnb listings are plentiful in cities where there is a big demand for accommodations and also in areas where the hotel price are quite high. Thus, Airbnb becomes one of the options for tourists to book their stay with. Guest will be able to

find cheap accommodations at major tourist attraction destinations. Moreover, Airbnb also limits the ability for hotels to raise their room price during high-season, because hotels must make sure that their rates are competitive with residents renting out accommodation on Airbnb who are also taking advantages of the peak period in finding customers.

Likewise, there has been an impact of Airbnb accommodations toward hotel's revenue as well. The study stated that there was a 0.37% decrease in hotel room revenue for every 10% increase in the number of Airbnb listings in Texas, U.S.A. Specifically, the hotels that suffered the most are lower-end hotels and hotel without business facilities (Oskam, Boswijk, 2016). Accordingly, Airbnb accommodations have more significant presence in large cities. It is estimated that in 2015, the company caused the hotels in New York to loss approximately $451 million.

Furthermore, the study mentioned that the majority of guests use Airbnb as a substitute for hotels, especially a substitution for mid scale hotels, budget hotels, bed and breakfasts, and motels. However, upscale hotels are not affected directly (Guttentag & Smith, 2017). Even though there is no significant effect on upscale hotels, but Airbnb is now also offering luxury properties, such as mansions, luxury homes, and yachts. Thus, might drive potential customers to seek for alternative accommodations apart from staying in the traditional ones.

2.4 Motivations for choosing Airbnb

There are several factors that motivate tourists to choose Airbnb as their accommodation. In order to examine the motivation factors that drive tourists to make those decisions, there are a few studies that investigate tourist motivation in choosing Airbnb. It has been recognized by all of the studies that tourists are mostly motivated to book their stay with Airbnb because of its price. Household amenities and space were considered to be the top two motivation factors that drive tourist decision. Accordingly, location was another important factor that tourists take into account. In several studies, authenticity has been highlighted as the primary driver for using Airbnb as well (Guttentag, Smith, & Portwarka, 2018).

Price has been identified as another main factor for guest, as the price of staying with Airbnb tends to be inexpensive when comparing to hotels (Guttentag, 2016).

Therefore, Airbnb can allow the guests to have significant cost savings. Next, location convenience was another primary factor that drives tourists to choose Airbnb for their stay. Airbnb listings are usually scattered randomly in the neighborhoods, which provide guests with more options and availability as they can find it all over the residential area. Tourists may find it more convenient as those areas might be easier for them to get access to public transportation, supermarkets, preferable shops or restaurants that are close by. Furthermore, household amenities rank as one of the motivation factors also. The hosts of the properties usually offer a variety of household amenities for their guests (Guttentag, 2016). For instance, there is a kitchen and utensils provided, which enable guests to cook during their stay. In some properties, there is also a washing machine and ironing equipment to accommodate the guests. Therefore, it establishes a sense of being at home and makes them feel comfortable during their stay. Additionally, large space was also another motivation factors that is seen to be important in driving the guests decision (Guttentag, 2016). The accommodations provided by Airbnb often have more abundant space when comparing to hotels, which makes it pleasant and convenient for guests especially when staying together in a large group. Lastly, authentic local experiences, this factor drive tourists who would like to experience the destinations from the local perspective (Gumbs, Griffin, & Dodds, n.d.). Getting to meet new people and have a direct contact with the local ones can be a driver, being part of the local society and experience the local life when travelling.

2.5 Conceptual Framework

The theoretical framework used in this research is Theory of Planned Behavior (TPB). This model is use to "predicts an individual's intention to engage in a behavior at a specific time and place" (Ajzen, 1991). The key component of this model is behavioral intention, which is the willingness of the consumers to behave in a particular way (Ajzen, 1985). The behavioral intention is made up of three factors which are the attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). To put it another way, the theory stated that a person behavior is a result from behavioral intentions which got influenced by attitude, subjective norm, and perceived behavioral control.

Hence, this framework will help understand the occurrence of particular behavior and also provide explanation on why it occurs (Kirov, 2018).

Firstly, attitude towards behavior represents an individual positive or negative feeling toward a particular behavior. If the individual belief that by conducting a particular behavior will leads to a positive outcome, they will have a positive feeling toward that behavior and leads to a stronger intention in executing it.

Secondly, subjective norms, refers to the individual's perception toward a particular behavior, which will be influenced by social pressure. The individual rely on the opinions from other people who are close them and those people can influence the individual's decision.

Thirdly, perceived behavioral control, refers to the individual ability in performing a particular behavior and also whether the person is confidence about their own capacity or not. This part refers to both the individual past experienced and perceived future difficulties and obstacles (Ajzen, 1991).
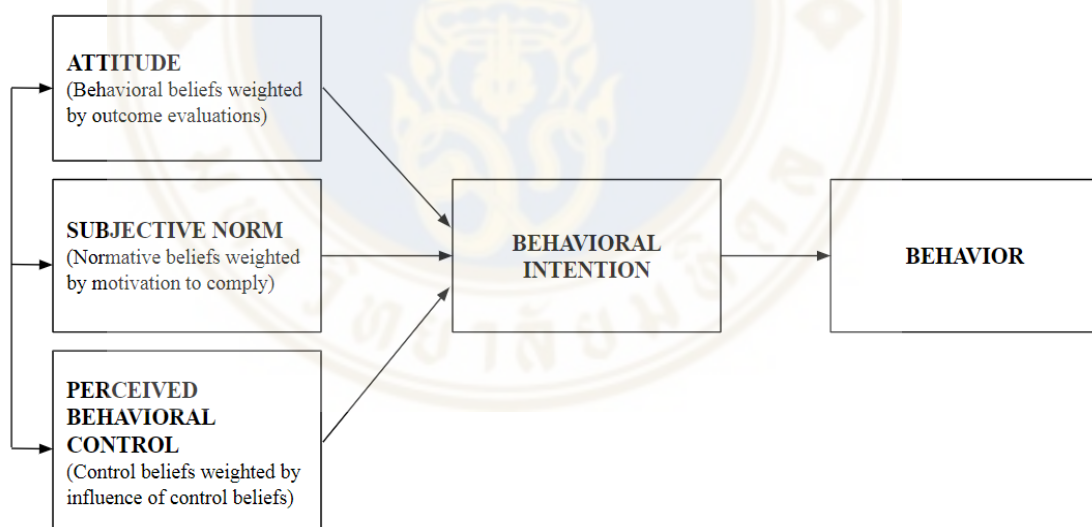
Figure 2.1 Theory of Planned Behavior

The Theory of Planned Behavior has been applied in more than 1000 studies and it is one of the famous frameworks that can be used to explain human behavior (Kirov, 2018). "The TPB has been extensively applied in the research of tourism and hospitality to explain and understand traveler's behavioral intentions" (So, Oh and Min, 2018). Therefore, in this study, the TPB theory would help investigates the reasons behind the

decision making of Thai travelers to choose Airbnb as their accommodations when traveling abroad.

2.6 Literature Review Summary

Based on the literature review, the key factors that affect tourist decision in choosing Airbnb accommodations are price, location, space, and household amenities. Therefore, these four factors will be used to design the framework and data collection. Additionally, there are also other factors that can influence the tourist's decision. The table below summarizes the key factors that could have an impact on tourists' decision in booking with Airbnb.

Table 2.1 Theory of Planned Behavior Summary

Attitude	Factors
If the tourists obtain good information about the property, it can lead them to have a positive attitude towards Airbnb, which could affect their intention in booking accommodation.	● Price of the property is acceptable ● Situated in good location ● Large space ● Varieties of household amenities
Subjective Norms	**Factors**
If the ones who are close to the traveler believe that Airbnb accommodations are safe and convenient, then the tourist is more likely to use the service without any concern.	● Opinions and recommendations from their close friends and family ● Online ratings and reviews made by other guests
Perceived Behavioral Control	**Factors**
Easy and convenient booking process that allow tourists to make reservations on their own and thus drive their decision in making the booking.	● Find information about the property ● Difficulty in making the booking ● Ease of check-in and check-out

CHAPTER III
METHDOLOGY

3.1 Research Design

The study aims to explore and examine the factors that influence Thai travelers' decision on staying with Airbnb when travelling overseas. In order to determine the underlying reasons that influence their decisions, the quantitative method will be used to collect data and investigate the key factors. The quantitative method can be used to collect data and scales on a large sample of respondents, hence, the results of the research can be measured and the outcomes are shown in numeric outputs.

3.2 Data Collection

The data for this research will be collected through the survey questionnaire. The survey will be conducted via the online platform, for instance, Facebook and LINE application. The reason for using this method is because it is inexpensive and also saves time. It can be given out to many people at the same time and doesn't incur any costs, apart from the respondents' time. In addition, and online survey also allows the respondents to maintain their privacy by not revealing their names and identity. Before distributing the questionnaire to all the target respondents, there will be a pre-test conducted to ensure that the questionnaire can be understood and also the feedback allows the researcher to rephrase the survey questions.

3.3 Sample Size

The intended sample size is 100 Thai respondents who already have experience with using Airbnb accommodations overseas.

3.4 Questionnaire Design

The purpose of the survey is to determine the key factors that influence Thai travelers in staying with Airbnb. The survey questionnaire will consist of four main parts and it will take the respondents no more than 15 minutes to complete the survey. The questionnaire questions are developed from the survey questions are provided below:

3.4.1 Screening questions

The screening questions will be asked first in order to filter the target respondents. Only the respondents who have Thai nationality and have experience with Airbnb accommodations are eligible in completing the survey.

3.4.2 Demographic questions

The second part of the questionnaire consists of questions that collect respondents' demographic information such as gender, age, educational level, occupation, and income.

3.4.3 Travel information

The third part mainly focuses on the travel information of the respondents. For instance, reasons for travelling, in which country did they stay with Airbnb, nights spent on the trip, number of people they travelled with, and what type of properties did they choose.

3.4.4 Tourists intention for choosing Airbnb

In the last part, respondents will be asked about how they knew about Airbnb and also the factors that influence their intention to choose Airbnb for their accommodations. The guest's satisfaction level with the service and whether they prefer to use the service again in the future and to recommend it to other people or not.

3.5 Data Analysis

After the data have been collected, the SPSS program will be used to analyze the data and interpret the result of the research.

CHAPTER IV
FINDINGS AND ANALYSIS

The online questionnaire was created using google form and distributed via Facebook and LINE application. A total of 137 surveys were received from the respondents, with 117 who experienced Airbnb accommodations and another 20 who were disqualified because these respondents did not hold a Thailand nationality and never used Airbnb service.

4.1 Demographic

The first part shows the demographic information from all the respondents.
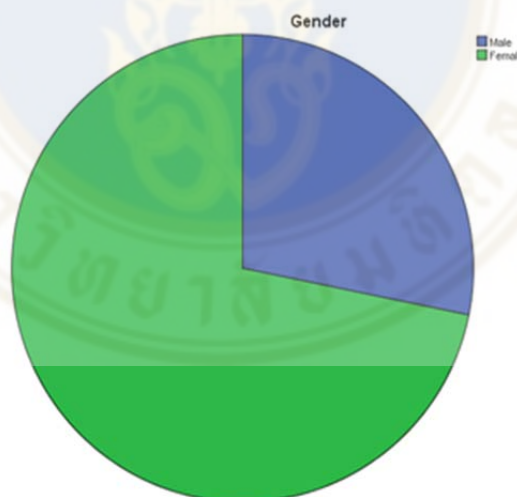
Figure 4.1   Gender

The graph illustrates that from 117 respondents, the majority of the respondents are female at 71.8% and male at 28.2%.
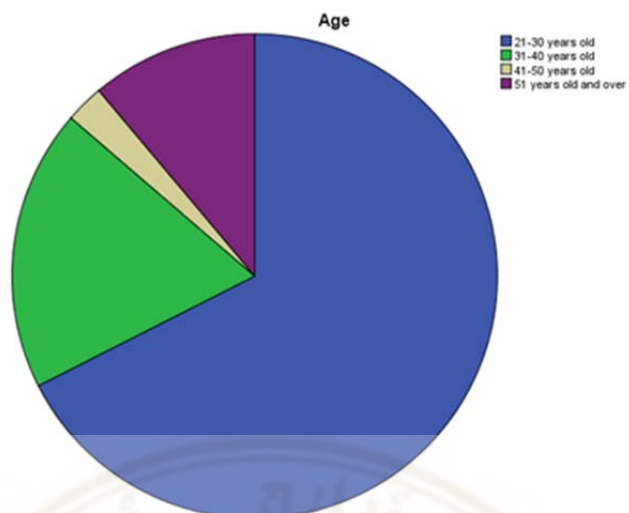
Figure 4.2 Age

The largest group of respondents is are individuals within the age range between 21-30 years old (67.5%). Correspondingly, the age group of 31-40 years old (18.8%) and 51 years old and over (11.1%), and the age group between 41-50 years old account for only 2.6%.
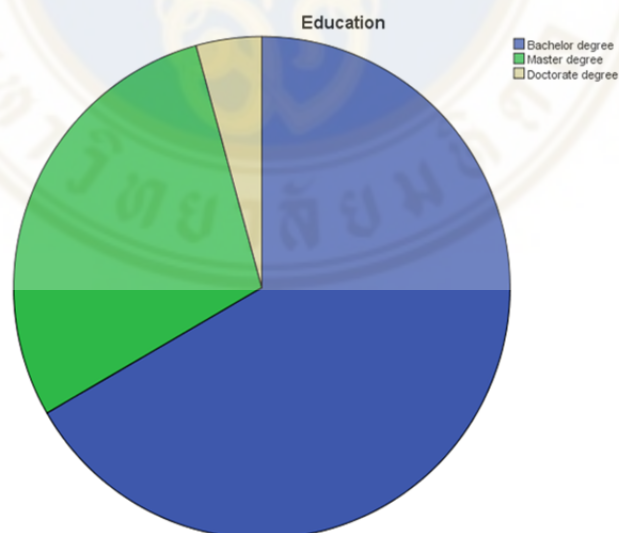
Figure 4.3   Education

The vast majority of respondents hold a Bachelor Degree at 66.7%, followed by Master Degree at 29.1% and Doctorate Degree at 4.3%.
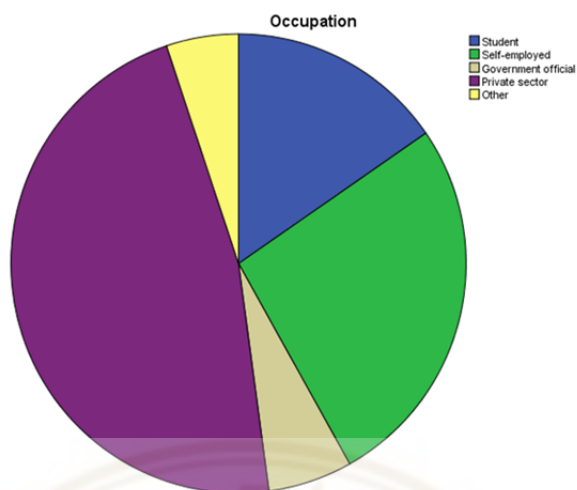
Figure 4.4 Occupation

Most of the respondents work in a private sector, which account for 47.0%. Self-employed comes next at 26.5% and Student account for 15.5%. Subsequently, a small portion of the respondents work as a government official (6.0%) and in other business areas (5.1%).
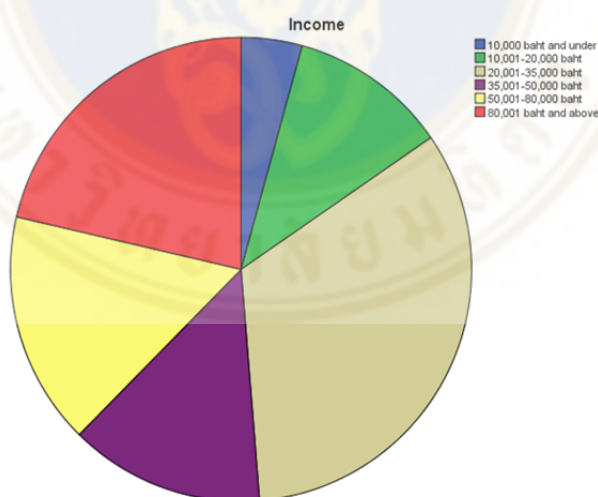
Figure 4.5 Income

The largest portion of respondents has an income between 20,001-35,000 baht per month, which is at 33.3%. The second followed by 80,0001 baht and above at 21.4%. Similarly, 11.1% of respondents earn 10,001-20,000 baht and 13.7% earn 35,001-50,000 baht per month. There are 4.3% of the respondents who earn below 10,000 baht.

4.2 Travel Information

The second part shows the result of the overall travel information of the respondents.
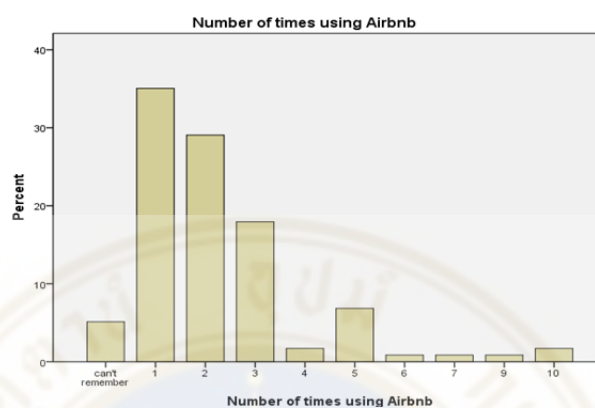
Figure 4.6   Number of times using Airbnb

Around one-third of the respondents (35.0%) have used Airbnb accommodations only once. Most of the respondents have used Airbnb quite a few times, 29.1% used it twice and 17.9% used it 3 times. There are 1.7% of the respondents who used Airbnb 4 times and 6.8% used it 5 times. Also, 5.1% of the respondents mentioned that they used the service several times but they can't remember the exact number.
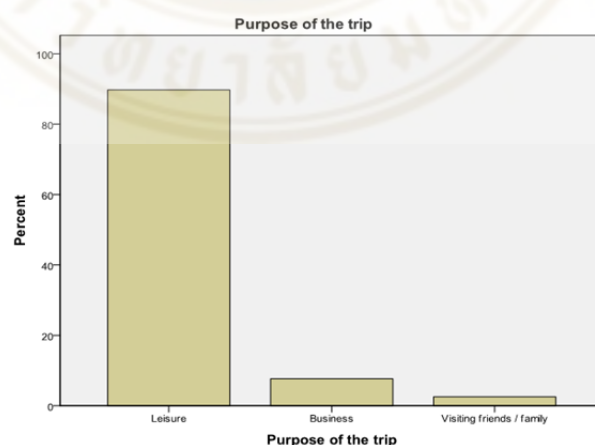
Figure 4.7   Trip Purpose

A large portion of respondents use Airbnb accommodations for their leisure purpose (89.7%). While only a few use it during for Business travel (7.7%) and Visiting friends or family (2.6%).
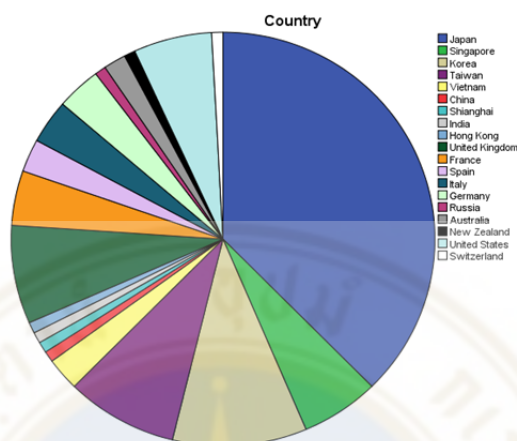
Figure 4.8   Countries

The majority of the users used Airbnb accommodation in Japan at 37.6%, while 10.3% use it in South Korea, 8.5% in Taiwan, 7.7% in United Kingdom, 6% in Taiwan and 6% in United States as well. Other countries that Thais use Airbnb service are Vietnam 2.6%, France 4.3%, Italy 3.4%, Germany 3.4%, and Australia 1.7%, Furthermore, the rest of the countries have the same percentage at 0.9% which are China, Shanghai, Hong Kong, India, Russia, New Zealand, and Switzerland.
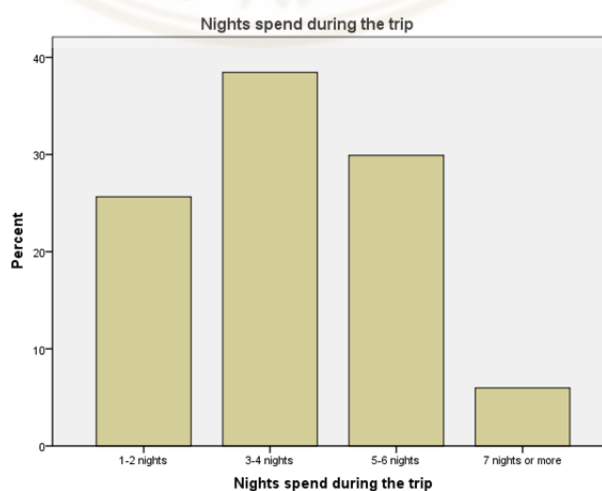
Figure 4.9   Number of nights spends

The majority of the tourists stay in an Airbnb accommodation for 3-4 nights, which account for 38.0% of the total respondents. 29.9% of the respondents spend around 5-6 nights. 25.6% spend between 1-2 nights and only 6.0% spend 7 nights or more.
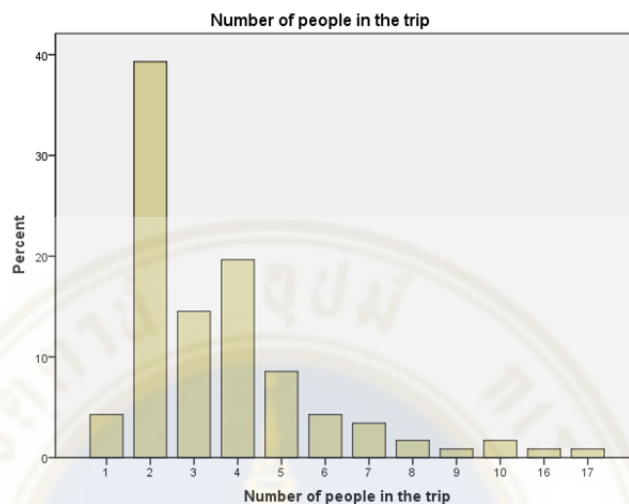
Figure 4.10 Number of people in the trip

Thais usually stay with Airbnb in a small group. The result shows that 39.3% stay in an Airbnb properties with 2 persons, 14.5% stay with 3 people and 19.7% with 4 people. Surprisingly, there used to be up to 17 guests staying in the same Airbnb accommodation together.
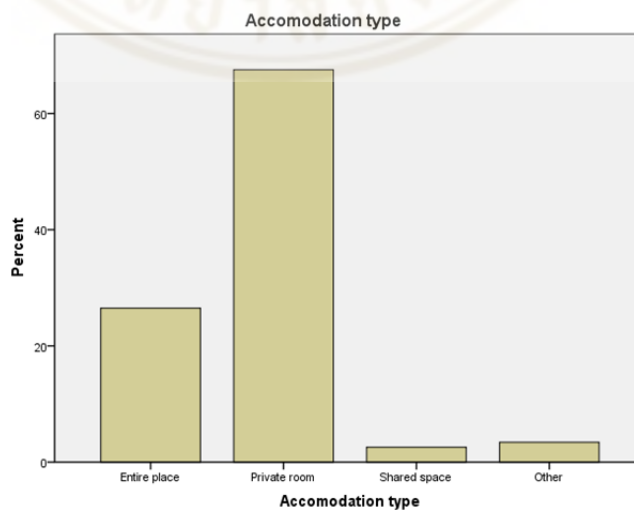
Figure 4.11 Accommodation type

Two-third of the respondents (67.5%) rent a private room during their stay. While 26.5% of the respondents rent an entire place and a very small portion (2.6%) used a shared space. The other type of accommodations that guests used account for 3.4%.

4.3 Main Findings

This part shows the result of the main findings of this research, which are the motivations of the tourists in choosing to stay with Airbnb. The table below shows the motivation factors that drive Thai tourists to choose Airbnb as their accommodations when travelling abroad.

Table 4.1 Factors motivating tourists to use Airbnb

	N	Minimum	Maximum	Mean	Std. Deviation
Factor: Convenient Location	117	1	4	3.55	.580
Factor: Reviews and Ratings	117	1	4	3.50	.625
Factor: Price	117	1	4	3.21	.627
Factor: Word of Mouth	117	1	4	3.21	.764
Factor: Large Space	117	1	4	3.03	.765
Factor: Household Amenities	117	1	4	3.02	.788
Factor: New Experience	117	1	4	2.44	.803
Factor: Authentic Local Life	117	1	4	1.97	.688
Valid N (listwise)	117				

Table 4.2 Level of importance of all motivation factors

Factors	Not at all important	Not very important	Important	Extremely Important	Total
Convenient Location	0.9%	1.7%	39.3%	58.1%	100%
Reviews and Ratings	0.9%	4.3%	39.3%	55.6%	100%
Price	0.9%	8.5%	59.0%	31.6%	100%
Word of Mouth	2.6%	12.8%	45.3%	39.3%	100%
Large Space	2.6%	19.7%	49.6%	28.2%	100%
Household Amenities	0.9%	27.4%	41.0%	30.8%	100%
New Experience	12.0%	40.2%	40.2%	7.7%	100%
Authentic Local Life	22.2%	60.7%	14.5%	2.6%	100%

There is a wide range of factors that attract tourists to stay with Airbnb. However, the highest mean is 3.55 which is the Convenient Location factor. Convenient location is the most important factor that drives tourists to make their decision in staying with Airbnb. They might find that Airbnb properties are located in an area which is easy and convenient for travelling. For instance, it could be situated near the city center, tourist attractions, close to transportation stations, restaurants and convenience stores which tourists find it easy for them to get access to those areas.

Then, Reviews and Ratings factor comes as the second important factor, with the mean of 3.50. Reviews and ratings from the previous guests can make tourist decide to book the accommodation. Tourists can take a look at the impressions and comments made from the former guests, which will give tourists the information and confidence that the property is in good standard and quality. Therefore, reviews will impact the way the tourists decided to choose their stay.

Furthermore, Price and Word-of-Mouth factors have the same mean which is at 3.21. It is the third important factors that influence the tourists. Tourists could find the property price affordable and reasonable for their booking. Also, Airbnb could appear to be cheaper than other type of accommodations. Next, the Word-of-Mouth from other people can drive tourists' decision. Especially, from their close ones such as friends or family who already experience it or they have a good perception toward Airbnb, which has the impact on the tourists decision on whether they should choose this type of accommodation or not.

Moreover, the mean of Large Space factor is at 3.03 and Household Amenities factor at 3.02 as follows. It is also somewhat important in driving Thai travelers' decision. Some of them might see that Airbnb provide a larger space than other type of accommodations and it will be more comfortable when staying with many people. Additionally, with the amenities and facilities that Airbnb provide to their guests also can be one of the important factor in driving their decisions. Tourists might find that there are useful household amenities available for them to use during their stay, such as a kitchen or a washing machine.

Lastly, New experience has the mean of 2.44 and Authentic Local Life at 1.97, which it can be stated that these factors did not generally motivate tourists to choose Airbnb accommodation as much as other factors.

4.3 Group Comparisons

For the comparisons part, the motivation factors will be use to compare with three main areas which are: age group, number of times tourists book Airbnb accommodations, and education level.

Table 4.3 Comparisons between motivations factors and age group

Descriptives						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min	Max
Factor: Price	21-30 years old	79	3.30	.648	.073	3.16	3.45	1	4
	31-40 years old	22	3.23	.528	.113	2.99	3.46	2	4
	41-50 years old	3	3.00	.000	.000	3.00	3.00	3	3
	51 years old and over	13	2.69	.480	.133	2.40	2.98	2	3
	Total	117	3.21	.627	.058	3.10	3.33	1	4
Factor: Convenient Location	21-30 years old	79	3.56	.615	.069	3.42	3.69	1	4
	31-40 years old	22	3.50	.512	.109	3.27	3.73	3	4
	41-50 years old	3	4.00	.000	.000	4.00	4.00	4	4
	51 years old and over	13	3.46	.519	.144	3.15	3.78	3	4
	Total	117	3.55	.580	.054	3.44	3.65	1	4

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Table 4.3 Comparisons between motivations factors and age group (cont.)

						95% Confidence Interval for Mean			
Descriptives									
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min	Max
Factor: Household Amenities	21-30 years old	79	2.92	.829	.093	2.74	3.11	1	4
	31-40 years old	22	3.23	.685	.146	2.92	3.53	2	4
	41-50 years old	3	3.00	1.000	.577	.52	5.48	2	4
	51 years old and over	13	3.23	.599	.166	2.87	3.59	2	4
	Total	117	3.02	.788	.073	2.87	3.16	1	4
Factor: Large Space	21-30 years old	79	2.96	.741	.083	2.80	3.13	1	4
	31-40 years old	22	2.91	.811	.173	2.55	3.27	1	4
	41-50 years old	3	4.00	.000	.000	4.00	4.00	4	4
	51 years old and over	13	3.46	.660	.183	3.06	3.86	2	4
	Total	117	3.03	.765	.071	2.89	3.17	1	4
Factor: Authentic Local Life	21-30 years old	79	1.95	.749	.084	1.78	2.12	1	4
	31-40 years old	22	2.00	.535	.114	1.76	2.24	1	3
	41-50 years old	3	1.67	.577	.333	.23	3.10	1	2
	51 years old and over	13	2.15	.555	.154	1.82	2.49	1	3
	Total	117	1.97	.688	.064	1.85	2.10	1	4
Factor: New Experience	21-30 years old	79	2.44	.813	.091	2.26	2.63	1	4
	31-40 years old	22	2.41	.854	.182	2.03	2.79	1	4
	41-50 years old	3	2.00	1.000	.577	-.48	4.48	1	3
	51 years old and over	13	2.54	.660	.183	2.14	2.94	1	3
	Total	117	2.44	.803	.074	2.29	2.58	1	4
Factor: Reviews and Ratings	21-30 years old	79	3.48	.658	.074	3.33	3.63	1	4
	31-40 years old	22	3.59	.590	.126	3.33	3.85	2	4
	41-50 years old	3	3.33	.577	.333	1.90	4.77	3	4
	51 years old and over	13	3.46	.519	.144	3.15	3.78	3	4
	Total	117	3.50	.625	.058	3.38	3.61	1	4
Factor: Word of Mouth	21-30 years old	79	3.19	.735	.083	3.03	3.35	1	4
	31-40 years old	22	3.18	.907	.193	2.78	3.58	1	4
	41-50 years old	3	3.00	1.000	.577	.52	5.48	2	4
	51 years old and over	13	3.46	.660	.183	3.06	3.86	2	4
	Total	117	3.21	.764	.071	3.07	3.35	1	4

Table 4.4 ANOVA: Motivation factors and age group

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Factor: Price	Between Groups	4.316	3	1.439	3.933	.010
	Within Groups	41.342	113	.366		
	Total	45.658	116			
Factor: Convenient Location	Between Groups	.767	3	.256	.756	.521
	Within Groups	38.224	113	.338		
	Total	38.991	116			
Factor: Household Amenities	Between Groups	2.250	3	.750	1.216	.307
	Within Groups	69.716	113	.617		
	Total	71.966	116			
Factor: Large Space	Between Groups	5.928	3	1.976	3.605	.016
	Within Groups	61.935	113	.548		
	Total	67.863	116			
Factor: Authentic Local Life	Between Groups	.767	3	.256	.533	.660
	Within Groups	54.156	113	.479		
	Total	54.923	116			
Factor: New Experience	Between Groups	.727	3	.242	.370	.775
	Within Groups	74.043	113	.655		
	Total	74.769	116			
Factor: Reviews and Ratings	Between Groups	.311	3	.104	.260	.854
	Within Groups	44.937	113	.398		
	Total	45.248	116			
Factor: Word of Mouth	Between Groups	1.003	3	.334	.567	.638
	Within Groups	66.655	113	.590		
	Total	67.658	116			

This part is the comparison between the motivations factors and the age group of the tourists. The ANOVA test was applied to find out the differences in means between these two groups.

In the table above, the p-value of the Large Space factor is 0.016 which is less than 0.05. It means that there is a difference in the age groups that considered large space to become the factor when deciding to stay with Airbnb. As it shows in the result of the mean in each age group, for the age between 21-30 years old (mean 2.96),

31-40 years old (mean 2.91) 41-50 years old (mean 4.00), and 51 years old and over (mean 3.66). Respondents who are in the age between 21-40 years old are less concerned with the space of the accommodation when comparing to respondents who are 41 years old and over. This can be seen that tourists who are older prefer to stay in the accommodation that gives them extra space. Also, tourists usually travel in a small group of 2-4 people. This is particularly helpful and comfortable when staying together.

There is a significant difference in the mean scores between the age group for the Price factor as well. Particularly, between the age group of 21-30 years old which have the mean of 3.30 and the age of 51 years old and over have the mean at 2.69. Also, the p-value of the Price factor is at 0.010 which is lesser than 0.05, it can be interpret that the younger age group sees price as more important than the older age group people. As younger age group might be more aware and concerned with the money that they have to spend during the trip, therefore it is an important factor driving their decisions. On the other hand, the older age group is less concerned about the price when booking an Airbnb accommodation.

Table 4.5 Motivations Factors and Number of times tourists booked Airbnb accommodations

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Factor: Price 1.00	41	3.22	.571	.089	3.04	3.40	2	4
2.00	34	3.26	.710	.122	3.02	3.51	1	4
3.00	21	3.24	.539	.118	2.99	3.48	2	4
4.00	21	3.10	.700	.153	2.78	3.41	2	4
Total	117	3.21	.627	.058	3.10	3.33	1	4
Factor: Convenient Location 1.00	41	3.54	.505	.079	3.38	3.70	3	4
2.00	34	3.50	.707	.121	3.25	3.75	1	4
3.00	21	3.43	.598	.130	3.16	3.70	2	4
4.00	21	3.76	.436	.095	3.56	3.96	3	4
Total	117	3.55	.580	.054	3.44	3.65	1	4

Table 4.5 Motivations Factors and Number of times tourists booked Airbnb accommodations (cont.)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Factor: Household Amenities	1.00	41	3.12	.714	.112	2.90	3.35	2	4
	2.00	34	2.82	.797	.137	2.55	3.10	1	4
	3.00	21	2.86	.854	.186	2.47	3.25	2	4
	4.00	21	3.29	.784	.171	2.93	3.64	2	4
	Total	117	3.02	.788	.073	2.87	3.16	1	4
Factor: Large Space	1.00	41	3.20	.679	.106	2.98	3.41	1	4
	2.00	34	3.03	.758	.130	2.76	3.29	1	4
	3.00	21	2.76	.831	.181	2.38	3.14	1	4
	4.00	21	3.00	.837	.183	2.62	3.38	2	4
	Total	117	3.03	.765	.071	2.89	3.17	1	4
Factor: Authentic Local Life	1.00	41	2.00	.742	.116	1.77	2.23	1	4
	2.00	34	1.97	.717	.123	1.72	2.22	1	4
	3.00	21	2.00	.707	.154	1.68	2.32	1	3
	4.00	21	1.90	.539	.118	1.66	2.15	1	3
	Total	117	1.97	.688	.064	1.85	2.10	1	4
Factor: New Experience	1.00	41	2.46	.840	.131	2.20	2.73	1	4
	2.00	34	2.56	.824	.141	2.27	2.85	1	4
	3.00	21	2.52	.680	.148	2.21	2.83	1	3
	4.00	21	2.10	.768	.168	1.75	2.45	1	4
	Total	117	2.44	.803	.074	2.29	2.58	1	4
Factor: Reviews and Ratings	1.00	41	3.56	.594	.093	3.37	3.75	2	4
	2.00	34	3.35	.734	.126	3.10	3.61	1	4
	3.00	21	3.48	.602	.131	3.20	3.75	2	4
	4.00	21	3.62	.498	.109	3.39	3.85	3	4
	Total	117	3.50	.625	.058	3.38	3.61	1	4
Factor: Word of Mouth	1.00	41	3.49	.597	.093	3.30	3.68	2	4
	2.00	34	3.26	.751	.129	3.00	3.53	1	4
	3.00	21	2.90	.700	.153	2.59	3.22	2	4
	4.00	21	2.90	.944	.206	2.48	3.33	1	4
	Total	117	3.21	.764	.071	3.07	3.35	1	4

Table 4.6 ANOVA: Motivations Factors and number of times tourists booked Airbnb accommodations

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Factor: Price	Between Groups	.397	3	.132	.330	.803
	Within Groups	45.261	113	.401		
	Total	45.658	116			
Factor: Convenient Location	Between Groups	1.344	3	.448	1.345	.264
	Within Groups	37.648	113	.333		
	Total	38.991	116			
Factor: Household Amenities	Between Groups	3.777	3	1.259	2.087	.106
	Within Groups	68.189	113	.603		
	Total	71.966	116			
Factor: Large Space	Between Groups	2.644	3	.881	1.527	.211
	Within Groups	65.219	113	.577		
	Total	67.863	116			
Factor: Authentic Local Life	Between Groups	.143	3	.048	.098	.961
	Within Groups	54.780	113	.485		
	Total	54.923	116			
Factor: New Experience	Between Groups	3.144	3	1.048	1.653	.181
	Within Groups	71.625	113	.634		
	Total	74.769	116			
Factor: Reviews and Ratings	Between Groups	1.195	3	.398	1.022	.386
	Within Groups	44.053	113	.390		
	Total	45.248	116			
Factor: Word of Mouth	Between Groups	7.178	3	2.393	4.470	.005
	Within Groups	60.481	113	.535		
	Total	67.658	116			

This part is the comparison between the motivations factors and the number of times tourists has booked their accommodation with Airbnb. The ANOVA test was applied to find out the result between these two groups.

The table above compare the number of times Thai tourists used Airbnb accommodations with the factors that drive their decisions. The results illustrate that the p-value of the Word-of-Mouth factor is at 0.005 which is lower than 0.05. It can

be interpreted that tourists who use Airbnb for a handful of times (3 times or more) do not see Word-of-Mouth factor as important as those who use it only once or twice.

There is a significant difference mean score between guests who used Airbnb for a few times and those who used it for several times. From the table below, the mean of tourists who used it once (3.49) and twice (3.26), while the mean for guests who use it 3 times or more is at 2.90. Therefore, guests who use Airbnb service often do not see the Word-of-Mouth factor as an important factor in making their decision when comparing to those who use it for a few times.
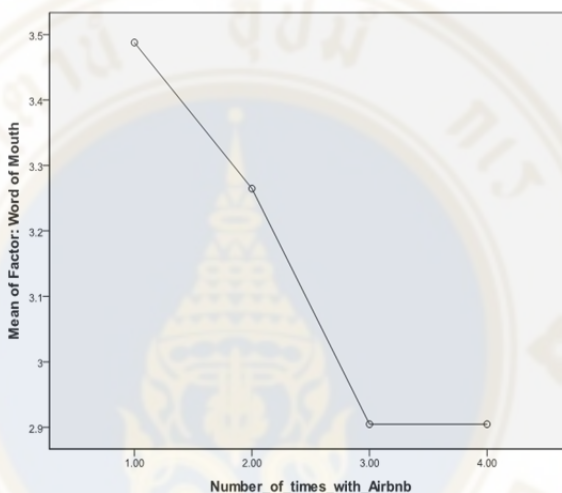

Figure 4.12 Means Plot: Word of Mouth factors and Number of times booking with Airbnb

The graph above clearly shows the relationship between the number of times tourists booked an Airbnb accommodations and the Word-of-Mouth factor. There was a sharp drop from 3.50 to 2.90 as the number of times tourists booked an accommodation increases.

Table 4.7 Motivations factors and educational level

Group Statistics					
	Education	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Factor: Price	Bachelor degree	78	3.22	.658	.074
	Master degree	34	3.26	.567	.097
Factor: Convenient Location	Bachelor degree	78	3.45	.617	.070
	Master degree	34	3.76	.431	.074
Factor: Household Amenities	Bachelor degree	78	2.95	.804	.091
	Master degree	34	3.09	.753	.129
Factor: Large Space	Bachelor degree	78	3.05	.719	.081
	Master degree	34	2.88	.844	.145
Factor: Authentic Local Life	Bachelor degree	78	1.94	.631	.071
	Master degree	34	2.03	.834	.143
Factor: New Experience	Bachelor degree	78	2.40	.795	.090
	Master degree	34	2.53	.861	.148
Factor: Reviews and Ratings	Bachelor degree	78	3.47	.659	.075
	Master degree	34	3.56	.561	.096
Factor: Word of Mouth	Bachelor degree	78	3.21	.745	.084
	Master degree	34	3.15	.821	.141

Table 4.8 Independent Samples T-test: Motivations factors and educational level

Independent Samples Test										
		Levene's Test for Equality of Variances		**t-test for Equality of Means**						
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**	
									Lower	**Upper**
Factor: Price	Equal variances assumed	.361	.549	-.360	110	.719	-.047	.130	-.304	.211
	Equal variances not assumed			-.382	72.348	.704	-.047	.123	-.291	.197
Factor: Convenient Location	Equal variances assumed	13.066	.000	-2.710	110	.008	-.316	.117	-.547	-.085
	Equal variances not assumed			-3.109	88.200	.003	-.316	.102	-.518	-.114

Table 4.8 Independent Samples T-test: Motivations factors and educational level (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Factor: Household Amenities	Equal variances assumed	.197	.658	-.860	110	.392	-.140	.162	-.461	.182
	Equal variances not assumed			-.883	66.843	.381	-.140	.158	-.455	.176
Factor: Large Space	Equal variances assumed	1.413	.237	1.083	110	.281	.169	.156	-.140	.478
	Equal variances not assumed			1.017	54.803	.314	.169	.166	-.164	.502
Factor: Authentic Local Life	Equal variances assumed	2.450	.120	-.652	110	.516	-.094	.144	-.378	.191
	Equal variances not assumed			-.585	50.183	.561	-.094	.160	-.415	.228
Factor: New Experience	Equal variances assumed	.343	.559	-.788	110	.433	-.132	.168	-.464	.200
	Equal variances not assumed			-.763	58.616	.448	-.132	.173	-.478	.214
Factor: Reviews and Ratings	Equal variances assumed	1.126	.291	-.651	110	.516	-.084	.130	-.342	.173
	Equal variances not assumed			-.694	73.297	.490	-.084	.122	-.327	.158
Factor: Word of Mouth	Equal variances assumed	.419	.519	.368	110	.714	.058	.158	-.255	.371
	Equal variances not assumed			.354	57.718	.725	.058	.164	-.271	.387

This part is the comparison between the motivations factors of the travelers and the education level. The education levels that were used in this test are the Bachelor Degree and Master Degree. The Independent Sample T-Test was used to find out the result.

From the table below, there is a significant difference in the mean score between two educational levels and the Convenient Location factor. The Bachelor degree has the mean of 3.45 and Master Degree the mean of 3.76. The p-value for education groups on Convenient Location is at 0.008, which is lower than 0.05. The result shows that respondents who hold a Master degree certificate rate Convenient Location as more important than the ones who hold a Bachelor degree.

4.5 Correlation

The correlation method was used to measure the relationship between the "tourist's motivation factors and whether they will recommend Airbnb accommodations to others or not."

Table 4.9 Correlations: motivation factors and recommendations to others

Correlations		Recommend Airbnb to others	Factor: Price	Factor: Convenient Location	Factor: Household Amenities	Factor: Large Space	Factor: Authentic Local Life	Factor: New Experience	Factor: Reviews and Ratings	Factor: Word of Mouth
Recommend Airbnb to others	Pearson Correlation	1	-.028	.034	-.039	-.097	-.004	.060	.003	-.104
	Sig. (2-tailed)		.766	.716	.673	.296	.965	.517	.978	.265
	N	117	117	117	117	117	117	117	117	117
Factor: Price	Pearson Correlation	-.028	1	.221*	-.130	-.033	.013	.087	.233*	.048
	Sig. (2-tailed)	.766		.017	.164	.721	.891	.349	.011	.609
	N	117	117	117	117	117	117	117	117	117
Factor: Convenient Location	Pearson Correlation	.034	.221*	1	.338**	.210*	.144	.261**	.459**	.318**
	Sig. (2-tailed)	.716	.017		.000	.023	.123	.004	.000	.000
	N	117	117	117	117	117	117	117	117	117
Factor: Household Amenities	Pearson Correlation	-.039	-.130	.338**	1	.328**	.287**	.329**	.298**	.238**
	Sig. (2-tailed)	.673	.164	.000		.000	.002	.000	.001	.010
	N	117	117	117	117	117	117	117	117	117
Factor: Large Space	Pearson Correlation	-.097	-.033	.210*	.328**	1	.018	.116	.145	.224*
	Sig. (2-tailed)	.296	.721	.023	.000		.847	.213	.120	.015
	N	117	117	117	117	117	117	117	117	117

Table 4.9 Correlations: motivation factors and recommendations to others (cont.)

		Recommend Airbnb to others	Factor: Price	Factor: Convenient Location	Factor: Household Amenities	Factor: Large Space	Factor: Authentic Local Life	Factor: New Experience	Factor: Reviews and Ratings	Factor: Word of Mouth
						Correlations				
Factor: Authentic Local Life	Pearson Correlation	-.004	.013	.144	.287**	.018	1	.629**	.250**	.240**
	Sig. (2-tailed)	.965	.891	.123	.002	.847		.000	.006	.009
	N	117	117	117	117	117	117	117	117	117
Factor: New Experience	Pearson Correlation	.060	.087	.261**	.329**	.116	.629**	1	.305**	.297**
	Sig.(2-tailed)	.517	.349	.004	.000	.213	.000		.001	.001
	N	117	117	117	117	117	117	117	117	117
Factor: Reviews and Ratings	Pearson Correlation	.003	.233*	.459**	.298**	.145	.250**	.305**	1	.445**
	Sig. (2-tailed)	.978	.011	.000	.001	.120	.006	.001		.000
	N	117	117	117	117	117	117	117	117	117
Factor: Word of Mouth	Pearson Correlation	-.104	.048	.318**	.238**	.224*	.240**	.297**	.445**	1
	Sig. (2-tailed)	.265	.609	.000	.010	.015	.009	.001	.000	
	N	117	117	117	117	117	117	117	117	117

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

However, when looking at the correlations between these variables, the outcome shows that the p-values are all above 0.05, which means that the correlation is not significant. On the other hand, the results also show that there are some relations among the motivation factors itself.

Firstly, the strongest positive relationship is between the Authentic Local Life and New Experience factor, which shows a 62.9% correlation. This can be interpreted that tourists choose Airbnb accommodations because they would like to explore the local life and at the same time they will have a chance to gain new experiences.

Next, Convenient Location has a moderate positive relationship with Reviews and Ratings as well. It shows a 45.9% correlation between these two factors. Therefore, it can be interpret that tourists who prefer to book an accommodations based on the location of the property will also tend to read about the reviews and ratings made by the previous guests in order to take those information into considered whether to book the accommodations or not.

Lastly, there is a moderate positive relationship between reviews and ratings and word-of-mouth factors, a correlation at 44.5%%. Hence, it can be seen that there are some relations between these two factors. Tourists who look at the reviews and ratings of the accommodations are also concerned about the information they get from the people around them as well.

CHAPTER V
CONCLUSION

5.1 Discussions

The main objective of this study is to explore and examine the factors that influence Thai travelers' decision when choosing Airbnb as their accommodation when travelling overseas. The study involved surveying Thais tourists who have experienced with Airbnb accommodations. The results reveal that there are several factors that attract tourists to Airbnb. However, convenient location and reviews and ratings are the most important factors that drive Thai tourists to book their accommodations through Airbnb. Apart from that, other factors that drive tourists' decisions are price, word-of-mouth, large space, and household amenities as follows. In contrast, the less important factors are the authentic local life and new experience factors.

Moreover, price appears to be more important to the younger age group (between 20-40 years old) rather than those who have the age of 41 years old and above. Therefore, younger age travelers will be more concerned with the price of the accommodations when they make their booking. Also, the older age group sees that large space is more important to them than the younger age group. They prefer to stay in an accommodation which has an extra large space. In addition, there is a difference between the educational level and the convenient location factor as well. Those who hold a Master Degree are more concerned by the location than those who hold a Bachelor Degree. Finally, tourists who booked the Airbnb accommodations for several times do not see word-of-mouth as important as those who booked it for only a few times. Tourists who use it for a few times (1 or 2 times) are more influenced by the information they gain from their family and friends in driving their decision to book with Airbnb.

The result of the research supports the framework that has been proposed to examine the factors. It shows that the tourists' behaviors are driven by their attitudes and subjective norms. The factors that have an influence toward the tourists' attitude are convenient location, price, large space, and household amenities. When tourists

obtain those information about the properties it could affect their decision to make the booking. In addition, the reviews and ratings and word-of-mouth factors are link to subjective norms. Tourists are likely to use the accommodations if they received a positive recommendation from the previous guests and their friends and family.

5.2 Recommendations

The results show the most important factors that drive Thai tourists to book their accommodation with Airbnb, which are Convenient Location and Reviews and Ratings. Therefore, the current hosts of Airbnb properties can pay more attention in providing the information about the location of their property to the guests. There should be pictures and clear directions showing the way to the property in order to show how is it convenience and easy to reach. Additionally, the host can attract the tourists by telling how their properties are close to any transportation service, convenience store, or city center, to show that the accommodation is suited in a convenient area. Moreover, for people who plan to rent out their space and become Airbnb hosts themselves in the future, they also should reconsider whether their properties are situated in an area where it is easy to reach and convenient for tourists to travel around or not.

In addition, reviews and ratings made by the previous guests have a strong influence toward the decision of the future guests. It is important that the properties should look alike and have all the amenities provided like what they have been advertised on the Airbnb website, in order to meet the expectations of the customers. This will influence the result when the guests make their reviews and give their ratings; they will provide good compliments and recommendation for the property. Furthermore, the traditional accommodation providers and tour operators will be able to see that the tourists' preferences and expectations have changed. Thus, they can adjust the way they operates and try to offer new kinds of products and services to the tourists in order to be able to meet with their current demands.

5.3 Limitations

This research only focuses on the factors that drive Thai travelers to book their accommodations with Airbnb, but it did not go into deeper details of each factors. Therefore, in order to increase the accuracy and see into the details of each factor, there could be a few sub-questions added under each factor in order to illustrate which facets of the factor are seen as the most important by the tourists. Further, this research only focuses on Thai travelers, however if the respondents include both Thai and other nationalities it could show whether there are any differences in the factors for each nationality or not.

5.4 Future Research

As Airbnb is now considered as one of the competitive threats to the hotel industry, a suggestion for future research is to ask the respondents if in the future they have to choose between Airbnb and hotels in a similar location, which kind of accommodation they would choose and also the reason behind their decision.

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APPENDICES

Appendix A: Questionnaire

The purpose of this survey is to study the key factors that influence Thai travelers' decision in choosing Airbnb as their accommodation when travelling overseas. The survey is conducted as part of the research for Thematic Paper at College of Management Mahidol University.

The questionnaire consists of four parts, containing 20 questions in total. This survey will take less than 15 minutes to complete. Please read carefully and fill out the entire questionnaire. Your response will be treated anonymously. Thank you for your cooperation (Guttentag, 2016).

PART I

1. Do you have Thai nationality?

   ❏ Yes

   ❏ No

2. Do you have experience with booking and staying in Airbnb accommodations?

   ❏ Yes

   ❏ No

 (End of survey if the respondent does not answer Yes to both Question 1. and 2.)

PART II

1. Gender

   ❏ Female

   ❏ Male

   ❏ Other

2. Age

   ❏ 20 years old or under   ❏ 21-30 years old

   ❏ 31-40 years old   ❏ 41-50 years old

   ❏ 51 years old or over

3. Education

❏ Less than high school diploma

❏ High school

❏ Bachelor degree

❏ Master degree

❏ Doctorate degree

❏ Other _____

4. Occupation

❏ Student

❏ Self-employed

❏ Government official

❏ Private sector

❏ Other _____

5. Income

❏ 10,000 baht and under

❏ 10,001-20,000 baht

❏ 20,001-35,000 baht

❏ 35,001-50,000 baht

❏ 50,001-80,000 baht

❏ 80,001 baht and above

PART III

1. How many times have you stayed in an Airbnb accommodation
   (including the most recent one)?

   ❏ 1

   ❏ 2

   ❏ 3

   ❏ Other _____

2. In what country was your recent Airbnb stay?

    ❏ Please specify _____

3. What was the main purpose of the trip?

    ❏ Leisure

    ❏ Business

    ❏ Visiting friends or family

    ❏ Others _____

4. How many nights did you stay during the trip?

    ❏ 1-2 nights

    ❏ 3-4 nights

    ❏ 5-6 nights

    ❏ 7 nights or more

5. What type of accommodations did you use?

    ❏ Entire place

    ❏ Private room

    ❏ Shared space

    ❏ Others _____

6. How many people are there during the trip?

    ❏ Please specify _____

7. Who are they? (choose all that apply)

    ❏ Spouse / Partner

    ❏ Family

    ❏ Friends

    ❏ Others _____

PART IV

1. How did you first become aware of Airbnb?
   - ❏ Word of mouth (family, friends, other travelers)
   - ❏ Airbnb advertisement
   - ❏ Online media (facebook, blogs)
   - ❏ Don't remember
   - ❏ Other _____

2. Please rate on a scale of 1-4 which of the following factors influenced your decision to use Airbnb instead of others accommodations?

	1 - Not at all important	2 - Not very important	3- Important	4 - Extremely important
Price				
Convenient location				
Household amenities				
Large space				
Experience authentic local life				
New experience				
Reviews & ratings from previous Airbnb guests				
Word-of-mouth				

3. With your most recent Airbnb accommodation, how do you rate the following…

	1- Very Dissatisfied	2- Dissatisfied	3 – Satisfied	4 - Very Satisfied
Ease of placing reservation				
Ease of check-in/out				
Security				
Cleanliness				
Comfort				

4. How satisfied were you with your latest stay with Airbnb?

1-Very Dissatisfied	2 - Dissatisfied	3- Satisfied	4-Very Satisfied

5. How likely are you going to Recommend Airbnb to others?

1 - Very Unlikely	2 - Unlikely	3 - Likely	4- Very Likely

6. How likely are you going to use Airbnb again the future?

❏ Yes

❏ No

Thank you for your corporation