PERCEPTION, ATTITUDE, AND INFLUENTIAL FACTORS OF TRAVELERS TOWARDS AIRBNB IN THAILAND

BY

MR. THANAKORN RATSAMIMALA

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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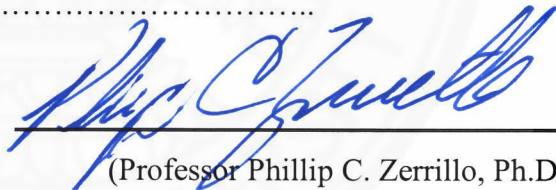
MR. THANAKORN RATSAMIMALA

ENTITLED

PERCEPTION, ATTITUDE, AND INFLUENTIAL FACTORS OF TRAVELERS
TOWARDS AIRBNB IN THAILAND

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on...................8 MAY 2017.................

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Independent Study Title	PERCEPTION, ATTITUDE, AND INFLUENTIAL FACTORS OF TRAVELERS TOWARDS AIRBNB IN THAILAND
Author	Mr. Thanakorn Ratsamimala
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Associate Professor James E. Nelson, Ph.D.
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ABSTRACT

The study of "perception, attitude, and influential factors of travelers towards Airbnb in Thailand" focuses on the subject area of international business and investigates a contemporary topic in applied marketing. With its first objective is to study the customer profile of Airbnb travelers in Thailand; Second, to understand the travelers' perception and attitude towards Airbnb in Thailand; and Third, to determine the influential factors that impact to travelers' purchase behavior and the decision criteria.

This research was conducted using two methods, the exploratory research method and the descriptive research method, in both qualitative and quantitative analyses. Respondents in this study must have an experience using Airbnb in Thailand at least one time and had been using Airbnb once in the past twelve months. The results of this research are based on the findings from the data collection that includes desk research, in-depth interview, and market survey. SPSS (Statistical Package for the Social Sciences) was used to analyze the information from the survey, and these data were summarized into a descriptive report to convey an effective understanding of the results.

From research findings, the majority of respondents of Airbnb travelers in Thailand felt satisfied with their past experience and prone to recommend the service

to others as well as return to use the service again in the future. For the behavior of Airbnb travelers in Thailand, they seem to rent an entire place rather than a shared space with a private room for different reasons that can be grouped into several main reasons such as location, "homely" feeling, and local experience. Overall, travelers who use Airbnb instead of hotels are more likely to be impressed by the local experience notion, cleanliness and ease of placing reservation aspect.

ACKNOWLEDGEMENTS

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GLOSSARY

Perception means the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world, (Kotler & Keller, 2015, p. 189-191)

Attitude means the person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea (Kotler & Keller, 2015, p. 197)

Sharing economy is "when consumers share bikes, cars, clothes, couches, apartments, tools, and skills and extract more value from what they already own" (Kotler & Keller, 2015, p. 486)
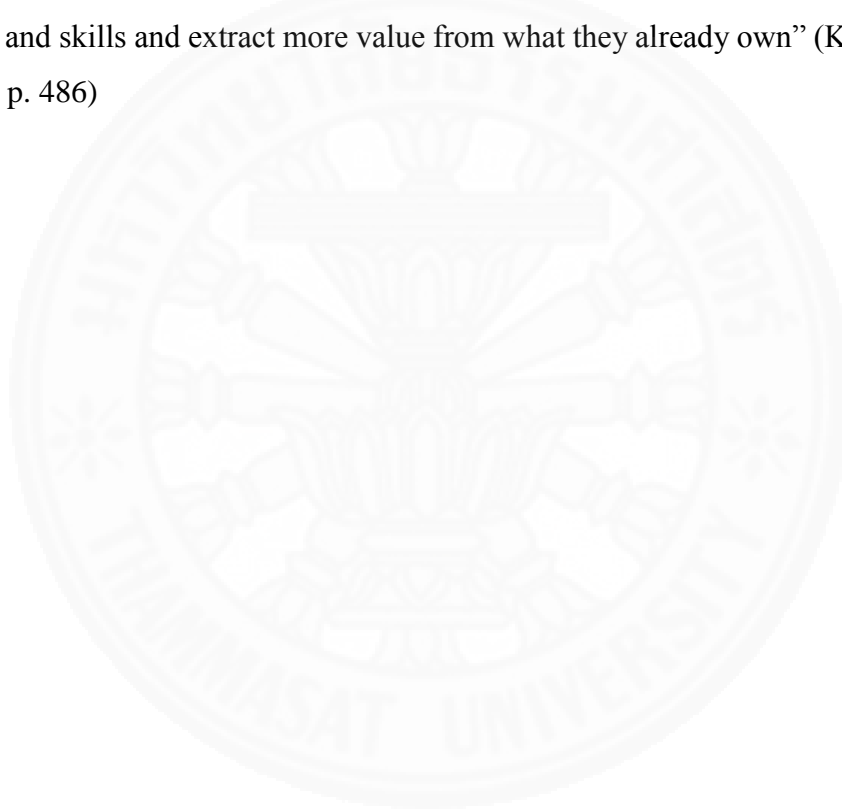
CHAPTER 1
INTRODUCTION

1.1 Introduction to the study

Tourism is one of the major economic sectors which generate national income to Thailand. For decades, the Thai government has been heavily promoting the tourism of Thailand to the global arena. Thailand's geographical advantage, being located at the center of Southeast Asia, together with the capacity of being the region's hub for connectivity to neighboring countries, and the uniqueness of Thai culture, make Thailand a must-visit tourist destination in the Southeast Asia region. Many well-known campaigns have been promoted by the Tourism Authority of Thailand (TAT) including "Amazing Thailand" (1998-1999), and "Unseen Thailand" (2003) (Tourism Authority of Thailand, 2016). In 2015, the national tourism campaign "Discover Thainess" was successfully promoted and enable the country to earn approximately two trillion baht of total tourism income in 2015 (The Government Public Relations Department, 2016).

According to research conducted by Euromonitor International (2016), the market size of the lodging industry in Thailand was 293.3 billion baht in the year of 2015. The company also stated that there is a positive trend in private rental accommodation in Thailand led by website Airbnb.com, a website that is popular among travelers; especially backpackers and couples, particularly from the younger generation.

Airbnb, founded in 2008, is an intermediary online marketplace facilitating bookings of accommodation between guests, the travelers who book the accommodation, and hosts, the room providers who post pictures of vacant accommodation on the Airbnb website (Euromonitor International, 2015)

For Thailand, Airbnb formally announced the expansion of their service in November 2012, the same year of the international expansion of Airbnb towards the Europe and Oceania regions (Ong, 2012). Because of brand awareness, the website reputation, and a strong global network, Airbnb received a good reaction in Thailand

(Euromonitor International, 2015). Due to the advancement of information technology and greater internet accessibility among Thais, information sharing from Western countries including culture, lifestyle, and other trends are introduced to Thai society. The borderless information sharing on the internet also introduced Airbnb to Thai society. The website has been gradually introduced to people in Thailand via blogs, online communities such as Pantip, and other social media; especially Facebook, through the word-of-mouth and peer-to-peer review.

1.2 Research purpose

This study aims to understand the perception of people towards the Airbnb business in Thailand. As the number of people who have joined Airbnb has been increasing significantly since 2012, it is quite interestingly that this business, even though it does not completely adhere to Thai laws (Thitiphonwattanakul, 2015), can operate in Thailand with the number of participants soaring (Airdna, 2016). The objective of this report is to provide information related to the Airbnb business in Thailand and how to develop this model in order to gain benefits to all related parties as greatly as possible. The ultimate goal of this study is to improve the existing services in Thai lodging business.

The research methodology of data collection uses both secondary and primary data from both qualitative and quantitative research. The secondary data about Thailand tourism and other related Airbnb articles will be used to understand the overall environment of the study. The in-depth interview was also conducted to collect the information of Airbnb users and the quantitative research was developed to further study the perceptions of the customers (guests) toward Airbnb for an alternate option for accommodation on their next trip.

1.3 Research objectives

1.3.1 To understand the customer profile of travelers who rent accommodation with Airbnb in Thailand

(1) To identify the characteristics of travelers for short-term private rental accommodation with Airbnb in Thailand (For example; family travelers, or backpacker)

    1.3.2 To understand the travelers' perception and attitude towards their trip staying with Airbnb in Thailand

        (1) To understand the reason(s) why travelers chose Airbnb accommodation

        (2) To understand the perceived value of Airbnb among travelers

        (3) To understand the attitude of travelers towards Airbnb

    1.3.3 To determine the influential factors that impact travelers' purchase behavior and the decision criteria toward the process of choosing vacation accommodation

        (1) To evaluate influential factors affecting customer purchase decision
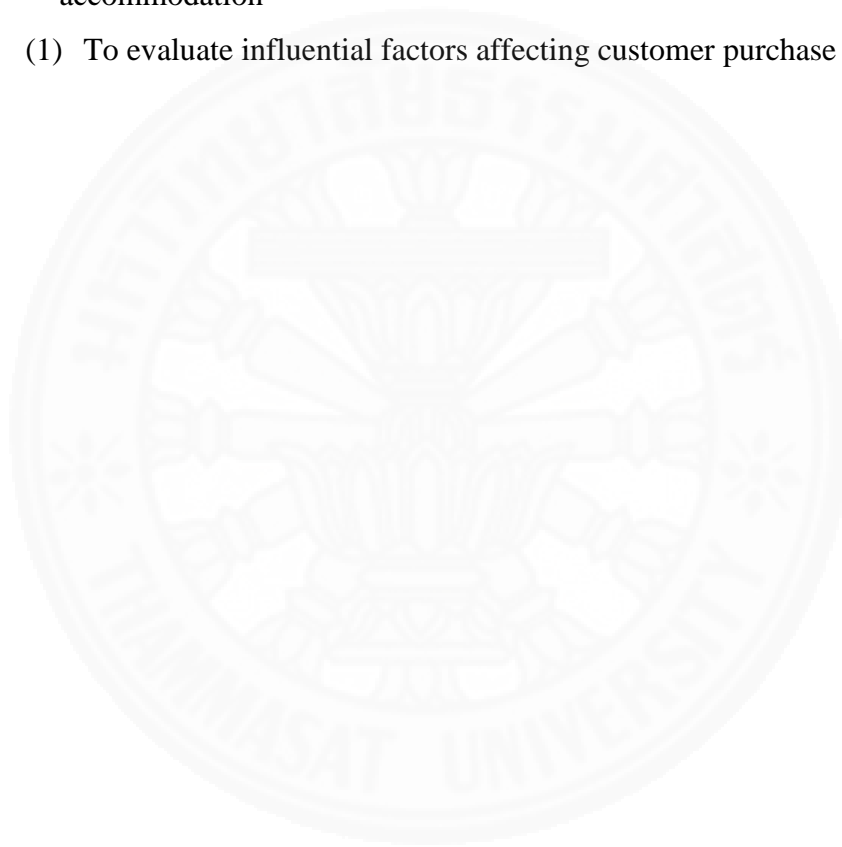
CHAPTER 2
REVIEW OF LITERATURE

Literature review

Even though there are lots of articles discussing Airbnb worldwide on the internet, many research papers indicate the limitations of their studies. For example, there are several research papers containing information related to the sharing economy and peer-to-peer short-term rental service, but few of them referred specifically to Airbnb, which means the term peer-to-peer short term rental can apply to other platforms or websites which are not Airbnb itself.

2.1 A study of Airbnb service in North America

The study "Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts" in Canada and the United States by Guttentag (2016a) stated that based on the survey conducted with 844 respondents who stayed in Airbnb accommodation at least once within the past twelve months during the survey period, 80% of respondents mention that the purpose of their trip was for leisure while another 20% identify the other reasons of family or friend visits, convention or conference events, and other types of business trips. Based on the survey, the majority of Airbnb guests (over 70%) rent an entire home, rather than staying in a residence shared with the host. 51% of Airbnb guests travel as two people compared to a small proportion of single travelers at 11%. The rest are people who stay with three or more persons. Also, 61% of people chose Airbnb accommodation as a substitute for a mid-range hotel or a budget hotel. From the survey, Guttentag mentioned that the several reasons why travelers are motivated to book Airbnb accommodations are because of the low price, household facilities and amenities, and convenient location. Furthermore, he mentioned that the tourists are generally less interested in an opportunity to interact with the host or other local experience. The survey also provided information that 81% of initial awareness among travelers came from word-of-mouth (both online and offline channel) while the influential factors impacting the decision-making process and first trial also came from word-of-mouth and Airbnb reviews from other travelers.

Guttentag's work also provided information from the customer perspective, such as "Airbnb can outperform budget hotels and underperform upscale hotels, with varied expectations in comparison with mid-range hotels" (Guttentag, 2016b). The guests also expect that the Airbnb accommodation should be able to compare with hotels' standards in many important areas such as cleanliness, comfort, and quality assurance. Notwithstanding, the accommodation options of Airbnb also often offer many value-added benefits such as more affordable prices, the provision of household facilities and amenities, or the ability to give guests a genuine local travel experience.

2.2 Sharing economy

According to Marketing Management by Kotler & Keller (2015, p.486) (Kotler & Keller, 2015), the meaning of sharing economy is "when consumers share bikes, cars, clothes, couches, apartments, tools, and skills and extract more value from what they already own" (p.486). Humans are familiar with sharing, as is recorded in history, people have been exchanging goods and services for centuries. Barter is a system where people exchange both goods and services with others without using a currency. Collaborative consumption is a concept which has evolved from the root of the barter economy. Due to the internet phenomenon, the concept of collaborative consumption has been reinvented in the past few years through the use of the internet. Collaborative consumption is commonly known by other names such as "Sharing Economy" and "Peer-to-Peer economy". In fact, the concept of sharing, bartering, renting, lending, trading, gifting, swapping, and exchanging of goods and services between people has existed for a long time, but the internet and advanced technologies has recreated awareness among global citizens (Roomlala, 2016), (Botsman & Rogers, 2010). There is further research conducted by Miller (2014), also proposing the concept of Transferable Sharing Rights (TSR). "As one sharing-related entrepreneur noted, "We're moving from a world where we're organized around ownership to one organized around access to assets." In a sharing economy, someone can be both a consumer and a producer, reaping the benefits of both roles" stated by Tomio Geron (2013) as cited in Kotler. (2015, p. 486).

2.3 Airbnb and impact towards travel industry

Currently one of the common controversies topics of Airbnb on the social network and other internet forum is how Airbnb tenants (both of hosts and guests) dealing with the law in different countries. There are some cities in which Airbnb has successfully been incorporated under the law, such as Amsterdam and London. According to Investopedia (Zaw, 2015), the Netherlands government announced a cooperative effort with the company for the purpose of the country being able to levy more tourist tax on rentals. Similarly, to London which the city had passed an amendment on housing legislation from the parliament in the early of 2015. However, many cities around the world are opposed to Airbnb. One of the famous cities, one of the biggest tourist destination in the United States like New York City is still debating on the state laws and regulations on short-term rentals (Zara, 2016). The short-term rentals, as the Airbnb business is run, is against the law and the biggest disadvantage to the city is that short-term rental businesses do not pay hotel taxes like traditional hotels do (Peck, 2015).

In Thailand, similar to New York City and the majority of cities across the world, Airbnb is against both Thai hotel laws and the Thai housing legislation. According to the regulations, the business cannot legally operate in Thailand. However, a lot of people in Thailand still run these businesses while the corporations like Airbnb itself also doing something on this most challenging threat around the world, trying to make Airbnb justified by laws (Thitiphonwattanakul, 2015).

2.4 Airbnb status in Thailand

According to the article written by Jirapan Boonnoon, about the situation and direction of Airbnb in Thailand given by Airbnb's co-founder, Joe Gebbia, stated that Thailand is one of an important location with a fast-growing market for Airbnb. Currently in 2017, there are approximately 43,300 homes in Thailand participating with Airbnb, where the top four tourist destinations in Thailand are Bangkok, Chiang Mai, Phuket and Koh Samui. Moreover, Mr. Gebbia also mentioned that the average stay of Airbnb guests in Thailand was five days. Meanwhile, around 774,000 international travelers who booked their accommodations in Thailand via Airbnb were coming from

countries such as China, the United States, France, the United Kingdom and Germany (Boonnoon, 2017).

2.5 Airbnb, a further step beyond an accommodation rental platform

In November 2016, Airbnb founders announced for a further step of going beyond just providing service on lodging for travelers, a new Airbnb "trip" which Airbnb want to expand its services towards tours and activities market was a new function on its platform beside the traditional accommodation rental service provided by Airbnb (Kokalitcheva, 2016). Furthermore, in March 2017, the expansion reached Thailand when Airbnb also announced to introduce this function to Thai market where customers can experience with local activities such as Muay Thai class and Thai fruit carving class. These prolong services are the actions that Airbnb aim to strengthen its core offering of "Homes", "Places," and "Experiences" (Fernquest & Suchiva, 2017).

In conclusion, currently there are lot of studies regarding Airbnb business and the increasing trend of the shifting behavior of consumers, especially for the behavior in the lodging industry that people are prone to adopt more concept of sharing economy. The aforementioned research papers and articles provide the basic knowledge of the current situation of some travelers who choose the services of Airbnb and how such business disrupts the traditional lodging industry. Based on the review of literature, the researcher is able to conduct the further research in order to understand the customer behavior of travelers in Thailand toward Airbnb.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research methodology

The methodology of data collection for this study was consisted of two approaches: exploratory research and descriptive research.

3.1.1 Exploratory research

(1) Desk research

The key objective of desk research for secondary data about articles related to Airbnb in Thailand, was to obtain basic information of Airbnb business in Thailand and understand the overall environment of the study. This information was used for guidance of a pilot in-depth interview and writing the report.

The information was collected from various sources such as newspaper, academic articles and journals, social network, web portal website, and internet-based information of Airbnb in Thailand. Most of them were initially located through the Google search engine on the internet.

(2) In-depth Interview

The in-depth interview was conducted to collect the primary information of Airbnb users to obtain valuable insight. The objective of the in-depth interview (one-on-one discussions) was to obtain more specific details on the particular topics. After collecting the important and necessary information, the data were used to design the market survey.

3.1.2 Descriptive Research

The main purpose of descriptive research was to quantify the results from the qualitative research in the previous phase. The questionnaire was well-designed, developed from the questions and findings from in-depth interviews, in order to collect information from both online and offline channels. The length of time required to complete the market survey was approximately 10-15 minutes. All information that derived from the questionnaire were logically checked, coded, and framed into excel

format. Then the cleaned data were further imported to SPSS statistical software in order to calculate the results as to interpret the outcome according to the core objectives.

The quantitative questionnaire was conducted to address three main objectives as below:

(1) To understand the customer profile of travelers who rent accommodation with Airbnb in Thailand [Objective 1]

(2) To understand the travelers' perception and attitude towards their trip staying with Airbnb in Thailand [Objective 2]

(3) To determine the influential factors that impact travelers' purchase behavior and decision criteria toward the process of choosing the accommodation [Objective 3]

3.2 Sampling procedure

The method of non-probability sampling (convenience sampling) was applied for the data collection. The in-depth interview was conducted with a total of 6 respondents, while the quantitative survey was conducted with approximately 150 respondents.

The screening questions were set up before the main questions begin. Qualification of respondents were followed all three criteria in order to match with the target users; First, the users must have a membership with Airbnb for more than six months, Second, the users must have an experience using Airbnb during the past twelve months, and Third, the users must have an experience using Airbnb accommodation in Thailand.

3.3 Survey acquisition and recruiting plan

For the in-depth interview, all respondents were interviewed with the screening questions and semi-structure questions before the interview. The objective of the research was given to the interviewee before the session begins. The research was conducted at a private location convenient to reach, in order to minimize the interruption from the externalities.

For the quantitative questionnaire, the online market survey was distributed to the respondents who were acquired through personal connection together with a snowball approach. A survey link was given to prospect respondents to screen and complete. The online questionnaire was administered by www.surveymonkey.com. Moreover, printed copies of the questionnaire were also distributed to travelers at major sightseeing areas such as Khaosan Road, The Grand Palace, and other major sightseeing attractions.

3.4 Data collection

3.4.1 Qualitative research: in-depth interview

The interviewing sessions (face-to-face discussions) were conducted with open-ended questions together with the probing and prompting techniques. Meaningful data were collected in order to help the study to achieve its objective. The session started with the semi-structure questions followed by developed exploring questions. The customize probing approach encourages the respondents to elaborate and explain more on their perception in order for a researcher to gather the essence of the respondent's notion. On the other hand, the special prompting technique helped the moderator to identify the blind spots of some specific details during an interview. Moreover, the method was adopted when the respondents seem to fail to mention or answer some specific or in-depth information in response to the questions. The duration of the in-depth interview was around 30-45 minutes.

3.4.2 Quantitative research: market survey

The questionnaire was undergone a final review after pilot testing a small amount in the field, and it was distributed to respondents by using convenient methods both in online channels and printed copies for offline channels. There were screening questions before posing the main research questions in order to filter the target respondents. The eligibility conditions of respondents were explained in Page 9 (Sampling Procedure). The questionnaire took approximately around 10-15 minutes to complete. The sample questions of the in-depth interview can be found in Appendix C.

3.5 Data analysis

3.5.1 Qualitative research: in-depth interview

The information derived from in-depth interview was analyzed and summarized individually to define the key finding and necessary data obtained were presented in the following structure:

- Demographic: such as gender, age, SES income, occupation
- Travel consumption: such as travel frequency, purpose of travel, destination and duration per visit, type of stayed accommodation, etc.
- Perception, attitude and experience with Airbnb

3.5.2 Quantitative research: market survey

The questionnaire was checked and converted into a spreadsheet form. The SPSS program was used as the main software to interpret the information into an analysis. The analysis of frequency of all questions was run and checked the completion of data before going to a further stage. Multiple types of techniques were used in this study, such as descriptive frequency analysis, crosstab and correlation, paired sample t-test analysis, and other analysis. Please see Appendix D for the list of questions for the questionnaire. The results from SPSS analysis were displayed in both tables and summarized in text.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Data analysis

To collect qualitative and quantitative data, the researcher used both in-depth interview and survey. Findings from the in-depth interview were used to identify important factors and questions in the market survey. The survey was distributed through both online channels such as the Facebook website, online community platforms like Pantip.com and Reddit.com, and also through offline channels as printed copies. Total respondents from the survey were 204 persons, all of their results were screened, cleaned and coded to enter into the SPSS program. The main functions in SPSS that were used to analyze data were descriptive frequency analysis, cross-tab and correlation, paired sample t-test analysis, and mean statistic tools.

4.2 Results from exploratory research

4.2.1 Secondary research findings: overview of Airbnb in Thailand

Currently there are a lot of debates about the Airbnb business worldwide, not only in Thailand, about how Airbnb can perform with the fewer law enforcements and regulations to abide by. This incident was not intended to occur but it emerges from the gap in the market in the hotel industry where the Airbnb business arose from the concept of sharing economy and the advancement of technology, especially during the digital economy era where the internet has become more and more important to human lives in the society. The growth of Airbnb tends to steal some market share in the hospitality sector, especially from the mid-range and economic hotels, however the stricter regulations are slowing down Airbnb growth to enter the hotel market with full capacity. According to the analysis by SCBEIC, the current Airbnb customer base in Thailand does not overlap with the tourists that travel within the country as the price of rooms are comparatively similar between Airbnb and hotels, and travelers in Thailand seem to still prefer the traditional hotel service providers *(See Figure 4.1: Price comparison of hotel and Airbnb)*. On the other hand, the growth of Airbnb usage has been increasing due to the increase in demand from Chinese tourists in Thailand *(See*

Figure 4.2: Number of Chinese tourists who booked rooms through Airbnb in Thailand). Thus, Airbnb could become a major competitor in the hotel industry in near future (SCBEIC, 2016).

4.2.2 In-depth interview findings

The interviews were conducted with six respondents, aged between 25-40 years old. There were five Thai users; three of whom have an experience of being both host and guest, another two only as guest users of Airbnb, and another one person was a Chinese user who only had an experience as a guest user.

(1) <u>Airbnb as an alternative accommodation for travelers</u>

Most interviewees agreed on the notion that Airbnb was a new option of their travel accommodation beside from traditional hotel service. They choose the place based either on household amenities, a physical location of the place, or even the rate of reviews from other users. Airbnb seems to be a new option for travelers among the lists of hospitality service providers in the tourism industry.

"The first time I heard about Airbnb was from the content that my friend shared on Facebook about traveling in Japan staying at Airbnb. After read that article, I googled for more information about Airbnb, reading more past experience users' reviews and educating myself to get familiar with Airbnb service. Before I made a decision I also went to recheck for an affirmation of Airbnb service with my friends who had an experience with Airbnb. To me, Airbnb had provided more options to travelers in many terms such as room price, location, type of accommodation and so on. Moreover, I have some past experience with the sharing economy concept, for example, Uber, therefore I am willing to try Airbnb in order to experience something new."

> *Ms. Gam, 27 years old, from Bangkok, shared her guest experience with Airbnb in Japan.*

(2) <u>A better place with household amenities.</u>

According to the interviewees, some of them mentioned that travelers may request or search for something more than just a bed and traditional hotel service quality (for example, a kitchen or washing machine), especially for those who travel with a big

group of people or those people who have a longer period of stay.

"I have been used Airbnb in Los Angeles before, so when I came back to Thailand I would like to try this service once again, my expectation is not too high since I am Thai (my assumption towards Thai people would be lower since I assume that Thais are kind, as for my personal opinion.) The reason that we chose Airbnb was because I travel with my friends (eight persons including me) and we were looking for a private place where we can also cook for our dinner, which the local hotel cannot provide those amenities to us."

Mr. Korn, 26 years old, shared his experience with Airbnb in Kanchanaburi, Thailand.

(3) <u>More human interaction platform</u>

Many interviewees referred to the reputation of the reviewing system of Airbnb which was not only provided to the guest users (the review of host/place by other guest users) but also available to the host (other host users wrote the comments about their guests). The feedback system makes users to feel more with the interaction between service providers and customers rather than the traditional hospitality service where the guests will be treated as a king alike.

"I knew Airbnb since I was studying my Master degree in London, however I have not ever tried traveling as a guest on Airbnb yet. My family has our small business of Homestay in Ayutthaya, so our place is one of a few where publish on Airbnb at a very early time. Even though the majority of the guests coming from other sources such as Booking.com, Agoda, or Expedia, the Airbnb guest is one of our favorite people whom we are always welcome them to our place, they seem to be nice, polite, and understand the house rule and eager to ask many questions before they arrive. Because Airbnb has a bilateral feedback system, so it was not a guest who choose their host, but we are also enable to choose who will stay with us as well. The review system made we feel more comfortable to run our business and we are more than happy to welcome people to stay at our place."

Ms. Wish, 29 years old, shared her experience as a host of Airbnb in Ayutthaya, Thailand.

(4) <u>Feel the local experience</u>

The information of local areas was noticed to some interviewees among the discussion. In comparison to recommendations provided by hotels, travelers were often treated as a tourist. However, as Airbnb is run by local people, the host can share with you some useful local information.

"We have been traveled to Thailand before, but this is our first-time travel to Ayutthaya. We saw plenty of beautiful pictures on the internet and interested to see it by ourselves. We chose Airbnb just to receive more local information for the host, Khun Une, our host, is pretty helpful for lots of suggestions as a local person. We are impressive to her hospitality and we will surely plan to revisit her again next time."

> *Mr. Wong, 32 years old from China, shared his experience as a guest in Ayutthaya.*

4.3 Result from descriptive research: Market Survey

There was a total number of 204 respondents participating in the market survey coming from both online and offline distribution. There were only 169 respondents that were able to meet all criteria after the screening questions. However, of 169 respondents, only 165 respondents had done the survey completely and correctly.

4.3.1 Customer Profile of travelers who rent an Airbnb accommodation in Thailand

Table 4.1: Summary of respondents' profile (n=165, four people not answer)

Respondent Demographics		Count	Column N %
Gender	Female	84	50.9%
	Male	81	49.1%
	Total	165	100.0%
Age	20 or under	4	2.4%
	21 to 30	63	38.2%
	31 to 40	61	37.0%
	41 to 50	15	9.1%
	51 to 60	14	8.5%
	61 or over	8	4.8%
	Total	165	100.0%

Education	High school or less	6	3.6%
	University / college	103	62.4%
	Graduate and above	56	33.9%
	Total	165	100.0%
Income	Well below average	0	0.0%
	Below average	8	7.3%
	Just below average	9	8.2%
	Just above average	34	30.9%
	Above average	40	36.4%
	Well above average	19	17.3%
	Total	110	100.0%

According to the market survey, the last part of demographic questions was optional for respondents to answer. The total number of respondents who answered all questions are 110 respondents, while 165 respondents answered all questions except the income question. There were four people who skipped this part and did not answer the demographic questions. The proportion of respondents' gender were quite similar (Female 51% and Male 49%). The majority of respondents' age range (n=165) are 21 to 40 years old which were 125 persons (accounted for 75%) followed by people who aged 41-60 years old (29 persons, accounted for 17.6%). The major education level of respondents (n=165) were bachelor degree (University/ College level) at 62.4%, 103 persons, followed by master degree and above at 34% (56 persons). According to the variety of respondents who came from many countries across the world, the question asking about the level of income, therefore was designed to be a descriptive range (for example; above average/ below average) instead of the numbers (such as, USD 500 – USD 1,000). As the researcher thought that this could make respondents to feel more comfortable to choose which answer might fit them most, majority of respondents stated their range of income level (n=110) as "just above average (31%, 34 persons)/ or above average (36.4%, 40 persons.)"

Table 4.2: Summary of respondents' purpose of their trip with Airbnb in Thailand (n=169)

Statement	Frequency	Percent	Cumulative Percent

Attending a convention, conference, or another major event	3	1.8	1.8
Leisure	165	97.6	99.4
Visiting friends/ family	1	0.6	100.0
Total	169	100.0	

For the psychographic information, there were 165 persons who used Airbnb accommodation during the past 12 months stated the purpose of their trip as for "Leisure". The proportion of those people who claimed their travel lifestyle as a "backpacker" was comparatively similar to the number of those respondents who had not claimed the status.

Table 4.3: Summary of respondents' claimed status as a backpacker during their trip with Airbnb in Thailand (n=169)

	Frequency	Percent	Cumulative Percent
No	85	50.3	50.3
Yes	84	49.7	100.0
Total	169	100.0	

On the behavioral information, the duration of stay in Airbnb accommodation for the majority of respondents was from one to three nights per one visit. However, the question did not specifically ask how many places of accommodation were used per one trip, and many of long period vacation travelers can stay in more than one place of accommodation *(See Table 4.4: Summary of respondents' duration of stayed with Airbnb accommodation in Thailand.)* More than 56% of respondents chose to rent an entire place (95 persons), followed by private room (66 persons) and shared space (eight persons) during their stays which accounted for 39% and five percentages respectively *(See Table 4.5: Summary of respondents' chosen type of Airbnb accommodation in Thailand.)* There were 102 persons out of 169 people stated that they were travelling with one more person (total two persons) which accounted for 60% of the total respondents, followed by 2-4 people and solo traveler at 18% and 16% respectively *(See Table 4.6: Summary of respondents' travel profile during their trip with Airbnb in Thailand.)* For those travelers who traveled with more than one person, the majority type of companion was indicated as a spouse/partner at 43% (72 persons) following by

friends (57 persons) and family members (12 persons) at 33% and 7% respectively *(See Table 4.7: Summary of respondents accompany person during their trip with Airbnb in Thailand.)*

4.3.2 Travelers' perception and attitude towards their trip staying with Airbnb in Thailand

After answering the screening questions and general usage information, respondents were asked the more specific psychographic questions regarding their perceptions and attitudes toward Airbnb in Thailand. Question 13 was designed to ask for customers' perception towards the type of substitute accommodations, it was intended to be the top-of-mind questions asking what if Airbnb service did not exist, what kind of substitute would customers choose instead. The majority of respondents answered that if they were not choosing Airbnb as their travel accommodation, 68% of them (112 persons) tend to choose a budget hotel as a substitute, followed by mid-range hotel (72 persons) which accounted for 44%, while approximately 25% of the total respondents answered for the traditional hostel, homestay and guesthouse as a substitute *(See Table 4.8: Summary of respondents' perception towards the substitute of Airbnb.)* According to the substitute of Airbnb question, it can be interpreted that major competitors of Airbnb business in Thailand are those economic hotels (such as Ibis, Best Western, and other low-cost local hotels) and mid-range hotels (such as Novotel, Ramada, Mercure, and other mid-range local hotels.)

Table 4.9: Summary of respondents' overall satisfaction towards Airbnb (n=169)

	Frequency	Percent	Cumulative Percent	Mean	S.D.
Very dissatisfied	4	2.4	2.4	5.40	0.93
Dissatisfied	0	0.0	2.4		
Somewhat dissatisfied	3	1.8	4.1		
Somewhat satisfied	4	2.4	6.5		
Satisfied	65	38.5	45.0		
Very satisfied	93	55.0	100.0		
Total	169	100.0			

The following question then asked respondents about their satisfaction with the previous stay with Airbnb. With the mean of 5.40 out of six, the majority over 94% (158 persons) were satisfied with their past stay with Airbnb.

The answers received from Question 13 (Substitute of Airbnb service question) also supported the hypothesis of the researcher, as obtained from the secondary research prior to conducting the questionnaire, as to compare the performance of Airbnb against the competitors. Therefore, Questions 17-19 were designed to ask Airbnb customers in Thailand for the attitude towards past experience using Airbnb accommodation comparing to the performance of budget hotel and mid-range hotel service with the total respondents of 169 persons (combined number of 165 responses and four replaced missing information from SPSS).

Table 4.10: Summary of Comparison the perception Airbnb users' experience in each condition/service against the experience from Budget hotel (n=169) (95% CI, p-value≤0.05)

Statements	Mean(S.D.) for **Airbnb** performance	Mean(S.D.) for **Budget Hotel** performance	Paired Differences					t	p-value
			Mean	S.D.	S.E.	95% CI			
						Lower	Upper		
1.) Cleanliness	5.26 (0.66)	4.85 (0.69)	0.41	0.71	0.05	0.30	0.52	7.578	.000
2.) Comfort	5.15 (0.73)	4.79 (0.77)	0.36	0.78	0.06	0.24	0.48	5.969	.000
3.) Ease of placing my reservation	5.32 (0.70)	4.93 (0.65)	0.39	0.76	0.06	0.27	0.50	6.630	.000
4.) Ease of checking in/out	5.12 (0.85)	4.94 (0.64)	0.18	0.96	0.07	0.04	0.33	2.464	.015
5.) Ease of resolving unexpected problems	5.08 (0.92)	4.83 (0.70)	0.25	0.87	0.07	0.12	0.39	3.801	.000
6.) Local authenticity of the experience	5.27 (0.82)	4.01 (0.85)	1.25	1.02	0.08	1.10	1.41	15.965	.000
7.) Security	5.08 (0.85)	4.89 (0.65)	0.19	0.81	0.06	0.06	0.31	3.002	.003
8.) Uniqueness (non-standardization) of experience	5.22 (0.85)	3.95 (0.84)	1.27	0.97	0.07	1.13	1.42	17.130	.000
9.) Confidence that the overall	5.15 (0.78)	4.67 (0.65)	0.48	0.78	0.06	0.36	0.60	8.021	.000

quality meet expectations								

The output shows statistically significance that respondents perceived Airbnb accommodation had a better performance than the service quality from the budget hotel in all comparison attributes.

Table 4.11: Summary of Comparison the perception Airbnb users' experience in each condition/service against the experience from Mid-range hotel (n=169) (95% CI, p-value≤0.05)

Statements	Mean(S.D.) for **Airbnb** performance	Mean(S.D.) for **Mid-range Hotel** performance	Paired Differences					t	p-value
			Mean	S.D.	S.E.	95% CI			
						Lower	Up-per		
1.) Cleanliness	5.26 (0.66)	5.14 (0.64)	0.12	0.71	0.05	0.01	0.23	2.234	.027
2.) Comfort	5.15 (0.73)	5.08 (0.65)	0.06	0.72	0.06	-0.05	0.17	1.092	.276
3.) Ease of placing my reservation	5.32 (0.70)	5.15 (0.61)	0.17	0.78	0.06	0.05	0.29	2.814	.005
4.) Ease of checking in/out	5.12 (0.85)	5.13 (0.64)	-0.01	0.96	0.07	-0.16	0.13	-0.165	.869
5.) Ease of resolving unexpected problems	5.08 (0.92)	5.09 (0.60)	-0.01	0.89	0.07	-0.14	0.13	-0.089	.930
6.) Local authenticity of the experience	5.27 (0.82)	4.04 (0.82	1.22	1.06	0.08	1.06	1.39	15.017	.000
7.) Security	5.08 (0.85)	5.10 (0.66)	-0.02	0.86	0.07	-0.15	0.11	-0.276	.783
8.) Uniqueness (non-standardization) of experience	5.22 (0.85)	4.09 (0.81)	1.13	1.08	0.08	0.97	1.30	13.673	.000
9.) Confidence that the overall quality meet expectations	5.15 (0.78)	4.96 (0.55)	0.19	0.78	0.06	0.08	0.31	3.239	.001

In contrast, the output of comparison between Airbnb and mid-range hotel does not show the statistically significance in all attributes like the testing between Airbnb and budget hotel. The result shows that the statistically significant factors were the non-standardization of the experience and the local authenticity of experience that Airbnb had performed better than the mid-range hotel.

4.3.3 Influential factors that impact to travelers' purchase behavior and decision criteria toward the process of choosing the accommodation

Table 4.12: Summary of factors that impact choosing criteria of Airbnb accommodation against others (n=169) (95% CI, p-value≤0.05)

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree	Mean	SD
1.) household amenities	4	6	2	23	49	85	5.14	1.17
2.) interaction with host/ local	9	7	6	37	61	49	4.66	1.33
3.) receive useful info from host	3	12	6	30	53	65	4.85	1.27
4.) convenient location	0	1	8	17	61	82	5.28	0.87
5.) non-touristy, residential neighborhood	0	8	7	5	70	79	5.22	1.02
6.) large amount of space	0	0	7	34	66	62	5.08	0.86
7.) authentic local experience	4	6	7	24	61	67	4.97	1.19
8.) exciting experience	2	7	5	39	78	38	4.76	1.04
9.) "homely" feel of accommodation	0	2	4	27	60	76	5.21	0.88
10.) price low cost	1	5	34	66	40	23	4.23	1.05
11.) unique experience	4	2	2	31	79	51	4.96	1.01
12.) unpredictable experience	10	12	12	61	61	13	4.13	1.24

According to Table 4.12: Summary of factors that impact choosing criteria of Airbnb accommodation against others, the top three important factors that respondents chose were "convenient location" (mean = 5.28), followed by "non-touristy location" (mean = 5.22) and "homely feeling" (mean = 5.21). It can be interpreted that majority of Airbnb guests chose Airbnb because of the location and the element of homely accommodation instead of a normal hotel service. The notion of unpredictable experience (mean = 4.13), price (mean = 4.23), and interaction with host (mean = 4.66) were ranked with the three lowest scores, which means that Airbnb customers might perceive price as a less important factor, and that Airbnb users tend to lower their expectations toward the sentiment of experience (for example, a belief that the future

usage experience would be unique/ exciting/ unpredictable.), however the lower mean score does not mean that such factors were no longer important, but rather that it had less impact on customer decision-making process compared to the higher score ones.

Table 4.13: Summary of the source which generates the first time awareness of Airbnb among travelers? (n=169, valid only 165 persons)

	Statement	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't remember	16	9.5	9.7	9.7
	Airbnb advertising	8	4.7	4.8	14.5
	Guidebook	2	1.2	1.2	15.8
	Mass media (online news story, magazine article, etc.)	7	4.1	4.2	20.0
	Online word-of-mouth (Facebook, forums, blogs, etc.)	51	30.2	30.9	50.9
	Word-of-mouth (friends, family, other travellers, etc.)	81	47.9	49.1	100.0
	Total	165	97.6	100.0	
Missing	(did not answer)	4	2.4		
Total		169	100.0		

The majority of respondents stated that their first time awareness came from both Word-of-Mouth (81 persons) and Online Word-of-Mouth (51 persons) which can be compounded to account for 80% of the total response percentage.

Table 4.14: Summary of influence source that impacts to customers' first time trial of Airbnb (n=165, multiple answers allowed)

The source of information	Frequency (out of 165)	Percent
Airbnb advertising	37	22.4
Guidebook	19	11.5
Mass media (online news story, magazine article, etc.)	22	13.3
Online word-of-mouth (Facebook, forums, blogs, etc.)	120	72.7
Word-of-mouth (friends, family, other travelers, etc.)	116	70.3
Reviews of Airbnb listings from previous guests	122	73.9

The figure (carried respondents from previous question of first time awareness) showed that the top three influential sources that impacted the first time trial of Airbnb accommodation were "Reviews of past experience from other users" and both "online/offline Word-of-Mouths" the three of which accounted for greater than 70% of the total respondents.

Table 4.15: Summary of likelihood of purchase retention and recommendation of Airbnb accommodation (n=169)

Statement	Very Unlikely	Unlikely	Somewhat Unlikely	Somewhat Likely	Likely	Very Likely	Mean	SD
How likely are you to recommend Airbnb to others?	0	2	0	7	34	126	5.66	0.67
How likely are you to use Airbnb again in the next 12 months?	0	0	7	9	28	125	5.59	0.77
How likely are you to use a hotel in the next 12 months?	0	3	12	12	72	70	5.15	0.95

The above information shows that currently Airbnb guests in Thailand have a positive sentiment toward the perform service, as it can be seen that the mean tendency of purchase retention of Airbnb is 5.59 which means over 125 users stated that they are very likely to use Airbnb again within the next 12 months. Moreover, the mean of a likelihood of current Airbnb customers for service recommendation is 5.66, or also more than 126 persons mentioning that they are very likely to recommend the service to others.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Total customer profile of Airbnb in Thailand

According to the collected information from both in-depth interviews and surveys, the majority age range of travelers for Airbnb in Thailand is from 21 to 40 years old, with an above average income and at least an undergraduate degree. Guest users seem to stay for 2-3 nights per stay, and most of them travel for leisure purposes. Over 50% of the total respondents identified themselves as backpackers.

5.1.2 Influential factors for choosing accommodation

Airbnb travelers in Thailand are prone to rent an entire place rather than a shared space with a private room for different reasons that can be grouped into several main reasons such as location, "homely" feeling, and experience. Overall, travelers who use Airbnb instead of hotels are more likely to be impressed by the local experience notion, cleanliness and ease of placing reservation aspect.

5.2 Recommendations

5.2.1 A clear regulatory framework for Airbnb business in Thailand

This issue is so common to Airbnb business worldwide that many countries have responded to the disruption of Airbnb to the hotel industry. Many places are well organized with the proper regulation to support the Airbnb business such as in Japan which has established a minimum-stay condition or the Netherlands, where the city of Amsterdam levies the tourist tax on Airbnb users.

5.2.2 Hotel operators should prepare for more competition from Airbnb in the future

It was inevitable for hotel providers to be concerned about the growth of Airbnb, however what hotels should do is not to compare themselves with Airbnb, rather strengthen their core business service of hospitality. The price war will not benefit to your business in long term growth, hence, creating some add-on values to your hotel

business should be better than lowering your price competing with Airbnb. Because even Airbnb seems to price lower than your cost, the guests' perception does not believe that it is cheaper than a traditional hotel. Moreover, customers are totally understanding that hotels and Airbnb are not the same where hotels may have a better security quality, looks more comfortable and well perform on resolving an unexpected problem.

5.2.3 Taking advantage of the growth of Airbnb: provide the add-on services to room owners

Other business owners in the service industry can utilize their existing resources in providing services to Airbnb room owners, for example, house-cleaning service, home-maintenance service, key deposit, and other services that can facilitate and smoothening the transaction between the host and guest. These kinds of services are in high demand amongst the room owners of Airbnb and it can also generate more money for other businesses as well.

5.3 Study Limitations

This research contains some limitations such as sampling method: convenience sampling, a small size of samples: two hundred and four respondents, the time period of collecting data and questionnaires were distributed only in limited places. The research findings and results cannot be representative of the entire population.

5.3.1 Sampling method: Convenience sampling

Due to the unknown population of travelers who travel to Thailand, therefore the number of respondents cannot be predicted and lead to the criteria of choosing for convenience sampling to present the information.

5.3.2 Small sample size

Even though the sample size was over the minimum suggested sample size, the unknown population make the number of two hundred and four respondents seem small compared to the tentative number of 32.6 million people who traveled to Thailand in 2016.

5.3.3 Time limitation

The period of questionnaire distribution was only 7 weeks starting from 23rd January 2017 until 10th March 2017.

5.3.4 The distribution of questionnaire

The market survey was distributed via both online and offline channels. For the online channel, the survey links were posted on Facebook and other social forums such as Pantip.com and Reddit.com. For the online channel, the questionnaire link was distributed among the network of the researcher and their sub-network in Facebook, however the link was unable to spread throughout the limitless social platform. In contrast with Facebook, the researcher tried to place the survey somewhere else on internet forums like Pantip.com and Reddit.com in order to obtain respondents who are outside the network of the researcher. For the offline channel, the researcher distributed the survey himself at some tourist attractions. Moreover, the questionnaire was placed in some local Airbnb hosts in order to obtain the information from the guest who booked via Airbnb website.

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APPENDICES

APPENDIX A

LIST OF FIGURES

Price comparison of hotel and Airbnb
in National stadium area – BKK

Unit: THB per night

Price comparison of hotel and Airbnb
in Nimman area - Chiangmai

Unit: THB per night

Note: Based on comparison of hotel and Airbnb one bedrooms on 24 November 2016

Source: EIC analysis based on data from company websites, Airbnb, and Agoda.

Figure 4.1: Price comparison of hotel and Airbnb

Number of Airbnb room supply in Bangkok

Unit: thousand rooms

Number of Chinese tourists who booked rooms
through Airbnb

Unit: million persons

Source: EIC analysis based on data from Airdna and Airbnb

Figure 4.2: Number of Chinese tourists who booked rooms through Airbnb in
Thailand

APPENDIX B

LIST OF TABLES (TABLE 4.4 – 4.8, 4.16)

Table 4.4: Summary of respondents' duration of stayed with Airbnb accommodation in Thailand (n=169)

	Frequency	Percent	Cumulative Percent
1 night	18	10.7	10.7
2 nights	99	58.6	69.2
3 nights	21	12.4	81.7
4 nights	9	5.3	87.0
5 nights	9	5.3	92.3
6 nights	4	2.4	94.7
more than 6 nights	9	5.3	100.0
Total	169	100.0	

Table 4.5: Summary of respondents' chosen type of Airbnb accommodation in Thailand (n=169)

	Frequency	Percent	Cumulative Percent
Entire place (home, apartment, etc.)	95	56.2	56.2
Private bedroom	66	39.1	95.3
Shared space (e.g., futon in a living room)	8	4.7	100.0
Total	169	100.0	

Table 4.6: Summary of respondents' travel profile during their trip with Airbnb in Thailand (n=169)

	Frequency	Percent	Cumulative Percent
0 (solo traveler)	28	16.6	16.6
1 (you and another person)	102	60.4	76.9
2-4 people	31	18.3	95.3
more than 4 people	8	4.7	100.0
Total	169	100.0	

Table 4.7: Summary of respondents accompany person during their trip with Airbnb in Thailand (n=169)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spouse/partner	72	42.6	51.1	51.1
	Family	12	7.1	8.5	59.6
	Friend(s)	57	33.7	40.4	100.0
	Total	141	83.4	100.0	
Missing	Solo travelers	28	16.6		
Total		169	100.0		

Table 4.8: Summary of respondents' perception towards the substitute of Airbnb (n=169, <u>multiple answers allowed</u>)

List of accommodation	Frequency (out of 169)	Percent
Traditional Bed & Breakfast	28	16.6
CouchSurfing	7	4.1
Friends or family	9	5.3
Hostel	44	26.0
Homestay/Guesthouse	41	24.3
Hotel/Motel - Budget	112	66.3
Hotel - Mid-range	72	42.6
Hotel - Upscale	15	8.9

Table 4.16: Summary of respondents' Airbnb membership period (n=169)

Statement	Frequency	Percent	Cumulative Percent
Six months to a year	48	28.4	28.4
1 - 2 years	41	24.3	52.7
more than 2 years	80	47.3	100.0
Total	169	100.0	

Note: respondents who joined Airbnb less than six months were treated as unqualified

APPENDIX C
IN-DEPTH INTERVIEW QUESTIONS GUIDE

Screening Questions:

- Have you ever been using Airbnb before? If yes, where was the first time you ever used Airbnb accommodation?

- How long have you been a membership with Airbnb website?

- During the past 12 months, have you ever used Airbnb at some place?

- Have you ever been using Airbnb in Thailand before?

Main Questions:

1. How do you know Airbnb

2. What was your latest experience with Airbnb and when was that?

3. Where have you ever been used Airbnb accommodation?

4. How many stays have you had as a guest on Airbnb?

5. During your last stayed with Airbnb, who did you traveled with?

6. What is the typical cost range per night of the places you have stayed?

7. When have you traveled using Airbnb, what have been the biggest frustrations or concerns for you?

8. What has been the most memorable "extra" a host has provided to you during your stays?

9. Why do you choose to stay with an accommodation on Airbnb? What makes you made a decision to choose Airbnb?

10. Is Airbnb more convenient to you compare with other types of accommodations?

11. Do you have any comments on what services Airbnb could add to improve the host/guest experience?

APPENDIX D
SURVEY

<u>Sample of qualitative questionnaire for guest users</u>

1 Do you know Airbnb? *This question is required.
   - Yes
   - No

2 Have you ever been using an accommodation with Airbnb? *This question is required.
   - Yes
   - No

3 How long have you been a membership with Airbnb? *This question is required.
   - Less than 6 months
   - 6-12 months
   - 1-2 years
   - more than 2 years
   - I have never used Airbnb before

4 Have you ever been using Airbnb in Thailand? *This question is required.
   - Yes
   - No

5 During the past 12 months, have you stayed in an Airbnb accommodation in Thailand? *This question is required.
   - Yes
   - No

6 During the past 12 months, in what city in Thailand was your most recent Airbnb stay?
   - Bangkok
   - Chaing Mai
   - Phuket
   - Hua Hin
   - Others _____

7 What was the main purpose of your trip?
   - Attending a convention, conference, or another major event
   - Business (other than a convention, conference, or another major event)
   - Leisure
   - Visiting friends/family

8 Would you describe yourself as a "backpacker" on this trip?
   - Yes
   - No

9 How many nights was your Airbnb stay?
   _____

10 What type of Airbnb accommodation did you use?
   - Entire place (home, apartment, etc.)
   - Private bedroom

- Shared space (e.g., futon in a living room)

11 Not including the Airbnb host, how many other people stayed in the Airbnb accommodation with you?
- 0 (solo traveler)
- 1 (you and another person)
- 2-4
- more than 4

12 Who were they? (Select all that apply)
- Spouse/partner
- Family member(s)
- Friend(s)
- Others_____

13 If Airbnb and other similar person-to-person paid accommodation services (e.g., VRBO) did not exist, what type of accommodation would you have most likely used?
- I would not have taken the trip
- Bed and breakfast
- CouchSurfing
- Friends or family
- Hostel
- Homestay
- Hotel/motel - Budget (e.g., Ibis, Best Western)
- Hotel - Mid-range (e.g., Novotel, Mercure, Holiday Inn, Ramada)
- Hotel - Upscale (e.g., Four Seasons, InterContinental, Conrad)
- Others_____

14 Overall, how satisfied were you with your Airbnb stay?

Level of Satisfaction	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Overall, how satisfied were you with your Airbnb stay?						

15 Please indicate your level of agreement with the following statements regarding your decision to stay with Airbnb instead of a different form of accommodation (e.g., hotel, hostel, or bed and breakfast).

Level of Satisfaction	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
I chose Airbnb for the access to household amenities (e.g., fridge, stove, washing machine)						
I chose Airbnb for the opportunity to interact with my host and/or other locals						
I chose Airbnb for the opportunity to receive useful local information and tips from my host						

I chose Airbnb for the convenient location						
I chose Airbnb for the opportunity to stay in a non-touristy, residential neighborhood						
I chose Airbnb for the large amount of space						
I chose Airbnb to have an authentic local experience						
I chose Airbnb because I thought the experience would be exciting						
I chose Airbnb for the "homely" feel of the accommodation						
I chose Airbnb because of its comparatively low cost						
I chose Airbnb to have a unique (non-standardized) experience						
I chose Airbnb because I thought the experience would be unpredictable						

16 Please briefly describe any other reason (if applicable) why you chose Airbnb.

_____

17 For each accommodation attribute below, think about the performance that you expected (not the actual performance) when booking your most recent Airbnb, along with the comparative performance you would have expected in hypothetical nearby hotels.

For Airbnb

	Exceptionally poor	Very poor	Poor	Good	Very good	Exceptionally good
Cleanliness						
Comfort						
Ease of placing my reservation						
Ease of checking in/out						
Ease of resolving unexpected problems (e.g., no hot water)						
Local authenticity of the experience						
Security						
Uniqueness (non-standardization) of the experience						
Confidence that the overall quality would meet expectations						

18 For each accommodation attribute below, think about the performance that you expected (not the actual performance) when booking your most recent Airbnb, along with the comparative performance you would have expected in hypothetical nearby hotels.

For Budget hotel/motel (e.g., Ibis, Best Western, other economic hotels)

	Exceptionally poor	Very poor	Poor	Good	Very good	Exceptionally good
Cleanliness						
Comfort						
Ease of placing my reservation						
Ease of checking in/out						
Ease of resolving unexpected problems (e.g., no hot water)						
Local authenticity of the experience						
Security						
Uniqueness (non-standardization) of the experience						
Confidence that the overall quality would meet expectations						

19 For each accommodation attribute below, think about the performance that you expected (not the actual performance) when booking your most recent Airbnb, along with the comparative performance you would have expected in hypothetical nearby hotels.

For Mid-range hotel (e.g., Novotel, Holiday Inn, Mercure, Ramada, other mid-range hotels)

	Exceptionally poor	Very poor	Poor	Good	Very good	Exceptionally good
Cleanliness						
Comfort						
Ease of placing my reservation						
Ease of checking in/out						
Ease of resolving unexpected problems (e.g., no hot water)						
Local authenticity of the experience						
Security						
Uniqueness (non-standardization) of the experience						
Confidence that the overall quality would meet expectations						

20 How did you first become aware of Airbnb?
- Airbnb advertising
- Guidebook

- Mass media (online news story, magazine article, etc.)
- Online word-of-mouth (Facebook, forums, blogs, etc.)
- Word-of-mouth (friends, family, other travelers, etc.)
- Don't remember
- Others_____

21 Which of the following had a significant influence on your decision to use Airbnb for the first time? (Select all that apply)
- Airbnb advertising
- Guidebook
- Mass media (online news story, magazine article, etc.)
- Online word-of-mouth (Facebook, forums, blogs, etc.)
- Word-of-mouth (friends, family, other travelers, etc.)
- Reviews of Airbnb listings from previous guests
- Others_____

22 How likely are you to...

How likely are you to…	Very unlikely	Unlikely	Somewhat unlikely	Somewhat likely	Likely	Very likely
... recommend Airbnb to others?						
... use Airbnb again in the next 12 months?						
... use a hotel in the next 12 months?						

23 Your age. (Leave blank if you prefer not to answer.)
- 20 or under
- 21-30
- 31-40
- 41-50
- 51-60
- 61 or over

24 Your gender. (Leave blank if you prefer not to answer.)
- Female
- Male

25 Your highest level of completed education. (Leave blank if you prefer not to answer.)
- High school or less
- University / college
- Graduate / professional degree

26 Your overall household income how would you characterize your household's overall financial status? (Leave blank if you prefer not to answer.)
- Well below average
- Below average
- Just below average
- Just above average
- Above average
- Well above average

27 Your country of residence. (Leave blank if you prefer not to answer.)

BIOGRAPHY

Name	Mr. Thanakorn Ratsamimala
Date of Birth	October 15, 1990
Educational Attainment	2012: Bachelor of Political Science, Thammasat University
Work Experience	Tax Consultant
	PwC International Assignment Services (Thailand) Ltd.