THE STUDY OF PEER-TO-PEER RELATIONSHIP
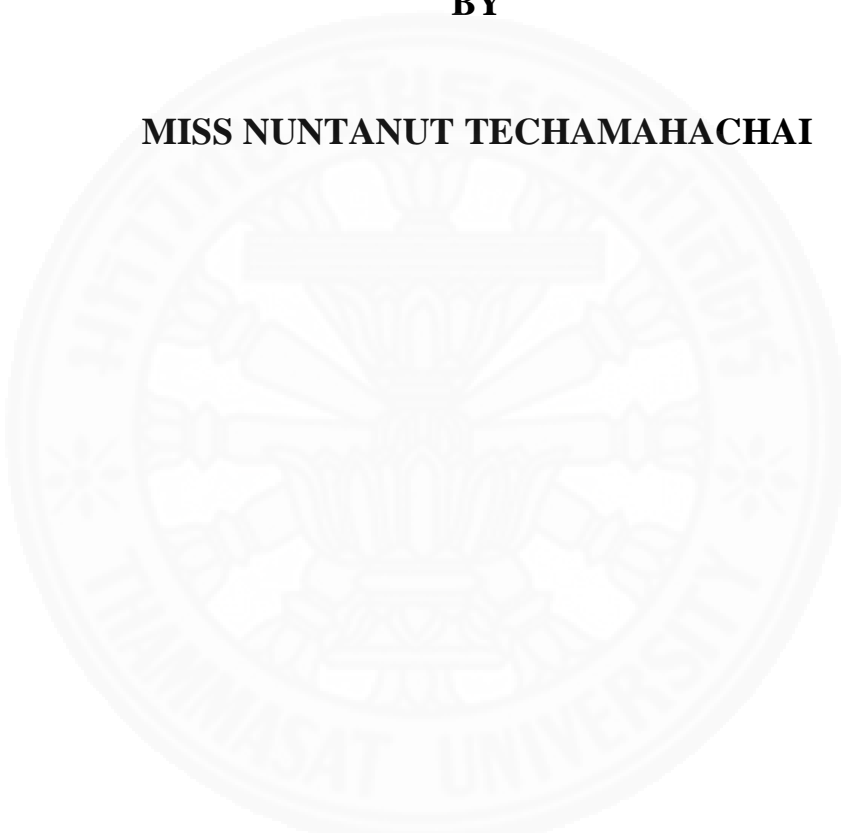# THAT CONTRIBUTE TO THE GROWTH OF
SHARING ECONOMY IN THAI SOCIETY

BY

MISS NUNTANUT TECHAMAHACHAI

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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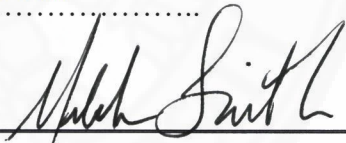
MISS NUNTANUT TECHAMAHACHAI

ENTITLED

THE STUDY OF PEER-TO-PEER RELATIONSHIP THAT CONTRIBUTE TO
THE GROWTH OF SHARING ECONOMY IN THAI SOCIETY

was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

on.. 8 MAY 2017

Chairman   _____

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Member and Advisor   _____

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Independent Study Title	THE STUDY OF PEER-TO-PEER RELATIONSHIP THAT CONTRIBUTE TO THE GROWTH OF SHARING ECONOMY IN THAI SOCIETY
Author	Miss Nuntanut Techamahachai
Degree	Master of Science Program in Marketing (International Program)
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Independent Study Advisor	Professor Kenneth E. Miller, Ph.D.
Academic Year	2016

ABSTRACT

Sharing economy is a concept that has made a lot of noise lately in the global business world. Recently, "Sharing Economy" has become one of the biggest contributor to the global economy contributing up to $15 billion in 2014 and is expected to grow over twentyfold within the next 10 years. However, it is sometimes viewed as a threat to established industries due to its concept of sharing idle assets to those in need and consequently limited new purchases. Hence, it is crucial for companies to understand and adapt in order to be well aware of the threat posed or even better, to seize this great opportunity of the growing sharing economy.

The study of peer-to-peer relationship that contribute to the thriving of the sharing economy in Thai society is a study focusing on the subject area of technology and will be investigating a contemporary topic in applied marketing. This research study aims to investigate Thai consumers' attitude towards this newly introduced idea focusing particularly on the 'renter' side. To provide an easier reference for consumers, Airbnb and Uber will be used to represent the concept of sharing economy. The objectives are to understand consumers' behavior in using Airbnb and Uber vs traditional services, to measure general satisfaction rate of Airbnb and Uber among the study group, and to determine key concerns and point of improvements on services provided by Airbnb and Uber

Secondary research was gathered through through online published sources and websites. Furthermore, qualitative analysis was attained by conducting in-depth interviews with 6 users of Airbnb and Uber to get a general overview on the overall experiences they have using peer-to-peer service. Quantitative analysis was conducted through the collection of 160 samples via online questionnaire where data was analyzed through SPSS.

Study findings will allow readers who wish to participate in the sharing economy or established companies to better understand Thai consumers' behavior and attitude regarding collaborative consumption and at the same time to seize possible opportunities presented. Study findings revealed that first trial is the key to win over consumers and the two main sources of first trial are through close friends & acquaintances and media. Consumers have shown high satisfaction with the service experience they have with peer-to-peer services. Lastly, consumers preferred peer-to-peer service over traditional service but do not stick to any type of service in particular where they will typically switch between peer-to-peer and traditional services depending on the situation.

ACKNOWLEDGEMENTS

The completion of this independent study could not have been possible without the great support and rich advices from my advisor, Professor Dr. Kenneth E. Miller. He has always been encouraging and supportive throughout my research study. I would like to express my gratitude to Professor Ken for his time and efforts he put into giving advices. It was a pleasure to have you as my advisor.

Nevertheless, I would like to also extend my deepest appreciation to all the respondents who are family, friends, colleagues and classmates who have contribute their time in providing a very insightful data. Without your kind help, this study would not have been possible.

Furthermore, I would like to thank MIM for having me and for grooming me to be a tougher and smarter person. These 2 years have been such a Himalayan hike, painful yet beautiful.

Lastly, I would like to express my keenest gratitude towards my parents, close friends, and pug for their great understanding, support and encouragement. You are awesome, thank you!

Miss Nuntanut Techamahachai

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LIST OF ABBREVIATIONS

Terms/Abbreviations	Terms
Sharing Economy	a concept of value creation, from idle goods or services, mostly paid services, exploited by others other than the owner itself.
Collaborative Consumption	term used interchangeably with sharing economy
Owner	refers to the person who owns the underutilized and/or idle asset and rented out in exchange of money, also known as the service provider
Renter	refers to the person who receive the service from the owner
Peer-to-peer relationship (P2P relationship)	relationship between the owner of the asset and the renter who receives the service
User	refers to those of whom who has at least an experience using a service from either Airbnb or Uber
Heavy User	defined as a user who uses Airbnb at least two or more times in a year or user who uses Uber three or more days in a week
Light User	defined as a user who uses Airbnb once a year or user who uses Uber one to two days in a week
Lapsed User	defined as a user who uses Airbnb less than once a year or uses Uber less than one day in a week

Airbnb a trusted community marketplace for people to list, discover, and book unique accommodations around the world" (Airbnb, 2016) through online channel namely, website, smartphones or tablet

Uber an on-demand private car service provided through its location-based application
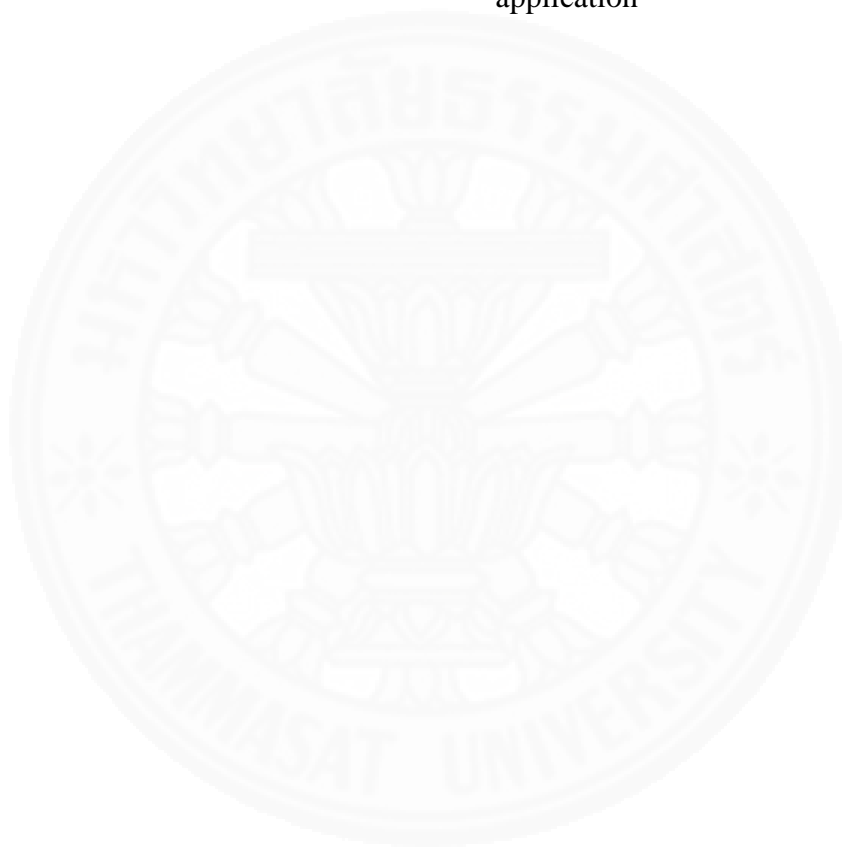
CHAPTER1
INTRODUCTION

1.1 Introduction to the Study

The study of peer-to-peer relationship that contributes to the thriving of the sharing economy in Thai society is a study focusing on the subject area of technology and will be investigating a contemporary topic in applied marketing. Sharing economy is a concept that has made a lot of noise lately in the global business world and has been coined one of 2015's biggest global consumer trends by Euromonitor (Virajoti, 2015). Recently, "Sharing Economy" has become one of the biggest contributors to the global economy contributing up to $15 billion in 2014 and is expected to grow over twentyfold within the next 10 years. (PWC, 2015)

The business model of sharing economy revolves around the principle that matches idle capacity with unmet demand through Peer-to-Peer (P2P) concept via technology platforms. Sharing economy has been introduced to Thai society since the market entrance of companies like Uber and Airbnb and the idea of sharing economy has been starting to grow in popularity ever since, with new P2P businesses constantly entering the market for instances, Lalamove, a P2P logistics services.

The rise of social media accompanied by the increasing familiarity towards online purchases and transactions are the main drivers for the rise of sharing economy. The key element for this to happen is a matter of trust between the two parties. This shall be one of the interesting key attributes to be explored.

Collaborative consumption is sometime deemed as a cautious notion to established industries since additional purchases will be limited. Hence, it is crucial for companies to understand and adapt in order to be aware of the threat posed or even better, to seize this great opportunity of the growing sharing economy. (Matzler, 2015)

1.2 Problem Statement

This research study aims to investigate Thai consumers' attitude towards the newly introduced idea of sharing economy in Thai society particularly the renter side. To provide easier references for consumers, Airbnb and Uber were used as a point of reference for sharing economy hence, this research paper will focus on exploring consumers' attitude towards the two mentioned services. Study findings will allow readers to have a better understanding of Thai consumers' behavior and attitude towards Airbnb and Uber, the two most prominent and successful P2P service providers within the market. It will give a rough picture answer the question to how businesses, those of which who wishes to cooperate in the sharing economy, should develop their strategy to best suit the wants and needs of Thai consumer respectively. And additionally, for established businesses to be well aware and adapt accordingly to today's competitive landscape.

1. 3Research Objectives

1. **To understand consumers' behavior in using Airbnb and Uber vs traditional services**
   1.1 To identify the key attributes consumers considered prior to choosing Airbnb or Uber over traditional service providers and vice versa
2. **To measure general satisfaction rate of Airbnb and Uber among the study group**
3. **To determine key concerns and point of improvements on services provided by Airbnb and Uber**

CHAPTER 2
REVIEW OF LITERATURE

2.1 Main drivers for the rise of sharing economy

The rise of social media accompanied by the increasing familiarity towards online purchases and transactions is the first main driver for the rise of sharing economy (Botsman, 2010). However, this requires the element of trust among the two parties, and the development and penetration of social media have extended peer-to-peer connections from just friends and family to a broader group of people or even with brands. This allows the expansion of trust between unfamiliar group of people to happen especially through the help of rating and review systems, enabling them to interact and collaborate (Virajoti, 2015). Apart from that, another catalyst that drives sharing economy is the recent global economic downturn.

2.2 Benefits and impacts of sharing economy to the society

A study by MIT Sloan Management Review suggested two sides of the benefits offered by the sharing economy, the renters and the owners side. Benefits provided to the renters are 1) cost savings, 2) benefit augmentation and 3) environmental benefits (Matzler, 2015). However, a study conducted by Cambridge suggested that consumer motivation is majorly self-oriented, therefore cost savings is deemed as the key motive consumer look for in a sharing economy (T.M. Devinney, 2010). This meant that company can still promotes its products and services the same way as traditional products and services do. For the owner, benefit obtained is revenue generation from their underutilized assets. Whereby, company takes role as a middleman in providing a structured channel for supply and demand to meet.

Although the concept of sharing economy seems splendid since it provides a win-win situation for both sides yet, opposing view has expresses concerns of its effect. First and foremost, companies like Airbnb and Uber are often viewed as rules and regulations violator. These companies have been facing tremendous legal

challenges globally. Additional, sharing economy is also viewed as a catalyst on shifting traditional secure workers to a part-time, low-paid job. All in all, there is still no conclusive conclusion to whether the sharing economy is beneficial to the society and the economy as a whole (Penn, 2016).

2.3 Thailand is considered very open and receptive to the concept of sharing economy

According to Nielson Global Survey conducted in year 2014 with over 30,000 respondents in 60 countries globally, Thailand is ranked amongst one of the five most receptive countries to participate in the sharing economy with over 84% showing willingness to use product or services from others in a share community (Nielsen, 2014). These represent a good prospect for the growth of sharing economy in Thai society.

2.4 Six possible ways companies could cope with sharing economy.

According to the research made by MIT Sloan Management Review, six ways companies can respond to the rise of collaborative consumption are: 1) by selling product usage instead of ownership, 2) by facilitating customers to resell goods, 3) by utilizing unused assets, 4) by providing repair services, 5) by targeting new group of customers through collaborative consumption and lastly, 6) by developing new business models permitted by collaborative consumption (Matzler, 2015). However, in order to choose among these acts, it is crucial to study and understand more about the customers and the key attributes consumers look for in each particular product or service. Since examining customer satisfaction is crucial for the new business platforms in the sharing economy (Cho, 2016) thus, this paper will also be focusing on measuring Thai consumers' satisfaction.

CHAPTER3
RESEARCH METHODOLOGY

The study of peer-to-peer relationship that contribute to the growth of sharing economy in Thai society aims to give the readers deep insights on the general consumers' attitude and behavior in adopting the P2P versus traditional services which will focus particularly on the young Bangkok urbanites group, since this group represents one of the most familiar users of P2P services. Research methodology will consist of both exploratory and descriptive research. Research conducted will be focusing mainly on the users, those of whom has a least an experience using the service, of Airbnb or Uber.

Figure 1: Research Methodology

3.1 Exploratory Research

Exploratory research was conducted first in order to get a better grasp of the current situation and business environment of sharing economy in Thailand. Exploratory research comprises of both secondary research as well as in-depth interviews. Both aims to collect general ideas and insights on how Thai consumers perceive, accept, and how familiar are they with the concept of sharing economy.

3.1. 1Secondary Research

Data collected from secondary research are mainly concept and market related data as well as up-to-date industry news. Nevertheless, research papers on sharing economy has been put in high regards. Data was gathered through online published sources and websites for instances, Euromonitor Passport, Nielsen Global Survey, PwC Consumer Intelligence Series, MIT Sloan Management Review and etc. These data

have laid a foundation for a better understanding on the origin of the idea and how the development occurred in the more matured market.

3.1. 2In-depth Interview

There were two rounds of in-depth interviews, first round was conducted with a total of two interviewees in order to do sanity check on the interview discussion guide as well as to develop a draft questionnaire. Second round was the real in-depth interviews conducted with a total of six interviewees. The objective is to get the preliminary ideas and insights from users and to get a quick grasp on how Thai consumers participated in the sharing economy.

The in-depth interview is face to face interview conducted on a one-on-one basis thus, data collected will be free from social desirability bias. Interviewees are users of Airbnb or Uber within the age of 24-37 years old. Information gathered were used as a foundation for further questionnaire development. (Please see Appendix A for Interview Discussion Guide)

3. 2Descriptive Research

For quantification purpose, descriptive research is used reassure that insights preliminarily gained from in-depth interviews is in line with the larger population. Descriptive research is conducted through a self-administered online questionnaire through online platform namely, Google Form.

3.2.1 Online Questionnaire

One set of the questionnaire is used with both Airbnb and Uber users however, there will be a separate section for each of the two brands since there is a huge difference in the nature of the two services.

The questionnaire is separated into four sections as follows: 1) screening questions, 2) general behavioral and attitude questions, 3) specific questions on Airbnb or Uber service usage and satisfaction and 4) demographic questions.
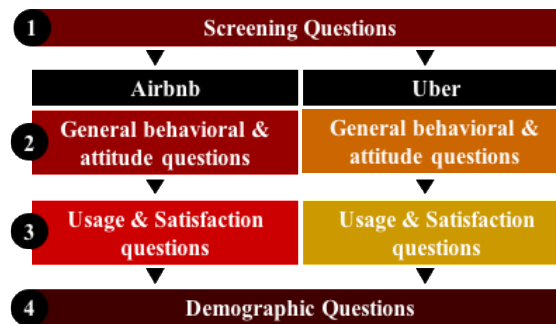
Figure 2: Questionnaire Design Overview

Since customers' satisfaction rate is one of the key measurable variables to predict future purchases, it will be used as the dependent variable. Nevertheless, future purchase intention

Table 1: Research Variables for Quantitative Analysis

Variable Types	Research Variables	
Dependent	o Key attributes for accommodations or transportation selection	
Independent	o Type of users (heavy, light, lapsed user) o Attitude towards sharing economy o Satisfaction rate	

3. 3Sampling Plan & Procedure

Respondents studied were the users of the services of either Airbnb or Uber. Respondents will be segmented into 3 segments namely heavy user, light user and lapsed user. For Airbnb, heavy user refers to a user who uses Airbnb at least two or more times in a year; light user refers to a user who uses Airbnb once a year; while lapsed user refers to a user who uses Airbnb less than once a year. For Uber, heavy user refers to a user who uses Uber three or more days in a week; light user refers to a user who uses Uber one to two days in a week; while lapsed user refers to a user who uses Uber less than once a week.

For in-depth interviews, interview was made with one representative from each of the user group namely heavy user, light user and lapsed user both for Airbnb

and Uber which totaled up to six interviews. On the other hand, to be qualified as a respondent for the online questionnaire, one must hold a Thai nationality and has at least a one-time experience with either Airbnb or Uber anywhere around the world.

Due to time and resources constraints, respondents were recruited mainly through personal connections as well as through snowball sampling method. Online questionnaire was distributed mainly through social media platforms including Facebook and Line.

3.4 Data Collection

3.4. 1 In-depth Interview

The first round of interview was conducted during the period of January 8 to 10, 2017 while the second round was conducted during January 15 to February 15, 2017.

3.4. 2 Online Questionnaire

Online questionnaire samples were collected during the period of March 5 to 20, 2017 with a total sample size of 160 samples.

3. 5 Data Analysis

Qualitative data was analyzed by drawing inferences, key ideas and theme to identify differences and commonalities. Whereas, quantitative data was analyzed through Statistical Package for the Social Science Program (SPSS) and other statistical analyzing methods. Frequency was used to measured all variables to prevent missing and error in data as well as to spot outliers. Moreover, central tendency was measured through mean and mode to identify center value. T-test and ANOVA analysis was used to test differences in mean among groups. Whereby, quantitative analysis result will be reported in the form of cross-tabulations and graphs for visualization and ease of understanding.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Secondary Research Key Findings

4.1. 1Those consumers who have once tried a P2P accomodation service barely want to go back to traditional service providers.

According to the survey made by Goldman Sachs on 2,000 American consumers, it has shown that a number of consumers preferring traditional hotels over Airbnb have shrunk significantly from 79% to 40% once the consumers try P2P lodging. The preference has shifted from traditional hotels to P2P accommodations. The results also show that the user group is not limited to just the Millennial but across a wider age group. With more than 64% of each of the consumers group aged between 18 to 24, 25 to 34, and 35 to 44 said they had used a P2P accommodation services in the past year. While the older age group, 44 and above 30% said they had used the service in the past year (Kokalitcheva, 2016). This might be a red flag for the traditional service providers like hotels yet, it is also at the same time an opportunity for those who want to join this fast-growing industry.

4.1. 2Consumers perceived a number of benefits sharing economy has provided yet, has express a few concerns to it.

With regards to PWC Consumer Intelligence survey, consumers have expressed a numbers of benefits of the sharing economy as follows; Firstly, sharing economy has made life more affordable. Secondly, sharing economy makes life more convenient and efficient. Thirdly, collaborative consumption is better for the environment. Fourth, P2P relationship has build a stronger sense of community. Fifth, collaborative consumption provided more fun experience than the traditional services. Sixth, P2P relationship rely highly on trust between the providers and the users. Despite a number of benefits, consumers express a few concerns which is the inconsistency of experience provided by the sharing economy and trust in sharing economy is much created through recommendations from close acquaintances whom they trust.

4.2 In-depth Interview Key Findings

   4.2.1 Consumer's overall satisfaction with the experiences they had with P2P service are positive.

   Of all the 6 interviewees interviewed, all of the interviewees expressed high satisfaction with overall experiences they had from P2P service particularly the Airbnb users. For Airbnb users where service encounters happen less often times over the course of the year comparing to ride-sharing service like Uber, thus there is a lesser chance for the experience to be ruined however, they spend longer moments of truth within each encounter hence there is also a high chance for things to go wrong. When they were to compare their satisfaction rate between P2P and comparable traditional services, 5 out of 6 said that they are more satisfied with P2P services than the traditional ones.

   4.2.2 Consumers typically switch between peer-to-peer and traditional services depending on the situation however, P2P is preferred when both are available.

   All consumers interviewed said that they do not stick to just one service provider but rather switch among providers within their consideration set depending on the situation. Most of the users especially the heavy and light users typically look for P2P alternatives first, only if the available service does not meet their requirements, they will look for other alternatives including traditional ones. Most of the time, availability is often the barrier in preventing users from adopting P2P service. For instance, one of the Uber users has expressed their frustration in finding an Uber in the suburb area of Bangkok, this has forced her to use the traditional taxi services. Additionally, one of the Airbnb users has also raise a point regarding Airbnb coverage. He has been looking for Airbnb accommodations in a specific location however, he can not find one

   4.2.3 Recommendations from friends and close acquaintances is how users first adopt the service.

Since trust is one of the most critical elements that make sharing economy works, recommendations from friends and close acquaintances is basically how majority of the users interviewed have first experience P2P service. For first time users, friends and close acquaintances are their first and most trustworthy source of information especially for high involvement service like Airbnb.

4.2.3 Affordable price and price promotion

Affordable price has been one of the most mentioned attributes by users apart from satisfactory services. "Uber is often times cheaper than traditional taxi especially off- peak hours, and its payment method via credit card is very convenient because it avoided the fuzz in preparing for cash and expecting changes" said one of Uber users. "Airbnb accommodation price are very competitive, there're good looking places with basic required facilities at the price of that of a shared room hostel. I found it more convenient and secured using Airbnb" said one of Airbnb users.

Apart from affordable price, price promotion is also another interesting attribute to be looked into. This is more common for Uber but not much with Airbnb. For lapsed Uber users, price promotion is what they have always first looked for. She said that Uber and Grab always have price promotions, so she expected for it every time she uses it.

4.3 Questionnaire Key Findings

Questionnaire results were analyzed through Statistic Package for Social Sciences (SPSS). The sample size collected is a total of 160 samples (n=160), where 45% are Airbnb users and 65% are Uber users.

4.3.1 Respondents Profile

Table 2: Respondents Profile

Respondents' Demographic		Airbnb		Uber	
		Count	%	Count	%
Gender	Female	46	64%	54	62%
	Male	26	36%	33	38%
Age	22 or less	0	0%	0	0%
	23-28	49	68%	60	69%
	29-35	18	25%	21	24%
	36-45	5	7%	4	5%
	46-55	0	0%	2	2%
	56 or more	0	0%	0	0%
Status	Single	69	96%	82	94%
	Married	3	4%	5	6%
Education	High school or less	0	0%	1	1%
	Bachelor	33	46%	35	40%
	Master	39	54%	51	59%
	Doctorate	0	0%	0	0%
Occupation	Permanent job	33	46%	44	51%
	Part-time job	1	1%	0	0%
	Business Owner	14	19%	14	16%
	Freelancer	13	18%	14	16%
	Gov't Worker	7	10%	4	5%
	Student	4	6%	7	8%
	Retired	0	0%	0	0%
	Unemployed	0	0%	4	5%
Monthly personal income (THB)	20,000 or less	3	4%	8	9%
	20,001-40,000	30	42%	39	45%
	40,001-60,000	17	24%	16	18%
	60,001-80,000	11	15%	11	13%
	80,001-100,000	4	6%	3	3%
	100,001 or more	7	10%	10	12%

Over 63% of the respondents are female age between 23 to 28 years old. Majority of the respondents are single and holds either a bachelor degree (43%) or master degree (57%) with over 48% has a permanent job. Over 43% earn a monthly personal income of THB 20,001-40,000. (See Table 2: Respondents Profile)

When asked how many times Airbnb users typically traveled within a year, over 50% said that they traveled 2 to 3 times in a year, followed by 1 time or less at 24%, the rest traveled 4 or more times a year. (See Table 3: Airbnb User's Number of Times Traveled Within a Year)

Table 3: Airbnb User's Number of Times Traveled Within a Year

Times traveled within a year	Count	%
1 or less	17	24%
2 to 3	36	50%
4 to 5	7	10%
6 or more	12	17%

Respondents are segmented into 3 segments namely heavy user, light user and lapsed user. For Airbnb, 42% are heavy users, 44% are light users and 14% are lapsed users. For Uber, 13% are heavy users, 16% are light users and 71% are lapsed users. (Please see Figure 3)
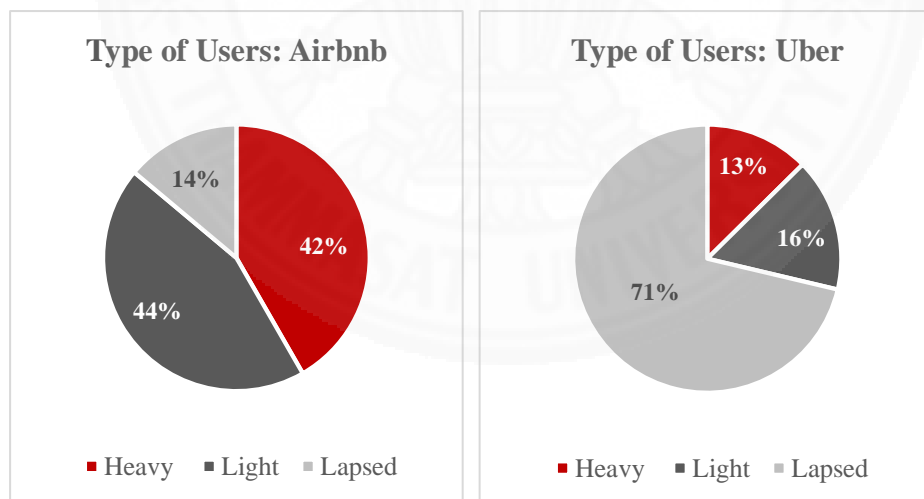
Figure 3: Type of Users

4.3.2 Preferences for P2P Versus Traditional Services

To measure the preferences among the two service types, respondents are required to give a score to 7 preferences statements on a 5-point Likert scale. The result for Airbnb have shown that users are are not inclined between the two services with the highest mean score of 4. While preferences for Airbnb because it's cheaper

and the unique experiences it offers comes in second with a mean score of 3.6. The only reason users will prefer traditional is because of its location with a mean score of 3.2. (See Appendix C: Preferences for P2P versus Traditional)

The result for Uber have shown that users are clearly inclined for Uber with high mean scores on all Uber preferences statements. I prefer Uber because Uber doesn't reject to provide the service has the highest mean score of all the statements with 4.5, followed by I prefer Uber because Uber is more convenient and I prefer Uber because Uber is more secured and trustworthy with the same mean score of 4.2. (See Appendix C: Preferences for P2P versus Traditional)

4.3.3 First usage

Considering how consumers first use Airbnb service, over 57% knew Airbnb through advertisements and media, 36% receive recommendations from friends and close acquaintances, 4% received promotions from friends to try out the service and 3% received promotions from Airbnb to try out the service. For Uber, 41.4% are from friends and close acquaintances' recommendations, 39% is knew Uber through advertisements and media, 9% received promotion from friends to try out the service, 8% received promotions from Uber to try out the service and 2% from other sources.

4.3.4 Key Attributes in Choosing Accommodations/Mode of Transportation

For Airbnb, 10 key attributes were tested on a 5-points Likert scale in order to see the level of importance each attributes users have given prior to making accommodations selection decision. Eight key attributes are location, price, privacy, security, unique experience, cleanliness, ambience, facilities, standardization and local knowledge. Of the 10 attributes, the top 4 attributes with the highest mean score are 1) location, 2) security and 3) price and 4) cleanliness with a mean score of 4.6, 4.2, 4.1 and 4.1 respectively. (See Table 3: Key Attributes in Choosing Accommodations)

To see the mean difference between group, one-way ANOVA test has been conducted. The null hypothesis assumes equal mean on each attributes across user groups. Price is the only attribute that shows significance in mean difference among user groups (p-value = 0.004). A post-hoc Tukey analysis indicates that there are

mean difference between heavy & light (p-value=0.012) and heavy & lapsed users (p-value=0.022) for 'price'. (See Appendix D: ANOVA TEST on Airbnb 10 attributes among 3 users group)

Table 4: Key Attributes in Choosing Accommodations (n=71)

Attributes	Mean	Min	Max	Mode	Std. Dev.
1. Location	4.4	2	5	5	0.7
2. Price	4.1	1	5	4	1
3. Privacy	3.6	1	5	3	0.9
4. Security	4.2	1	5	5	1
5. Unique experience	3.3	1	5	3	0.9
6. Cleanliness	4.1	1	5	4	0.9
7. Ambience	3.8	2	5	4	0.7
8. Facilities	3.5	2	5	4	0.9
9. Standardization	3.7	2	5	4	0.8
10. Local knowledge	3.4	1	5	4	1

For Uber, 7 key attributes were tested similarly. The 7 attributes tested are price, car availability, convenience security, trustworthiness, service and payment method. The top 4 with very similar mean score are security, convenience, trustworthiness and service with a mean score of 4.4 and 4.3 for the rest respectively. (See Table 5: Key Attributes in Choosing Transportations)

To see the mean difference among user groups, one-way ANOVA is conducted. The null hypothesis assumes equal mean on each attributes across user groups. The result has shown that no mean differences exist among the user group. (See Appendix E: ANOVA TEST on Uber 7 attributes among 3 users group)

Table 5: Key Attributes in Choosing Transportations (n=88)

Attributes	Mean	Min	Max	Mode	Std. Dev.
1. Price	3.6	1	5	4	0.9
2. Availability of cars	3.8	1	5	4	0.9
3. Convenience	4.3	2	5	4	0.7
4. Security	4.4	3	5	5	0.7
5. Trustworthiness	4.3	2	5	4	0.7
6. Service	4.3	3	5	5	0.7
7. Payment system	4.1	2	5	5	0.9

4.3.4 Trust

Since trust is the critical element, 8 aspects of trust has been measure with Airbnb users. The aspect that gain the highest mean score on trust is comments and review from other users with a mean score of 4.1. Followed by the payment system and information provided by the renter with a mean score of 3.9 and 3.8 respectively. Other aspects also gain satisfactory mean score of 3.5 and above. (Please see Appendix F: Aspect of Trust)

For Uber, overall trust score is pretty high with the mostly 4 and above score. The highest mean score goes to trust followed by convenience, trustworthiness and service with a mean score of 4.4, 4.3, 4.3 and 4.3 respectively. (Please see Appendix F: Aspect of Trust)

4.3.5 Satisfaction Rate & Improvements

Satisfaction rate are measured with 10 same key attributes in choosing accommodations on a 5-points Likert scale. Overall satisfaction rate for Airbnb user has a very high mean score of 4 which means that users are pretty satisfied with the service (See Table 6: Airbnb User's Overall Satisfaction). Looking into each attributes, all of the attributes has a satisfaction mean score of over 3.6 except for local knowledge. Price and location is the top two attributes with the highest score of 4.1 followed by privacy and ambience with a score of 3.8 for both. There is a slight mean difference between attributes among user groups however, the one-way ANOVA test does not show any significance in the mean difference. (See Appendix G: Airbnb User's Satisfaction Rate)

Table 6: Airbnb User's Overall Satisfaction

	Mean	Min	Max	Mode	Std. Dev.
Overall satisfaction	4	3	5	4	0.5

Top suggested improvements for Airbnb are completeness of information, number of accommodation alternatives and a system that helps confirm the status to create consumer's confidence. While others are the accuracy of information, photos and maps. (See Table 7: Improvement Aspects for Airbnb)

Table 7: Improvement Aspects for Airbnb

	Count	%
Low ease of use	9	13%
Completeness of information	32	45%
Number of alternatives	27	38%
Status confirmation to create confidence	18	25%
Payment system	4	6%
Others	6	9%
Total	71	100%

With regards to Uber, overall satisfaction is also similarly high with a mean score of 4.1. There is a little error in data collection for satisfaction rate for each of the attributes therefore the data will not be used to avoid inaccuracy. (See Table 8: Uber User's Overall Satisfaction)

Table 8: Uber User's Overall Satisfaction

	Mean	Min	Max	Mode	Std. Dev.
Overall satisfaction	4.1	3	5	4	0.5

Looking at suggested improvements for Uber, a more accurate GPS system to precisely locate customers and availability of cars is what most users want to see the improvement. Service fare is another aspect many users expected to see improvement. (See Table 9: Improvement Aspects for Uber)

Table 9: Improvement Aspects for Uber

	Count	%
Service fare	32	38%
Availability of cars	39	46%
Accuracy of the system	20	24%
Service provider's manner	6	7%
GPS system to locate customer	39	46%
Cancellation system	18	21%
Payment system	4	5%
Total	84	100%

4.3.6 Future Usage Intention

When asked Airbnb users whether or not they intended to continue the usage in the future, over 99% said yes; of those who said yes, 50% are certain they will absolutely use Airbnb in the future; while 49% said they will likely use when there is a chance. (See Table 10: Airbnb User's Future Usage Intention)

Table 10: Airbnb User's Future Usage Intention

	Count	%
Absolutely yes	36	50%
Likely yes	35	49%
Absolutely no	0	0%
Not sure	1	1%
Total	72	100%

For Uber, results were pretty much similar with Airbnb results with 98% said yes; of those who said yes, 47% are certain they will absolutely use Airbnb in the future; while 51% said they will likely use when there is a chance. (See Table 11: Airbnb User's Future Usage Intention)

Table 11: Uber User's Future Usage Intention

	Count	%
Absolutely yes	41	47%
Likely	44	51%
Absolutely no	0	0%
Not sure	2	2%
Total	87	100%

CHAPTER5
CONCLUSIONS AND RECOMMENDATIONS

5.1 First trial is the key to win over consumers

With regards to the research made by Goldman Sachs where consumers preference for peer-to-peer service rises significantly after they have first tried the service, while on the contrary preference for traditional services plunged. For the case of Uber, it is because the service currently provide by traditional taxi is not satisfactory enough for the consumers. Consumers many times faced with irritating and discomforting situations specifically rejection and safety issues. While it's another story for Airbnb, since there are plenty of satisfactory alternatives for consumers to choose on however, Airbnb is offering a whole new experience that consumers never had before. Airbnb acts as another equally satisfied alternatives with the same level of comfort and convenience as hotel at a very competitive price as that of a hostel. This is a clear prove that there's a gap in the market.

Hence, first trial represents an opportunity for sharing economy businesses to. Possible ways to encourage first trial are through attractive price promotions and special deals for new users. Companies could also utilize freemium pricing model in order to encapsulate potential customers and build further relationship.

5.2 Two main sources of first trial are through close friends & acquaintances and media

Both qualitative and quantitative analysis results revealed that majority of the users two main sources of first trial are 1) through recommendations from close friends and acquaintances and 2) learn to know about the service through media. By knowing this fact, businesses can leverage on these two most common channels in reaching out to its potential customers.

Possible strategy businesses can utilize is to reward existing users for recommendations to new users. This is a keen way to leverage on the fruitful network of your customer base since close acquaintances are a good source of trust for

skeptical new users. Advertising and promotional campaign to reach out to its target group also should not be overlooked.

5.3 Consumers are generally highly satisfied with the service experience they have with peer-to-peer services

Quantitative results have shown that satisfaction rate are impressively high for both Airbnb and Uber. In addition, future usage preferences scores have also shown that users show high interest in continual usage which aligns with the high satisfaction rate presented. Rooms of improvements like the accuracy and completeness of information, availability of alternatives, and service fare should be highly put into consideration in order to prevent rooms for new players to fill in the needs. Rating systems have been a very essential for this whole mechanics of peer-to-peer service to work so users should be constantly encouraged to provide honest review and rating. A reward system could also be adopted to encourage users to put efforts and time into providing valuable information.

5.4 Consumers typically switch between peer-to-peer and traditional services depending on the situation

It is common for consumers to switches between services due to variation in the situation they are facing. Also, it is a common behavior that consumers will make comparison before making purchases especially with the product or services with higher involvement as well as the higher the price, the longer the time they will spent looking for alternatives and making comparison prior to making purchase decision. This is the case for Airbnb, nowadays users are facing with plenty of alternatives and tools in helping them out with those alternatives. Situation consumers face when they travel from trip to trip varies greatly and this force user to switch among various service providers.

5.6 Limitations

Due to time and resources constraint, readers should be well aware of the limitations posed by this research study. This study acts as a preliminary research to explore Thai P2P services users. A few number of limitations are as follow:

1. With regards to a small sample size, it is not possible to generalize the findings to represent the entire population.

2. Due to the sampling method used within this research study is a non-probability and snowball sampling method, hence samples collected will be limited to a certain demographic groups and might not be diverse enough to represent the entire population.

All in all, the limitations raised would not significantly alter the findings and results however, additional questionnaire might be needed to reassure and generalize the findings across all demographic groups.
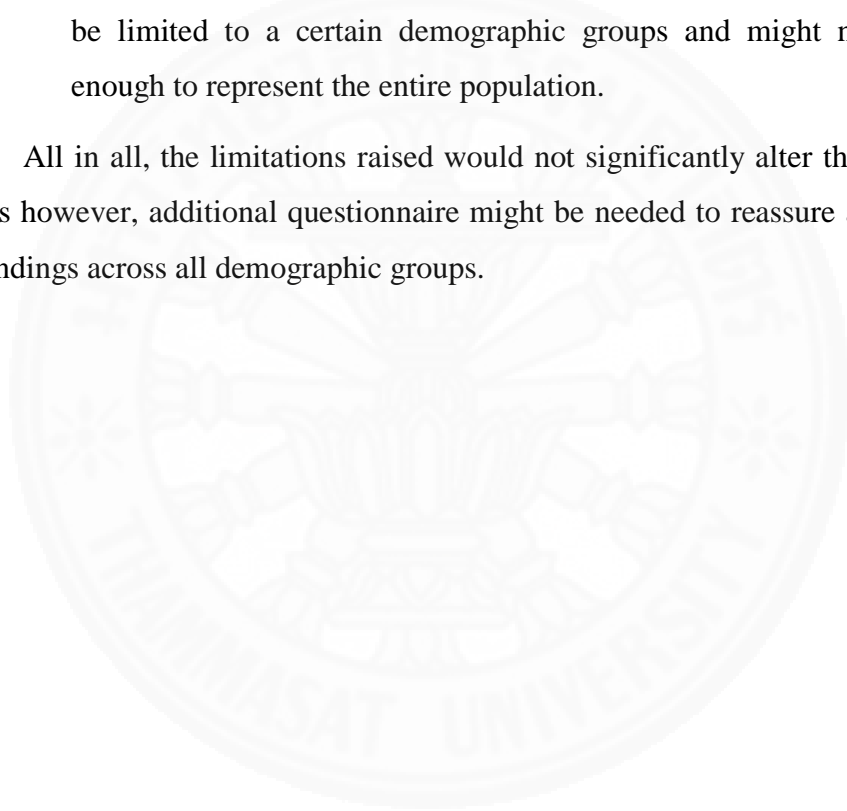
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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW DISCUSSION GUIDELINE

1. Have you ever use any of the services from Airbnb or Uber before? and when was the last time you use the service?

2. How do you normally commute? (Uber) How often do you travel and which kind of traveler are you? (Airbnb)

3. How often did you use the service in the past 1 month? (Uber) 1 year? (Airbnb)

4. Can you please run me through one of your experiences with Airbnb/Uber, from pre-booking experiences to post-service experiences?
    a. What are the criteria you specified when you look for alternatives? (Airbnb)
    b. How and where do you normally look for alternatives? (Airbnb)

5. How did you first know about the service? Who recommended you to use the service   and what did they tell you?

6. Do you have any concerns prior to or on your first usage? Did you face any problems?

7. Under which situation or condition will you pick Airbnb or Uber over traditional services like hotel or taxi?
    a. What in particular are you looking for from this kind of service?

8. Do you use traditional plus shared?

9. Under which situation or condition will you pick traditional services over Airbnb or   Uber? If so what is proportion of use?

10. In general, how much are you satisfied with the service from Airbnb or Uber (on a scale of 1 to 7)? Why?

11. What are the things you don't like about the service? Is there any thing you would like to suggest this type of service to make further improvements?

APPENDIX B

QUESTIONNAIRE

Section 1: Screening Questions

1. Have you ever use any of the services before?
    a. Airbnb (Go to section 2 questions for Airbnb users)
    b. Uber (Go to section 2 questions for Uber users)
    c. Both (Go to Q2)
    d. Never (Submit questionnaire)

Section 2: General Attitude & Behavioral Questions: for <u>Airbnb</u> Users

2. How often do you typically travel in a year?
    a. Less than once a year
    b. Once a year
    c. 2-3 times a year
    d. 4-5 times a year
    e. More than 5 times a year

3. To what extent do you consider yourself as each of the following types of traveler?
    a. The Budgeter   The Spender
    b. The Solo Traveler   The Group Traveler
    c. The Adventurer   The Chiller
    d. The Planner   The Go with the Flow
    e. The Convenience Seeker   The Experience Seeker

4. How often do you typically use Airbnb service in a year?
    a. Less than once a year
    b. Once a year
    c. 2-3 times a year
    d. More than 2-3 times a year
    e. Not using the service anymore

5. Please rate the following criteria you considered in choosing the accommodations from a scale of 1 to 7 (1= least important; 7= most important)

    a. Location

    b. Price

    c. Privacy

    d. Safety

    e. Unique experience

    f. Cleanliness

    g. Ambience

    h. Facilities

    i. Standardization

Section 3: Questions on Sharing Economy: for <u>Airbnb</u> Users

6. Which of the following statements most represent you?

    a. I prefer Airbnb over traditional service (hotel, hostel, etc.) because Airbnb provides cheaper accommodation than the traditional one.

    b. I prefer Airbnb over traditional service because Airbnb provides a unique local experience that traditional services can't provide.

    c. I prefer Airbnb over traditional service because Airbnb gives me more flexibility and privacy.

    d. I prefer traditional service over Airbnb because most of the traditional ones are located near the tourist attractions.

    e. I prefer traditional service over Airbnb because it is more standardized.

    f. I have no strong preferences among the two; it depends on the situation.

7. How satisfied are you with Airbnb in general? Please rate the following criteria from a scale of 1 to 7 (1 = least important; 7 = most important)

    a. Location

    b. Price

    c. Privacy

    d. Safety

    e. Unique experience

    f. Cleanliness

g. Ambience, design

h. Facilities

i. Standardization

j. Local knowledge and experiences

8. Which of the following criteria do you think Airbnb should have done better? (can choose more than 1)

a. Ease of use

b. Transparency

c. Payment method

d. Availability of accommodations in a wider location base

e. Services

f. Safety & security issues

9. To what extent do you trust the following (1= Low; 7= High)

a. Comments & review by other users

b. The hosts

c. The photos

d. Payment system

10. Which of the following statements most represent you? [lapsed user]

a. I'm planning to stop using Airbnb but I might use it when there's no other option available.

b. I'll give it another try

c. I have stopped using Airbnb but I might reconsider using it in the future.

d. I have stopped using Airbnb and I'll never use it ever again.

e. I'm still an Airbnb user and will continue using Airbnb

11. What are the reasons that prohibits you from continuing the usage?

a. Had a bad experience

b. The experience doesn't meet up the expectation

c. I stopped using Airbnb because of process complications

d. I stopped using Airbnb

e. I'm still an Airbnb user and will continue using Airbnb

Section 2: General Attitude & Behavioral Questions: for <u>Uber</u> Users

1. Which is the mode of transportation you use most often?
    a. Private Car / Motorbikes
    b. Cab (includes Uber, Grabtaxi, etc.)
    c. Motor taxi
    d. BTS/MRT
    e. Bus
    f. Boat
    g. Bicycle
    h. Others

2. How often do you use Uber in a week?
    a. Less than once a week
    b. 1-2 times a week
    c. More than 3 times a week
    d. 4-5 times a a week
    e. Everyday
    f. Have stopped using the service

3. Please rate the following criteria you considered when you use service provided by taxi, Uber or alike on a scale of 1 to 7 (1= least important; 7= most important)
    a. Price
    b. Availability
    c. Convenience
    d. Safety
    e. Reliability
    f. Better service experience
    g. Payment alternatives (credit card, cash)

Section 3: Questions on Sharing Economy: for <u>Uber</u> Users

1. Which of the following statements most represent you?
    a. I prefer Uber over traditional service (taxi) because it's more convenient.
    b. I prefer Uber over traditional service because I don't want to get rejected by the traditional taxi drivers.
    c. I prefer Uber over traditional service because the system makes me feel

much safer and more secured.

    d. I prefer traditional service over Airbnb because it is more convenient.

    e. I prefer traditional service over Airbnb because I'm more familiar with the traditional one.

    f. I have no strong preferences among the two; it depends on the situation.

2. How satisfied are you with Uber in general? Please rate the following criteria from a scale of 1 to 7 (1 = least important; 7 = most important)

    a. Price

    b. Availability (number of cars)

    c. Convenience

    d. Safety

    e. Reliability

    f. Better service experience

    g. Payment alternatives

Section 5: Demographic Questions

12. Gender

    a. Male

    b. Female

13. Age

    a. Under 18

    b. 19-22

    c. 23-28

    d. 29-35

    e. 36-45

    f. 46-55

    g. 56 or more

14. Marital Status

    a. Single

    b. Married

15. Education

    a. High school or less

    b. Bachelor Degree

    c. Master Degree

    d. Doctorate Degree

16. Occupation

    a. Full-time

    b. Part-time

    c. Business owner

    d. Freelancer

    e. Government officer

    f. Student

    g. Retiree

    h. Unemployed

17. Income

    a. Less than THB 20,000

    b. THB 20,001-40,000

    c. THB 40,001-60,000

    d. THB 60,001-80,000

    e. THB 80,001-100,000

    f. Over THB 100,001

APPENDIX C

PREFERENCES FOR P2P VERSUS TRADITIONAL

A) Preferences for P2P versus Traditional: Airbnb

	Mean	Min	Max	Mode	Std. Dev.
1. I prefer Airbnb because it's cheaper	3.6	1	5	4	0.9
2. I prefer Airbnb because of unique experience	3.6	1	5	4	0.9
3. I prefer Airbnb because it is more private	2.8	1	5	3	1
4. I prefer traditional because of its location	3.2	1	5	3	0.9
5. I prefer traditional because of the service	3	1	5	3	1
6. I prefer traditional because of standardization	3	1	5	3	1.1
7. I am not inclined between the 2	4	1	5	5	1

B) Preferences for P2P versus Traditional: Uber

	Mean	Min	Max	Mode	Std. Dev.
1. I prefer Uber because of convenience	4.2	1	5	4	0.8
2. I prefer Uber because Uber don't reject to provide the service	4.5	1	5	5	0.8
3. I prefer Uber because it's more secured and trustworthy	4.2	2	5	5	0.8
4. I prefer Uber because of promotions	3.8	2	5	5	1
5. I prefer taxi because I'm used to it	2.6	1	5	4	1.3
6. I'm not inclined to either	3.2	1	5	5	1.4

APPENDIX D

ANOVA TEST on Airbnb 10 attributes among 3 users group

Test of Homogeneity of Variances				
	Levene	df1	df2	Sig.
Location	2.033	2	69	0.139
Price	0.95	2	69	0.392
Privacy	0.152	2	69	0.859
Security	1.011	2	69	0.369
Unique experience	1.618	2	69	0.206
Cleanliness	1.828	2	69	0.168
Ambience	0.021	2	69	0.979
Facilities	0.126	2	69	0.881
Standardization	0.404	2	69	0.669
Local knowledge	0.079	2	69	0.924

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	1.201	2	0.6	1.087	0.343
	Within Groups	38.119	69	0.552		
	Total	39.319	71			
Price	Between Groups	9.675	2	4.837	5.939	0.004
	Within Groups	56.2	69	0.814		
	Total	65.875	71			
Privacy	Between Groups	0.969	2	0.485	0.556	0.576
	Within Groups	60.142	69	0.872		
	Total	61.111	71			
Security	Between Groups	2.344	2	1.172	1.284	0.283
	Within Groups	62.975	69	0.913		
	Total	65.319	71			
Unique experience	Between Groups	1.433	2	0.717	0.961	0.387
	Within Groups	51.442	69	0.746		
	Total	52.875	71			
Cleanliness	Between Groups	5.078	2	2.539	3.558	0.034
	Within Groups	49.242	69	0.714		
	Total	54.319	71			
Ambience	Between Groups	1.117	2	0.559	1.149	0.323
	Within Groups	33.535	69	0.486		
	Total	34.653	71			
Facilities	Between Groups	0.086	2	0.043	0.053	0.948
	Within Groups	55.9	69	0.81		
	Total	55.986	71			
Standardization	Between Groups	0.803	2	0.401	0.571	0.567
	Within Groups	48.475	69	0.703		
	Total	49.278	71			
Local knowledge	Between Groups	1.842	2	0.921	0.868	0.425
	Within Groups	73.269	69	1.062		
	Total	75.111	71			

			Tukey HSD				
Dependent Var	(I) Type of user	(J) Type of user	Mean Diff	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Location	Lapsed users	Light users	0.2938	0.2693	0.523	-0.351	0.939
		Heavy users	0.4	0.2714	0.31	-0.25	1.05
	Light users	Lapsed users	-0.2938	0.2693	0.523	-0.939	0.351
		Heavy users	0.1063	0.1889	0.84	-0.346	0.559
	Heavy users	Lapsed users	-0.4	0.2714	0.31	-1.05	0.25
		Light users	-0.1063	0.1889	0.84	-0.559	0.346
Price	Lapsed users	Light users	0.225	0.327	0.771	-0.558	1.008
		Heavy users	.9000*	0.3295	0.022	0.111	1.689
	Light users	Lapsed users	-0.225	0.327	0.771	-1.008	0.558
		Heavy users	.6750*	0.2294	0.012	0.126	1.224
	Heavy users	Lapsed users	-.9000*	0.3295	0.022	-1.689	-0.111
		Light users	-.6750*	0.2294	0.012	-1.224	-0.126
Privacy	Lapsed users	Light users	0.3375	0.3382	0.581	-0.473	1.148
		Heavy users	0.3333	0.3409	0.593	-0.483	1.15
	Light users	Lapsed users	-0.3375	0.3382	0.581	-1.148	0.473
		Heavy users	-0.0042	0.2373	1	-0.572	0.564
	Heavy users	Lapsed users	-0.3333	0.3409	0.593	-1.15	0.483
		Light users	0.0042	0.2373	1	-0.564	0.572
Security	Lapsed users	Light users	0.5375	0.3461	0.273	-0.292	1.367
		Heavy users	0.5	0.3488	0.33	-0.336	1.336
	Light users	Lapsed users	-0.5375	0.3461	0.273	-1.367	0.292
		Heavy users	-0.0375	0.2428	0.987	-0.619	0.544
	Heavy users	Lapsed users	-0.5	0.3488	0.33	-1.336	0.336
		Light users	0.0375	0.2428	0.987	-0.544	0.619
Unique experience	Lapsed users	Light users	0.2875	0.3128	0.63	-0.462	1.037
		Heavy users	0.4333	0.3153	0.36	-0.322	1.189
	Light users	Lapsed users	-0.2875	0.3128	0.63	-1.037	0.462
		Heavy users	0.1458	0.2194	0.785	-0.38	0.671
	Heavy users	Lapsed users	-0.4333	0.3153	0.36	-1.189	0.322
		Light users	-0.1458	0.2194	0.785	-0.671	0.38
Cleanliness	Lapsed users	Light users	0.6875	0.306	0.071	-0.046	1.421
		Heavy users	0.2333	0.3085	0.731	-0.506	0.972
	Light users	Lapsed users	-0.6875	0.306	0.071	-1.421	0.046
		Heavy users	-0.4542	0.2147	0.094	-0.968	0.06
	Heavy users	Lapsed users	-0.2333	0.3085	0.731	-0.972	0.506
		Light users	0.4542	0.2147	0.094	-0.06	0.968
Ambience	Lapsed users	Light users	0.3812	0.2526	0.293	-0.224	0.986
		Heavy users	0.2667	0.2546	0.55	-0.343	0.876
	Light users	Lapsed users	-0.3812	0.2526	0.293	-0.986	0.224
		Heavy users	-0.1146	0.1772	0.795	-0.539	0.31
	Heavy users	Lapsed users	-0.2667	0.2546	0.55	-0.876	0.343
		Light users	0.1146	0.1772	0.795	-0.31	0.539
Facilities	Lapsed users	Light users	0.1	0.3261	0.95	-0.681	0.881
		Heavy users	0.1	0.3287	0.95	-0.687	0.887
	Light users	Lapsed users	-0.1	0.3261	0.95	-0.881	0.681
		Heavy users	0	0.2287	1	-0.548	0.548
	Heavy users	Lapsed users	-0.1	0.3287	0.95	-0.887	0.687
		Light users	0	0.2287	1	-0.548	0.548
Standardization	Lapsed users	Light users	-0.2125	0.3037	0.764	-0.94	0.515
		Heavy users	0	0.3061	1	-0.733	0.733
	Light users	Lapsed users	0.2125	0.3037	0.764	-0.515	0.94
		Heavy users	0.2125	0.213	0.581	-0.298	0.723
	Heavy users	Lapsed users	0	0.3061	1	-0.733	0.733
		Light users	-0.2125	0.213	0.581	-0.723	0.298
Local knowledge	Lapsed users	Light users	-0.0313	0.3733	0.996	-0.925	0.863
		Heavy users	0.3	0.3763	0.706	-0.601	1.201
	Light users	Lapsed users	0.0313	0.3733	0.996	-0.863	0.925
		Heavy users	0.3312	0.2619	0.42	-0.296	0.959
	Heavy users	Lapsed users	-0.3	0.3763	0.706	-1.201	0.601
		Light users	-0.3312	0.2619	0.42	-0.959	0.296

APPENDIX E

ANOVA TEST on Uber 7 attributes among 3 users group

Test of Homogeneity of Variances				
	Levene	df1	df2	Sig.
Price	0.462	2	84	0.632
Availability of car	2.699	2	84	0.073
Convenience	1.566	2	84	0.215
Security	3.898	2	84	0.024
Trustworthiness	0.865	2	84	0.425
Service	0.485	2	84	0.618
Payment system	0.077	2	84	0.926

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	3.77	2	1.885	2.507	0.088
	Within Groups	63.15	84	0.752		
	Total	66.92	86			
Availability of car	Between Groups	4.126	2	2.063	2.614	0.079
	Within Groups	66.288	84	0.789		
	Total	70.414	86			
Convenience	Between Groups	2.352	2	1.176	2.671	0.075
	Within Groups	36.981	84	0.44		
	Total	39.333	86			
Security	Between Groups	1.538	2	0.769	1.749	0.18
	Within Groups	36.944	84	0.44		
	Total	38.483	86			
Trustworthiness	Between Groups	2.075	2	1.037	1.943	0.15
	Within Groups	44.845	84	0.534		
	Total	46.92	86			
Service	Between Groups	0.949	2	0.474	0.987	0.377
	Within Groups	40.385	84	0.481		
	Total	41.333	86			
Payment system	Between Groups	0.828	2	0.414	0.537	0.586
	Within Groups	64.781	84	0.771		
	Total	65.609	86			

APPENDIX F

LEVEL OF TRUST BY ATTRIBUTES

A) Level of Trust by Attributes: Airbnb

Attributes	Mean	Min	Max	Mode	Std. Dev.
Comments & reviews by other users	4.1	1	5	4	0.7
Photos of accomodations	3.6	2	5	4	0.7
Information provided by the renter	3.8	2	5	4	0.7
Processing system	3.7	2	5	4	0.7
Renter	3.5	2	5	4	0.7
Payment system	3.9	3	5	4	0.6

B) Level of Trust by Attributes: Uber

Attributes	Mean	Min	Max	Mode	Std. Dev.
Price	3.6	1	5	4	0.9
Availability of cars	3.8	1	5	4	0.9
Convenience	4.3	2	5	4	0.7
Security	4.4	3	5	5	0.7
Trustworthiness	4.3	2	5	4	0.7
Service	4.3	3	5	5	0.7
Payment system	4.1	2	5	5	0.9

APPENDIX G

AIRBNB USER'S SATISFACTION RATE

A) Satisfaction by Attributes

	Mean	Min	Max	Mode	Std. Dev.
Location	4.1	2	5	4	0.7
Price	4.1	2	5	4	0.7
Privacy	3.8	1	5	4	0.7
Security	3.7	2	5	4	0.5
Unique experience	3.7	2	5	4	0.8
Cleanliness	3.7	1	5	4	0.7
Ambience	3.8	2	5	4	0.6
Facilities	3.6	2	5	4	0.8
Standardization	3.6	2	5	4	0.6
Local knowledge	3.2	1	5	4	0.9

B) Satisfaction by Attributes Segmented by User Groups

	Type of user								
	Lapsed users			Light users			Heavy users		
	Mean	Mode	Std. Dev.	Mean	Mode	Std. Dev.	Mean	Mode	Std. Dev.
Location	3.8	4	0.9	4.3	4	0.6	4.1	4	0.7
Price	3.9	4	0.6	4	4	0.5	4.2	5	0.9
Privacy	3.8	4	0.6	3.9	4	0.7	3.7	4	0.8
Security	3.6	4	0.5	3.8	4	0.5	3.7	4	0.6
Unique experience	3.7	4	0.7	3.8	4	0.7	3.6	4	0.8
Cleanliness	3.8	3	0.8	3.8	4	0.8	3.6	3	0.6
Ambience	3.9	4	0.7	3.9	4	0.5	3.7	4	0.6
Facilities	3.5	4	0.7	3.9	4	0.8	3.4	4	0.9
Standardization	3.5	3	0.5	3.7	4	0.6	3.5	3	0.7
Local knowledge	3.1	3	0.6	3.3	4	0.9	3.2	4	1

BIOGRAPHY

Name	Miss Nuntanut Techamahachai
Date of Birth	July 2, 1990
Educational Attainment	2017: Master's Degree Program in Marketing (MIM), Thammasat University
	2012: Bachelor's Degree Program in Business Administration (BBA), Thammasat University
Work Experiences	Nov 2014 - Aug 2014: Marketing Executive Department of International Trade Promotion, Mumbai India
	Apr 2014 - Nov 2012: Associate Consultant Apm Group Solutions