A study on the motivation and constrain factors influence Chinese travelers’ attitude towards Airbnb

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Authors: (1) Jian Gong and (2) Yanmei Zheng

June 1, 2018
Airbnb as one of examples of sharing accommodation is changing the way of travel. More and more consumers from all over the world are attracted to use the platform of Airbnb to book a local individual sharing house to access the authentic and unique local experience. Airbnb has also received attention from scholars recently, and they mainly focus on why consumers choose Airbnb. However, most of the studies have focused on European or American consumers, and there is less attention put on Chinses consumers. We aim to fill in this research gap in this thesis, and we develop a study on the motivation and constrain factors influencing the attitude of Chinese consumers toward Airbnb.

Drawing inspiration from previous research (So, Oh and Min, 2018), we employ a mixed-method research design in this thesis to collect empirical data including semi-structure interview and questionnaire. We conduct an online survey with 316 respondents, and analyze it through SPSS. Our qualitative research confirms the 8 factors, price value, enjoyment, trust, insecurity, home benefit, authenticity, social interaction and perceived risk are factors to influence Chinese consumers’ attitude toward Airbnb. For the quantitative research, the first four factors mentioned above are tested as significant factors to influence Chinese consumers and the last four factors are tested as insignificant factors. Comparing with American and Canadian consumers studied by So et al. (2018), “price value” and “enjoyment” take significant influence both on American and Canadian consumers and Chinese consumers. Both the two groups are not influenced by “authenticity”, “social interaction” or “perceived risk” significantly. American and Canadian consumer concern “home benefit”, but Chinese consumers don’t. Insecurity significantly influences Chinese consumers, but not for American and Canadian consumers. Distrust significantly influences American and Canadian consumers, while trust motivate significantly Chinese consumers’ attitude.

**Key word:** Airbnb, Motivations, Constraints, Chinese consumers, sharing economy and hotel
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Chapter 1 Introduction

1.1 Background

Sharing accommodation is changing the way of travel. Airbnb, as a pioneer of internet sharing economy, provides a peer-to-peer online platform to access local individual residential houses for consumers (Zhu, So and Hudson, 2017). Airbnb attracted more and more consumers to use the platform of Airbnb to book a local individual sharing house and acquire a real authentic and unique local living experience (Guttentag, 2015). The valuation has reached US$25.5 billion, exceeding that of Kerry and Hilton (Techtimes, 2015). To some extent, Airbnb has become the largest hotel in the world. Airbnb has aroused the interests from different researchers and scholars. The current academic studies mainly concentrate on consumers and they discuss why consumers choose to live in Airbnb rather than the traditional hotel. Since entering China market in 2015, more and more Chinese consumers are attracted by Airbnb and started to use it. Nathan Blecharczyk, Chief Strategy Officer of Airbnb announced that Chinese consumers may be become the first largest source by 2020 and they value the Chinese market and want to enhance the strategy in China market (Techweb, 2017). However there hasn’t been any academic study specifically focusing on Chinese consumers yet, we find the gap and interest to make our thesis on Chinese consumers and want to study the factors influencing their attitude toward Airbnb.

Guttentag (2015, 2018) contributed a lot on his qualitative research about the factors that influence the consumers to choose Airbnb. So et al. (2018) used quantitative method to test the factors influencing consumers’ attitude and behavior toward choosing Airbnb based on American and Canadian consumers. They proposed the motivating influencing factors such as price value, authenticity, enjoyment, social interaction, home benefits and trust, and the constrain factors such as insecurity, perceived risk and distrust. In this thesis we made a literature review relevant to the topic of consumers’ motivation and constrain toward Airbnb and we follow the TPB (Theory of Planned Behavior). We develop our study on the factors influencing Chinese consumers’ attitude toward Airbnb.
1.2 Purpose of study

In this thesis we focus on Chinese consumers and study the factors including both motivator and constrain influencing their attitude toward Airbnb, the new emerging accommodation type with online peer-to-peer platform connecting the strange hosts and guests. Our research question of this thesis is: What are the motivation and constrain factors influencing Chinese consumer’s decision to choose Airbnb? We replicate the study of So et al. (2018) and employ mixed-method research design in our study. In the first phase we design a semi-structured interview based on our literature review and acquire the quantitative information from some Chinese consumers to understand why they choose or ignore Airbnb, and their attitude about Airbnb. In the second phase we design a questionnaire to acquire the qualitative information from Chinese consumers to test the proposed hypothesis factors influencing Chinese attitude to Airbnb. Base on the information we make our analysis and discussion and finally obtain the conclusion.

1.3 Structure of the paper

In this thesis we made a literature review relevant to the topic of consumers’ motivation and constrain toward Airbnb and we follow the TPB (Theory of Planned Behavior) and the model established by So et al. (2018) to set up our model. We develop our study on the factors influencing Chinese consumers’ attitude toward Airbnb. We make a comparison between Chinese consumers and American and Canadian consumers on the factors influencing consumers’ attitude toward Airbnb and generate our conclusion based on our study.
Chapter 2: Theoretical Framework

The consumer attitude in Airbnb context under a sharing economy background shows different character because Airbnb provides opportunity of a peer-to-peer social interaction between guests and hosts, provide the guest chance to acquire a unique and real local authenticity living experience in the local residential houses provided by local hosts, provide the guests enjoyment feeling when they use the online platform and living in the local houses, and provide a lot of home benefit and convenience to the guests (Guttentag, 2015), which are the motivation that the guests hold supportive attitude to choose Airbnb and live in individual local residential houses. Meanwhile, some consumers will feel some potential risk to living in a local individual residential house, they maybe think there exist some security problems (So et al., 2018), therefore they don’t trust Airbnb or the local individual hosts, which are the constrain factors that the consumers take the negative attitude to ignore Airbnb. To investigate consumers’ motivation and constrains effecting the attitude to choose or ignore Airbnb, this study will apply the Theory of Planned Behavior (TPB) both on the motivation factors and the constrain factors.

So et al. (2018) tested the following motivation factors and constrain factors, including reference from other scholars such as Guttentag (2015), we summarize a factor list and the according definitions as following.

<table>
<thead>
<tr>
<th>No.</th>
<th>Factors</th>
<th>Definitions</th>
<th>Literature</th>
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<tbody>
<tr>
<td>1 (Chapter 2.3.1)</td>
<td>Price value</td>
<td>The cognitive tradeoff between the perceived benefits of the offering and the monetary cost for using it (Venkatesh et al., 2012).</td>
<td>Tussyadiah and Pesonen (2016a), Satama (2014), Yang and Ahn (2016), Mao and Lyu (2017), Guttentag (2016), and So et al. (2018)</td>
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<tr>
<td>2 (Chapter 2.3.2)</td>
<td>Authenticity/Local authenticity</td>
<td>The perceptions of Airbnb consumers' cognitive recognition of ‘real’ experiences of staying at an Airbnb place (Liang, 2015).</td>
<td>Liang (2015), Guttentag et al. (2017), Poon and Huang (2017), Mody, Suess, and Lehto (2017), and So et al. (2018)</td>
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<tr>
<td>3</td>
<td>Enjoyment</td>
<td>The fun or pleasure a consumer derives</td>
<td>Tussyadiah and Pesonen</td>
</tr>
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<td>(Chapter 2.3.3)</td>
<td>from using a product (Venkatesh et al., 2012).</td>
<td>(2016a), Satama (2014), and So et al. (2018)</td>
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<td>4 (Chapter 2.3.4)</td>
<td>Social interactions Interacting with the host and local people, and getting insiders' tips on local attractions (Poon and Huang, 2017).</td>
<td>Guttentag (2016), Johnson and Neuhofer (2017), Camilleri and Neuhofer (2017), Poon and Huang (2017), Mody et al. (2017), Tussyadiah and Pesonen (2016a), and So et al. (2018)</td>
<td></td>
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<tr>
<td>5 (Chapter 2.3.5)</td>
<td>Home benefits Functional attributes of a home e ‘household amenities,’ ‘homely feel,’ and ‘large space’ (Guttentag, 2016).</td>
<td>Guttentag (2016), Johnson and Neuhofer (2017) and So et al. (2018)</td>
<td></td>
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<tr>
<td>6 (Chapter 2.3.6)</td>
<td>Trust Trust between guests and hosts, trust toward technology, and trust toward the company (Tussyadiah and Pesonen, 2016a).</td>
<td>Tussyadiah and Pesonen (2016a), Satama (2014) and So et al. (2018)</td>
<td></td>
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<tr>
<td>7 (Chapter 2.4.1)</td>
<td>Perceived risk The felt uncertainty regarding possible negative consequences of using a product or service (Featherman and Pavlou, 2003).</td>
<td>Liang (2015), Mao and Lyu (2017), Tussyadiah and Pesonen (2016a), and So et al. (2018)</td>
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### 2.1 Attitude

Attitude is regarded as a major determinant of behavior (Ajzen, 1991). The intentions to perform behaviors can be predicted with high accuracy from attitude toward the behavior (Ajzen, 1991). Empirical studies have found that motivation factors take powerful predictive role to explain attitude and subsequently explain the behavioral intention (Hsu & Huang, 2010; Lam & Hsu, 2004). Consumer researches have been concerned with understanding the relation between attitudes and subsequent behavior (e.g., Day and Deutscher, 1982; Ryan and Bonfield, 1975; Smith and Swinyard, 1983). The attitudes clearly occupy a central position in research on consumer behavior (e.g., Engel and
Blackwell, 1982; Kassarjian and Kassarjian, 1979). Many studies noted that the general attitudes and personality traits do predict behavioral aggregates much better than they predict specific behaviors (Ajzen, 1988). The intention and action, according to the theory of planned behavior, will usually be influenced by past experience partially, also be influenced by second-hand information from acquaintances and friends, and by other factors that increase or reduce the perceived difficulty of performing the behavior (Ajzen, 1991).

2.2 Theory of Planned Behavior

The TPB (Theory of Planned Behavior) was developed to predict an individual’s behavioral intentions within a specific event and context (Ajzen, 1985; 1991). According to TPB behavioral intention represents an individual’s willingness to behave in a certain way (Ajzen, 1985). TPB holds that the individual's behavioral intention is influenced directly by motivation factors in their decision-making processes (Ajzen, 1991). The TPB has been extensively applied in the research of tourism and hospitality to explain and understand traveler’s behavioral intentions (So et al., 2018). For example, that TPB has been used to study travelers’ intentions to stay at green hotels (Chen and Tung, 2014; Han & Kim, 2010; Teng, Wu, & Liu, 2013), and some scholars use TPB to directly study and examine the factors influencing the consumers’ attitude in Airbnb context intentions (So et al. 2018). “TPB was deemed relevant as a guiding conceptual framework” to study “the motivations and constrains of Airbnb consumers” (So et al., 2018, p.225). In this thesis, we will follow TPB and So et al. (2018) theoretical model to set up our theoretical model in the study of consumers’ attitude in the context of Airbnb, including both motivations and constrains.

2.3 Motivation

2.3.1 Price value

“According to Priceonomics statistics, Airbnb’s rooms and apartments are often significantly cheaper than what hotels charge. On average, Airbnb apartment rentals are 21.2% less expensive than hotel rooms, and a private room in an apartment is on average
49.5% cheaper. Airbnb can undercut hotel rooms in large part because of the lack of overhead”. (Hockenson, 2013). Pricing is widely acknowledged to be one of the most critical factors determining the long-term success of the accommodation industry (Hung et al., 2010). Nicolau (2011a) argues that price is one of the most influential factors for consumers to make travel-related decisions, including destination selection. However, he further asserts that in a hedonic consumption context such as tourism, high prices do not always act against demand (Nicolau 2011a, 2011b). He found that tourists motivated by cultural interests are less reluctant to pay more than expected for the enjoyment of the cultural traits of destinations (Nicolau 2011a). According to literature (e.g., Botsman and Rogers 2010; Gansky 2010; Guttentag 2013; Kohda and Matsuda 2013), the advantages of peer-to-peer accommodation include low cost and social experiences. These appeals can support certain destinations to be included in travelers’ early and late consideration sets and, finally, selected So et al. (2018) cited price value or economic benefits are a main factor driving consumer decisions to use Airbnb. Tussyadiah and Pesonen (2016a) also support the significance of the cost saving features, thereby suggesting that economic appeal is a factor driving consumers' use of peer-to-peer accommodation.

**Hypothesis 1: Price value positively influences consumers’ attitude to choose Airbnb.**

2.3.2 Authenticity

The “unique and authentic local experience” is considered to the central character to attribute the “unique value proposition” of Airbnb (Hughes, 1995, p.55). In the context of Airbnb, authenticity refers to the consumers’ recognition of actual experience staying in the accommodation listed in Airbnb platform (Liang, 2015). Airbnb, as a peer-to-peer accommodation provision platform, bridges the channel for the tourists and consumers to acquire the unique and local authentic experience by living in the local resident’s house or room and interacting with local people. The unique and local authentic experience was one of the strongest motivations of the consumers to use Airbnb (Hughes, 1995, Nowak et al., 2015, Poon and Huang, 2017 and So et al., 2018). Ritzer (2011) noted that more and more consumers were not satisfied with standardization and they want more customized services.
Akaka et al. (2015) thought each consumer wanted a unique experience due to difference in preference and their past experiences. The unique and authentic local experience has been used to explain and understand the rapid development of Airbnb and the demands from guests (Hughes, 1995). The sharing economy, specifically Airbnb, has emerged as a game changer to provide an online platform with the possibility to connect tourists with possibly more local and authentic experiences in a host destination (Guttentag, 2015). For the guests of Airbnb, they choose the local individual house or room on the platform of Airbnb, they have the attention to get a different and unique experience (Guttentag, 2015).

**Hypothesis 2: Authenticity positively influences consumers’ attitude to choose Airbnb.**

### 2.3.3 Enjoyment

Enjoyment or fun is a hedonic motivation determining consumers' acceptance of a new product or innovation (Ha and Stoel, 2009). According to Self-determination theory (SDT) (Deci and Ryan, 1985), the motivation can be distinguished as intrinsic or extrinsic. The intrinsic motivation is generated from intrinsic enjoyment or value. Lindenberg (2001) thought enjoyment derived from the activity itself. In the software and technology literature, the open-sourced projects can contribute a feeling of enjoyment (Lakhani & Wolf, 2005; Roberts et al., 2006 and Wasko and Faraj, 2000) and consumers can acquire fun or pleasure from using a new technology (Venkatesh et al., 2012). Airbnb is a peer-to-peer online platform, through which when the consumers browse, they will input their knowledge, technology and spent time and other resources (Grönroos, 2008), even they will leave their comments on the platform to share with others. The value-in-use will generate through the process of consumers using the platform and the enjoyment will be derived from this process (Lindenberg, 2001). When the guests live in the local houses or rooms, the guests will use the resources to get value for themselves (Grönroos, 2008) and they will enjoy the pleasant by using the houses or rooms, also enjoy the interaction with the local hosts. The guests of Airbnb have intention to enjoy themselves when in travel and they want a specific experience connected with distinct local experience and interaction and this attitude can significantly influence the behavior of choosing Airbnb (Yang & Ahn, 2016).
Hypothesis 3: Enjoyment positively influences consumers’ attitude to choose Airbnb.

2.3.4 Social interaction

Interaction means the activities of interacting with the host and local people, and getting insiders' tips on local attractions (Poon and Huang, 2017). Vargo and Lusch (2014) noted the interaction of actors will create value. Some S-D logic scholars thought that interaction concept is the central and productive option to service logic and interaction is a “generator of service experience and value-in-use” (Ballantyne and Varey, 2006, p.336). The opportunity for personal interaction plays a major role when choosing to stay at an Airbnb property (Poon & Huang, 2017). Those who choose to live in Airbnb recommendation have the attention to get to know new people (Stors and Kagermeier, 2015). Grönroos, Christian and Päivi Voima (2013) thought that both the providers’, customers’ and other participants’ actions can be categorized by spheres and their interactions lead to different forms of value creation and co-creation. The interaction between hosts and guests are in all the process they use the Airbnb platform and live in the houses shared by the hosts. This kind of social appeal of local interaction contains obtaining insiders' local tips (Poon and Huang, 2017). When the guest lives in the local house, they take chance to interact with other people rather than the hosts, such as the neighbors, also with other consumers via the online platform through their consumption context (Juho Hamari, Mimmi Sjöklint and Antti Ukkonen, 2016). The interaction between hosts and guests are peer-to-peer for a whole process, within which the value-in-use is created (Ballantyne and Varey, 2006).

Hypothesis 4: Social interaction positively influences consumers’ attitude to choose Airbnb.

2.3.5 Home benefit

Guttentag (2016, p.169) noted that home benefit refers to “household amenities”, which was a “strong motivation” and the guests have the desire to choose an accommodation with “homely feel” and “large amount of space” when they choose the accommodation. Home benefits belong to functional attributes of a home (Guttentag, 2016). Nowak et al.’s (2015)
survey indicated that having an own kitchen was one of the major motivations for the consumers to choose Airbnb based on the investigation from U.S and European consumers. These attributes represent a key distinction between Airbnb accommodations and hotels (Guttentag, 2016) and the character lead Airbnb as a distinct product comparing with traditional hotel (e.g. Baker, B., 2015; Grant, 2013a). Johnson and Neuhofer’s (2017) involved S-D logic to explain the value co-creation of Airbnb and they considered the Airbnb home as the key value co-creation resources. In the particular context of Airbnb accommodation, the house and the functional facilities can be considered as important resources to benefit the consumers. Therefore, the home benefit was taken as important motivator for consumers to choose Airbnb (Guttentag, 2016).

**Hypothesis 5: Home benefit positively influences consumers’ attitude to choose Airbnb.**

### 2.3.6 Trust

Trustworthiness deals with how an individual assesses the producer of the information and trust enables us to move from intention to action (Adali, 2013). Botsman and Rogers (2010) also posit that collaborative consumption means trusting strangers. As Airbnb, based on the peer to peer interactions, trust is a psychosocial construction, defined as ‘the subjective expression of one actor’s expectations regarding the behavior of another actor (or actors)’ (English-Lueck, Darrah, and Saveri 2002, 95). And as an online platform, Political economist Francis Fukuyama sees trust as ‘the expectation that arises within a community of regular, honest and co-operative behavior, based on commonly shared norms’ (Abdallah and Koskinen 2007, P.677–678). Distrust is defined as the lack of interpersonal trust between the guest and the host, lack of trust toward technology capacity, and lack of trust toward Airbnb (Tussyadiah and Pesonen, 2016a) in the study.

**Hypothesis 6: Trust positively influences consumers’ attitude to choose Airbnb.**
2.4 Constrain

2.4.1 Perceived risk

So et al. (2018) cited a commonly constraint factor with respect to Airbnb adoption is perceived risk. Cunningham (1967) further typified perceived risk as having six dimensions—performance, financial, opportunity/time, safety, social and psychological loss. He also posited that all risk facets stem from performance risk. A rich stream of consumer behavior literature supports the usage of these risk facets to understand consumer product and service evaluations and purchases. As the Airbnb is an online plat, perceived risk (PR) is commonly thought of as felt uncertainty regarding possible negative consequences of using a product or service (Featherman and Pavlou, 2003). They also found that the Privacy, time, financial and performance were the strongest facets of perceived risk for the e-service adoption context. Therefore, perceived risk represents consumers' beliefs in all possible negative results that may happen when using Airbnb.

Hypothesis 7: Perceive risk negatively influences consumers’ attitude to choose Airbnb.

2.4.2 Insecurity

So et al. (2018) studied the insecurity were newly found to be critical to Airbnb adoption. The landlords and tenants in the Chinese market have more concerns about insecurity, and the impact of traditional Chinese culture has made more people stay away from short rentals (Sohu, 2017). Although Airbnb has introduced the insurance mechanism to the maximum extent, the two parties' review mechanism has improved the safety factor of tenants. However, it is still unable to compare with the hotel's 24-hour front desk, surveillance and other security. Followed by health problems, many tenants have had physical discomfort due to hygiene after their stay. The safety issue is the top priority. In addition to home security, personal safety is even more worrying (Wang, 2017). But the inborn defects of the sharing economy are also very obvious, because they try to program everything and standardize it. However, as far as Airbnb is concerned, both landlords and
tenants have too many variables, there is no strict supervision, and unanticipated security conditions are likely to occur (Li, 2017).

**Hypothesis 8: Insecurity negatively influences consumers’ attitude to choose Airbnb.**

**2.5 Conclusion of theoretical framework**

In this thesis, we choose both motivation and constrain factors to set up our model to study the consumers’ attitude toward Airbnb and we focus on the relationship between internal factors and individual attitude. We study Chinese consumers’ attitude toward Airbnb and compare our result with previous studies on the American or Canadian consumers. Our conceptual model of the Airbnb motivation and constraints is shown in Figure 1.

![Proposed theoretical model](image)

Fig. 1 Proposed theoretical model
Chapter 3: Research design and methodology

In this chapter, we describe the research design and method employed for this study. We employ a mixed-method research design which includes qualitative and quantitative research. In the part of qualitative research, we conducted eight semi-structured interviews to explore the factors motivating and constraining Chinese consumer’s attitude to choose Airbnb. We stated data collection process, sample profile, and reliability and validity for qualitative research. In the part of quantitative research, we conducted online survey and collected 316 valid questionnaires. We introduced sample profile, measurements, control variables, data collection process, reliability and validity of the study, and, the selection of statistical tests. In the end of the chapter, ethical considerations are discussed.

3.1 Research Design

The purpose of this study is to explore how the motivation and constrain factors influencing Chinese consumers’ attitude to choose Airbnb. We used a mixed-method research design and started with semi-structured interviews and then followed by a questionnaire survey. The purpose of the qualitative research was to establish a preliminary understanding how Chinese consumers perceive these motivating and constraining factors in choosing Airbnb in their past and future traveling. The aim for the quantitative research is to empirically testing the hypotheses we developed in previous chapter.

3.2 Qualitative research

Although we adopted the motivation and constrain model established by So et al. (2018), we’re unsure how these factors were perceived among Chinese consumers in choosing Airbnb as potential accommodation. As such, we conduct a qualitatively research with semi-structured interviews to explore Chinese consumers’ attitude.

3.2.1 Respondents profile for the qualitative study

We included Chinese consumers who have used Airbnb in the past, and those who have not used Airbnb. We focus on Chinese overseas students particularly as they are mainly
between age 25 and 35, and are the potential Airbnb customers. In total, there are eight respondents in our qualitative studies, which is considered to be suitable for a qualitative studies (Saunders et al., 2010). There are five females and three males, and all of them are currently studying master program in the Uppsala University in Sweden.

3.2.2 Semi-structured interview

We design an interview guide and it includes three parts: the respondent’s background, the factors that motivating them to choose Airbnb, and the factor that restraining them to choose Airbnb. There were seven questions in total (please see Appendix 2). During the interview, the respondents were encouraged to talk freely about their experiences within the frames of the interview questions (Bryman and Bell, 2011). Five interviewees were interviewed face to face in Uppsala University where they study, the other three respondents were done by voice call. The questions varied according to respondents’ answers. For example, if the respondent has already answered the question 4 the security issue is the main factor for her to ignore Airbnb, we will directly ask question 6 and ignore question 5. With the respondents’ permission, all interviews were audio recorded and the interview lasted an average of about 20 minutes. Both researchers were presented when conducting the interviews and share the responsibility of transcribing the interviews. All interviews were conducted in Chinese, which is the native language for both respondents and researchers.

3.2.3 Data coding and analysis

After the interview, all the answers were transcribed and analyzed. We have coded the transcription according to Strauss and Cabin’s approach (1998), which contained three steps, open coding, axial coding and selective coding. First, after the open coding, we analyzed and identified the initial concept obtained from the literature. We extracted the words and phrase which frequently talked by the interviewees regarding the motivation and constrain for choosing Airbnb, such as low price, home feeling, cooking in the apartment, anxiety for the safety, playing TV games, and so on.
In the axial coding process, we studied and analyzed the relationships between each concept and grouped them into several main categories. There are some related subcategories in each main category. For example, in the category of insecurity, there are subcategories like the security of the house itself, sanitation problems, and landlord isn’t friendly. We analyze the relationships between these categories and combine them into higher-order categories. In the final phase, we chose a core dimension that can measures the effect of the factors.

3.2.4 Reliability and validity

We strengthen the reliability of the qualitative study by adopting the following procedures. We try to reduce the potential misunderstanding happened in the interview process by presenting a clear stated question guide to the respondents before we started the interview. By doing so, we increased the accuracy of the question and answer, and enhanced the repeatability of the study (Bryman and Bell, 2011). In addition, we also aim to reduce the potential bias from interviews through conducting the interviews together. We communicated the interview procedures before the interviews, and shared the responsibility in transcribing the interviews. We made the analysis together and discussed potential disagreement. By doing so, we reduce the interviewer bias and enhance the objectivity of the study (Bryman and Bell, 2011).

Validity of the qualitative study refers to the strength of the conclusions, inferences and propositions (Bryman & Bell, 2011). We enhanced the validity of our interviews through triangulate respondent’s answers with other material we can obtain. For example, we asked respondents who have stayed with Airbnb in the past to provide the detail of their stay. Then we compared this information with the Airbnb website, and read through customers’ reviews. Through cross-comparison, we strengthened the credibility of the data, and increase validity of the study.

3.3 Quantitative research

Quantitative research is a research which focused on quantification in the data collection and analysis process, and emphasizes on testing of theories (Bryman & Bell, 2011). We
conducted an online quantitative survey among Chinese consumers by using “WJX.COM”, a popular Chinese online survey tool.

3.3.1 Sample profile for the quantitative study

The demographics and income situation of the respondents are shown in Table 2. The descriptions of the data are as following: when we look at the age, we find that more respondents are concentrating on the ages of 21-30 and 31-40, taking 76% of the total components. For the gender, 51.90% of the respondents are female and 48.10% are male. In terms of annual income, 40.82% of the respondents are less than RMB100,000, 20.57% of the respondents are over RMB 400,000, and the others are between RMB 100,000 to RMB 400,000. There is no specific character or tendency found on the annual income.

<table>
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<th>Table 2 Sample profile</th>
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<tr>
<td>&gt;400,000</td>
</tr>
</tbody>
</table>

3.3.2 Measurements

To examine the research model, a total of 40 measurement items were used to measure 8 constructs in the questionnaire. All of the items were adapted from literature review and adjusted for this study on Chinese consumers’ perception toward Airbnb. To understand
how degree the respondents agree or disagree the items, seven-point Likert scale (1 Strongly Disagree and 7 Strongly Agree) were used for all items to range the degree in the questionnaire (Arvidsson, 2014).

**Price value:** the four items were adapted originating from So et al. (2018) which measured how Chinese consumers perceived Price value factor to choose Airbnb.

<table>
<thead>
<tr>
<th>Price Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PV1: Airbnb accommodations are reasonably priced.</td>
<td></td>
</tr>
<tr>
<td>PV2: Airbnb offers value for money.</td>
<td></td>
</tr>
<tr>
<td>PV3: Airbnb will offer better accommodations than hotels of the same price.</td>
<td></td>
</tr>
<tr>
<td>PV4: Airbnb accommodations are economical.</td>
<td></td>
</tr>
</tbody>
</table>

**Authenticity:** the four items below were taken from two studies: 1) Guttentag et al. (2017) and 2) So et al. (2018). These items measured how Chinese consumers perceived Authenticity factor to choose Airbnb.

<table>
<thead>
<tr>
<th>Authenticity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUT1: Airbnb tends to provide an authentic local experience.</td>
<td></td>
</tr>
<tr>
<td>AUT2: Airbnb tends to offer a unique experience.</td>
<td></td>
</tr>
<tr>
<td>AUT3: Airbnb tends to provide an opportunity to stay in a less standardized accommodation environment.</td>
<td></td>
</tr>
<tr>
<td>AUT4: Airbnb tends to offer an accommodation that integrates local cultures.</td>
<td></td>
</tr>
</tbody>
</table>

**Enjoyment:** the four items were based on So et al. (2018). These items focused on how Chinese consumers perceived Enjoyment factor to choose Airbnb.

<table>
<thead>
<tr>
<th>Enjoyment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENJ1: Staying at Airbnb is fun.</td>
<td></td>
</tr>
<tr>
<td>ENJ2: Staying at Airbnb offer an entertaining experience.</td>
<td></td>
</tr>
<tr>
<td>ENJ3: I would enjoy using Airbnb to booking accommodation</td>
<td></td>
</tr>
<tr>
<td>ENJ4: Booking accommodation in Airbnb offers an entertaining accommodation experience.</td>
<td></td>
</tr>
</tbody>
</table>
**Social Interactions:** the three items below were adapted from two studies: 1) Stors and Kagermeier (2015) and 2) Tussyadiah (2015). These items assessed how Chinese consumers perceived Social interactions factor to choose Airbnb.

| SINT1: | Airbnb offers guests opportunities to interact more directly with local people. |
| SINT2: | Airbnb offers guests opportunities to interact more with other guests. |
| SINT3: | Airbnb offers guests good social opportunities with the host. |

**Home Benefits:** the four items below were adapted from two studies: 1) Guttentag (2016) and 2) So et al. (2018). These items assessed how Chinese consumers perceived home benefits factor to choose Airbnb.

| HB1: | Airbnb offers spacious accommodation like homes. |
| HB2: | Airbnb provides guests with home-like amenities. |
| HB3: | Airbnb provides a “homely” feel during the stay. |
| HB4: | Guests can feel home and relax at Airbnb. |

**Trust:** the five items were adapted from Liu (2017). These items assessed how Chinese consumers perceived trust factor to choose Airbnb.

| TRST1: | I trust the Airbnb will provide business model. |
| TRST2: | I trust that Airbnb’s information is authentic and reliable. |
| TRST3: | I trust that Airbnb will safeguard the best interests of customers. |
| TRST4: | I trust that Airbnb has the ability to fulfill its commitment to customers. |
| TRST5: | I trust that Airbnb's anonymous evaluation is trustworthy. |

**Perceived Risk:** the six items were taken from So et al. (2018) and Liu (2017). These items focused on how Chinese consumers perceived risk factor to choose Airbnb.
PR1: Whether Airbnb offers expected quality is uncertain.

PR2: I am concerned that there will be problems with the equipment in the accommodations.

PR3: I'm worried about the landlord is not friendly.

PR4: I'm worried about the communication with the platform is not convenient.

PR5: The booking of Airbnb may take a lot of time or waste my time during use.

PR6: I am concerned that there will be problems with the Airbnb’s payment system.

**Perceived Risk**

Ins1: I am concerned that the Airbnb offers the security of the house itself.

Ins2: I am worried that there will be sanitation problems with the accommodations.

Ins3: I am worried that the equipment in the kitchen is not clean.

Ins4: I am worried that the bathroom and the toilet are not clean.

Ins5: I am worried that the bed sheets and quilts are not clean.

Ins6: I'm worried about the landlord is not friendly.

Ins7: Staying at Airbnb means I may not be in safe hands.

**Insecurity:** the 7 items were taken from So et al. (2018) and Wen (2016). These items assessed how Chinese consumers perceived insecurity factor to choose Airbnb.

Ins1: I am concerned that the Airbnb offers the security of the house itself.

Ins2: I am worried that there will be sanitation problems with the accommodations.

Ins3: I am worried that the equipment in the kitchen is not clean.

Ins4: I am worried that the bathroom and the toilet are not clean.

Ins5: I am worried that the bed sheets and quilts are not clean.

Ins6: I'm worried about the landlord is not friendly.

Ins7: Staying at Airbnb means I may not be in safe hands.

**Overall Attitude:** the 3 items were taken from So et al. (2018). These items helped to measure Chinese consumers ‘attitude toward to Airbnb.

OA1: Airbnb is Good.

OA2: Airbnb is Pleasant.

OA3: Airbnb is Favorable.

**3.3.3 Control variables**

Following the previous study by So et al. (2018), we chose age, gender, marital status and annual income as control variable in this study.
3.3.4 **Data collection and process**

Based on the measurements and constructs operationalization, a questionnaire in Chinese was prepared and submitted. Before delivering the questionnaires, we made a pilot study among 5 Chinese consumers to ensure the questions clear and understandable. The data was collected lasting for 12 days from April 19, 2018 from 316 respondents in total. Due to the forced response option, the data set contained no missing values. All the data was collected by using the “WJX.com”, a popular online survey tool in China.

3.3.5 **Selection of statistical tests**

IBM SPSS version 22 was used in this study to analyze the data collected by questionnaire. The reliability of each measurement items was tested by reliability analysis, and our study used multiple regression analysis to measure the significance and magnitude of each variable for Chinese consumers.

3.3.6 **Reliability and validity**

Reliability measures the internal consistency of the measurement items. Cronbach’s alpha coefficient is used as the indicator of internal reliability. According to Pallant (2016), the ideal value of Cronbach’s alpha should be greater than 0.7. To test the reliability of the results with 316 effective samples without missing values, we use SPSS to scale all the variables and as that shows in table 3, the total Cronbach’s Alpha is 0.888>0.7, and all the variables’ Cronbach’s Alpha are >0.7. Due to the given forced-response option in questionnaire, the data set contained no missing values.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach's Alpha</th>
<th>Corrected Item-total correlation</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>PV</td>
<td>.952</td>
<td>.787</td>
<td>4</td>
</tr>
<tr>
<td>AUT</td>
<td>.950</td>
<td>.807</td>
<td>4</td>
</tr>
<tr>
<td>ENJ</td>
<td>.946</td>
<td>.828</td>
<td>4</td>
</tr>
<tr>
<td>SINT</td>
<td>.938</td>
<td>.788</td>
<td>3</td>
</tr>
<tr>
<td>HB</td>
<td>.960</td>
<td>.797</td>
<td>4</td>
</tr>
<tr>
<td>PR</td>
<td>.939</td>
<td>.350</td>
<td>6</td>
</tr>
</tbody>
</table>
Validity refers to the issue of whether or not an indicator (or a set of indicators) that is devised to gauge a concept really measures that concept (Bryman and Bell, 2011). For the validity of this research, as stated above we adopted the established model by So et al. (2018), and the questionnaire was referred from So et al. (2018) and Liu (2017), whose studies focused on the perception of consumers toward Airbnb, therefore, the validity has been verified. By using questionnaires from previous research, enabled a generalization of the concept, and therefore also validity of the measurement (Schaeffer, & Presser, 2003).

3.4 Ethical considerations

The questionnaire and the interview included in this thesis may involve some private information of the participants or interviewees in our research, there might be some ethic problems for us to use these data. Therefore, when we plan the questionnaire and interview, we should consider the ethic problem and keep the participants informed appropriately to avoid unnecessary misunderstanding and ethic problem as well. We will ensure that there is no prospect of any harm coming to participants and confirm the informed consent for participants understand, such as what the research is about and the purposes and what is going to happen to the data, and so on. And confident there is no any privacy violated to the people involved. And once the data have been collected, we will ensure that the names of research participants and the location are not identifiable, and keeping the data with well protection.
Chapter 4: Results

In this chapter, the first part introduces the results of qualitative research. The second part shows the result of quantitative studies from questionnaire, it includes control variable and the hypotheses testing.

4.1 Results of Qualitative Research

The analysis results from interview is shown as table 4, which initially verify the factors highlighted in previous studies, such as price value, authenticity, enjoyment, social interaction, home benefits, perceived risk, trust and insecurity, similarly drive Chinese consumers to choose Airbnb as shown in Figure 1, the proposed model in this thesis.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Quotes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Value</td>
<td>“The price is cheap and I like to choose Airbnb.” (Zhang, 2018)</td>
<td>Price value is motivator for Airbnb.</td>
</tr>
<tr>
<td></td>
<td>“There is a certain price advantage comparing with the same size hotel in the same area.” (Liu, 2018)</td>
<td></td>
</tr>
<tr>
<td>Authenticity</td>
<td>“Airbnb provide me more chances to understand the local people and the local folk customs.” (Liu, 2018)</td>
<td>Authenticity is motivator for Airbnb.</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>“You can play table football and use the swimming pool if there is.” (Kong, 2018)</td>
<td>Enjoyment is motivator for Airbnb.</td>
</tr>
<tr>
<td></td>
<td>“You may have opportunity to see lots of films by free if the hosts bought the movie channel.” (Yang, 2018)</td>
<td></td>
</tr>
<tr>
<td>Social interaction</td>
<td>“The interaction with landlord and neighbor will provide different experience and growth insights.” (Liu, 2018)</td>
<td>Social interaction is motivator for Airbnb.</td>
</tr>
<tr>
<td></td>
<td>“The landlord is really important. A good landlord will make the journey better. They may provide additional travel service.” (Zhang, 2018)</td>
<td></td>
</tr>
<tr>
<td>Home benefits</td>
<td>“Airbnb gives me family feeling. It is convenient for families to live together. If you live for a long time, you can also cook and wash clothes.” (Liu, 2018)</td>
<td>Home benefits is motivator for Airbnb.</td>
</tr>
<tr>
<td></td>
<td>“Cooking is important especially when the local restaurant</td>
<td></td>
</tr>
</tbody>
</table>
is very expensive, self-cooking is cheaper." (Zhang, 2018)

<table>
<thead>
<tr>
<th>Perceived risk</th>
<th>“There is also unknown risk. It was troublesome to check in because we have to negotiate an accurate time with hosts and they cannot be 24 hours online.” (Mu, 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“Sometimes it is more difficult to find a specific address of an individual house comparing with hotels.” (Mu, 2018)</td>
</tr>
<tr>
<td>Perceived risk</td>
<td>Perceived risk is constrain for Airbnb.</td>
</tr>
<tr>
<td>Trust</td>
<td>“Online payment will not be a problem.” (Liu, 2018)</td>
</tr>
<tr>
<td></td>
<td>“I trust Airbnb platform and payment system.” (Mu, 2018)</td>
</tr>
<tr>
<td></td>
<td>“Airbnb should be quite mature platform. On-line Payment is quite similar for our Chinese.” (Zhang, 2018)</td>
</tr>
<tr>
<td>Trust</td>
<td>Trust is motivator for Airbnb.</td>
</tr>
<tr>
<td>Insecurity</td>
<td>“Airbnb isn’t safe, especially you’re alone.” (Kong, 2018)</td>
</tr>
<tr>
<td></td>
<td>“I have experience that the bathroom isn’t clean. The sanitation and health cannot be guaranteed.” (Liu, 2018)</td>
</tr>
<tr>
<td>Insecurity</td>
<td>Insecurity is constrain for Airbnb.</td>
</tr>
</tbody>
</table>

As the interview results summarized above, all the factors mentioned in our model have been verified during the interviews. Then the quantitative research with questionnaire was used to examine the results for qualitative research in a large scale.

4.2 Result of Quantitative Research

Considering this thesis is developed as a comparing study with So et al., (2018), we follow his study and adopt $p<0.05$ as statistical significance in this paper.

4.2.1 Control variables (regression & correlation analysis)

Following the study by So et al. (2018), we chose gender, income, age and marital status as control variables in the correlation and regression test in SPSS for control variables test.

Table 5 Results of correlation analysis for control variable

<table>
<thead>
<tr>
<th></th>
<th>Overall attitude</th>
<th>Gender</th>
<th>Age</th>
<th>Marital status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>.071</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>.144**</td>
<td>-.108</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marital status</td>
<td>.008</td>
<td>-.166**</td>
<td>.568**</td>
<td></td>
</tr>
<tr>
<td>Annual income</td>
<td>-.010</td>
<td>.006</td>
<td>-.077</td>
<td>.086</td>
</tr>
</tbody>
</table>

** significant at .01 level (one-tailed)
*significant at .05 level (one-tailed)
In the correlation analysis as shown in Table 5, the only control variable significantly correlated with the dependent variable was age. However, the coefficient as 0.144 is very small, so for substantive purposes the control variables have no effect on the dependent variable.

Table 6 Results of regression for control variable

<table>
<thead>
<tr>
<th>Item</th>
<th>Beta</th>
<th>Std. Error</th>
<th>T</th>
<th>Sig</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>.021</td>
<td>.160</td>
<td>.373</td>
<td>.709</td>
<td>.972</td>
<td>1.029</td>
</tr>
<tr>
<td>Age</td>
<td>.205</td>
<td>.086</td>
<td>2.976</td>
<td>.003</td>
<td>.661</td>
<td>1.512</td>
</tr>
<tr>
<td>Marital status</td>
<td>-.106</td>
<td>.074</td>
<td>-1.534</td>
<td>.126</td>
<td>.650</td>
<td>1.539</td>
</tr>
<tr>
<td>Annual income</td>
<td>-.015</td>
<td>.039</td>
<td>.269</td>
<td>.788</td>
<td>.969</td>
<td>1.032</td>
</tr>
</tbody>
</table>

In a regression as shown in Table 6 with only control variables included, just “age” shows a significant but small effect. In a full regression with all independent variables and control variables included, “age” became insignificant. In a regression with all independent variables and only the age control variable included, age shows insignificant. In conclusion, given that none of the control variables show any substantive effect in either the correlation or regression analyses, therefore there is no control variable will be used in further analyses.

4.2.2 The hypotheses testing

In order to test the factors influence the overall attitude of Chinese consumers toward Airbnb, we used correlation and multiple regression to examine the relationship between the dependent variable and 8 independent variables, and find the degree of signification for testing the hypotheses.

Correlation analysis

Correlation analysis is for describing the strength and direction of the linear relationship between two variables (Pallant, 2016). The output results of correlations between dependent and independent variables can be seen from Table 7.
Table 7 The result of Correlations

<table>
<thead>
<tr>
<th></th>
<th>OA</th>
<th>PV</th>
<th>AUT</th>
<th>ENJ</th>
<th>SINT</th>
<th>HB</th>
<th>PR</th>
<th>INS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PV</td>
<td>0.768**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUT</td>
<td>0.722**</td>
<td>0.869**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENJ</td>
<td>0.833**</td>
<td>0.802**</td>
<td>0.811**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SINT</td>
<td>0.783**</td>
<td>0.719**</td>
<td>0.724**</td>
<td>0.836**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HB</td>
<td>0.799**</td>
<td>0.740**</td>
<td>0.756**</td>
<td>0.868**</td>
<td>0.809**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>0.137*</td>
<td>0.154**</td>
<td>0.220**</td>
<td>0.151**</td>
<td>0.197**</td>
<td>0.159**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INS</td>
<td>0.061</td>
<td>0.125*</td>
<td>0.162**</td>
<td>0.087</td>
<td>0.102</td>
<td>0.079</td>
<td>0.863**</td>
<td></td>
</tr>
<tr>
<td>TRU</td>
<td>0.846**</td>
<td>0.732**</td>
<td>0.688**</td>
<td>0.780**</td>
<td>0.762**</td>
<td>0.783**</td>
<td>0.145**</td>
<td>0.118</td>
</tr>
</tbody>
</table>

** significant at .01 level (one-tailed)

*significant at .05 level (one-tailed)

The first column shows the correlations between the dependent variable, overall attitude, and the 8 independent variables. All independent variables except for insecurity are significantly and positively correlated with the dependent variable. The correlations between each two independent variables show five cases above 0.8 (highlighted). The rule of thumb cutoff indicating multicollinearity is 0.9 (Hair, Black, Babin & Anderson, 2014). Given the high correlations, the variance inflation factor will be estimated in the multiple regression. As tested above, the highest correlation between the control variables was 0.568, so there is no risk of multicollinearity.

**Multiple Regression analysis**

This curve of frequency of overall attitude is an acceptable normal distribution shown as table 8.

Table 8 The result of normality of residuals

<table>
<thead>
<tr>
<th>Standardized Residual</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.389</td>
<td>0.209</td>
<td></td>
</tr>
</tbody>
</table>

The T-test of ANOVA is shown as table 9. The R square illustrates that 81% of the variance are explained by the model, P value sig. is <0.05, indicates significance in this regression analysis as below.
Table 9 The result of R square and ANOVA

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>R Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANOVA</td>
<td>0.809</td>
<td>162.214</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 10 The results of regression of variables

<table>
<thead>
<tr>
<th>Item</th>
<th>Beta</th>
<th>Std. Error</th>
<th>T</th>
<th>P-value</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price value</td>
<td>0.185</td>
<td>0.056</td>
<td>3.325</td>
<td>0.001</td>
<td>0.202</td>
<td>4.955</td>
</tr>
<tr>
<td>Authenticity</td>
<td>-0.068</td>
<td>0.055</td>
<td>-1.222</td>
<td>0.222</td>
<td>0.199</td>
<td>5.030</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>0.275</td>
<td>0.063</td>
<td>4.330</td>
<td>0.000</td>
<td>0.155</td>
<td>6.465</td>
</tr>
<tr>
<td>Social interaction</td>
<td>0.081</td>
<td>0.048</td>
<td>1.612</td>
<td>0.108</td>
<td>0.249</td>
<td>4.022</td>
</tr>
<tr>
<td>Home benefits</td>
<td>0.067</td>
<td>0.055</td>
<td>1.204</td>
<td>0.229</td>
<td>0.202</td>
<td>4.942</td>
</tr>
<tr>
<td>Perceived risk</td>
<td>0.084</td>
<td>0.055</td>
<td>1.588</td>
<td>0.113</td>
<td>0.219</td>
<td>4.567</td>
</tr>
<tr>
<td>Insecurity</td>
<td>-0.132</td>
<td>0.046</td>
<td>-2.593</td>
<td>0.010</td>
<td>0.241</td>
<td>4.151</td>
</tr>
<tr>
<td>trust</td>
<td>0.430</td>
<td>0.047</td>
<td>9.446</td>
<td>0.000</td>
<td>0.301</td>
<td>3.326</td>
</tr>
</tbody>
</table>

The result from Table 10 shows all the hypothesized independent variables regressed onto overall attitude. No controls are included because none of them has any significant effect in the model.

The R2 was 80.9% with an F-statistic of 162.214 (df. 8, 307), and a corresponding p-value of .000. Given the relatively high correlations between independent variables the variance inflation factors (VIF) were estimated. The highest VIF was 6.465, which is well below the cutoff of 10 suggested by Hair, Black, Babin and Anderson (2014).

In the coefficients table we can see that authenticity, social interaction, perceived risk and home benefits, have no significant effect on the dependent variable, overall attitude. Looking at the standardized beta coefficients we see that of the significant variables, Trust has the largest effect at .430. Insecurity has a negative relationship with overall attitude.

4.3 The hypotheses results

Hypothesis 1 Price value positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of PV is 0.185, this shows there is a positive influences consumers’ attitude to choose Airbnb, the P-value of it is 0.001 <0.05, which is
Hypothesis 2 Authenticity positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of AUT is -0.068, this shows there is a little negative influences consumers’ attitude to choose Airbnb, but the Beta value is very close to 0, and the P-value of it is 0.222, which is >0.05, so Hypothesis 2 is not supported.

Hypothesis 3 Enjoyment positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of ENJ is 0.275, this shows there is a positive influences consumers’ attitude to choose Airbnb, , and the P-value of it is 0.000 , which is <0.05 means it is significant., and combine the results of Qualitative Research, Hypothesis 3 is supported.

Hypothesis 4: Social interaction positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of SINT is 0.081, this shows there is a little positive influences consumers’ attitude to choose Airbnb, but the Beta value is very close to 0, and the P-value of it is 0.108, which is >0.05, so Hypothesis 4 is not supported.

Hypothesis 5: Home benefit positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of HB is 0.067, this shows there is a little positive influences consumers’ attitude to choose Airbnb, but the Beta value is very close to 0, and the P-value of it is 0.229, which is >0.05, so Hypothesis 5 is not supported.

Hypothesis 6 Trust positively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of TRU is 0.430, this shows there is a positive influences consumers’ attitude to choose Airbnb, , and the P-value of it is 0.000 , which is <0.05 means it is significant., and combine the results of Qualitative Research, Hypothesis 6 is supported.

Hypothesis 7: Perceive risk negatively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of PR is 0.084, this shows there is a
little positive influences consumers’ attitude to choose Airbnb, but the Beta value is very close to 0, and the P-value of it is 0.113, which is >0.05, so Hypothesis 7 is not supported.

Hypothesis 8: Insecurity negatively influences consumers’ attitude to choose Airbnb. From the Results of regression, we can see the Beta of INS is -0.132, this shows there is a negative influences consumers’ attitude to choose Airbnb, and the P-value of it is 0.010, which is <0.05 means it is significant., and combine the results of Qualitative Research, Hypothesis 8 is supported.

4.4 Summary of Results

The result of qualitative research shows that all the factors mentioned in our model have been verified during the interviews. The result of quantitative research shows that none of the control variables take any substantive effect in either the correlation or regression analyses, therefore there is no control variable will be used in further analyses. The result of multiple regression analysis and qualitative results shows that the price value, enjoyment, and trust have significant positively influences consumers’ attitude to choose Airbnb. The insecurity has significant negatively influences consumers’ attitude to choose Airbnb. The summary of multiple regression for Chinese consumers are shown in figure 2 and the summary of hypotheses test is shown in Table 1:

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Contents</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Price value positively influences consumers’ attitude to choose Airbnb.</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>Authenticity positively influences consumers’ attitude to choose Airbnb.</td>
<td>Not supported</td>
</tr>
<tr>
<td>H3</td>
<td>Enjoyment positively influences consumers’ attitude to choose Airbnb.</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>Social interaction positively influences consumers’ attitude to choose Airbnb.</td>
<td>Not supported</td>
</tr>
<tr>
<td>H5</td>
<td>Home benefit positively influences consumers’ attitude to choose Airbnb.</td>
<td>Not supported</td>
</tr>
<tr>
<td></td>
<td>H6</td>
<td>H7</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td></td>
<td>Trust positively influences consumers’ attitude to choose Airbnb.</td>
<td>Perceive risk negatively influences consumers’ attitude to choose Airbnb.</td>
</tr>
<tr>
<td></td>
<td>Supported</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

![Regression model](image)

**Fig.2 Regression model**

Note: Number shows standardized coefficients. Solid line is significance and dotted line is not significance.
Chapter 5: Discussion

Our study wants to contribute to the study of the factors influencing Chinese consumers towards choosing or neglecting Airbnb. We still want to make a comparison between Chinese consumers and American and Canadian consumers, which was based on the previous studies by So et al. (2018) and the comparison is on the quantitative result because So et al. (2018) contributed mainly on the quantitative model. The research question in this thesis is What are the motivation and constrain factors influencing Chinese consumer’s decision to choose Airbnb? In this section we will discuss the factors one by one in detail and Table 12 shows a rough logic of the discussion.

Table 12 Discussion table

<table>
<thead>
<tr>
<th>Factors</th>
<th>Chinese consumers (qualitative)</th>
<th>Chinese consumers (quantitative)</th>
<th>American &amp; Canadian consumers (quantitative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price value</td>
<td>Support</td>
<td>0.175** (Sig.)</td>
<td>Sig.</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>Support</td>
<td>0.268*** (Sig.)</td>
<td>Sig.</td>
</tr>
<tr>
<td>Home benefit</td>
<td>Support</td>
<td>Not sig.</td>
<td>Sig.</td>
</tr>
<tr>
<td>Trust</td>
<td>Support</td>
<td>0.423**(Sig.)</td>
<td>Not sig.</td>
</tr>
<tr>
<td>Insecurity</td>
<td>Support</td>
<td>-0.161** (Sig.)</td>
<td>Not sig.</td>
</tr>
<tr>
<td>Authenticity</td>
<td>Support</td>
<td>Not sig.</td>
<td>Not sig.</td>
</tr>
<tr>
<td>Social interaction</td>
<td>Support</td>
<td>Not sig.</td>
<td>Not sig.</td>
</tr>
</tbody>
</table>

5.1 Price value

Hypothesis 1: Price value positively influences consumers’ attitude to choose Airbnb, which is positively and significantly supported by both qualitative and quantitative research in this study and the quantitative result is similar with American and Canadian consumers studied by So et al. (2018). As widely acknowledged that price is one of the most critical factors in accommodation industry (Hung et al., 2010) and the most influential factors for consumers to
make travel-related decisions (Nicolau, 2011a). This result releases that though Airbnb taking different model from the traditional hotels, the price value still significantly influences consumers.

5.2 Authenticity

Hypothesis 2: Authenticity positively influences consumers’ attitude to choose Airbnb, which is supported by qualitative research, but not by quantitative research when it is considered together with other motivation and constrain factors in the proposed model. The study by So et al. (2018) showed that authenticity is an insignificant factor for American and Canadian consumers either. Comparing with traditional hotels, authenticity means the consumers have more access to the local experience in the context of Airbnb with peer-to-peer connection with local hosts and local life. Authenticity is a motivator for consumers to choose Airbnb, however it is not a significant one to affect the consumers’ attitude.

5.3 Enjoyment

Hypothesis 3: Enjoyment positively influences consumers’ attitude to choose Airbnb, which is positively and significantly supported by both qualitative and quantitative research in this study and the quantitative result is similar with American and Canadian consumers studied by So et al. (2018). From the previous studies that the enjoyment of using Airbnb comes from the intrinsic enjoyment or value (Lindenberg, 2001), from the process of using the platform with technology (Venkatesh et al., 2012) and from the interaction with the local hosts (Guttentag, 2016 and So et al., 2018). The enjoyment is still illustrated as value-in-use by Grönroos (2008) during all the process of the consumers using Airbnb platform and the local room or the house shared by the hosts.

5.4 Social interaction

Hypothesis 4: Social interaction positively influences consumers’ attitude to choose Airbnb, which is supported by qualitative research, but not by quantitative research. The quantitative research shows similar result as the study by So et al. (2018) that social interaction shows relatively insignificant influence no matter for American and Canadian or Chinese consumers,
which was different from literature review that the consumers choosing collaborative consumption having a desire to connect and communicate with local host (Guttentag, 2016). The result of insignificant influence was illustrated by So et al. (2018) that might reflect the trend of more and more consumers to choose an entire house rather than sharing with the hosts or other guests.

5.5 Home benefit

Hypothesis 5: Home benefit positively influences consumers’ attitude to choose Airbnb, which is supported by qualitative research. Different from the result by So et al. (2018), the quantitative research doesn’t show relative significant influence in this study. Home benefit under Airbnb context refers to household amenities and is considered as a strong motivation when the consumers choose Airbnb as accommodation. It could be explained by Chinese tradition of loving delicious food and they take local traditional delicious food as the same importance with the unique and charming scenery. In another word, they prefer to walk around and taste the famous local delicious food rather than staying at accommodation or spending time to prepare food by themselves during travel, that’s why the kitchen and other home amenities are not so important or necessary for Chinese consumers.

5.6 Trust

Hypothesis 6: Trust positively influences consumers’ attitude to choose Airbnb, which is positively and significantly supported by both qualitative and quantitative research in this study. Trust is the core and foundation of sharing and therefore, establishing a trust system among strangers is the key to development sharing economy (Xie and Shi, 2016). Airbnb is an online peer-to-peer platform which connects the strange hosts and guests, meanwhile the trust system on the platform needs long time to establish, especially presently the credit system hasn’t completed yet in China (Wang and Yang, 2017). Different from Chinese consumers, distrust significantly constrains American and Canadian consumers to choose Airbnb according to So et al. (2018). Distrust is defined in this thesis as lack of interpersonal trust between guests and hosts, lack of trust toward technology or lack of trust toward the
company (Tussyadiah and Pesonen, 2016a). Presently in China the online business is popular and common for Chinese consumers, such as Alibaba is nearly known by every Chinese people. Airbnb as an online business model is adapted easily for Chinese consumers. Under this kind of background, distrust turns to be insignificant to Chinese consumers.

5.7 Perceived risk

Hypothesis 7: Perceive risk negatively influences consumers’ attitude to choose Airbnb, which is supported by the qualitative research, but not by the quantitative research both for Chinese consumers in this study and for consumers from America and Canada reported by So et al. (2018). Perceived risk means the felt of uncertainty regarding possible negative consequences of using product or service (Featherman and Pavlou, 2003). Airbnb accommodation is provided by the local individuals and there is less official supervision, accordingly there is more uncertainty comparing with traditional hotels. The qualitative research did not show perceived risk as a significant constrain factor, we think though there is possible risk to live in Airbnb accommodation, while it is not heavy enough as significant constrain factor to affect the overall attitude of Chinese consumers to choose Airbnb.

5.8 Insecurity

Hypothesis 8: Insecurity negatively influences consumers’ attitude to choose Airbnb, which is supported by the qualitative research and tested as a significant factor to constrain Chinese consumers to choose Airbnb, but insecurity is not a significant factor to constrain American and Canadian consumers as reported by So et al. (2018). In the context of Airbnb, due to lack of official monitoring, the uncertainty greatly increases comparing with the traditional hotels. Comparing with American and Canadian, Chinese have lower wiliness to avoid uncertainty (Hofstede, 2018). Though insecurity cannot be connected and explained simply with uncertainty, Chinese’s lower degree to avoid uncertainty can interpret to some extend why insecurity is a significant factor to constrain Chinese consumers to choose Airbnb.
Chapter 6: Conclusion

In this thesis we studied the motivation and constrain factors which influence Chinese consumers’ attitude toward Airbnb, the new phenomenon, a peer-to-peer platform for the strange host and guest to share and use the local residential house or room. We made our research on Chinese consumers and made a comparison with the factors influencing American and Canadian consumers tested and reported by So et al. (2018). We use both qualitative and quantitative method to develop our study to carry out our test and support our conclusion. We find that the two groups of consumers both have similarities and differences.

6.1 Conclusion

In this thesis, all the proposed 8 hypotheses about the factors effecting Chinese consumers’ attitude toward Airbnb are positively supported by the result from qualitative research. For the quantitative research, 4 among 8 factors are tested significantly affecting Chinese consumers’ attitude, which are price value, enjoyment, trust and insecurity. Among them, price value, enjoyment, trust are tested as significant factors to motivate Chinese consumers to choose Airbnb, insecurity is a significant factor to constrain Chinese consumers to choose Airbnb. The other 4 factors, home benefit, authenticity, social interaction and perceived risk are not supported as significant factors to affect Chinese consumers toward Airbnb.

Comparing with American and Canadian consumers, “price value” and “enjoyment” take significant influence both on American and Canadian consumers and Chinese consumers. Both the two groups are not influenced by “authenticity”, “social interaction” or “perceived risk” significantly. American and Canadian consumer concern “home benefit”, but Chinese consumers don’t care about it because in Chinese social norm to taste delicious local food is part of travel and great thing in life. So et al. (2018) reported distrust as a significant constrain factor to American and Canadian consumers. In different, we find trust significantly motivate Chinese consumers’ attitude toward choose Airbnb. We discuss that e-commerce fast developing in China protects Chinese consumers from distrust the online business. While the relatively weak credit system makes the trust as a significant factor to motivate
Chinese consumers to choose Airbnb. Insecurity takes the different influence to the two consumers groups and we explain it is due to Chinese’s lower degree to avoid uncertainty.

6.2 Implication

Airbnb officially entered China in August 2015 and the outside believes that its biggest challenge is localization. Airbnb thought it would strive to enhance the overseas tourist experience of outbound tourists in short term. However, exposure to the Chinese market, Airbnb must be involved into China as soon as possible (Xinhuanews, 2016). Our study is a contribution for both Airbnb and other short-term rental providers on some information about the factors could influence Chinese consumers’ attitude. Especially there is less academic research and study focus on Chinese consumers, the information released in this thesis is a contribution to some extent. From our study the other important implication is that we discussed the similarity and difference between two consumer group, Chinese consumers and American & Canadian consumers, which is a refer information for future study.

6.3 Recommendation

Firstly, considering enjoyment and trust play the most significant role to motivate Chinese consumers to use Airbnb, we recommend Airbnb improve the friendliness of Airbnb online platform and improve the whole process service to improve the value–in-use of consumers and increase their enjoyment accordingly. And improve the trust between Airbnb and consumers from all aspects. Secondly, insecurity is the most significant factor to constrain Chinese consumers on the attitude to ignore Airbnb, therefore we recommend Airbnb try to improve the insecurity level when the consumers live in the local individual houses. Airbnb may improve the qualification of hosts and strengthen the cooperation with local government to improve the security and provide more guarantee to the consumer.

6.4 Limitation and future research

Firstly, China has huge amount of population and they live in different provinces and areas, there existing big differences on their living habit, sub-culture etc. In another word, consumers from different area maybe take different attitude toward Airbnb or may be
influenced by different factors. Therefore, if we divide Chinese consumers into different areas, we might acquire different result. In future study we may investigate consumers on area distinction to understand the consumers further under a relatively narrower scope. **Secondly,** in this thesis, we don’t discriminate whether Chinese consumers choose overseas accommodation or just choose accommodation in China, but different area, because the language problem maybe limit those consumers can’t speak English to choose Airbnb in an English-speaking countries or areas. In future if we include the language factor as a factor or a control factor, maybe we can get a different result.
Reference


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Li Yan and Jia Linxiang (2009). Viewing Chinese Interpersonal Trust from the Angle of Traditional Culture. Journal of Wenzhou University, 2009(02)


Li Xiaoming (2017) Airbnb: unaccustomed to the climate of a new place. News morning


Hey everyone! Thank you for participating our survey! This questionnaire will be used in the study of attitude of Chinese consumer for Airbnb, to analyze the motivations and constrain of Chinese consumer to choose or ignore Airbnb. This questionnaire uses anonymous form, all data will be used only for academic research analysis, it will take you about 3 minutes, thank you for your cooperation!

**Part 1:** Background
1 Age: _____
2 Your Gender: Female_____Male_____
3 Which is your approximate annual income (before tax) in RMB? _____
4 What is your marital status? Single_____ Regular partners_____
Married (no kid)_____ Married( with kid)_____ Others_____

**Part 2:** The follow questions are all about the choosing Airbnb, there are seven options for each question from 1 to 7. (1 = strongly disagree, 4 = general level, and 7 = strongly agree). Please choose the option when you answer the questions.
5 Airbnb accommodations are reasonably priced.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
6 Airbnb offers value for money.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
7 Airbnb will offer better accommodations than hotels of the same price.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
8 Airbnb accommodations are economical.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
9 Airbnb tends to provide an authentic local experience
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
10 Airbnb tends to offer a unique experience.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
11 Airbnb tends to provide an opportunity to stay in a less standardized accommodation environment.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
12 Airbnb tends to offer an accommodation that integrates local cultures.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
13 Staying at Airbnb is fun.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
14 Staying at Airbnb offer an entertaining experience.
   ○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7
15 I would enjoy using Airbnb to booking accommodation.
16 Booking accommodation in Airbnb offers an entertaining accommodation experience.

17 Airbnb offers guests opportunities to interact more directly with local people.

18 Airbnb offers guests opportunities to interact more with other guests.

19 Airbnb offers guests good social opportunities with the host.

20 Airbnb offers spacious accommodation like homes.

21 Airbnb provides guests with home-like amenities.

22 Airbnb provides a “homely” feel during the stay.

23 Guests can feel home and relax at Airbnb.

24 Whether Airbnb offers expected quality is uncertain.

25 I am concerned that there will be problems with the equipment in the accommodations.

26 I'm worried about the landlord is not friendly.

27 I'm worried about the communication with the platform is not convenient.

28 The booking of Airbnb may take a lot of time or waste my time during use.

29 I am concerned that there will be problems with the Airbnb’s payment system.

30 I am concerned that the Airbnb offers the security of the house itself.

31 I am worried that there will be sanitation problems with the accommodations.

32 I am worried that the equipment in the kitchen is not clean.

33 I am worried that the bathroom and the toilet are not clean.

34 I am worried that the bed sheets and quilts are not clean.

35 I'm worried about the landlord is not friendly.

36 Staying at Airbnb means I may not be in safe hands.
37 I trust the Airbnb will provide business model.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
38 I trust that Airbnb's information is authentic and reliable.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
39 I trust that Airbnb will safeguard the best interests of customers.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
40 I trust that Airbnb has the ability to fulfill its commitment to customers.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
41 I trust that Airbnb's anonymous evaluation is trustworthy  ○1 ○2 ○3 ○4 ○5 ○6 ○7
42 Airbnb is Good.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
43 Airbnb is Pleasant.  ○1 ○2 ○3 ○4 ○5 ○6 ○7
44 Airbnb is Favorable.  ○1 ○2 ○3 ○4 ○5 ○6 ○7

Thank you for your participation and have a good day!
Appendix 2 Interview Guide

Introducing question

Have you ever known of Airbnb?

Have you ever booked the accommodation by using Airbnb?

How many times you used Airbnb?

What is your major? What is your current job?

Motivation factor:

What kind of factors will motivate you to choose Airbnb rather than the traditional hotel?

Do you trust Airbnb, the platform, the payment security, and the hosts?

Do you have an entertaining experience in staying Airbnb?

Constrain factor:

What kind of factors will constrain you to ignore Airbnb?

If you choose Airbnb, do you concern security issue?

Is there some perceived risk to choose Airbnb?

Ending: We get your answer, thank you for your time. Have a nice day.