

Influencing Consumers' Satisfaction of P2P Accommodation: Based on Airbnb in Lanzhou City, China

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Abstract- The research investigate consumers' experience satisfaction of staying in Airbnb by means of comments mining analysis, collecting datas from 121 respondents and analyzed the factors affecting consumer satisfaction and specific detailed indicators. Results show that among the many factors that affect consumers' satisfaction with Airbnb check-in experience, the strongest impact is service quality, followed by social interaction, and the weakest impact is uniqueness and perceived security. Through the survey, it is found that not only the Airbnb platform needs to be improved, but also the host needs to increase its own non-standard services, so that consumers can improve their satisfaction and have the willingness to check in again.

Index Terms—Airbnb, Peer-to-peer (P2P) accommodation, Consumers' satisfaction, Service quality

I. INTRODUCTION

With more than 3 million listings in 191 countries, Airbnb has become a powerful player in the hotel, travel and tourism industry. As Airbnb continues to grow in both popularity and availability, the platform provides travelers with alternatives to hotels in the economy, luxury, and business travel markets (Trivett & Staff, 2013).

Airbnb was built in USA in 2008, and to attract more Chinese users to use Airbnb for both domestic travel and outbound travel, Airbnb started operation in China in 2015 (Huang et al., 2021). China is one of Airbnb's keymarkets and one of the fastest growing countries. From 2015 to 2018, the share of revenue income generated by P2P accommodation

inlodging industry increased from 2.3% to 6.1% (Annual Report on China's Sharing Economy Development, 2019). In 2015, Airbnb entered China's informal accommodation market and announced its Chinese name in 2017 as 'AibiYin'. Airbnb adopted a localization strategy to adapt to the Chinese market better.

Airbnb market in China differs significantly from other countries (Chen, 2016). On the one hand, the Chinese place great importance on 'Guanxi', which relies on trust and reliable relationships, so they do not readily accept shared housing. On the other hand, most Chinese live in flats rather than single-family houses due to land ownership restrictions. These differences in cultural and social norms dictate that Airbnb providers need to adapt to the unique cultural needs of Chinese Airbnb users, which can lead to significant differences in P2P accommodation experiences worthy special research attention (Bao et al., 2022).

The emergence of Airbnb has changed the accommodation mode of traditional consumers. The quality of Airbnb experience affects consumers' satisfaction and whether they choose to stay in Airbnb again. The demand for human travel and accommodation is constantly changing, but what services can Airbnb have under the sharing economy to meet the travel and accommodation needs of the public?

II. LITERATURE REVIEW

A. What is Airbnb?

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Airbnb is part of a growing movement known as the ‘sharing’, ‘peer-to-peer’ or ‘digital’ economy, which utilises advanced technological platforms to enable new operators to compete with traditional ‘brick-and-mortar’ businesses (Morgan & Kuch, 2015); (Orsi, 2013). Airbnb was founded in 2007 by two university graduates who They reportedly offered airbeds on the floor of their San Francisco (California) flat to conference delegates looking to save money (Guttentag, 2015). Initially slow to develop, by February 2011 the concept had reached one million booked nights, mainly through listings in New York and San Francisco. See (Figure 1)

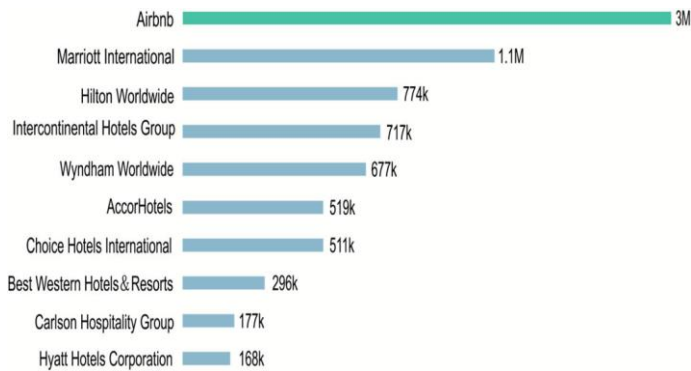


Fig.1. Largest lodging companies by rooms/listings.

This platform allows hosts to rent and share their space online in three types: entire room, private room and shared room. The platform is considered as a suitable option for young people, families, long-term travelers and people with lower income (Varma et al., 2016). Airbnb has become a success because of several factors. Firstly, the platform offers users lower prices and more choices than traditional hotels. Secondly, the platform offers tourists the opportunity to stay in local homes and experience the lives of local residents (Tussyadiah & Pesonen, 2016). Thirdly, the feeling of ‘home’ and belonging is also an important factor when using the platform (Guttentag, 2015). Finally, platforms offer a unique accommodation experience that differs from traditional hotel accommodation (Liu & Mattila, 2017). The sharing economy helps travellers access a wide range of products and services at more affordable prices (Cheng, 2016), fosters authentic relationships between hosts and guests, and contributes to employment and income for locals (Cheng, 2016). Sharing accommodation significantly affects tourists’ behaviour, expansion in destination selection, increase in travel frequency, length of stay and a range of activities in tourism destinations (Tussyadiah & Pesonen, 2016).

B.Short-term rentals (STRS) for peer-to-peer (P2P) accommodation

Peer-to-peer accommodation is the basic model underpinning traditional B&Bs, and the practice of renting one’s residence to tourists undoubtedly dates back to centuries. However, peer-to-peer accommodation has previously been limited by the difficulty hosts faced in making their accommodations known to potential guests, and the challenge of establishing the needed trust between hosts and guests. Trust is crucial in the P2P transaction environment (Guttentag, 2015); (Mahadevan, 2018), as distrust deters the use or reuse of

P2P accommodation and Airbnb accommodation in particular (Tussyadiah & Pesonen, 2018). Airbnb has been able to overcome these obstacles by exploiting newly available Web 2.0 internet technologies, which allow users to generate the content published on websites (e.g. Facebook users creating their own dynamic pages) (O’reilly, 2007); (Shelly & Frydenberg, 2010).

Peer-to-peer accommodation provides travellers with wider availability, cost-saving advantages and convenience, while also allowing landlords to earn additional income. In addition, the opportunity for travellers to stay in residential homes, rather than standardised hotels owned by corporations in business districts, provides them with the opportunity to interact with local residents in a way that may not be common in a typical hotel setting. As a result, visiting an authentic community is often an important experience differentiator for travellers choosing to stay in an ‘Airbnb’ (i.e., peer-to-peer accommodation sold on the Airbnb platform), over traditional hotel accommodations (Mody et al., 2019; Mody et al., 2017).

C.Current situation of consumer satisfaction

Consumer satisfaction refers to the subjective feeling after user experience, which is different from the expectation before experience distance. It is a concept of consumer experience in Psychology: the psychological feeling generated if users experience the product if it is higher than the expected value, consumers are easy to have satisfaction psychology. On the contrary, there will be dissatisfaction and so on.

Cardozo (1965) introduced ‘consumer satisfaction’ into the field of marketing, which he considered as the core of marketing (Cardozo, 1965). Consumer satisfaction is ‘the user’s emotional attitude after comparing the perceived effect of a product with its expected value’ (Oliver, 1980). As there are many platforms that can provide tourist accommodation in the market, how to improve consumers’ satisfaction and willingness to stay again will become the key to the success of Airbnb in attracting tourists.

D.The context of tourism in Lanzhou

In terms of geographical location, Lanzhou city of China is located in the upper reaches of the Yellow River. It is the geometric center of China’s territory and the closest to the average distance from the capital of the other four provinces (autonomous regions) in the northwest. It is located inland, with obvious continental monsoon climate, strong sunshine, dry air, no intense heat in summer and no severe cold in winter. The annual average temperature is 9.1 °C. In 2019, it was rated as the fourth of the top ten summer resorts in China by China Tourism Research Institute. Lanzhou city has rich tourism resources, obvious characteristics and rich types of tourism products. Basically, it includes sightseeing tourism products, vacation tourism products and special tourism products. Among them, sightseeing and vacation tourism products are developed earlier and more mature. Other types of tourism resources need to be further developed, but the development potential is still great.

Lanzhou has listed tourism as the eight pillar industries of the national economy together with the other seven major industries such as petrochemical industry and non-ferrous metal smelting. It has given strong support in terms of policies,

which has greatly promoted the development of tourism. see (Figure 2 and Figure 3)

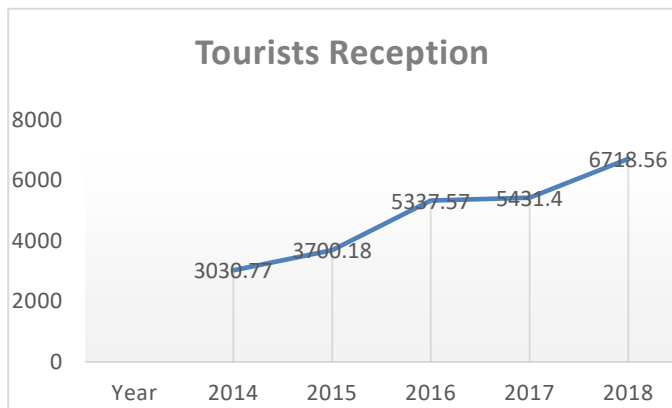


Fig.2. Number of tourists received in Lanzhou from 2014 to 2018.

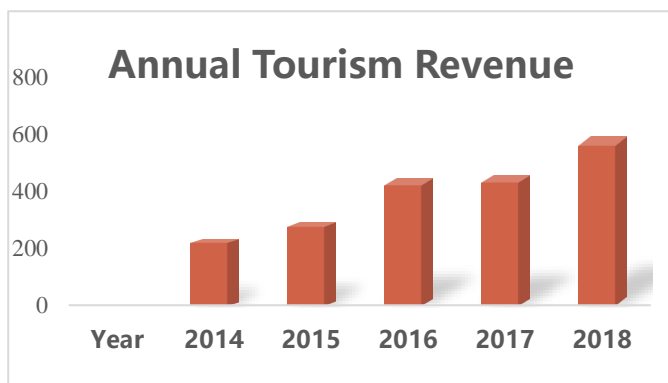


Fig.3. Annual Tourism Revenue in Lanzhou from 2014 to 2018

III. RESEARCH METHODOLOGY

A. Interview design of consumers' experience of Airbnb

The study utilizes a qualitative survey approach to explore tourists' experience satisfaction and continuous use intention of home stay reservation. The interview design is mainly based on the research model proposed above. Each variable is measured by different evaluation indicators, and each variable contains three indicators. The interview designed by the author is based on the previous scale, and the final version of the interview is modified to meet the purpose of this study. See Appendix for the specific interview.

B. The specific measurement criteria of interview variables in this study are as follows:

1. Uniqueness of the uniqueness scale: the degree of unique decoration or service experienced by tourists after staying in the house.
2. Social interaction scale social interaction: a behavior of communicating with the host when tourists check in the home stay.
3. Perceived security scale perceived security: a self security consideration of the host or house source generated during the stay of tourists in the home stay.

4. Service quality scale service quality: tourists' perception of the service level of a host before staying in the Airbnb.

5. Electronic word of mouth scale: tourists are satisfied with the check-in experience after staying in the home stay, so they will make online recommendation.

6. Confirmation scale: after staying in the home stay, tourists think that their actual perceived performance matches the expectation before staying.

7. Satisfaction scale: a psychological state produced by comparing the perceived utility in the process of check-in and the expectation before check-in.

8. Repurchase intention scale: repurchase intention refers to the behavior that tourists will reuse after booking on the home stay platform.

CONCLUSION

Among many factors that affect consumers' satisfaction with the Airbnb experience, the strongest impact is service quality, followed by social interaction, and the weakest impact is uniqueness and perceived security. In general, for Airbnb hosts, maintaining high-quality service quality (providing fruits, comfort, cleanliness, cleanliness, providing local play routes) and interacting with consumer society (timely and effectively solving consumers' problems) are the key factors to attract tenants. Airbnb hosts can also provide additional personalized services, such as shuttle service, special food or answering local tourist attractions. At the same time, the home stay platform should also ensure the safety of consumers, strengthen the review of the qualifications of hosts and houses, and build a safe shared accommodation environment. This not only requires the improvement of the home stay platform, but also requires the host to increase their own non-standard services, improve consumers' satisfaction and generate the willingness to check in again.

LIMITATIONS

From the perspective of P2P accommodation, aiming at the problems affecting consumers' satisfaction with Airbnb experience, this paper studies consumers' satisfaction perception of Airbnb experience by Using expectation confirmation model and comment mining technology. However, due to the limitations of the interviews and collection process, the description of the analysis process and conclusions in this study is not complete, and the author will continue in the future research.

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