

Title: Factors that influencing Thai consumers' intention to use Airbnb services when booking their accommodations.

Researcher: Sirichit chit-ophatsriphet **Student ID:** 013131010

Degree: Master of Business Administration

Advisors: Dr. Ake Choonhachatrachai

Academic year: 2017

Abstract

This research was conducted to examine trends in online accommodation booking among Thai consumers, to determine which variables contribute to Airbnb usage intentions for this consumer group, and to develop a series of recommendations for online accommodation service providers targeting the Thai market. Data was collected using a custom survey that was designed to gather information about online accommodation booking preferences and behaviors, as well as the degree to which attitude toward online booking, reference groups, perceived behavioral control, electronic word of mouth (eWOM), and trust contribute to the likelihood of using Airbnb services. A convenience sample ($n = 400$) of Thai consumers was recruited to complete a self-administered questionnaire, and descriptive and regression analyses were conducted. eWOM was found to have the greatest influence on Airbnb usage intentions, followed by (in descending order of significance), attitude, perceived behavioral control, trust, and reference groups. Of the two reference groups featured in the study, celebrities had a slightly stronger influence than friends and family. However, the influence of reference groups was weak compared to the other variables. The descriptive findings indicate that attitudes toward Airbnb are largely positive, though there is room for improvement; that trust is very important to Thai consumers; and that potential Airbnb customers typically consult online reviews before deciding whether to use an online accommodation booking service. This study adds to the academic literature on consumer influences and preferences within a rapidly growing industry and provides further evidence for the usefulness of the Theory of Planned Behavior (TPB) as a predictor of consumer intentions. Limitations of the study included the use of a convenience sample that was skewed toward particular demographic groups, a

focus on intentions rather than observed behaviors, and the inclusion of only five independent variables.

