

**A STUDY OF THE IMPACT OF THE RISE OF SHARING
ECONOMY – TRAVELERS' USAGE INTENTION OF AIRBNB ON
THE HOTEL INDUSTRY**

By

Ed Tsui

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Student Name : Ao Cheung Ed, TSUI

Student ID Number : 1921900

Supervisor : Dr. Kathreine Mo

Declaration and Statements

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signature:

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Date:

11 Jun 2021

STATEMENTS

This dissertation is the result of my investigations, except where otherwise stated. The correction's extent and nature are clearly marked in a footnote(s) where correction services have been used.

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Table of Contents

List of Tables.....	4
List of Figures.....	4
Chapter 1 Introduction	5
1.1 Research background.....	5
1.2 Research motivation.....	6
1.3 Research aim and objectives	8
1.4 Summary	10
Chapter 2 Literature Review	11
2.1 Usage intention	11
2.1.1 Construct and measurements.....	12
2.2 Trust	12
2.2.1 Construct and measurement	14
2.3 Perceived risk.....	14
2.3.1 Construct and measurements.....	16
2.4 Service quality	16
2.4.1 Construct and measurements.....	18
2.5 Information quality	18
2.5.1 Construct and measurements.....	20
2.6 eWOM.....	20
2.6.1 Construct and measurements.....	22
2.7 Economic benefits.....	22
2.7.1 Construct and measurements.....	24
2.8 Demographic factors	24
Chapter 3 Research Methodology.....	25
3.1 Research model with hypotheses	26
3.2 Triangulation.....	27
3.3 Quantitative and qualitative research.....	27
3.4 Focus group.....	28
3.5 Questionnaire survey method	29
3.6 Final Survey.....	31
3.6.1 Target population.....	32
3.6.2 Sampling method.....	32
3.6.3 Sampling size	32
3.7 Data analysis techniques	33
3.8 Research Method Limitations	33
3.9 Research Ethics.....	34
Appendix A	35
A.1 Reliability Analysis.....	35
A.2 Correlation	36
A.3 Regression Analysis	37
References.....	40

List of Tables

Table 1: Definition of Usage Intention	11
Table 2: Measurements of Usage Intention	12
Table 3: Definition of Trust	13
Table 4: Measurements of Trust.....	14
Table 5: Definition of Perceived Risk.....	15
Table 6: Measurements of Perceived Risk.....	16
Table 7: Definition of Service Quality.....	17
Table 8: Measurements of Service Quality	18
Table 9: Definition of Information Quality.....	19
Table 10: Measurements of Information Quality	20
Table 11: Definition of eWOM.....	21
Table 12: Measurements of eWOM.....	22
Table 13: Definition of Economic Benefits	23
Table 14: Measurements of Economic Benefits	24
Table 15: Questionnaire survey	31

List of Figures

Figure 1: Monthly average daily rate of the hotel industry from 2018 to 2020	5
Figure 2: Airbnb revenue worldwide 2019, by region (in U.S. Dollars)	6
Figure 3: Airbnb nights and experiences booked worldwide 2019, by region.....	7
Figure 4: Sales revenue of leading hotel companies in 2019 (in billion U.S. dollars).....	7
Figure 5: Flowchart of the Research.....	10
Figure 6: Gantt Chart for Research Timetable	10
Figure 7: Conceptual model of the study with hypotheses	26
Figure 8: Qualitative and Quantitative Research Methodologies	27
Figure 9: Primary Data Collection Process.....	28

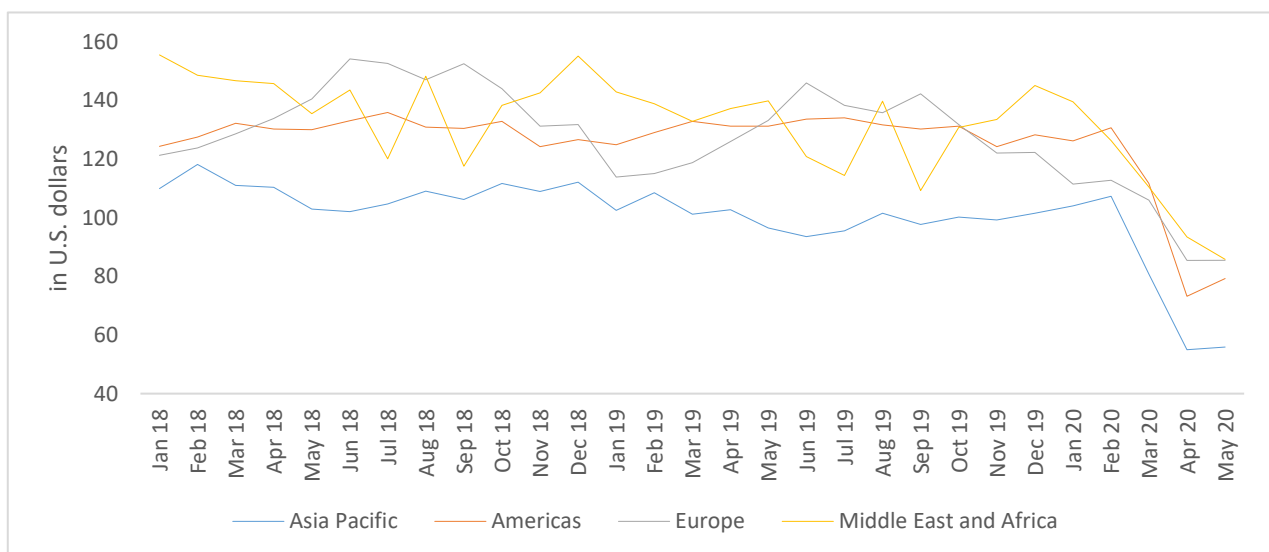
Chapter 1

Introduction

1.1 Research background

The novel coronavirus pandemic greatly impacted the hotel industry. The global revenue for the travel and tourism industry was projected to be 396.37 billion U.S. dollars in 2020, a 42.1 percent decrease from 2019 (Lock, 2020). Travel restrictions in various countries make it impossible for travelers to cross borders; even domestic traveling is difficult with the lock-down in many cities. Due to the low occupancy rate of most hotels, the hotel industry must reduce the daily transient rate to attract additional tourists. (Figure 1).

Figure 1: Monthly average daily rate of the hotel industry from 2018 to 2020



Source: (STR Global, 2020)

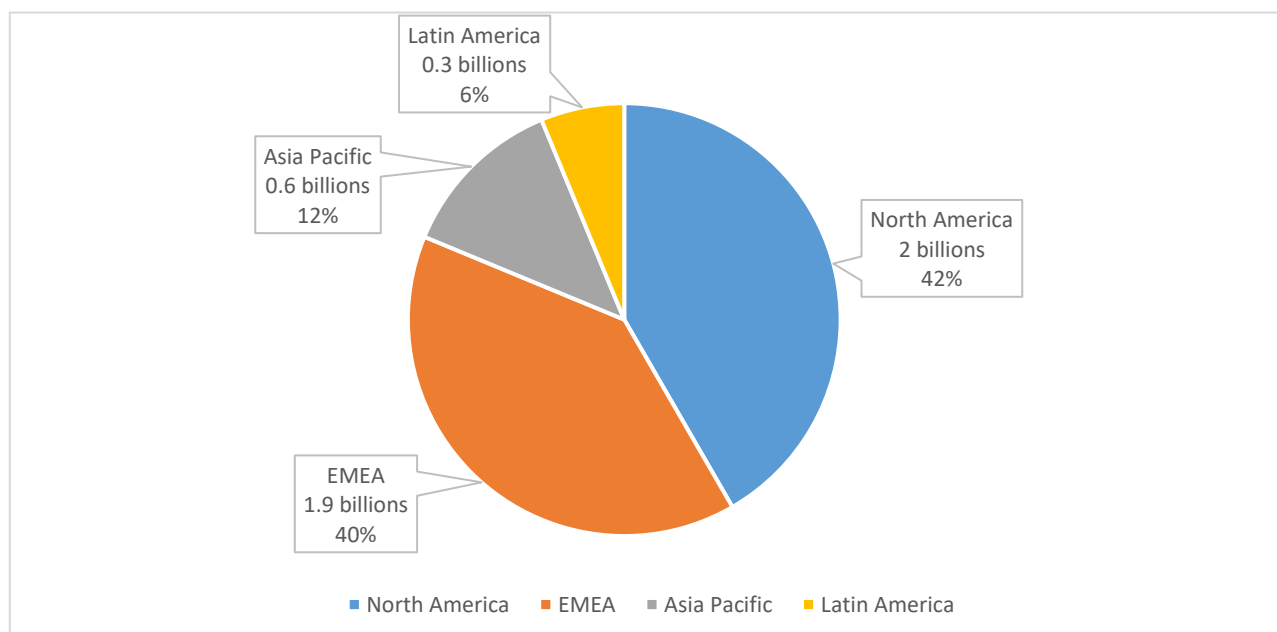
As shown in Figure 1, several hotels saw a significant drop in revenue in 2020 due to changes in travel conditions. The cost of a daily room has dropped dramatically, particularly in Asia, the Middle East, and Africa. Despite the industry's sustainability issues, Airbnb is a black swan listed on the Nasdaq at USD 146 per share, a significant increase from the company's IPO price of USD 68 per

share, which raised USD 3.5 billion. (Hussain & Franklin, 2020). The IPO represents a turnaround in Airbnb's fortunes after the COVID-19 pandemic severely harmed the company (Cusumano, 2015).

1.2 Research motivation

The concept of sharing economy is rising. Companies in the economic sharing industry connect owners of an asset with people who want to use that item. The owners offer access to the items for a limited time via the service in exchange for a fee. Home-sharing, ride-sharing, and office coworking spaces are the three most common types of sharing services. Since its globalization activities started in 2011, the company has penetrated the accommodation market in nearly every country on the planet. As of 2019, North America accounted for the bulk of Airbnb's global sales, totaling two billion U.S. dollars. Meanwhile, the EMEA region, including Europe, the Middle East, and Africa, took in nearly as much as North America (Figure 2).

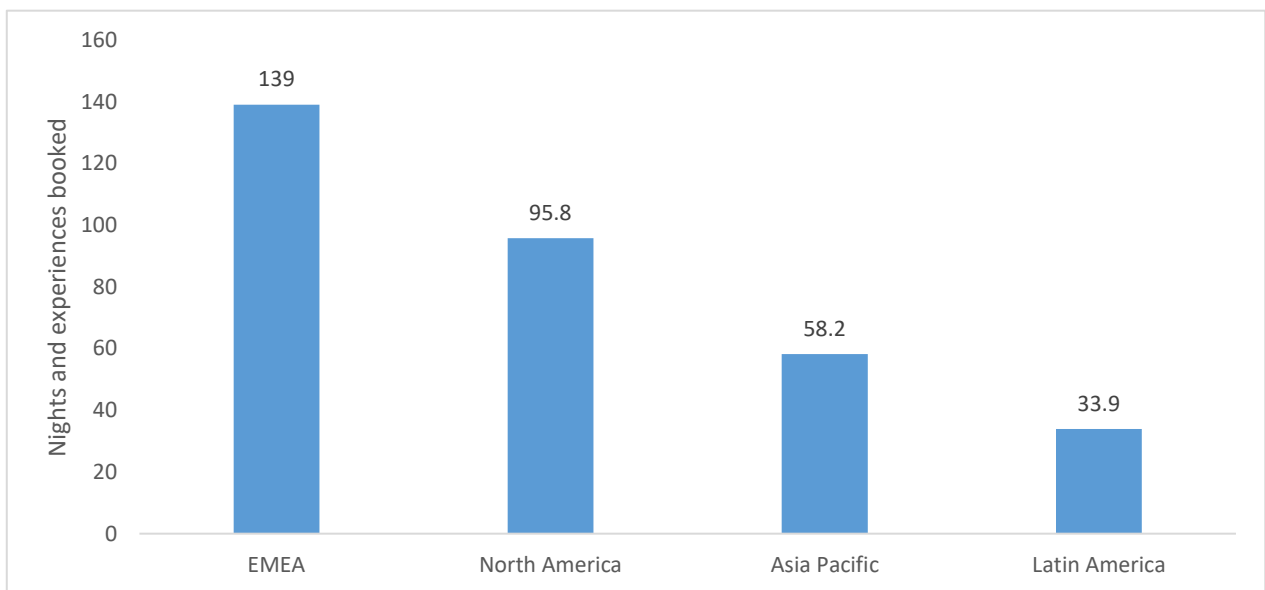
Figure 2: Airbnb revenue worldwide 2019, by region (in U.S. Dollars)



Source: (Airbnb, 2020, p. 146)

The EMEA region led the way in terms of Airbnb nights and experiences booked globally in 2019, with 139 million bookings, 43.2 million more than North America (Figure 3).

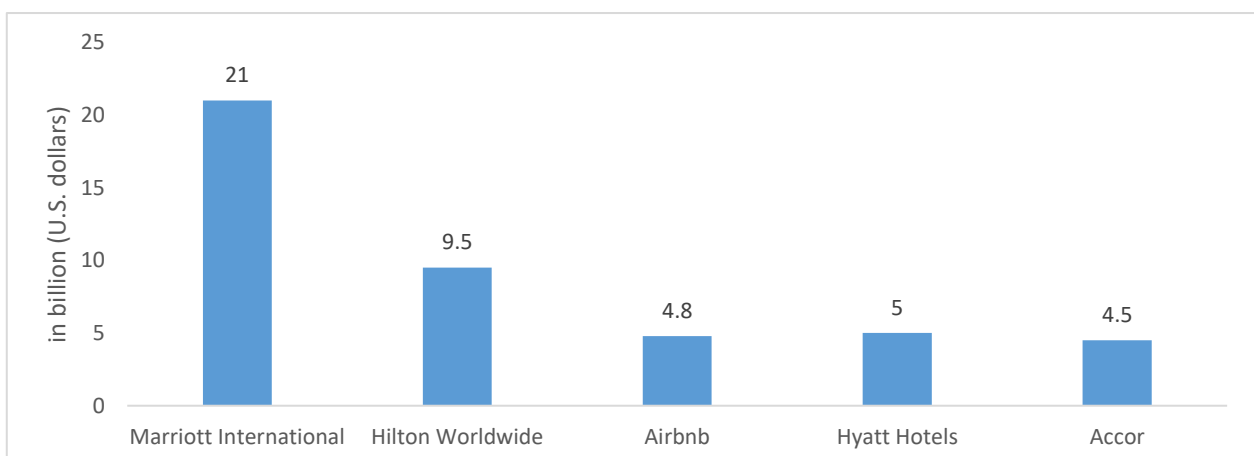
Figure 3: Airbnb nights and experiences booked worldwide 2019, by region



Source: (Airbnb, 2020, p. 146)

With the growth of Airbnb's revenue and the number of bookings, it will become a competitor to the conventional hotel business (Figure 4).

Figure 4: Sales revenue of leading hotel companies in 2019 (in billion U.S. dollars)



Source: (Airbnb, 2020, p. 21), and (Andrea, et al., 2020)

Indeed, Airbnb outperformed the Accor group in terms of revenue in 2019, and it was just slightly behind Hyatt Hotels. According to a recent report from Chang (2020), luxury hotels can attract high-end customers by providing superior service and charging a premium, while low-quality hotels can compete with Airbnb by offering lower rates. However, due to the virus pandemic's effects, the travelers' choice may have shifted, and the previous research may no longer be valid. This study aims to determine Airbnb use intentions once the travel industry has recovered from the COVID-19 pandemic.

1.3 Research aim and objectives

As countries imposed severe travel restrictions to contain the spread of COVID-19, domestic and international tourism came to a grinding halt. The pandemic's most significant impact has been on Europe's tourism sector, with overall revenue falling from USD 211.97 billion in 2019 to USD 124 billion in 2020 (Statista, 2020). On the other hand, Asia experienced a tremendous loss of tourism jobs, totaling 63.4 million (World Travel & Tourism Council, 2020).

This research analysis highlights the usage intention of Airbnb. The reasons for travelers to use Airbnb are based on Trust, Perceived Risk, Service Quality, Information Quality, eWOM, Economic Benefits, and demographic factors. Will travelers' preferences shift as a result of the COVID-19 pandemic? As such, the study's objectives are as follows:

- i. To ascertain the seven factors: Trust, Perceived Risk, Service Quality, Information Quality, eWOM, Economic Benefits, and demographics that influence Airbnb users' intentions;

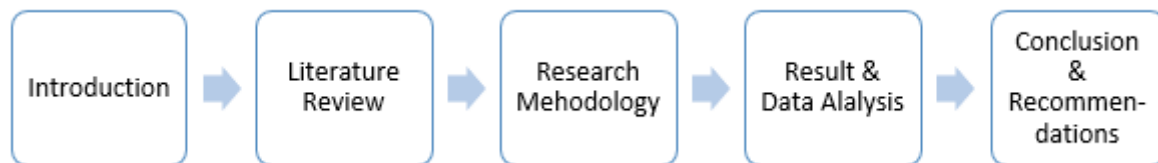
ii. To interpret critical seven factors relationship with usage intention of Airbnb which is affecting the hotel industry's sustainability based on focus group and survey for qualitative and quantitative respectively; and

iii. To assess the impact of Airbnb on the hotel industry in order to provide the findings of this study have practical implications for hotel operators, online travel agencies, and hospitality providers in the areas of developing efficient marketing strategies as Airbnb continues to gain in market share with an expanding rivalry.

1.4 Summary

The research structure is depicted in Figure 5 below, along with the research workflow timetable (Figure 6).

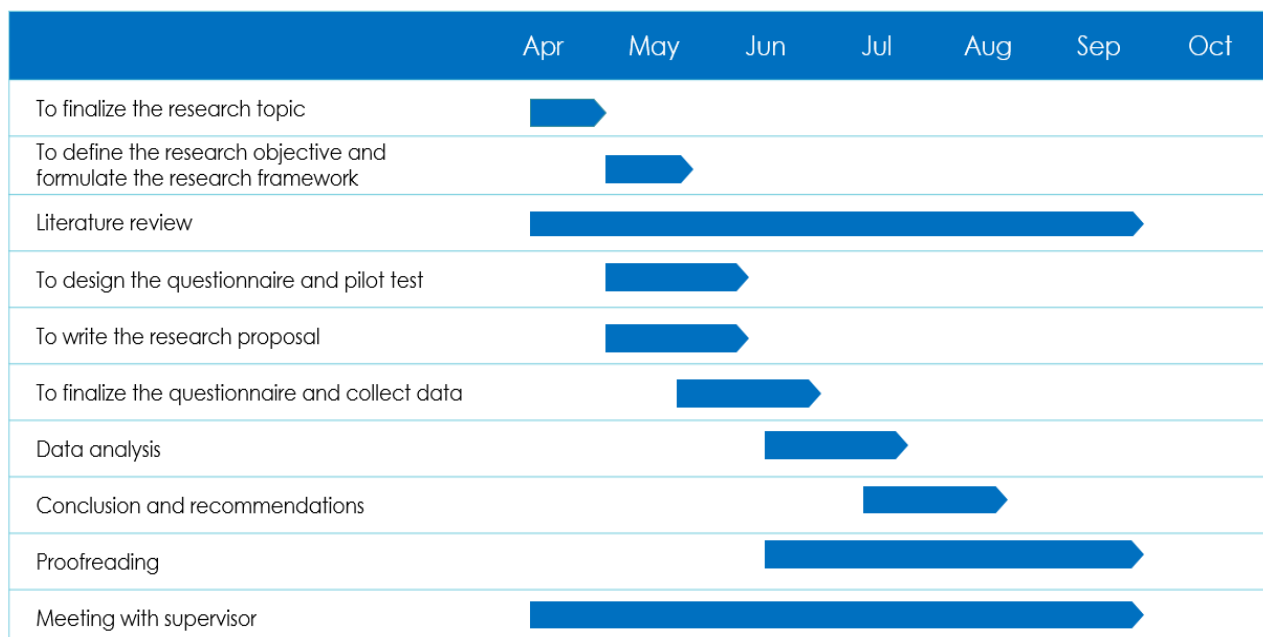
Figure 5: Flowchart of the Research



Source: Constructed by the author

The following is the workflow of this study.

Figure 6: Gantt Chart for Research Timetable



Source: Constructed by the author

Chapter 2

Literature Review

This chapter will summarize the current state of knowledge regarding usage intention, including trust, perceived risk, service quality, information quality, eWOM, and economic benefits. The related empirical studies were also used to review and organize the literature and develop the theoretical framework for this study's theoretical foundation.

2.1 Usage intention

One aspect of user acceptance of technology that is behavior-related is whether or not the user intends to use it. Usage intentions are a component that tests the effectiveness of technology adoption. Individuals' intentions to use a service are influenced by the relationship between attitude and behavioral intentions to use (Davis, 1989). According to Fishbein and Ajzen (1975), behavioral intentions measure people's interests, which causes behavior or connects people's attitudes and recognition of service contributions. Individuals' intentions to use a service are influenced by the relationship between attitude and behavioral intentions to use (Davis, 1989).

Table 1: Definition of Usage Intention

Literature	Definition
Kim, Ferrian and Rao (2008)	Consumers' intentions to transact online.
Kuo, Wu and Deng (2009)	The proclivity of consumers to purchase goods or services in the same store.
Ling, et al. (2011)	As a consumer's desire to develop an online relationship with and transact with an online shop.
Wu, Yeh and Hsiao (2011)	Represent the likelihood that consumers will consider purchasing a particular product or service in the future.
Huang, et al. (2014)	A predictor of customer consumption behavior that reflects the subjective consciousness or purchasing possibilities of the customer
Namahoot and Laohavichien (2018)	As a criterion for the success of technology adoption.
Amirkiaee and Evangelopoulos (2018)	The Technology Acceptance Model (TAM) considers attitude toward technology use as a predictor of willingness to use technology.
Martins, et al. (2019)	The possibility that consumers will purchase a particular product or service in the future.
Qi and Yao (2020)	Consumers' tendency to buy a particular good.
Dabbous, Aoun and Sayegh (2020)	The relationship between a consumer's interest in a brand or a product and his or her ability to purchase these products

Source: Constructed by the author

2.1.1 Construct and measurements

This study used a questionnaire to determine respondents' usage intentions using four variables adopted from Hong (2015), Möhlmann (2015) and Amaro, et al. (2019).

Table 2: Measurements of Usage Intention

Literature	Measurements
Kim, Ferrian and Rao (2008)	The likelihood of making an online purchase; Likelihood of recommending to others; Propensity to repurchase online
Kuo, Wu and Deng (2009)	Propensity to repurchase online; Likelihood of recommending to others; Future intention to shop at the retailer
Ling, et al. (2011)	Is planning to conduct a transaction in the near future; Intention to use; Future intention to shop at the retailer
Wu, Yeh and Hsiao (2011)	Future intention to shop at the retailer; Future intention to shop at the retailer more often
Huang, et al. (2014)	Future intention to shop at the retailer; Would consider purchasing from this retailer; It would be my first choice; Likelihood of recommending to others
Namahoot and Laohavichien (2018)	Intention to use
Amirkiaee and Evangelopoulos (2018)	Attitude; Action participation
Martins, et al. (2019)	Worthwhile; Would consider purchasing from this retailer; Likelihood of recommending to others
Qi and Yao (2020)	Intention to purchase
Dabbous, Aoun and Sayegh (2020)	Willing to buy; Be prepared to purchase; Consider purchasing as my first option; Intend to buy

Source: Constructed by the author

2.2 Trust

Trust is described as the expectation that an entity will rely on another person's or entity's word, commitment, or written disclaimer (Rotter, 1967). It is a metric used to assess an individual's resilience compared to another (Zand, 1972). Trust is particularly critical in times of uncertainty or conjecture on the unforeseen or unanticipated actions (Kim, et al., 2008).

Table 3: Definition of Trust

Literature	Definition
Rotter (1967)	An expectation that an entity has to rely on the word, commitment, or writing disclaimer over another person or entity.
Zand (1972)	A measure to determine one's resilience over another.
Kim, Ferrian and Rao (2008)	Trust is especially important in situations of uncertainty or speculation surrounding the unforeseen or unpredictable acts of others.
D'Alessandro, Girardi and Tiangsoongnern (2012)	The result of the seller's dependability and integrity, such as quality evaluation criteria like honesty and responsibility.
Lee and Song (2013)	Users' particular faith in the service provider's capability, integrity, and goodness in providing the service
Choi and Ji (2015)	Trust is a critical factor in acceptance.
Schnall, et al. (2015)	The belief in the other party's ability to act responsibly and refrain from exploiting the user's vulnerabilities.
Jin, Line and Merkebu (2016)	The belief that a service organization is capable of delivering on its promises and is driven to do so at the organizational level
Damghanian, Zarei and Siahsarani (2016)	The degree to which someone feels that new technology is dependable and genuine is referred to as trust.
Mittendorf and Ostermann (2017)	A social characteristic resulting from reliance on the future behavior of an entity

Source: Constructed by the author

2.2.1 Construct and measurement

Ridings (2002) proposed three factors that can be used to determine trustworthiness: the disposition to trust, perceived responsiveness, and others' confiding personal information. This study used a questionnaire to determine respondents' trust in Airbnb using four variables adopted from Liang, et al. (2018) and Möhlmann (2015).

Table 4: Measurements of Trust

Literature	Measurements
Rotter (1967)	Dependency; Gullibility; Trustworthiness; Popularity
Zand (1972)	Openness about feelings; Clarification of problems and goals; Search; Influence; Satisfaction; Motivation; Closeness as a team
Kim, Ferrian and Rao (2008)	Trustworthy; The vendor keeps promises and commitments; The vendor has my best interests in mind
D'Alessandro, Girardi and Tiangsoongnem (2012)	Confident to buy using the internet; Wary to buy using the internet; Reliability
Lee and Song (2013)	Ability; Integrity; Benevolence
Choi and Ji (2015)	Dependable; Reliable
Schnall, et al. (2015)	Risk; Usefulness; Ease of use
Jin, Line and Merkebu (2016)	Reliable; Confidence; Integrity
Damghanian, Zarei and Siah sarani (2016)	Benevolence; Honesty; Competence
Mittendorf and Ostermann (2017)	Honesty; Reliability; Trustworthy

Source: Constructed by the author

2.3 Perceived risk

Perceived risk is defined as a trait that is influenced by the stimuli of the digital environment (Chang & Chen, 2008). It is critical to the firm when consumers view of the unclear adverse effects of an online transaction (Kim, et al., 2008). It represents the consumer's perception of the unpredictability of outcomes, particularly while browsing for and selecting a product and/or service information before making any purchase decision (Roy, et al., 2012). Perceived risk and trust are prevalent

concepts that affect usage intention (Martins, et al., 2014). A significant finding revealed that trust has a greater mediating impact on usage intentions than perceived risk (Namahoot & Laohavichien, 2018).

Table 5: Definition of Perceived Risk

Literature	Definition
Chang and Chen (2008)	A characteristic that is impacted by the digital environment's stimulus.
Kim, Ferrian and Rao (2008)	A consumer's perception of the online transaction's unclear negative consequences.
Roy, et al. (2012)	It depicts the consumer's impression of the unpredictability of outcomes, particularly when it comes to looking for and selecting a product and/or service information prior to making any purchase choice.
Delbufalo (2015)	The anticipated likelihood of receiving unfavorable results
Hsieh (2015)	A mixture of uncertainty and the gravity of the result.
Yang, et al. (2015)	The risk of loss associated with pursuing a desired objective through the use of an e-service.
Lee, et al. (2018)	Awareness of the possibility for and uncertainty related with negative values.
Amaro, Andreu and Huang, (2019)	Prejudices regarding the unpredictable negative consequences of electronic transactions.
Yuliati, et al. (2020)	Distrust and danger are natural variables that might be hidden in promises and commitments.
Qalati, et al. (2021)	The overall customer perception of a product's or service's usefulness based on what is delivered versus what is invested

Source: Constructed by the author

2.3.1 Construct and measurements

Perceived risk in this study refers to how users perceive the potential future outcomes of Internet use, resulting in adverse effects. Numerous previous studies have established a strong link between risk and the concept of trust. As Selnes (1998) suggests, trust reduces perceived risk in a buyer-seller relationship. This study used a questionnaire to determine respondents' perceived risk in Airbnb using five variables adopted from Ling, et al. (2011), Choi and Ji (2015), and Jin, et al. (2016).

Table 6: Measurements of Perceived Risk

Literature	Measurements
Chang and Chen (2008)	Trust; Website quality; Website brand
Kim, Ferrian and Rao (2008)	Privacy protection; Security protection
Roy, et al. (2012)	Trust; Website design; Social influence
Delbufalo (2015)	Insufficient or distorted information; Quality; Capacity fluctuations or shortages in supply; Poor logistics performance; Risk of business information being stolen
Hsieh (2015)	Trust
Yang, et al. (2015)	Overall risk; Economic risk; Functional risk; Security risk; Privacy risk; Time risk; Service risk; Psychological risk; Social risk; Perceived usefulness; Perceived ease of use; Trust
Lee, et al. (2018)	Privacy risk; Security risk
Amaro, Andreu and Huang, (2019)	Booking from local hosts on Airbnb is risky; Sending personal information is risky; Making a payment online is risky
Yuliati, et al. (2020)	Financial risk; Performance risk; Physical risk; Time risk; Psychological risk
Qalati, et al. (2021)	Financial risk; Product risk; Security risk; Time risk; Social risk

Source: Constructed by the author

2.4 Service quality

In the services industry, service quality is the primary indicator of client happiness (Taylor & Baker, 1994). It is described as the standard of service people anticipate (Shao, et al., 2004). The gap between what customers expect from a service and how they perceive the service to perform (Kuo, et al., 2009).

When offering a service, adherence to consumer requirements is required (Wu, et al., 2011), so service

quality is an essential factor in evaluating an industry's viability (Huang, et al., 2014), where it is the majority of what determines customer contentment and behavioral intentions (Lalicic & Weismayer, 2018).

The Airbnb website acts as a critical service platform, allowing guests to simultaneously consume and evaluate critical service quality attributes (Ju, et al., 2019). Customer relationship management's (CRM) strategic value affects a customer's proclivity to repurchase (Sulman & Ayyub, 2019). The buyer-seller transaction involves the exchange of a physical item (Chen, et al., 2019). Excellent pre-sale and after-sale service can boost perceived benefits while reducing non-monetary elements such as time, energy, and psychological stress for the buyer. Multi-channel integration service quality is determined by the channel service configuration and integrated interactions (Qi & Yao, 2020).

Table 7: Definition of Service Quality

Literature	Definition
Taylor and Baker (1994)	The primary model of customer satisfaction in the services industry.
Shao, Baker and Wagner (2004)	The degree of service that consumers expect to receive.
Kuo, Wu and Deng (2009)	The discrepancy between what customers anticipate of service and how they perceive it to perform.
Wu, Yeh and Hsiao (2011)	Compliance with customer criteria when providing a service.
Huang, et al. (2014)	A critical aspect in determining the sustainability of an industry.
Lalicic and Weismayer (2018)	Customer happiness and behavioral intentions are determined mainly by service quality.
Ju, et al. (2019)	The Airbnb website serves as a primary service platform, where guests consume and evaluate important service quality attributes simultaneously.
Sulman and Ayyub (2019)	The strategic importance of customer relationship management (CRM) and its effect on a customer's propensity to repurchase.
Chen, et al. (2019)	The buyer-seller transaction involves a tangible object. The seller's excellent pre-sale and after-sale service can enhance perceived advantages while lowering the buyer's non-monetary factors, including time, energy, and psychological stress.
Qi and Yao (2020)	The service quality of multi-channel integration consists of the channel service setup and integrated interactions.

Source: Constructed by the author

2.4.1 Construct and measurements

This study used a questionnaire to determine the Service Quality in Airbnb using four variables adopted from Kim, et al. (2008) and Ju, et al. (2019).

Table 8: Measurements of Service Quality

Literature	Measurements
Taylor and Baker (1994)	Satisfaction; General quality; Overall service; General service quality
Shao, Baker and Wagner (2004)	Gender; Customer involvement
Kuo, Wu and Deng (2009)	Content quality; Navigation and visual design; Management and customer service; System reliability and connection quality
Wu, Yeh and Hsiao (2011)	Interaction quality; Service environment quality; Outcome quality
Huang, et al. (2014)	Service; Reliability; Tangibles
Lalicic and Weismayer (2018)	Host's responsiveness; Host's assurance; Host's empathy; Host's reliability
Ju, et al. (2019)	Host service quality; Web responsiveness quality; Web efficiency quality; Facility service quality
Sulman and Ayyub (2019)	Utilizes modern equipment; Attractive physical facilities; Management frequently develops new services; methods; and procedure; The personnel are well-dressed and impeccably groomed; Promises; Sympathetic and reassuring; Dependable; Trust
Chen, et al. (2019)	Quick service response; High-quality after-sales service
Qi and Yao (2020)	Transparency in the setup of channel services; Channel selection variety; Consistency of content; Consistency of process

Source: Constructed by the author

2.5 Information quality

The persuasive strength of the arguments contained inside the message's contents is characterized as the information quality (Atika, et al., 2016). Since Airbnb's user platform is its website, so websites rely heavily on information. The quality of that information is considered marketing tool for assuring the seamless execution of online purchasing transactions (Kim & Niehm, 2009). Perceptions of a

website by the general audience (Almahamid, et al., 2010) may influence the extent to which users trust that information is current, accurate, and extensive (Ramayah, et al., 2010). Information quality is to increase an individual's evaluation of the system's ability to provide information based on his or her personal use of the system (Zheng, et al., 2013).

Table 9: Definition of Information Quality

Literature	Definition
Kim and Niehm (2009)	Information is a critical component of websites. The quality of that information is viewed as a marketing tool for ensuring the seamless execution of transactions in online purchasing.
Almahamid, et al. (2010)	The public's perceptions of a website.
Ramayah, Ahmad and Lo (2010)	The degree to which users believe information is relevant, timely, accurate, and comprehensive.
Zheng, Zhao and Stylianou, (2013)	An individual's assessment of the system's performance in supplying information based on his use of the system
Atika, Kusumawati and Iqba, (2016)	The persuasive strength of the arguments in the message information.
Chen (2017)	Information is suitable for usage by individual users.
Erkan and Evans (2018)	The central significance of what's conveyed in a message.
Chen and Chang (2018)	The quality, completeness, clarity, comprehensibility, use, and reliability of data outputs from information systems.
Hanjaya, Kenny and Gunawan (2019)	Consumers will benefit from the convenience of use by learning all about the goods.
Lee, Sung and Jeon (2019)	A system offers the user timely and accurate access to critical and significant information.

Source: Constructed by the author

2.5.1 Construct and measurements

This study used a questionnaire to determine the Information Quality in Airbnb using four variables adopted from Kim, et al. (2008) and Ju, et al. (2019).

Table 10: Measurements of Information Quality

Literature	Measurements
Kim and Niehm (2009)	Reliable data; Educational; Current information; High-quality information; Useful
Almahamid , et al. (2010)	Accessibility; Timeliness; Relevancy; Understandability; Quantity; Validity; Objectivity; Security; Completeness; Free of error; Concise presentation
Ramayah, Ahmad and Lo (2010)	Relevant; Timely; Accurate; Complete
Zheng, Zhao and Stylianou, (2013)	Dependability; Objectiveness; Added value; Promptness; Richness; Format
Atika, Kusumawati and Iqba, (2016)	Completeness; Format; Accuracy; Currency
Chen (2017)	Provided data; The information's quality; High-quality information in general;
Erkan and Evans (2018)	Have enough justifications; Objective; Comprehensible; Clear
Chen and Chang (2018)	Dependable; Attuned to the reality of the situation
Hanjaya, Kenny and Gunawan (2019)	Information that is pertinent; Valuable and verifiable information; Information of the highest caliber; Current information
Lee, Sung and Jeon (2019)	Accurate data; Facts that can be relied upon; An appropriate degree of detail; Presents in an appropriate format

Source: Constructed by the author

2.6 eWOM

Electronic Word Of Mouth ("eWOM") is an effective marketing strategy for encouraging the sale of a product (Wang, et al., 2018). Before purchasing things or services, consumers research previous customers to establish confidence (Erkan & Evans, 2016). In the consumer–supplier relationship, previous consumers voice their opinions or even evaluate a company's performance and behavior (See-To & Ho, 2014). Potential customers generally utilize eWOM to decide whether they should trust a company in an online transaction. Any favorable or negative statements or debates on the

internet regarding a certain product, service, or organization would influence to the customers' decision (Liang, et al., 2018).

Table 11: Definition of eWOM

Literature	Definition
Mortazavi, Esfidani and Barzoki (2014)	Entail the transmission of personal experiences and thoughts through the written word.
See-To and Ho (2014)	Prior customers express their opinions or even score a company's performance and behavior in the consumer-supplier relationship. Potential customers typically use this eWOM to determine if they should trust the business in an online transaction.
Erkan and Evans (2016)	A persuasive marketing tool. Consumers research prior customers to gain confidence before purchasing items or services.
Abubakar, et al., (2017)	Consumers' favorable or unfavorable words about items or services are scripted and posted on the internet for individuals and institutions to see.
Yang (2017)	Businesses can take advantage of this opportunity to be more receptive to client needs, to market their products and services, and to establish a brand through imagery.
Liang, Choi and Joppe (2018)	Any positive or destructive statements or debates about a particular product, service, or organization publicly available on the internet.
Wang, Wang and Wang (2018)	A marketing approach that successfully promotes the sale of a product.
Woon and Ch'ng (2019)	The facts and opinions expressed by customers on a product based on their own experience.
Tabassum, Khwaja and Zaman (2020)	The behavior of consumers in various digital networks in exchanging the product or service-related information with other consumers
Tarkang, et al. (2020)	Customer reviews on the internet.

Source: Constructed by the author

2.6.1 Construct and measurements

This study used a questionnaire to determine the eWOM of Airbnb using four variables adopted from Liang, et al. (2018), Sidea, et al. (2020), and Alhidari, et al (2015).

Table 12: Measurements of eWOM

Literature	Measurements
Mortazavi, Esfidani and Barzoki (2014)	Positive valence; Negative valence; Tie strength
See-To and Ho (2014)	Trust; Purchase intention; Value co-creation
Erkan and Evans (2016)	The accuracy of the information; Credibility of information; Informational requirements; Information-seeking attitude; Information's utility; Adoption of information
Abubakar, et al., (2017)	Positive online reviews that provide a favorable impression on others; Confer with additional reviewers; Confident
Yang (2017)	Experience factors; Knowledge sharing factors; Technology acceptance factors
Liang, Choi and Joppe (2018)	Positive online reviews that provide a favorable impression on others; Confer with additional reviewers
Wang, Wang and Wang (2018)	Beneficial information; Mentioned something that was not previously considered; Have an effect on the purchasing decision; Assist in decision-making
Woon and Ch'ng (2019)	Perceived risk; Potential risk of a transaction
Tabassum, Khwaja and Zaman (2020)	Convincing; Persuasive; The reviewer is credible; The reviewer is reliable; Contradicted what I had previously known; Supported my opinion of the product; Consistent with other reviews; In the same vein as previous reviews; Educational; Comprehensive
Tarkang, et al. (2020)	Website calibre; Information-task compatibility

Source: Constructed by the author

2.7 Economic benefits

The economic benefit is defined as the return on service consumption and performance predictive of customer happiness and future proclivity to use or purchase (Santoso & Nelloh, 2017). It reflects consumers' opinions of the benefits of conducting an online purchase (Dabbous, et al., 2020). People are more fiscally responsible and continually attempt to be more resourceful (Tussyadiah & Pesonen, 2016). Users' motivations for continuing to engage in social commerce are diverse and frequently motivated by their views of personal joy and economic gain (Hamari, et al., 2016). Economic benefits

are typically touted as collaborative consumption's most persuasive qualities (Amaro, et al., 2019). When strong social and economic benefits are combined with low risks, costs, and trust, tourists who use peer-to-peer lodging may have stronger purchasing intentions (Pappas, 2017).

Table 13: Definition of Economic Benefits

Literature	Definition
Lai, et al. (2015)	A significant element influencing consumer behavior in the direction of purchasing.
Tussyadiah and Pesonen (2016)	People are more conscientious of their expenditure and are constantly striving to be more resourceful.
Tussyadiah (2016)	On satisfaction and intention to utilize P2P housing, there are significant positive effects of enjoyment and economic gains.
Hamari, Sjöklint and Ukkonen (2016)	Users' desire to continue participating in social commerce is complex and frequently based on their perceptions of personal delight (including through relatedness) and economic gains.
Pappas (2017)	Strong social and economic benefits combined with minimal risks, costs, and trust can result in high purchasing intentions for holidaymakers using peer-to-peer lodging.
Santoso and Nelloh (2017)	Return on service consumption and performance as predictors of satisfaction and future propensity to use services.
Amaro, Andreu and Huang (2019)	The economic benefits of participation in collaborative consumption are frequently cited as one of its most compelling features.
Lv, Xie and Li (2019)	A favorable effect on tourism-related support.
Dabbous and Tarhini (2019)	Economic advantages are necessary to motivate individuals to engage in sustainable consumption through sharing economies and to establish the role of attitude and trust as mediators.
Dabbous, Aoun and Sayegh (2020)	Represent consumers' perceptions of the degree to which they will benefit from engaging in an online transaction with a certain website.

Source: Constructed by the autho

2.7.1 Construct and measurements

This study used a questionnaire to determine the Economic Benefit of Airbnb using five variables adopted from Amaro, et al. (2019) and Tussyadiah and Pesonen (2016).

Table 14: Measurements of Economic Benefits

Literature	Measurements
Lai, et al. (2015)	Save money; Efficiency; Lower cost
Tussyadiah and Pesonen (2016)	Save money; Lower cost; Higher-quality lodging at a lower cost
Tussyadiah (2016)	Save money; Lower travel cost; Reasonably priced; Financial advantages
Hamari, Sjöklint and Ukkonen (2016)	Save money; Financial advantages; Enhance economic conditions; Save time
Pappas (2017)	Save money; Lower travel cost; Higher-quality lodging at a lower cost
Santoso and Nelloh (2017)	Save Money; Lower Cost; Reasonably priced; Financial advantages
Amaro, Andreu and Huang (2019)	Save money; Cheaper price
Lv, Xie and Li (2019)	Boost your ability to pay; Economic gain; Economic prospects
Dabbous and Tarhini (2019)	Save or earn money; Enhance economic conditions; More affordable than competing products on the market
Dabbous, Aoun and Sayegh (2020)	Save money; Enhance economic conditions; More affordable than competing products on the market

Source: Constructed by the author

2.8 Demographic factors

In this study, demographic variables such as gender, age, family size, education, and traveling purpose were examined to determine whether there are differences in usage intention between groups.

Chapter 3

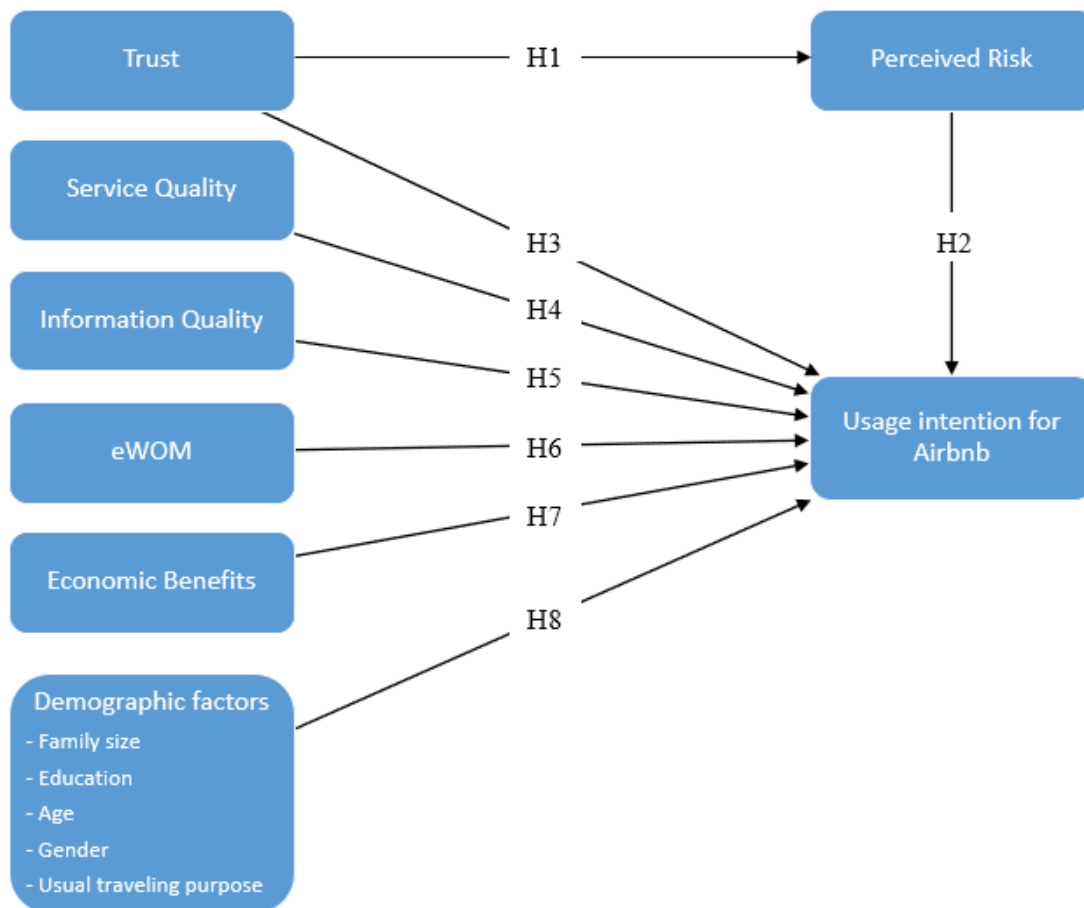
Research Methodology

To begin, references to pertinent literature were used to analyze the research aspects of this study, which included perceived risk associated with a peer-to-peer network, service quality, information quality, electronic word of mouth ("eWOM"), economic benefits, trust, and demographic factors. This chapter illustrates the research methods used in this study based on the findings from the literature review. This chapter explains the research framework, the research steps, the research tools, and the methods for data analysis.

3.1 Research model with hypotheses

This study aims to provide a conceptual framework for examining the relationship between perceived risk, trust, and Airbnb use intention. The model depicted in Figure 7 illustrates the relationship between these three critical constructs.

Figure 7: Conceptual model of the study with hypotheses



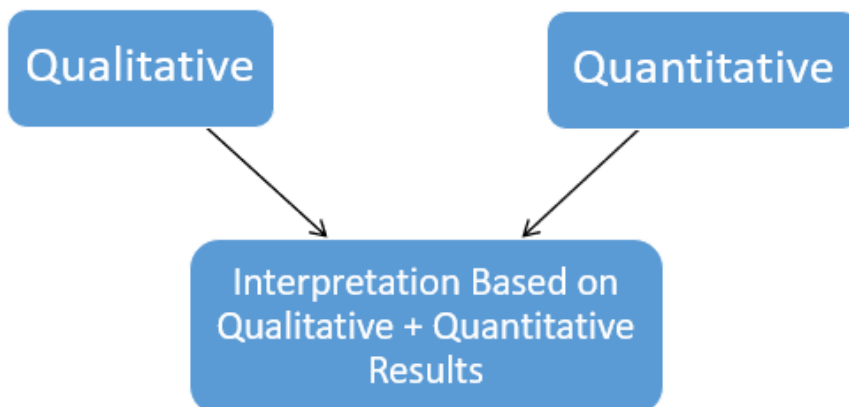
- | | |
|------|---|
| H1: | Trust reduces perceived risk. (negative relationship) |
| H2: | The perceived risk has a negative impact on intentions to use Airbnb. |
| H3: | The trust travelers have in Airbnb has a positive effect on their decision to use it. |
| H4: | The service quality provided by Airbnb has a positive effect on travelers' intention to use it. |
| H5: | The information quality provided by Airbnb has a positive effect on travelers' intention to use it. |
| H6: | The eWOM of Airbnb positively impact travelers' intention to use Airbnb. |
| H7: | The Economic Benefits of Airbnb positively impact travelers' intention to use Airbnb. |
| H8a: | Family size is postively related to usage intention towards Airbnb. |
| H8b: | Education is postively related to usage intention towards Airbnb. |
| H8c: | Age is postively related to usage intention towards Airbnb. |
| H8d: | Gender is postively related to usage intention towards Airbnb. |
| H8e: | Usual travelling purpose is postively related to usage intention towards Airbnb. |

Source: Constructed by the author

3.2 Triangulation

Triangulation (Denzin, 1978) is a technique for achieving more accurate answers to research questions by combining data from many distinct methods, each of which has distinct primary sources of possible bias that are unrelated to the others (Figure 8).

Figure 8: Qualitative and Quantitative Research Methodologies



Source: Creswell (2009)

3.3 Quantitative and qualitative research

The primary quantitative data (Queirós, et al., 2017) in this study refer to questionnaires designed and collected from global travelers who used online platforms to book their accommodations, including but not limited to travelers who booked through Airbnb (Martin & Bridgmon, 2012). Secondary quantitative data are analyzed using the same type of questionnaires or market survey obtained from questionnaires conducted in other journals, government reports, or research reports from other constitutions.

The primary qualitative data in this study (Fossey, et al., 2002) refer to a focus group that to discuss the needs of the study with travelers who used online platforms to book their accommodations, including but not limited to travelers who booked through Airbnb.

This study applies a combination of qualitative and quantitative research that allows for an overall

and negotiated account of the findings, so quantitative and qualitative methods will complement one another, which will converse or debate with each other to construct a negotiated account of what they mean collectively. Mixed methods can also help to show the similarities and differences between specific trends (Bernardi et al., 2007).

Figure 9: Primary Data Collection Process



Source: Constructed by the author

3.4 Focus group

Sociologists and psychologists have been conducting focus groups for well over a half-century (Merton & Kendall, 1946). A focus group is a select group of people who have been carefully selected to engage in open conversations in order to conduct research. The hosting organization selects study participants with care to represent the population they are attempting to reach accurately. The research question and research design ultimately dictate the structure of the focus group. Well-designed focus groups typically last between one and two hours (Morgan, 1997) and have between six and twelve participants (Baumgartner & Hensley, 2002).

The focus group method is used in this qualitative study. To ensure that the interview runs smoothly, the plan was to organize a focus group session of nine participants, with notes taking and logistical

considerations such as a consent form. Participants completed a demographic survey after completing the individual informed consent process before starting the focus group session.

The focus group was held in Hong Kong for approximately 60 minutes and was conducted in English and Cantonese. The session was recorded on paper and transcribed for analysis. During the focus group session, a series of open-ended questions were used to determine the usage intention of Airbnb or other hotel's online reservation platforms. We specifically asked the participants at the end of the session if their usage intention would change as a result of the COVID-19 pandemic. Data collection continued until saturation was reached, which happened when we heard similar patterns and no new information was shared.

3.5 Questionnaire survey method

Due to the firm's data privacy, it is completely impossible to obtain a list of all Airbnb users from the sampling frame. As a result, this study will employ non-probability sampling, a form of convenience sampling, and will account for potential systemic errors. A survey is presented on a digital platform distributed to travelers who matched the target population. An online self-administered questionnaire will be used to collect data for this study.

Numerous rating scales have been developed to assess attitudes, with the Likert scale (1932) being the most widely used. The Likert scale is a five- or seven-point scale that allows individuals to express their level of agreement or disagreement with a particular statement. It enables respondents to express both the direction and intensity of their opinion about an aspect (Garland, 1991). This study's questionnaire will be graded on a six-point Likert scale. A six-point scale forces respondents to choose

between the level of agreement, preventing them from selecting the neutral alternative (Edwards & Smith, 2014). The six-point Likert-scale response is based on the likelihood range. It includes the following options: 1) Strongly Disagree, 2) Disagree, 3) Slightly Disagree, 4) Slightly Agree, 5) Agree, and 6) Strongly Agree.

The questionnaire for this research is divided into two sections. The first section contains basic demographic information about the respondents, such as gender, age, family size, education, and usual traveling purpose. The second section discussed the factors that influence Airbnb users' intentions to use the service.

A pilot test is used to develop the design of the full-scale experiment, which can then be adjusted, it can provide additional insight to increase the effectiveness of assessing the study's hypothesis (Thabane, et al., 2010). At a minimum, 30–40 participants per group is required to generate a correlation matrix with lower limits that can be used to determine the distribution of possible variables for corresponding statistical tests (Hertzog, 2008). Therefore, we invited 30 participants who have used Airbnb in the past to participate in a pilot test of the initial questionnaire in order to evaluate its structure and definitions, scale reliability, logical flow, and focus primarily.

3.6 Final Survey

Table 15: Questionnaire survey

<i>Survey Questions</i>	<i>Adopted from</i>
<i>Trust</i>	
Airbnb creates the impression that it adheres to its commitments and promises.	(Liang, et al., 2018)
I believe Airbnb will keep its promises to me.	(Liang, et al., 2018)
I trust that Airbnb has sufficient safeguards in place to protect me from liability for damage that is not my fault.	(Möhlmann, 2015)
Overall, Airbnb is trustworthy.	(Liang, et al., 2018)
<i>Perceived Risk</i>	
I am concerned about the privacy of my personal information during a transaction with Airbnb.	(Ling, et al., 2011)
Using Airbnb would be risky.	(Choi & Ji, 2015)
I need a lot more information about the host before I would book from Airbnb.	(Jin, et al., 2016)
Booking through Airbnb would put me in danger of physical harm.	(Jin, et al., 2016)
Booking via Airbnb would result in a financial loss for me.	(Jin, et al., 2016)
<i>Service Quality</i>	
I am pleased with my experience of staying in Airbnb accommodations.	(Kim, et al., 2008)
The design of Airbnb's app or website is appealing to me.	(Ju, et al., 2019)
Airbnb's host is helpful.	(Ju, et al., 2019)
If there is a problem, Airbnb's app or website provides the option to speak with a live person.	(Ju, et al., 2019)
<i>Information Quality</i>	
When I attempt to make a transaction through the Airbnb app or website, I receive sufficient information.	(Kim, et al., 2008)
I am satisfied with the information provided by the Airbnb app and website.	(Kim, et al., 2008)
The information on the Airbnb app and website is well organized.	(Ju, et al., 2019)
The Airbnb app and website are easy to use.	(Ju, et al., 2019)
<i>eWOM</i>	
To ensure that I choose the best Airbnb host, I frequently read online reviews from other tourists.	(Liang, et al., 2018)
Before I choose to book an Airbnb, I frequently gather information from tourist reviews online.	(Liang, et al., 2018)
Based on the high rating a host has received from travelers, I believe the host is trustworthy.	(Sidra, et al., 2020)
Social media has influenced my perceptions and experiences with Airbnb.	(Alhidari, et al., 2015)
<i>Economic Benefits</i>	
I could save money by booking accommodations through Airbnb from local hosts.	(Amaro, et al., 2019)
Airbnb enables me to book travel accommodations at a lower cost than other travel accommodation websites.	(Amaro, et al., 2019)
I can book unique accommodations from Airbnb that are not available on other travel websites.	(Amaro, et al., 2019)
Airbnb assisted me in reducing my travel expenses.	(Tussyadiah & Pesonen, 2016)
Airbnb enables me to have higher-quality lodging while spending less money.	(Tussyadiah & Pesonen, 2016)
<i>Usage Intention</i>	
I would rather book my accommodations from Airbnb rather than other hotels' reservation platforms.	(Hong, 2015)
The next time, I'm likely to choose Airbnb or another similar sharing option.	(Möhlmann, 2015)
It's a good idea to use Airbnb to book unique accommodations from local hosts.	(Amaro, et al., 2019)
After the COVID-19, I will continue to book my accommodations through Airbnb.	(Jin, et al., 2016)

Source: Constructed by the author

3.6.1 Target population

The target population is defined as the totality of respondents who meet a specified set of criteria (Burns & Grove, 1997). The target population for this study is the global travelers using Airbnb or other hotel reservations online platforms at least once prior to the COVID-19 pandemic. According to the research from Statista (2020), there were 1,118 million active travelers have placed their hotel reservations online in 2019.

3.6.2 Sampling method

After the pilot test was deemed successful, the questionnaire was launched and disseminated widely to groups of individuals through the snowballing method.

3.6.3 Sampling size

The sample size ("n") is calculated according to the following formula:

$$n = \frac{N \left(\frac{z}{e} \right)^2 pq}{N - 1 + \left(\frac{z}{e} \right)^2 pq}$$

N refers to the target population for this research which is 1,118 million; $z = 1.96$ if we use 95% confidence level; p is the percentage of the study phenomena in population, and we assigned as 0.5; $q = 1-p$; e is the accepted bias for p in the sample, and it is 0.05 according to the study accuracy. As a result, n is 385 for the sample size in this study.

3.7 Data analysis techniques

SPSS version 26 is used to evaluate descriptive statistics on the demographic data. The reliability test, factor analysis, correlation analysis, simple and multiple regression analysis, independent T-test, and one-way ANOVA test are all used in this study (Appendix A).

3.8 Research Method Limitations

This study offers a comprehensive quantitative cross-comparison of motivations to participate in the sharing economy, specifically Airbnb versus traditional hotels. However, the broad scope of this study has some limitations that will need to be addressed in future research. To begin, as the sharing economy expands, more cross-sectional research could compare motivations of actual sharing economy participants and possibly triangulate these with stated motivations for those interested in the general population.

Second, because this research was conducted during a period when most countries' borders were closed, it is possible that people's motivation was affected when they responded to the survey. It would be interesting to compare again in the future to see if there are any differences in usage intentions after most of the countries' borders have been opened. Third, the online survey's short data collection period is a limitation of this study. This is obviously a small list of motivations. Future research should collect data throughout the year to account for potential seasonality effects and to investigate seasonal differences.

3.9 Research Ethics

This research maintains the confidentiality and privacy of the information gathered from the interviews, and all information is utilized solely for the purpose of conducting this academic research project. In order to protect the confidentiality of the information given by the interviewers, this research does not divulge personal data, and no identifying data is necessary in the interviews, such as name, company, and contact information, are not necessary in the focus group interviews.

Appendix A

A.1 Reliability Analysis

Cronbach's alphas were used to determine construct reliability. Our pilot test has a sample size of 40 participants and a Cronbach's alpha of 0.914. Cronbach's alphas ranging from 0.74 to 0.89 indicate that the measures have a satisfactory degree of internal consistency and reliability (Hair, et al., 2014).

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	28

We noticed the variables from the perceived risk factor had a lower Cronbach's alpha, where we have added extra 2 questions for our final survey with a larger sample size to increase its reliability.

Reliability Statistics	
Cronbach's Alpha	N of Items
.670	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1_ I am concerned about the privacy of my personal information during a transaction with Airbnb.	7.93	5.763	.401	.682
R2_ Using Airbnb would be risky.	8.88	4.420	.666	.299
R3_ I need a lot more information about the host before I would book from Airbnb.	7.25	6.346	.404	.669

A.2 Correlation

The Pearson Correlation Coefficient ("r") is used to test and quantify the correlation between variables. N denotes the sample size, which in our pilot test was 40 responders. If the Significance value ("Sig.") is 0.05, it indicates that a link exists. If Sig. is more than 0.05, no link exists between the two qualities. If Sig. is smaller than 0.05, we can interpret their relationship by examining the r value, where r is a value between -1 and 1. When r is close to 1, a strong positive association is indicated; when r is near to -1, a strong negative association is implied.

		Correlations						
		TU	PR	SQ	IQ	EWOM	EB	UI
Trust (TU)	Pearson Correlation	1	-.005	.469**	.644**	.289	.442**	.545**
	Sig. (2-tailed)		.974	.002	<.001	.079	.004	<.001
	N	40	40	40	40	40	40	40
Perceived Risk (PR)	Pearson Correlation	-.005	1	-.006	-.141	-.094	.087	-.136
	Sig. (2-tailed)	.974		.969	.386	.565	.593	.402
	N	40	40	40	40	40	40	40
Service Quality (SQ)	Pearson Correlation	.469**	-.006	1	.735**	.397*	.533*	.525**
	Sig. (2-tailed)	.002	.969		<.001	.011	<.001	<.001
	N	40	40	40	40	40	40	40
Information Quality (IQ)	Pearson Correlation	.644**	-.141	.735**	1	.439**	.449**	.656**
	Sig. (2-tailed)	<.001	.386	<.001		.005	.004	<.001
	N	40	40	40	40	40	40	40
Electronic Word of Mouth (EWOM)	Pearson Correlation	.289	-.094	.397*	.439**	1	.432**	.169
	Sig. (2-tailed)	.070	.565	.011	.005		.005	.296
	N	40	40	40	40	40	40	40
Economic Benefits (EB)	Pearson Correlation	.442**	.087	.533**	.449**	.432**	1	.534**
	Sig. (2-tailed)	.004	.593	<.001	.004	.005		<.001
	N	40	40	40	40	40	40	40
Usage Intention (UI)	Pearson Correlation	.545**	-.136	.525**	.656**	.169	.534**	1

	Sig. (2-tailed)	<.001	.402	<.001	<.001	.296	<.001	
	N	40	40	40	40	40	40	40

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

A.3 Regression Analysis

Multiple Linear Regression Analysis is used to ascertain the existence of hypotheses and the linear relationship between predefined variables (Gefen, et al., 2000). In our pilot test, the R square value was .573, indicating that the model can account for 57.3% of data variation.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.495	.82900

a. Predictors: (Constant), TR, PR, SQ, IQ, EWOM, EB

b. Dependent Variable: UI

According to the ANOVA table, the value of Sig. is 0.001, which is less than 0.05. As a result, the regression model is quite significant in this instance.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.421	6	5.070	7.378	<.001 ^b
	Residual	22.679	33	.687		
	Total	53.100	39			

a. Predictors: TR, PR, SQ, IQ, EWOM, EB

b. Dependent Variable: UI

According to the Coefficient table, IQ and EB are significant independent variables because their Sig. is less than 0.05. The remaining independent variables have a Sig. > 0.05 and are therefore non-significant. The insignificant independent variable with the largest Sig. value will be eliminated from the regression.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.339	1.280		-.265	.793		
	TR	.199	.233	.132	.856	.398	.545	1.835
	PR	-.119	.115	-.122	-1.032	.309	.929	1.077
	SQ	-.005	.322	-.003	0.014	.989	.400	2.498
	IQ	.793	.321	.502	2.473	.019	.314	3.186
	EWOM	-.405	.206	-.262	-1.965	.058	.729	1.371
	EB	.482	.187	.376	2.574	.015	.608	1.646

a. Dependent Variable: UI

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APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

Delete the Guidance Notes at the end of the form BEFORE submitting your application

SECTION A: About You (Principal Researcher)

1	Full Name:	Ao Cheung TSUI			
2	Tick all boxes which apply:	Member of staff:	☐	Honorary research fellow:	☐
3	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
4	Institute/Academic Discipline/Centre:	University of Wales Trinity Saint David Master of Business Administration			
5	Campus:	The Hong Kong Management Association			
6	E-mail address:	Ed.tsui@hotmail.com			
7	Contact Telephone Number:	52917717			
For students:					
8	Student Number:	1921900			
9	Programme of Study:	Master of Business Administration			
10	Director of Studies/Supervisor:	Dr. Kathleenne Mo			

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☒
					Date
2	If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
3		Institute Research Committee	☐		
4		Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
1	UWTSD Research Ethics & Integrity Code of Practice	☒
2	UWTSD Research Data Management Policy	☒
3		☐

SECTION D: External Collaborative Research Activity

1	Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒	
2	If Yes, please provide the name of the external organisation and name and contact details for the main contact person and confirmation this person has consented to their personal data being shared as part of this collaboration.					
3	Institution					
4	Contact person name					
5	Contact person e-mail address					
6	Has this individual consented to sharing their details on this form?	YES	☐	NO	☐	
7	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
8	Is your research externally funded	YES	☐	NO	☐	
9	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☐
10		Employed	YES	☐	NO	☐
11	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
12	Permission to undertake the research has been provided by the partner organisation	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

Where research activity is carried out in collaboration with an external organisation

13	Does this organisation have its own ethics approval system?	YES	☐	NO	☒
14	If Yes, please attach a copy of any final approval (or interim approval) from the organisation				

SECTION E: Details of Research Activity

1	Indicative title:	A study of the impact of the rise of sharing economy – Travelers' usage intention of the Airbnb on the hotel industry		
2	Proposed start date of your research (not your course start date):	15 Apr 2021	Proposed end date:	18 Oct 2021
3	Introduction to the Research (maximum 300 words) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the three points below: • <i>Purpose of Research Activity</i> • <i>Proposed Research Question</i> • <i>Aims of Research Activity</i> • <i>Objectives of Research Activity</i> Demonstrate, briefly, how <u>Existing Research</u> has informed the proposed activity and explain • <i>What the research activity will add to the body of knowledge</i> • <i>How it addresses an area of importance.</i>			
4	Purpose of Research Activity Conduct focus group and questionnaire survey for the study. (this box should expand as you type)			
5	Research Question Determine Airbnb use intentions once the travel industry has recovered from the COVID-19 pandemic (this box should expand as you type)			
6	Aims of Research Activity To ascertain the seven factors: Trust, Perceived Risk, Service Quality, Information Quality, eWOM, Economic Benefits, and demographics that influence Airbnb users' intentions (this box should expand as you type)			
7	Objectives of Research Activity To assess the impact of Airbnb on the hotel industry in order to provide the findings of this study have practical implications for hotel operators, online travel agencies, and hospitality providers in the areas of developing efficient marketing strategies as Airbnb continues to gain in market share with an expanding rivalry. (this box should expand as you type)			
8	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed.			

9	Face to face focus group, and online survey (this box should expand as you type)
10	Location of research activity Identify all locations where research activity will take place. Hong Kong and online for the survey
11	Online survey for global travelers (this box should expand as you type)
12	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants.
13	Not applicable. The research activity does not conflict with any cultural and/or legal sensitivities or vulnerabilities of participants. (this box should expand as you type)

14	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO	☒
		YES	☐
15	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with prevailing data protection law of the country in question and England and Wales. (this box should expand as you type)		

SECTION F: Scope of Research Activity

1	Will the research activity include:	YES	NO
2	Use of a questionnaire or similar research instrument?	☒	☐
3	Use of interviews?	☒	☐
4	Use of diaries?	☐	☒
5	Participant observation with their knowledge?	☐	☒
6	Participant observation without their knowledge?	☐	☒
7	Use of video or audio recording?	☐	☒
8	Access to personal or confidential information without the participants' specific consent?	☐	☒
9	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
10	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒

11	Investigation of participants involved in illegal activities?	☐	☒
12	Use of procedures that involve deception?	☐	☒
13	Administration of any substance, agent or placebo?	☐	☒
14	Working with live vertebrate animals?	☐	☒
15	Other primary data collection methods, please explain in this box For example, 'focus groups'. Please indicate the type of data collection method(s) in this box and tick the accompany box.	☐	☒
16	Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

1	Who are the intended participants:	YES	NO
2	Students or staff at the University?	☐	☒
3	Adults (over the age of 18 and competent to give consent)?	☒	☐
4	Vulnerable adults?	☐	☒
5	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
6	Prisoners?	☐	☒
7	Young offenders?	☐	☒
8	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
9	People engaged in illegal activities?	☐	☒
10	Others (please identify specifically any group who may be unable to give consent) please indicate here and tick the appropriate box.	☐	☒
11	Other – please indicate here: (this box should expand as you type)		

12	Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
13	How many participants are expected?	380 (this box should expand as you type)
14	Who will the participants be?	Travelers who used Airbnb (this box should expand as you type)

15	How will you identify the participants?	Snowballing (this box should expand as you type)
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16	Information for participants:	YES	NO	N/A
17	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
18	Will you tell participants that their participation is voluntary?	☒	☐	☐
19	Will you obtain written consent for participation?	☒	☐	☐
20	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
21	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
22	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
23	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☐	☒
24	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
25	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
26	If NO to any of above questions, please give an explanation			
27	(this box should expand as you type)			

28	Information for participants:	YES	NO	N/A
29	Will participants be paid?	☐	☒	☐
30	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
31	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
32	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
33	If YES to any question, please provide full details			
34	(this box should expand as you type)			

SECTION H: Anticipated Risks

1	Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.		
2	Full risk assessment completed and appended?		Yes ☐ No ☒
3	Risks to participants For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information		

4	Risk to Participant: N/A <i>(this box should expand as you type)</i>	How will you mitigate the Risk to Participant N/A <i>(this box should expand as you type)</i>		
5	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities			
	N/A <i>(this box should expand as you type)</i>			
6	Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest			
	Risk to Investigator: N/A <i>(this box should expand as you type)</i>	How will you mitigate the Risk to Investigator: N/A <i>(this box should expand as you type)</i>		
7	University/institutional risks For example: adverse publicity, financial loss, data protection			
	Risk to University: N/A <i>(this box should expand as you type)</i>	How will you mitigate the Risk to University: N/A <i>(this box should expand as you type)</i>		
8	Disclosure and Barring Service			
9	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
10	Does your research require you to hold a current DBS Certificate?	☐	☐	☒

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	- The de-briefing will be verbally provided immediately after the interview. - Their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs. <i>(this box should expand as you type)</i>
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	- The consent will be explained verbally before inviting the participants for the interview, as well as before the interview starts <i>(this box should expand as you type)</i>
3	Confidentiality / Anonymity

	Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	- No personal data will be collected during the research activity. (this box should expand as you type)

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (<http://uwtsd.ac.uk/library/research-data-management/>).

1	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.	☐	☒
2	If YES, provide a description of the data and explain why this data needs to be collected:		
	(this box should expand as you type)		
3	Does it involve special category data (as defined by the GDPR)?	YES	NO
	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
4	If YES, provide a description of the special category data and explain why this data needs to be collected:		
	(this box should expand as you type)		

5	Will the research activity involve storing personal data and/or special category data on one of the following:	YES	NO
6	Manual files (i.e. in paper form)?	☐	☒
7	University computers?	☐	☒
8	Private company computers?	☐	☒
9	Home or other personal computers?	☒	☐

10	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
11	"Cloud" storage or websites?	☒	☐
12	Other – specify:	☐	☒
13	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of password protection, encryption, anonymisation and pseudonymisation:		
	N/A <i>(this box should expand as you type)</i>		
14	All Data Storage		
15	Will the research activity involve any of the following activities:	YES	NO
16	Electronic transfer of data in any form?	☒	☐
17	Sharing of data with others at the University?	☐	☒
18	Sharing of data with other organisations?	☐	☒
19	Export of data outside the European Union or importing of data from outside the UK?	☐	☒
20	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
21	Publication of data that might allow identification of individuals?	☐	☒
22	Use of data management system?	☐	☒
23	Data archiving?	☐	☒
24	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and DPA (and/or any international equivalent):		
	N/A <i>(this box should expand as you type)</i>		
25	List all who will have access to the data generated by the research activity:		
	Only to myself <i>(this box should expand as you type)</i>		
26	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	Only to myself <i>(this box should expand as you type)</i>		
27	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		
	No data will be stored. All data involved in this activity will be shredded and delete upon the research completion. <i>(this box should expand as you type)</i>		
28	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtسد.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		

	N/A		
	<i>(this box should expand as you type)</i>		
29	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtسد.ac.uk/library/research-data-management/)	YES	☒
		NO	☐
30	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒
		NO	☐

SECTION K: Declaration

31	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtسد.ac.uk/research/research-ethics/		
	Signature of applicant:		Date: 10 Jun 2021

For STUDENT Submissions:

32	Director of Studies/Supervisor:	Dr. Katherine Mo	Date:
33	Signature:		13 Jun 2021

For STAFF Submissions:

34	Academic Director/ Assistant Dean:		Date:
35	Signature:		

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT

☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.
☒	I have deleted the guidance notes before submitting the PG2 for consideration

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.