Motives and Barriers of Using Airbnb: Findings from Mixed Method Approach

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Abstract : The study aimed to investigate the impact of motives and barriers for Egyptian users to use Airbnb as a platform of peer-to-peer accommodation instead of hotels on overall attitude towards Airbnb. A sequential mixed-methods approach was adopted to this study and it proposed a comprehensive research model adapted from both literature and results of qualitative phase and then tested via an online questionnaire. The findings revealed that, motives, price, home benefits, privacy, and online reviews significantly explained overall attitude towards Airbnb, while the main barriers were respectively: perceived risk and distrust in which they can predict the overall attitude. While from the subjective norms, only social influence can predict behavioral intention to use Airbnb. The study may serve as a practical reference for practitioners as well as researchers when developing programs and strategies to manage Airbnb consumers' needs and decision process. Some of the main conclusions drawn from this study are that variety was one of the major things that users like about Airbnb and the most important motives are the functional ones like price rather than the experiential ones like authenticity.
Keywords : airbnb, barriers, disruptive innovation, motives, sharing economy
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