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Investigating Consumer Behavior in the Malaysian Accommodation sector:

Critical factors influencing customer's choices between Airbnb and Branded Hotels
### 309807

AIM :

This aim of the study is to investigate the set of possible factors that might influence consumers purchasing behavior between Airbnb and branded hotels in Malaysia.

Objectives:

- To undertake a thorough search in the literature review (secondary research) in order to explore the areas of consumer behavior, motivational factors and related aspects as well as the concept of sharing economy and Airbnb. Moreover, particular emphasis will be given to the study's geographical focus on Malaysia.

- To conduct research on a sample of consumers in Malaysia so as to investigate the critical factors, which influence them choose Airbnb over Branded Hotels.

- To draw conclusions and provide recommendations to the hotel industry in Malaysia about changes in consumer behavior related to Airbnb and Branded Hotels but also to identify key trends and development for the future.
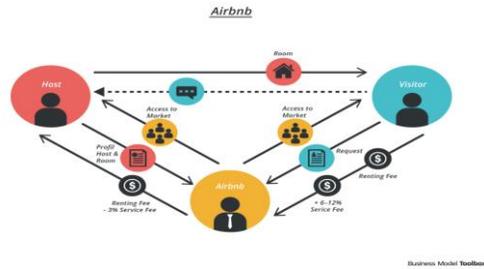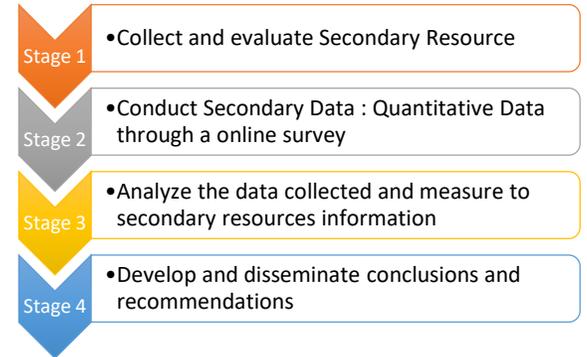

Airbnb is an online community marketplace for those people who want to rent out their room for consumers to book it.
Airbnb is a website for accommodation reservation and the owners can list their properties such as: single rooms, suite, apartment, houseboat or a house (Folger, 2016)
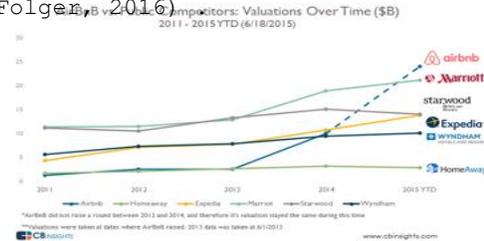
Airbnb can compare with the Branded Hotels for example: Expedia, Starwood and Marriot. The chart show that Airbnb are in the first place above Marriott and other hotels. Airbnb managed to make revenue at $24 billion in 2015 (Insights, 2015).

Stage	
Stage 1	• Collect and evaluate Secondary Resource
Stage 2	• Conduct Secondary Data : Quantitative Data through a online survey
Stage 3	• Analyze the data collected and measure to secondary resources information
Stage 4	• Develop and disseminate conclusions and recommendations

Anticipated Findings

The author expects to find the data that supports the secondary data, the critical factors will effect their decision to purchase.

Reference

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