STAY WITH ME: CASE STUDY OF TOP 20 AIRBNB HOSTS

BY

LOW CHIAO HWEI
LOW SHUANG YING

A research project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2018

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The objective of this research is to study the Airbnb host listing strategy as a competitive tool among other P2P players and conventional hotel operators. Chapter one is an outline of the research project which comprises research background, problem statement, research objectives, research questions, the significance of study, chapter layout and conclusion.

1.1 Research Background

Sharing economy is described as a transformative and disruptive economic model in which the consumption of physical goods and services is carried out through rental, sharing, or exchange of resources without any permanent transfer of ownership (Taeihagh, 2017). Besides, sharing economy can improve the efficiency of resource use and increase security by sowing seeds of reciprocal obligations (Belk, 2010). For the past few years, the rise of sharing economy has transformed some industries and existing business models and it also has an impact on Malaysia's economy, especially in the sector of tourism. Sharing economy brings about a significant transformation to the tourism accommodation sector. Being a business which provides home-sharing services, Airbnb has grown rapidly over the years as tourists can book accommodations all around the world. Initially, tourism only offered flight, room and food to travellers. Currently, tourism not only offers flight, accommodation and food but also experience. Tourism trends changed because travellers today seek adventures in less explored areas and customized local experiences as they want to get access to local culture, authentic local food, and environment to experience life as a local (Francis, n.d.). Travellers crave for active experience that are well-suited to their interests and abilities (Lane, 2016).

Nowadays, people are more likely to spend their money on experiences than luxurious objects. This is evident when experiential luxury encompasses almost 55 percent of the total luxury spending and its year-on-year growth is 50 percent faster than the sales of luxury goods. Travellers' emphasis has shifted to experiences, skills and personal development. They value memories more than material possessions. Therefore, Airbnb has seized the opportunity to offer experiential travel to a new extent (Hart, 2017).

The core idea of Airbnb is belonging. Their mission is to make anyone belongs to everywhere (Chesky, 2014). 'To live like a local when you travel around' is the main idea of Airbnb's largest brand campaign. Airbnb has become a mainstream that tops the consumers' priority list when it comes to booking accommodations for vacation. Airbnb hosts offer more than generic hospitality as they welcome travellers from all around the world to their communities and help them to truly live like a local (Diaz, 2016). Airbnb also brings a huge impact on the hospitality industry. According to San Francisco Business Times, in the year 2017, Airbnb had 4 million listings in 191 countries worldwide. This number of listings is far beyond the offers from the top five major hotel brands combined, which are Marriott International, Hilton Worldwide Holdings Inc., Intercontinental Hotels Group, Wyndham Worldwide Corp and Hyatt Hotels Corporation. These top five hotel corporations only have approximately 3.3 million room listings globally (McDermid, 2017).

On top of that, Malaysia is one of the fastest growing markets in Asia because tourists seem to have adventurous and authentic experience (Kanyakumari, 2018). There were 1.38 million Airbnb guests visiting Malaysia in 2017 and it reports an increase of year-on-year growth by 152 percent since 2016. It has created a new opportunity for communities to earn extra income to pay bills. Moreover, the top domestic destinations among Malaysian travellers in 2017 were Kuala Lumpur, George Town, Ipoh, Malacca, Johor Baru and Petaling Jaya (Kaur, 2018). As more and more Malaysians open their homes to tourists, the intra-competition among the Airbnb hosts also gets more intense. In order to survive in this competitive market, Malaysia Airbnb hosts need to make their listings outstanding to stay competitive.

Therefore, this study is merely focusing on the visual image and title of the Airbnb hosts' listings. The visual image and title of the listings are the first two elements that the potential guests could see on the search results of Airbnb page. Thus, a nice visual image and a catchy title will contribute largely to guests' clicking on the Airbnb hosts' listings.

1.2 Problem Statement

The sharing economy has emerged and created a huge impact on business operations. In this sharing economy, Airbnb is the most recognizable international brand in the emerging accommodation sharing industry. Airbnb currently has 4.5 million Airbnb listings in 191 countries (Airbnb Newsroom, n.d.). According to Airbnb Southeast Asia, Taiwan, and Hong Kong country manager Robin Kwok, Airbnb has about 18,000 active listings in Malaysia as of July 2017 (Kay, 2017). With the growing popularity of Airbnb, more and more people are driven by the idea and begin to embrace the opportunities to enter the tourism and hospitality industry as Airbnb micro-entrepreneurs. Being Airbnb hosts, they do not require any specific skills or training as Airbnb is itself an unconventional workforce. Benefits that attract Malaysians to become an Airbnb host are the flexible working timeframe, the opportunity to be their own boss and the handsome amount of income by renting out their property.

However, the increasing number of Airbnb hosts as well as listings in Malaysia cause a strong impact on the hospitality industry. There are complaints from local hotel industry saying that their business has declined at a range of 5% to 15% because of the emergence of Airbnb (Meikeng, 2016). Inter-competition between Airbnb and conventional hotels intensifies. The additional supply of Airbnb is expected to drive hotel rates and revenues down. The lower-end hotels and hotels without business facilities suffer the most (Oskam & Boswijk, 2016). Besides, the intra-competition also happens among Airbnb hosts and the degree of rivalry has also intensified. With the 1.5 million of Airbnb guests visiting Malaysia in the year

2017, Airbnb has generated RM200.4 million for Malaysia's economy. However, the total earning of an Airbnb host had dropped from USD 1,400 in 2016 to USD 1,200 in 2017. The reducing amount of earnings showed that there is a rising competition among Airbnb hosts in Malaysia (Yeap, 2018).

In conclusion, this research study mainly focuses on two locations which are Kuala Lumpur and Penang. These two destinations are the top two domestic travel destinations in Malaysia, remaining its popularity by obtaining 249% year-on-year growth in Kuala Lumpur and 201% year-on-year growth in Penang as of the year 2017 (Kanyakumari, 2017). Our research objective is to understand the Airbnb host listing strategies as a competitive tool among other P2P accommodation players and conventional hotel operators.

1.3 Research Objective

The purpose of this research is to understand the Airbnb host listing strategy as a competitive tool among other P2P accommodation players and conventional hotel operators. Among all the host listing strategies, we examine closely on how the title and visual image on Airbnb listing act as Airbnb listing strategy to attract potential guests and compete with other competitors.

1.3.1 Specific Objectives

a) To understand how Top 20 Airbnb hosts in Kuala Lumpur and Penang use the title as a competitive tool in their listings.

b) To understand how Top 20 Airbnb hosts in Kuala Lumpur and Penang use the visual image as a competitive tool in their listings.

1.4 Research Questions

There are two research questions throughout this research. The research questions are illustrated as below:

a) Why are the visual images of the Airbnb listings and titles important?
b) How do the visual image and title act as marketing tools to attract potential guests?

1.5 Significance of Study

The findings of this study may be beneficial to Malaysia Airbnb hosts or future Airbnb hosts as they can learn how to attract potential guests through the title and visual image of their listings. As Airbnb home-sharing business is rising rapidly in Malaysia, Airbnb hosts need to come up with some strategies to stand out in this competitive market. Before the potential guests decide which accommodation to book, the most responsible elements that influence the booking decision are the visual image and title of the hosts' listings. The visual image and title that are showcased in the listings can help attract potential guests and provide them just enough information to evaluate their expectations before they book the accommodation. Additionally, this research may be able to help Airbnb hosts to perform well in order to get ideal income through displaying outstanding visual image and title of their listings.

Besides, in this research, Airbnb hosts can learn how to offer a memorable experience to their guests through their listings. Airbnb hosts can display the visual images in order to attach the local memorable experiences and authentic interactions to the guests. Airbnb hosts may also learn how suitable adjectives can be linked with certain nouns in their listings in order to make the listings attractive. In summary, Airbnb hosts can survive the intra and inter-competition among P2P accommodation players and conventional hotels when they seek effective

alternatives to market the title and visual image of their listings, thus achieving the Airbnb main mission of ensuring guests to live like a local in Malaysia.

1.6 Chapter Layout

Chapter 1: Research Overview

Chapter one introduces the study as a whole which includes the research background, problem statement, objectives of the study, research questions and the significance of the study.

Chapter 2: Literature Review

Chapter two covers the literature review based on findings related to this study that had been established by past researchers. It is then followed by a conclusion to conclude the chapter.

Chapter 3: Methodology

Chapter three describes the overview of the research methodology that is applied in the research. This chapter presents the data collection method, research design, and the research analysis. In this chapter, we will discuss the qualitative data analysis tool which is the thematic analysis. The five lines of visual image analysis suggested by Tinkler will also be discussed as this is one of the guidelines that helps us in analysing the visual image of the hosts' listings.

Chapter 4: Data Analysis

Chapter four will discuss step by step on how we conduct the analysis for the title and visual image of the hosts' listings. The data analysis for both title and visual image will lead to a conclusion on the combination of emerging themes for both analyses. Hence, these analyses will then help in generating the three emerging findings which we will discuss in the next chapter.

Chapter 5: Discussion, Conclusion, and Implications

Chapter five is the last chapter of this research that discusses the emerging findings of the research and summarizes the whole research study using constructive managerial applications. This chapter uncovers the limitations of this research and future study recommendations for future researchers.

1.7 Conclusion

Chapter one provides a basic understanding of the research study. It explains how the emergence of sharing economy has brought an impact on Malaysia tourism sector. Malaysians smartly grab this opportunity to join Airbnb and make themselves micro-entrepreneurs to earn additional income. As the number of Airbnb listings is increasing in Malaysia, we want to find out more on how the visual image and title of Airbnb hosts' listings act as marketing tools to attract potential guests and compete with other P2P accommodation players and conventional hotels because these two components are the first things to appear on the search results page. Further discussion will unfold in the following chapters.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In previous chapter, the research overview has been examined. This chapter will further discuss the literature on the sharing economy, Airbnb, micro-entrepreneurship, intra and inter-competition among hosts and hotel operators, Airbnb algorithms, the title, the visual image and lastly experiential consumption.
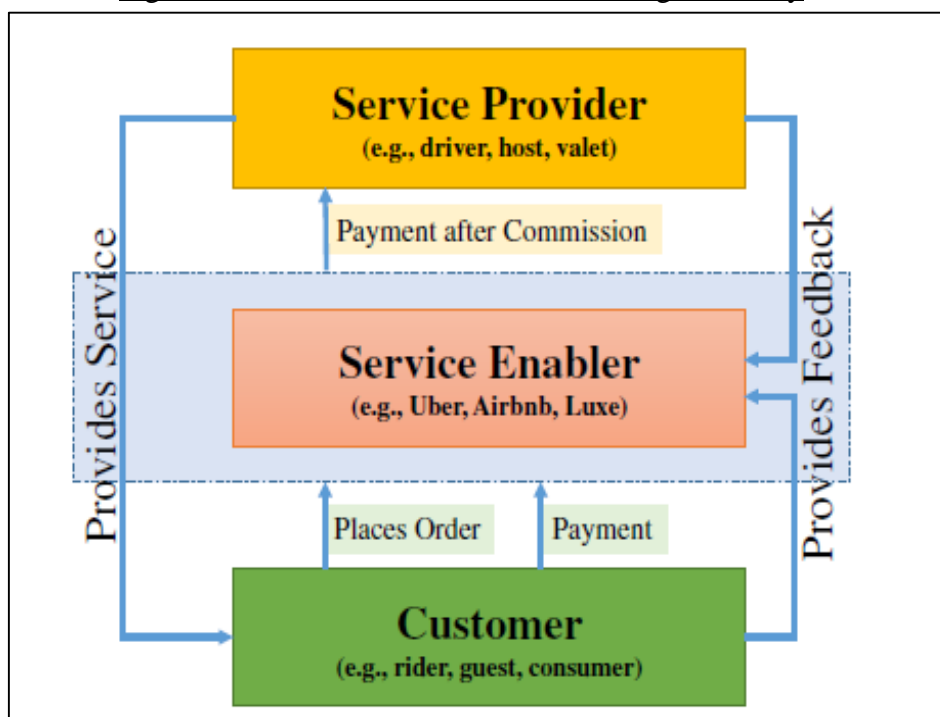
2.1 Sharing Economy

Sharing economy is a new peer-to-peer business model that creates non-conventional ways of provisioning underutilised goods and services that are facilitated by a community in optimizing the use of assets through online platform. In other words, sharing economy is also known as collaborative consumption or Peer-to-Peer (P2P) economy (Schor & Fitzmaurice, 2015). Belk (2014) mentioned that collaborative consumption is "people coordinating the acquisition and distribution of a resource for a fee or other compensation." Some scholars argued that sharing economy is a transfer of ownership through on-demand access but some defined as an access economy due to the control and monitor of intermediary firm (Kumar, Lahiri, & Dogan, 2017).

Regarding the business model of sharing economy shown in the Figure 2.1, it consists of a service enabler which is normally operated through online P2P platform that charges a certain amount of commission for each transaction made. A very important key characteristic for sharing economy is that service enabler must not own any resources on its own, otherwise it contradicts the peer-to-peer (P2P) system. Service enabler or firm acts as a channel to connect the service provider

which is also known as micro-entrepreneurs and customers who demand for the services. In the sharing economy, customers can simply place their orders and pay through the online platform whereas micro-entrepreneurs will receive payment after commission is given to the firm. In addition, sharing economy is different from the traditional B2B setting and environment. Micro-entrepreneurs are not considered as employees of the service enabler. In other words, the firm cannot pressure service providers to work at a specific time but can only encourage them to perform.(Kumar et al., 2017)

Figure 2.1: The Business Model of Sharing Economy

Source: Kumar, V., Lahiri, A., & Dogan, O. B. (2017). A strategic framework for a profitable business model in the sharing economy.

In sharing economy, people are the integral part throughout the sharing economy because people represent effective and active participants in the context of wide community. Thus, Matofska (2016) illustrated that people participate, cooperate and join together with peer to peer or person to person (P2P). These people, whom they are known as micro-entrepreneurs, are usually not specialized in any industry due to the reason that they are not required any competent trainings and intimate connection with the sharing service organizers. Business operators basically offer

their interests on a temporary basis, instead of a continuous or full-time basis through sharing economy. They need not to have a strong affiliation or rapport with the sharing service organizers (Yang, Song, Chen, & Xia, 2017). In this context, sharing economy opens opportunity by allowing huge flexibility to business operators whereby they can work part-time or even at times which they feel available or convenient with (Hira & Reilly, 2017). Most of them work according to their availability. Enjoying this opportunity, many decided to look into micro-entrepreneurship whereby involving themselves in any type of platforms of the sharing economy based on their preference.

The nature of sharing economy is emphasizing on the utilization of resources or unused inventory of assets. With this simple concept, entrepreneurship is no longer hard for everyone but easy for those who intend to be. Sharing economy empowers a new class of entrepreneurs which is categorized as micro-entrepreneurs by encouraging them to take entrepreneurial risks in order to improve their standard of living. Through this, the micro-entrepreneurs will actually be benefited just through sharing their assets, services and experiences via online platform. Therefore, sharing economy revolutionized the pattern of employment to many workers in the new era (Biswas & Pahwa, 2015). Small entrepreneurs can start up their own interests with minimum capital and accommodate the best ideas in order to succeed and sustain (Bylund, 2016).

2.2 Airbnb

The idea of Airbnb was started by Brain Chesky and Joe Gebbia in 2007 when they were struggling to pay their rent and eventually decided to rent out three mattresses in the living room and promised of home-cooked breakfast. They set up a simple website and got three rents at 80 dollars for each. Hence, they saw the business opportunity in it. In 2008, both of them invited Joe's former roommate, Nathan Blecharczyk who is a computer science graduate and "brilliant programmer" to join

the venture. They launched the company and named it 'Airbed and breakfast' in 2008 at the Democratic National Convention (Salter, 2012).

Airbnb is defined as an excellent and well-trusted marketplace for society to provide listings and sign up for the special accommodation by hosts. Aligned with its marketing formula "Don't go there, Live There", Airbnb successfully offers a genuine interaction between hosts and customers in order to satisfy guests' socio-cultural desires, enhancing guests' local experience by engaging themselves in the local community. Hence, the marketing campaign has achieved Airbnb's mission, which is to create a world whereby people can live like a local when they travel to somewhere else and obtain unique experiences by discovering local cultures (Johnson & Neuhofer, 2017). According to Airbnb Newsroom, this community marketplace provides a wide range of unique accommodations from apartments and villas to castles and treehouses and even luxury island escapes.

Through the Airbnb platform, community is given chances to share their additional spaces for those who are searching for a place to stay. For each successful transaction, 10% commission from Airbnb hosts is charged whereas 3% of the guests' deposit is entitled to Airbnb enabler (How Airbnb Works- Insights into Business & Revenue Model, 2017). According to Airbnb Statistics and Facts, this is how Airbnb earns from the supply and demand side and it is valued at 31 billion U.S. dollars in May 2017. Therefore, this platform is giving a win-win situation to Airbnb hosts who intend to spare their spaces as well as guests who want to book for accommodation.

Moreover, the P2P accommodation platform, Airbnb is one of the most prestigious types of sharing economy (Belarmino, Whalen, Koh, & Bowen, 2017). The successful sharing economy case in hospitality industry, Airbnb has boosted up its sales since the establishment in 2008. As of 2013, Fast Company Organization in 2013 claimed that Airbnb is the top 50 most innovative company in the nation. Recently, Airbnb has expanded its business to 65,000 cities in 191 countries with increasing number of listings at about 3 millions, thus achieving global presence (Mauri, Minazzi, Nieto-garcía, & Viglia, 2018). Ultimately, this business is profited

at approximately US $10 billion, creating much more potential online-accommodation business than the hotel corporations (Priporas, Stylos, Rahimi, & Vedanthachari, 2017).

In Malaysia, the main factor contributing the increase of Airbnb listings is the job and income opportunity created to the hosts. Airbnb South-East Asia, Hong Kong and Taiwan country manager, Robin Kwok claimed that Airbnb listings made a sudden upswing of 130 percent year-on-year at about 18,000 in Malaysia. The major urban city such as Kuala Lumpur surged 201 percent year-on-year inbound guest arrivals, but the tourists are also interested to explore places that are lesser-known tourist spots such as Ipoh, Cameron Highlands, Port Dickson, Lumut and many more (Property Guru, 2017).

The P2P accommodation hosts symbolize the unfamiliar and uncommon workforce, unlike the hotel corporations who are managed by accommodation professionals (Xie & Mao, 2017). Majority of hosts use Airbnb to share their primary spaces in which they live. On average, a typical host can earn up to RM5569.20 annually and this extra money is vital as a supplemental income that can sufficiently support themselves as well as their families (Lum, 2017). Airbnb South-East Asia, the head of public Mich Goh said that Malaysia is one of the fastest growing markets in Asia and will continue to grow due to the high desires of tourists towards new, adventurous and authentic experiences when they travel to somewhere else (Husni, 2018). In summary, Airbnb is a very practicable business in Malaysia due to its high sustainable prospects of the growth in the accommodation industry.

2.3 Micro-entrepreneurship

Undoubtedly, entrepreneurs in this globalised period are seeking for new business opportunity to gain better income for better future. The emergence of sharing economy is completely well-fitted to the opportunities expected by the entrepreneurs in terms of capturing new income level which is able to enhance their

standards of living. According to the Economic Report 2017/2018 agreeably with the Budget 2018, the Finance Ministry pointed that sharing economy in Malaysia was profited around RM3.4 billion in 2016 and is forecasted to achieve RM17 billion in 2020. In addition to that recorded in the government report, it is mentioned that sharing economy benefits low-income group by lessening the unemployment rate of youths. Another significance of sharing economy is revealing when low-income group or 40% of Malaysian households can generate a stable average monthly salary at RM3,860 and below (Report: Sharing economy like Uber to help B40 earn more, cut youth unemployment, 2017).

One of the promising examples in sharing economy, Airbnb has promoted job opportunities in Malaysia. Micro-entrepreneurship is no longer considered an impossible mission because Airbnb, which matched with the concept of sharing economy, stimulates people to the road of self-employment. Additionally, Airbnb acknowledges its hosts as micro-entrepreneurs in order to fulfil hosts' potential to turn their belongings or property into business (Stabrowski, 2017). The most interesting discovery is that the wages offered in this sector are just as good and relative as the salaries compensated in the acknowledged industries (Biswas & Pahwa, 2015).

Based on the Airdna statistics shown in Figure 2.2, there are in total 2,841 and 483 of active Kuala Lumpur and Penang hosts respectively served in Airbnb. Besides, Figure 2.3 demonstrates that there are 8,338 active rentals in Kuala Lumpur while 1,557 active rentals in Penang. From the statistics in Figure 2.4, it is clear that there is a tremendous increment of both rental growth in Kuala Lumpur and Penang since the year of 2010 until the year of 2017. Both possesses a gradual and stable increase in rental growth from 2017 to 2018.

Figure 2.2: Number of Active Hosts in Kuala Lumpur and Penang
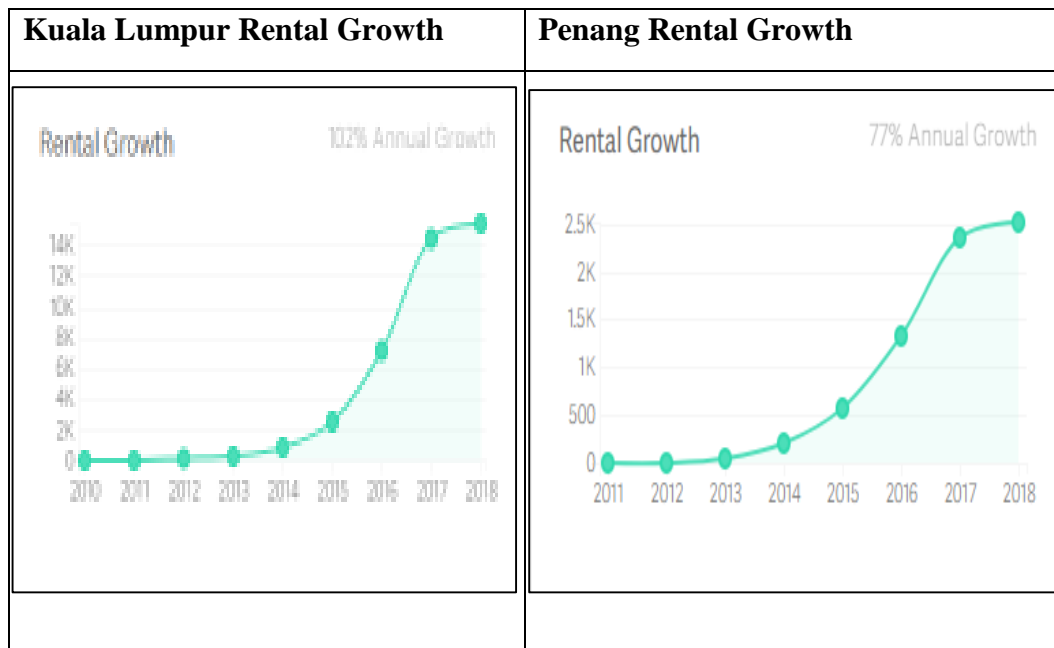
Kuala Lumpur Hosts	Penang Hosts
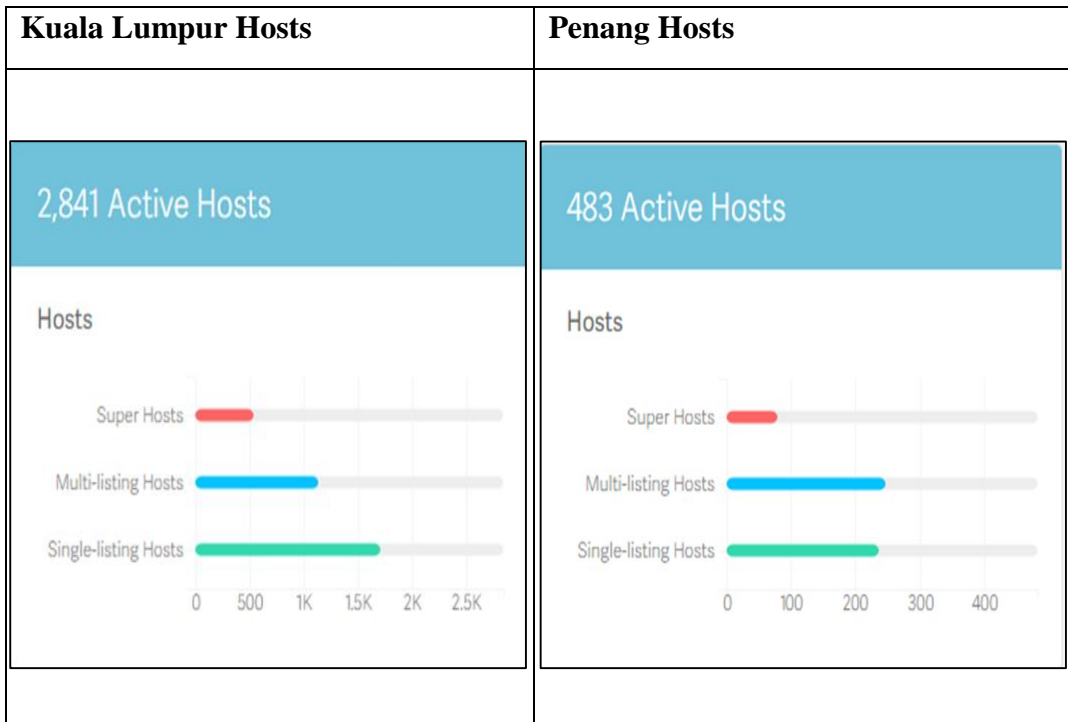
Source: AirDNA Market Minder

Figure 2.3: Number of Active Rentals in Kuala Lumpur and Penang

Kuala Lumpur Rentals	Penang Rentals
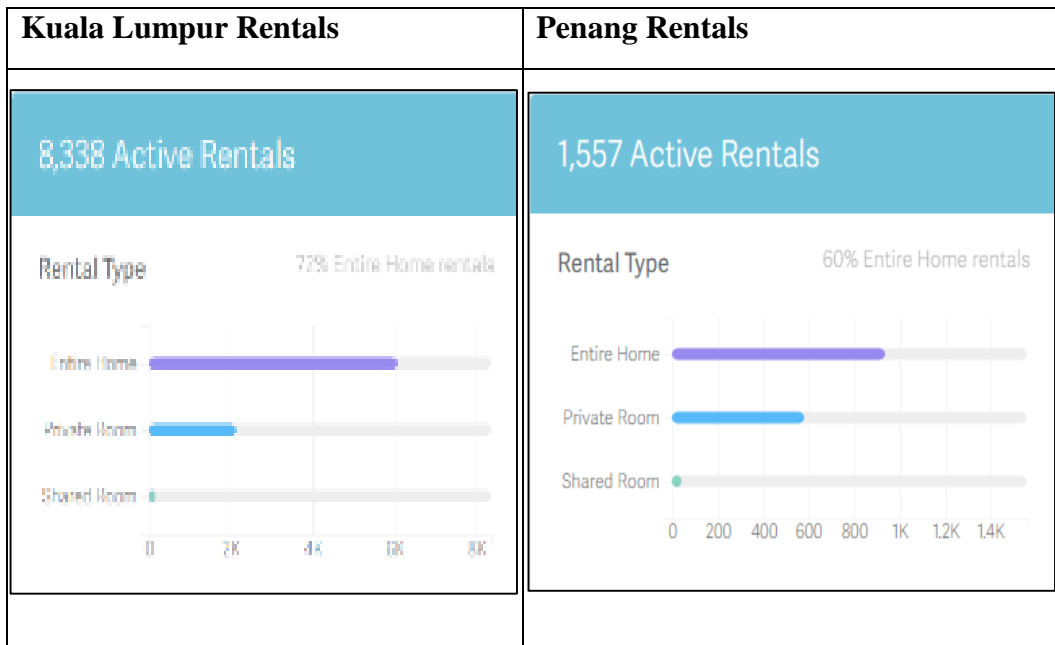
Source: AirDNA Market Minder

Figure 2.4: Rental Growth in Kuala Lumpur and Penang

Kuala Lumpur Rental Growth	Penang Rental Growth

Source: AirDNA Market Minder

According to the statistics from Airdna, it is observed that Airbnb, the P2P accommodation platform turns unoccupied houses into opportunity by granting permission for micro-entrepreneurs to utilize their own assets to generate extra income. This explained one of the favourable reasons for the rental growth in Kuala Lumpur and Penang (Bowen & Whalen, 2017). In order to support this reason, Belarmino et al. (2017) has pointed that individuals who later become Airbnb hosts are more willing to share their belongings as their source of income than that from a traditional company in professional sectors (Belarmino et al., 2017).

Despite of the income source, people engage in Airbnb, the advantageous online P2P platform due to its huge flexibility. It does not matter if the Airbnb hosts are not available or away for some period of time as the unavailability of hosts will not bring significant negative effects to Airbnb platform. Furthermore, Airbnb hosts do not need to take consideration into the aspect of cleanliness, security and other rules or laws. Unlike the travel agency or hotel providers, Airbnb entrepreneurs are not imposed by certain taxes and fees and this could be one of the benefits perceived by micro-entrepreneurs.

Furthermore, micro-entrepreneurs are enjoying this new revolutionized form of economy because they can monetize their own passion and create their own jobs. They can seize the opportunity of having flexible schedule to do whatever they think is much important according to their priority lists. Moreover, they can fully utilize their time to do the things they love and turn their passions, skills, knowledge, and experience into money. Despite of the tech-savvy generations, community such as retiree who experienced long-lives of working are also interested to get involve in Airbnb business in order to stay active. Generally, Airbnb encourages micro-entrepreneurs to be creative to plan and manage their own listings instead of solely or blindly obeying the instructions. Thus, Airbnb brings no harm to country's economy, leading a quality lifestyle to the hosts (Wong, 2012).

However, Airbnb hosts are exposed to some potential risks when promoting their listings on the Airbnb platform. For instance, they may not construct the marketing with the same amount in order to obtain the similar sales as what other hosts did and achieved through the Airbnb platform (Brauckmann, 2017). In summary, although Airbnb has eased the road to micro-entrepreneurship, Airbnb platform which has a very competitive environment, drives the hosts to seek for effective marketing skills to sustain in long run in order to attain ideal sales volume.

2.4 Competition among P2P accommodation players and conventional hotel

Airbnb is no longer a new P2P accommodation platform to community. Despite of its late establishment in 2008, Airbnb managed to be the top P2P accommodation among all its competitors in the online sharing accommodation platforms (Poon & Huang, 2017). Belarmino et al. (2017) also mentioned that Airbnb is blooming rapidly and turning out to be another accommodation alternative or option to hotel corporations. According to the United Nations World Tourism Organization and Global Tourism Economy Research Centre, Malaysia is the third most popular

destination in Asia as well as one of Airbnb's fastest growing inbound markets with 152 percent year-on-year inbound growth.

In addition, there is an incredible 139 percent year-on-year growth of guest arrivals in Malaysia. However, the average amount that a typical Airbnb host in Malaysia can earn is decreasing from USD 1600 per year in 2015 to USD 1400 in 2016 and lastly USD 1200 in 2017. The decline of Airbnb hosts' income happened even though the number of inbound guests grew. The average number of nights Airbnb guests spent also dropped from 2.6 in 2015 to 2.2 in 2017. This shows that there is a rising competition in Malaysia's Airbnb as the number of listings increase. One of the most impactful factors that can really affect the hosts' average earnings is the increase in the supply of listings (Yeap, 2018). This simply indicates the intense intra-competition among the P2P accommodation players within Airbnb platform. Therefore, Airbnb hosts in Malaysia need to market their listings more creatively, provide more authentic and unique experiences to global travellers to increase their income.

Apart from the intra-competition among Airbnb hosts, a certain degree of inter-competition between conventional hotels and Airbnb is also noted. There is a slight similarity between Airbnb and low-end conventional hotels because most of the Airbnb hosts' listings are placed at lower prices, which are more or else the same as the offers from the low-budget hotels. Despite of the cheaper and affordable prices, low-budget hotels provide a high level of hygiene factors and comfort as these are the most crucial when guests consider to book the accommodation (Choosrichom, 2011). Jang, Liu, Kang, & Yang (2018) also insisted that a comfortable, clean and quiet room is always the priority of the guests in selecting accommodation. In the context of Airbnb in Malaysia, Young, Corsun, & Xie (2017) stated that Airbnb hosts can fulfil the requirements of particular target markets. For instance, guests who consider Airbnb will get the similar benefits such as a clean and private room, wide range of amenities and facilities, and so forth. This shows that the offerings from Airbnb hosts and low-end conventional hotels are indistinguishable, causing an inter-competition with each other.

Unfortunately, Airbnb hosts encounter a significant degree of inter-competition with the high-end conventional hotel corporations. Poon & Huang (2017) highlighted that Airbnb may not be acceptable for every community or society. The high-end conventional hotels are more towards capturing the luxury markets which are profitable. Mark Hoplamazian, one of the high-end conventional hotel Chief Executive Officers underlined that there is huge difference between luxury hotels and Airbnb because Airbnb is totally a different brand nor product compared to the high-end conventional hotels. Thus, they do not need to retaliate or counterattack towards Airbnb's responses. Although Airbnb started to penetrate the luxury market such as business travellers by offering splendid villas and special getaways, these group of business travellers are still more attracted by the hotels' features such as in-room dining services and other special amenities. Therefore, this creates an intense inter-competition between Airbnb hosts and high-end conventional hotels (Nguyen, 2014).

2.5 Airbnb Algorithms

Airbnb is a purely organic search engine which means there is no "pay to play." Airbnb hosts cannot pay to improve their search placements (Erin, 2017). This stands for a huge advantage to all Malaysia Airbnb hosts due to the reason that every host has an equal opportunity to be positioned at the top listings. This may depend on how much efforts the Airbnb hosts are willing to put in order to manage their listings. When the guests type some keywords on the Airbnb's search engine, they will likely go through the listings that appeared at the first or second on the search result page to look for some listings that can be best fitted according to their needs or expectations. The top listings that came into guests' sight have higher probabilities to be booked by the guests as not many guests will spend most of their time to check out the other thousands options available on Airbnb. Thus, it is important for Airbnb hosts to understand how the Airbnb search ranking algorithm works in order to know how to master their listings on Airbnb search results page which can lead them to a better income.

Search engine optimization (SEO) is a guideline to help Airbnb hosts on how to structure and design their listings that can allow guests to find the hosts' listings through the Airbnb search engine easily. Airbnb hosts need to know how to improve the visibility of their listing through Airbnb search engine optimisation (SEO). To improve the visibility of their listing in Airbnb SEO, hosts need to figure out how the Airbnb algorithms work (Hosty, 2016). Airbnb search ranking algorithm is to help match the most suitable listings for guests according to the keywords they have typed or searched for. Airbnb's algorithm looks at over 100 different factors to decide on the listing order in every search. Although the exact list in the algorithm is confidential, Airbnb has revealed some factors which are divided into three main categories: guest's needs, listing details and trip details (Airbnb, n.d.). Besides these three categories, there are also other determinants that will affect Airbnb listings and ranking such as user behaviour, the updated calendar, listing quality, reviews, instant book, wish lists and etc.

The fastest and simplest way to improve Airbnb hosts' listings in search placement is to turn on the instant book. By enabling instant book, Airbnb hosts can receive more bookings and also help their listings to rank better in the Airbnb search result page. Instant book is indispensable for travellers who are urgent for their trips and want to get the accommodation ready (Breese, 2016). Besides turning on the instant book, the second way is to get Airbnb hosts' listing added to many wish lists. Airbnb algorithms will detect the potential listings that have been added to many guests' wish lists, thus placing these hosts' listings at higher ranking. This can help them to match the potential guests who look for good quality listings according to their preferences easily. In addition, updating hosts' calendar regularly is very important as well. This allows the potential guests to check and make reservation with the hosts. Airbnb will notice the hosts who check and update their calendar regularly as these hosts are acknowledged as responsive hosts in Airbnb. Thus, hosts are encouraged to carry out a daily visit to their respective calendar page as this is a simple tips that will help to improve their listing ranking (Papineau, 2017).

Furthermore, a high quality listing can help the guests know what to expect from Airbnb hosts' space. To make the listings noticeable, Airbnb hosts need to make an attractive title, detailed and informative description about their space. Hosts need to clearly explain the uniqueness of their space and the amenities that offer to the guests. Airbnb will scan hosts' listings and tag relevant keywords to match what the guests search for on the Airbnb search engine. Besides the catchy title and attractive description, the first photo that display on the host's listing symbolises the key element which will either positively or negatively affect how guests think of the listings when they go through the hosts' listing on the Airbnb search results page. Thus, a high quality and good resolution visual image will give a good impression to the guests and also help the hosts to get booked more often (Papineau, 2017). Most importantly, Airbnb algorithm keeps track of the click-through rate. The more clicks the hosts get from potential guests or curious travellers, the higher possibility the hosts' listing will be ranked top on the Airbnb search result page. Therefore, a beautiful photo can inspire the curiosity and create interests for people to click through the hosts' listing and get more information (Porges, 2017).

2.6 Title

According to OptimizemyAirbnb (2016), one of the most crucial components in the Airbnb hosts' listings is title. The title will appear right after the first visual image of the listings on the Airbnb search results page. Thus, a catchy title is responsible for achieving higher click-through rate from potential guests (OptimizemyAirbnb, 2016). Figure 2.5 shows some examples of listing's photo together with title on the search results page after the location is set as Kuala Lumpur Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia.

Figure 2.5: Examples of listings appeared on the search results page
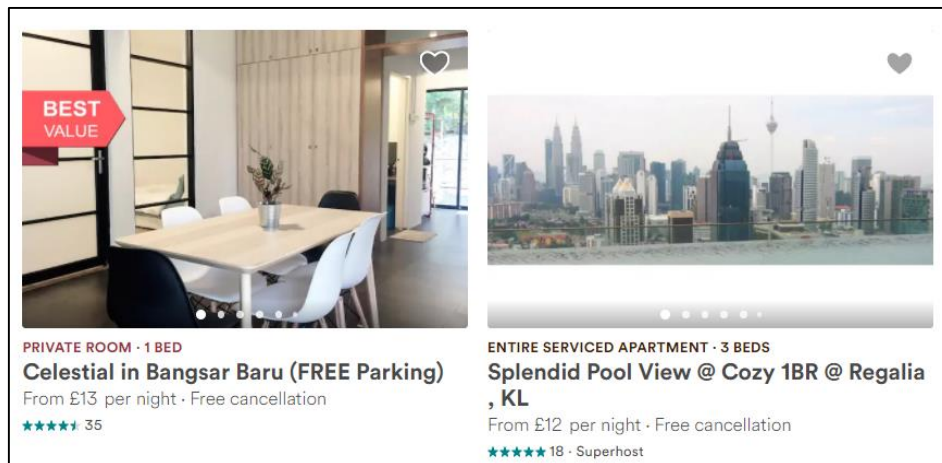
Source: Airbnb. Kuala Lumpur 2018: Top 20 Kuala Lumpur Vacation Rentals, Vacation Homes & Condo Rentals.

According to Senda & Sinohara (2002), there are two major roles of title which are the choice of words used to express the listings as well as to stimulate the guests' interest and attract their attention. It is vital for Airbnb hosts to stand in the guests' shoes and think of the features that they may pay more attention to the hosts' listings. In other words, hosts need to be 'guest-centered' instead of 'host-based' when generating the title of their listings. A guest-centered title can successfully differentiate and stand out from the crowd in the strong intra and inter-competition among P2P accommodation players and conventional hotels, hence easily capturing guests' eyes (Hudock, 2005). Therefore, Airbnb hosts are encouraged to choose the words wisely in the title of their listings in order to convey a clear meaning to guests, generate undivided attention and favorable emotion when coming across the title of hosts' listings on the Airbnb search results page.

Furthermore, the title consists of few structures such as nouns, adjectives and so on. Many researchers have studied about the usefulness of adjectives in the title. Ke & Wang (2013) stated that the adjectives used in the title of hosts' listings can initiate the guests' positive feelings which will shorten the booking process. To anticipate this effect, the meaning of the adjectives are required to be appropriate and accurate in order to match with the nouns in the title of Airbnb hosts' listings. This is due to the reason that the suitable and congruent adjectives which can fully describe the listings or property of the hosts are perceived as the best persuasive tool to the

guests. In addition, the proper adjectives are to convey the extraordinary and unique features of their listings, capturing the attention value from guests and contributing the selling power of the title. Thus, these can inspire guests with favorable perspective when viewing the title of hosts' listings (Romanenko, 2014).

On top of that, there are some constructive tips that can help Airbnb hosts create a killer title that can stand out from the competitors. Airbnb hosts should always keep in mind that they need to be 'guest-centric' to think of their target audience's preference or expectation when they create the title of their listings (Creating a Killer Airbnb Listing, n.d.). According to Pass the Key (2016), they suggested five tips to Airbnb hosts in order to strengthen the title of their listings. Firstly, adjectives such as cozy, affordable, big, spacious, luxury and so forth can easily attract guests when they scroll through the results. The second way is to make full use of the available space provided by Airbnb platform. There are in total 35 letters that Airbnb hosts are allowed to include in the title of their listings. Thus, Airbnb hosts can fully utilize the 35-character space in order to describe and present the listings extraordinarily for the guests. Thirdly, although Airbnb hosts are suggested to fully use up the available space in the title, they need to exclude the non-essential details in the title of their listings. Next, Airbnb hosts can add on the best attribute or some special activities that guests can enjoy in the title of listings. This may promptly draw their attention if they find the title is very related and close to them. Lastly, regularly updating a related title with the latest occasions nearby will stimulate guests' enthusiasm in the hosts' listings. Hence, these useful tips can help Airbnb hosts generate an eye-catching title (Pass the Key, 2016).

2.7 Visual Image

Aside from the title, another important element in the Airbnb hosts' listings is the first visual image that appears on the search results page (OptimizemyAirbnb, 2016). Visual image is a very powerful marketing tool, as the saying goes, 'a picture is worth thousands words.' According to Dr. Lynell Burmark, he highlighted that

text can only be saved within a short period of time in human's memory, however visual image is exactly incompatible to the text (The Marketing Bit, 2012). Thus, visual image plays a large role in persuading, communicating, and drawing people's attentions. Figure 2.6 shows some examples of listing's photo displayed on the search results page after the location is set as Penang, Malaysia.

Figure 2.6: Examples of listing's photo appeared on the search results page
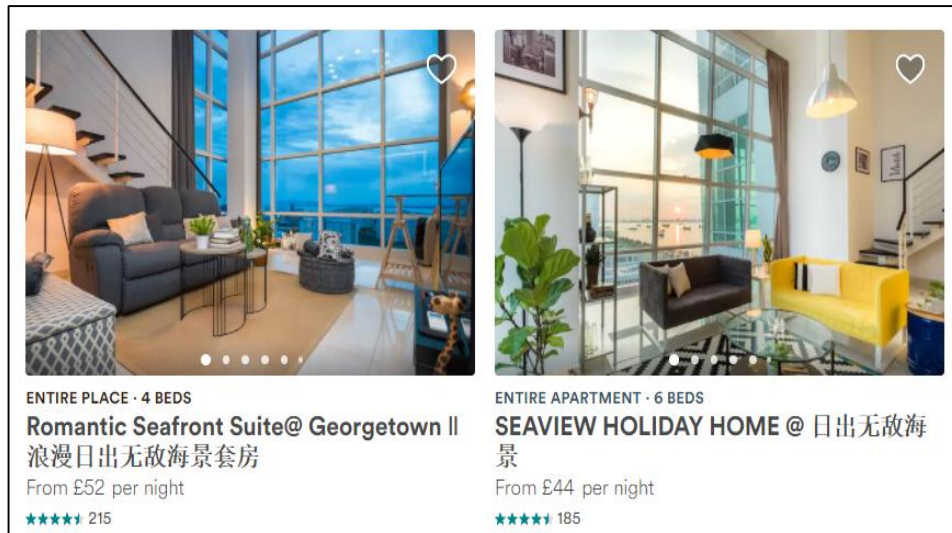
Source: Airbnb. George Town 2018: Top 20 George Town Vacation Rentals, Vacation Homes & Condo Rentals.

According to Tirth & Shrestha (2016), the objects displayed in the visual image can transmit some meanings to the audience, thus representing an effective visual communication to people. Attractive visual images reflect some degree of expectations about the Airbnb hosts' listings that can ultimately create a memorable experience to the guests. Visual image plays an influential role because human are visual creatures who prefer quality pictures than text. Busy people are always benefited from the visual content as human, undoubtedly, can process the visual image faster than all amount of words and text. Additionally, quality visual image can automatically turn the intangible things into something unique and concrete, which will help people visualize or imagine the brand easily. In summary, superior visual image enables people to remember as well as to determine their selection or decision upon purchase (Tirth & Shrestha, 2016).

Apart from that, high resolution visual image will grant extra value to consumers (Mauri et al., 2018). One of the additional values is to convey a sign of honesty and trustworthiness to the guests. Finley (2013) stated that the visual image of Airbnb hosts' listings is the most fundamental and key element in order to activate the booking process. Besides, visual images has the power and ability to attach emotional attitude and feelings to the consumers. This will subsequently form desired and positive feedbacks or even decisions from the audience. Furthermore, visual image is also widely applied in advertising and marketing as it plays a large role that the words cannot express. Hence, visual image enhances the richness and uniqueness of the message in order to adequately influence and persuade the audience (Köksal, 2013).

On top of that, Papineau (2017) mentioned that the first visual image of hosts' listings appeared on the search results page is very imperative in creating the first impression of space to the guests. Airbnb is mindful of the important role of visual image and wants the high-quality visual image of the hosts' listings to be placed at the top on the search results page (Porges, 2015). Thus, Airbnb comes out with a popular photography service which is free for any hosts who want to enjoy this benefit. Additionally, Papineau (2017) suggested some guidelines to make the listing photo outstanding from the crowd. One of the effective ways is to carry out a spring cleaning of the house and organize the furniture well before taking any listing photo. This may pose a welcoming manner to the potential guests. Besides, Airbnb's photographers are all professional and skilful in providing the photography service to any hosts. Hence, Airbnb hosts need to first figure out the best or favourite part of their listings before requesting the Airbnb's photographer to take pictures of those highlighted areas of the property. By doing so, it allows Airbnb hosts to emphasize the special part of their space through the visual image of the listings. Lastly, substantial lightings with attractive colours will add credits to the visual image of the hosts' listings. Thus, the Airbnb hosts are reminded to avoid taking pictures in the dark or at night. In short, the visual image of the hosts' listings must be captured accordingly in order to envision the guests with the uniqueness of the space (Porges, 2015).

2.8 Experiential Consumption

Lofman (1991) defined that experiential consumption is also known as hedonic consumption. Experiential consumption becomes an end in itself and shows the individual's willingness to undertake any experiential occassions. According to Wei & Tasci (2017), emotion-based decision makers are well-fitted and highly related to the experiential consumption as they are primarily provoked by emotional attitude. Therefore, individual that are more lively and energetic will always be passionate for the activities or occassions that are rich in experience. In the viewpoint of emotion-based decision makers, they always perceive the consumption of a service or product as an experience (Finsterwalder & Laesser, 2013)

Besides, Wang (2012) highlighted the importance of experience in promoting any products or services. Experiential consumption can be achieved when the consumers' emotional needs such as enthusiasm, eagerness and happiness are satisfied and met. Through experiential marketing, consumers can easily capture the unseen or abstract benefits of the products. The unseen benefits represent the figurative meaning of the products, the emotional feeling of enjoyment and so on. Additionally, experience consumption brings a sufficient level of satisfaction and contentment to the consumers. This will motivate consumers to continually purchase and generate positive interests towards the particular seller's products. Eventually, a promising sales will be obtained (Wang, 2012).

Apart from that, experiential consumption has many positive impacts. If the experience is given more than anticipated, consumers will evoke more positive emotional feelings and more enjoyment. Bigné, Mattila, & Andreu (2008) highlighted that the high satisfaction level derived from experience consumption will stimulate consumers' prompt consumption and purchase decision. As a result, the positive emotional feelings are positively tally with the consumers' behavioral intentions. This indicates that the consumers are willing or even ready to spend more for the particular service or product. Ultimately, besides greater satisfaction,

the consumers' loyalty is also promised when the consumption of services or products bring pleasant experience to the consumers (Bigné, Mattila, & Andreu, 2008).

Furthermore, consumers nowadays are pursuing experiential consumption rathen than tangible ownership. There are some reasons behind it. Gilovich, Kumar, & Jampol (2014) suggested some reasons that motivate people to desire more for experiential consumption. One of the reasons is that experience will never fade away easily as the material possession does. Experience is something intangible that will stay forever in people's memories. This is evident when majority of consumers will share their experience from hedonic consumption rather than that from the tangible purchases. Moreover, experiential consumption tends to create more lasting satisfaction. This is due to the reason that experiential consumption makes people to be more attached to humankind and creates more significant social connections with others which we cannot get from the material purchase. Thus, experiential consumption is impportant in generating consumers' satisfaction and loyalty (Gilovich, Kumar, & Jampol, 2014).

In the context of Airbnb, its largest marketing idea 'Don't go there, Live there' emphasizes on the authentic and unique experience for guests to live like a local. Lee & Kim (2018) claimed that this can be achieved by applying and highlighting the amusing visual image of the hosts' listings. For instance, a relaxing panorama can be captured as the first visual image of their listings in order to provoke guests' experiential value. Aside from the visual images of scenery or countryside, the pictures of the accommodation setting can also enhance the guests' experiential consumption. This implicitly shows the uniqueness of the listings' space as well as the emotional attachment it kindles in the guests due to the entirely distinctive experience staying at the new kind of houses such as treehouses, castles and so forth, instead of just staying at the normal condominium or apartment. Without any contradiction, Airbnb guests' experiential value generates high levels of satisfaction as well as loyalty (Lee & Kim, 2018).

2.9 Conclusion

In short, this chapter included the literature review on some important components that are relevant with Airbnb. Next chapter will further discuss the methodology used and performed for this qualitative research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter three presents the research methodology adopted in this research. It comprises of the research design, data collection method and data analysis method. This chapter will discuss the method used for this research in order to generate analyses and the findings.

3.1 Research Design

Research design is a blueprint of how the research study can be completed, the overall methods that the researchers choose to apply in the study to answer the research questions. Research design is created to make sure that the research process, which include the data collection, data analysis, and the findings, can achieve the research objective (Ponelis, 2015). Qualitative research aims to create meaning and understanding from the data after the data has been analyzed. This is different from the quantitative research where the study starts with an understanding to be tested and the hypothesis dictates the form, quantity, and scope of required data. Research design for qualitative study is created by researcher rather than dictated by the method. Researchers need to see the research in different levels and from different perspectives in order to determine the methodology used and performed in the research (Rosaline, 2008). The research design chosen to be applied in our research is qualitative study and thematic analysis.

3.2 Qualitative Study

Qualitative research is a type of research for researchers to understand the meaning that causes a certain actions or outcomes. Qualitative study allows researchers to study the meaning that people attribute to their behavior. It consists of analytic that makes everything visible and turns everything into a series of representations including interviews, observation, visual images and recordings. This means that the researchers study things based on the innate character and interpret it, attempting to find out the meanings that people bring to them (Todorova, Milev, & Donchev, 2014). Researchers need to collect data, code the data and analyze the themes, investigate meanings of the themes, do interpretations, the processes, and relations of social life. Qualitative data does not need to be numerical, it can be arranged into categories such as gender, color and physical traits. Besides, Qualitative data can also be known as categorical data. The biggest advantage of the qualitative research is the research design in qualitative study involves a very flexible process. Thus, researchers are not limited to any sets of rules and can be flexible to follow unexpected ideas and explore processes effectively in the study (Ospina, 2004).

3.3 Data Collection

Data collection is the technique that allows researcher to systematically collect the information of the study such as people, objects and experiences. Researchers need to be systematic in collecting data as it will be more convincing in answering questions and the findings of the study will be more reliable. Data collection techniques are important because this helps researchers determine the most suitable methodology in order to come out with the findings of the study (Cln, 2013).

3.3.1 Data Collection Method

The primary strategy of data collection for this research is to access the Airbnb web page (https://www.airbnb.com) and search for Kuala Lumpur Federal Territory of Kuala Lumpur Malaysia and Penang, Malaysia. Our research focuses on two of the Malaysia top domestic destinations which are Kuala Lumpur and Penang (Kaur, 2018). The first 20 listings shown on the search result page for each location on 17 January 2018 were chosen for this qualitative research study. The primary data we collected from Airbnb search results is searchable and publicly shown on the internet. The investigation focused on the content of the title and the first visual image of hosts' listings. The reason we chose only the title and visual image of the listing is because these are the most important elements in Airbnb listing that can increase the click-through rate as they are the first and second elements that people see on the search result page (Learnairbnb, 2017). The data collected from each location included the content of the title, the content of visual image, the date we collected, the hosts' name and the name of the website link for each listing. We recorded the data separately according to the locations which are Penang and Kuala Lumpur.

3.3.2 Primary Data

Primary data is collected during the process of doing experimental or descriptive research through experiments, observation or conducting surveys. This information is collected directly from the first-hand experience. This data is collected by the researchers for specific purposes of their study (Curtis, n.d.). Primary data can be gathered from various sources and the data collected can be the information to support the decision making. In this research, all the primary data we collected is from Airbnb official website. The advantage of using primary data is that the data collected is sufficient to answer the research question because the data is specifically

drawn for the research study (Adams, Khan, Raeside, & White, 2007). Besides, we are familiar with the data as we went through all the 40 Airbnb listings together and recorded all the details of the title and visual image. However, collecting primary data is very time-consuming. It takes us a long time to record and check through every single detail of the 40 listings to prevent mistakes.

3.4 Example of visual images analysis by Tinkler

Tinker had suggested five lines of enquiry in order to provide the foundation of analyzing the visual images productively in the research (Tinkler, 2013). Below is the explanation of the five lines of the enquiry.

First line is identifying basic details.
The first line starts by discovering the basic details about the visual images we are exploring for the research. Identification of the genre of a visual image is important in assessing what it can reveal and describe as this is key to interpretation.

Second line is scrutinizing images.
In this line, we look carefully at the images. This includes the objects that appeared in the visual image and how it featured in the photo. Hence, we record down everything that is visible in the photo.

Third line is considering material evidence.
The materiality of a hardcopy photo can bring a meaning and highlight the significance of the image. Researchers need to look at the four main dimensions of materiality when analyzing photographs, material form of a photograph, photo's material presentation, physical traces of usage and biography.

Fourth line is doing contextual research.

Contextual research is to make sense of the images. It is the key to photo identification, reflection on what questions we can address, assessments of authenticity and analysis of meaning. Contextual research included understanding the historically and culturally specific practices of making, presenting, circulating and viewing the images. It starts with the context of production which includes the skills of the photographer, the camera technology, how the image was edited, the photo's intended audiences and the preparations before taking the photo. Contexts of encounter included the presentation of the photo, how the image is seen and used, how the image is displayed and how it is captioned.

Fifth line is reflecting on meaning.

It is to focus on the items in the images and how these elements work together to construct meaning. According to semioticians, an image is a system of sign and represents a 'thing-plus-meaning'. Interpretation of the images can be refined using an intertextual approach. An intertextual approach is interpreting image in relation to other contemporary texts and images. Discourse is a group of statements which structure the way a thing is thought and the way people act on the basis of that thinking.

3.5 Thematic Analysis

Thematic analysis is a research method for identifying, analyzing, and reporting patterns of the data. Thematic analysis is a method applied to uncover and interpret particular meaning of the patterns (Gorss, 2013). Thematic analysis is a widely-used qualitative analytic method. The advantage of this method is the flexibility. Braun & Clarke (2006) provided a six-phase process that guides us in doing thematic analysis in this study. Below is the illustrations of the six steps of thematic analysis.

Step one is familiarizing yourself with the data set.

This phase needs us to be familiarized with the primary data we collected by reading and re-reading the data. It is important to immerse ourselves in the data until we become familiar with all the details and contents. After we collect the data from the titles and visual images from the 40 listings we chose for this research, we read through all the data to check if there are anything we missed out. While re-reading the data we collected from Airbnb website, we started to discuss and search for the meanings and identify the possible patterns before entering to phase two which is to generate initial codes.

Step two is generating initial codes.

In phase two, we start to identify the features of the data and organize the data into meaningful groups and eventually to form the themes.

Step three is searching for themes.

In phase three, we refocus the data analysis at the boarder level of themes and sort out the different codes into potential themes. We start to analyze the codes, think how the different codes may combine to form an overarching theme, and figure out the relationship between codes and between the themes.

Step four is reviewing themes.

This phase involves checking and relating themes to the whole dataset. There are two levels in this phase, which are to review and refine the themes. Level one involves reviewing all the codes under themes and consider whether they can form a coherent pattern. Level two is to consider the validity of the developed themes in relation to the data set.

Step five is defining and naming themes.

Phase five involves developing and identifying the character of each themes. It also involves deciding on an informative name for each theme. The names need to be concise and clear in order to allow the readers understand the themes instantly.

Step six is producing report.

After having a set of informative themes, it is important that the analysis is coherent and logical to tell an interesting story. The write-up needs to have sufficient data extractions in order to support the themes.

3.5.1 Title Analysis

Title is designed to capture the attention of potential guests. It has a visual nature that distinguishes themselves from others (Hudock, 2005). The word choice used in the title is very important as it plays a large role in conveying messages to the audience. After we collect the content of titles from the 40 listings, we read through all the data again in case we missed out anything. Thematic analysis is applied in order to explore and analyze the title.

Below shows one of the Airbnb title's formulas.
[Adjectives] + [Room Type] with [Amenities]
Example: New Cozy 3 rooms Apartment nearby @Penang Airport

Firstly, we get ourselves familiar with the dataset by checking through the data repeatedly. Then, we manually divided all the data we collected into two parts which are adjectives and nouns. We found that most of the nouns can be coded into four categories which are location, amenities, room type and view. The next step we took was to analyze the adjectives in the dataset. We focus on the adjectives in order to generate the themes because adjectives can show the guests' feeling when they stay in the listing and give potential guests a positive image which will draw them to rent the listing (Ke & Wang, 2013). Thus, four themes are eventually derived from the adjectives used in the title. These themes are comfort, relax, delight and luxury. We review all the themes again and try to relate the themes to the codes. We start to ponder the relationship between the four categories of nouns and the four themes taken from the adjectives. Lastly, the emerging theme for title was generated.

3.5.2 Visual Image Analysis

For visual image analysis, we practiced Tinkler's first and second line when collecting the details in the visual image of the hosts' listings and classify them into suitable genre. In the beginning, we identify the basic details in the visual image of each listing. Identification of the genre from the visual image is important in assessing what it can reveal in order to obtain a meaningful and valid interpretation. We classified the details shown in the visual image collected into six genre which are kitchen, dining area, bedding area, living room, swimming pool and unclassified area. Then, we scrutinize those visual images. We look carefully at the images, record down every furniture and items that are visible in the visual image of the hosts' listings according to the genre it belongs to. In the third step, the thematic analysis method is continued to create the emerging theme. We try to group different codes into potential themes. Thus, we place all the elements into six themes which are hard furnishing, soft furnishing, home appliances, kitchen appliances, audio-visual appliances, panorama and other appliances. Lastly, we review the six initial themes and define the finalized themes as functionality, relaxation and experience. Thus, emerging theme for visual image analysis was obtained.

3.6 Validity and Reliability

A quantitative research needs reliable instruments in order to obtain valid results or analysis. However, in the qualitative research, "the researcher is the instrument." In other words, the credibility of a qualitative research depends on the researchers' ability and the amount of efforts contributed by the researchers. Some qualitative researchers have argued that the validity is not applicable in the qualitative research, but at the same time, they realized they need some kind of qualified checks or measures their research (Golafshani, 2003). Creswell & Miller (2000) suggested that the validity is affected by the researcher's perception of validity in the study

and researchers' choices of paradigm assumption. The validity of the data depends on the purpose of the study, and how researchers improve the possibility of getting good data that can provide information needed for the study. A good data can be controlled in order to clarify problems and enable researchers discuss from different perspectives (Stenbacka, 2001). The issue of reliability concerned on the ability of a measurement method to produce the same research result repetitively. Stenbacka (2001) viewed reliability as "purpose of explaining" in quantitative research and "generating understanding" in qualitative research. Therefore, the concept of reliability is not relevant in qualitative research. However, in this research we implement triangulation to improve the validity and reliability of the findings in this research. Published journals are used to support the major findings in this research. Triangulation uses multiple methods of data collection, data analysis or several investigators. However, it does not suggest a fix method for all the researches. It depends on which method the researcher wants to use to test the validity for their study (Golafshani, 2003).

3.7 Conclusion

In Chapter 3, the methodologies used in this research will guide researchers in the whole research analysis process. In this research, qualitative research is applied, and thematic analysis is used for the title and visual images analysis. The content of titles and visual images are collected from the Airbnb official site as the primary data for this research. The following chapter will continue with the data analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In the previous chapter, we have discussed the research design chosen for this qualitative study which is thematic analysis. The method of data collection has also been examined in details in order to analyze and interpret our findings. Thus, in Chapter 4, the analysis and interpretation will be included.
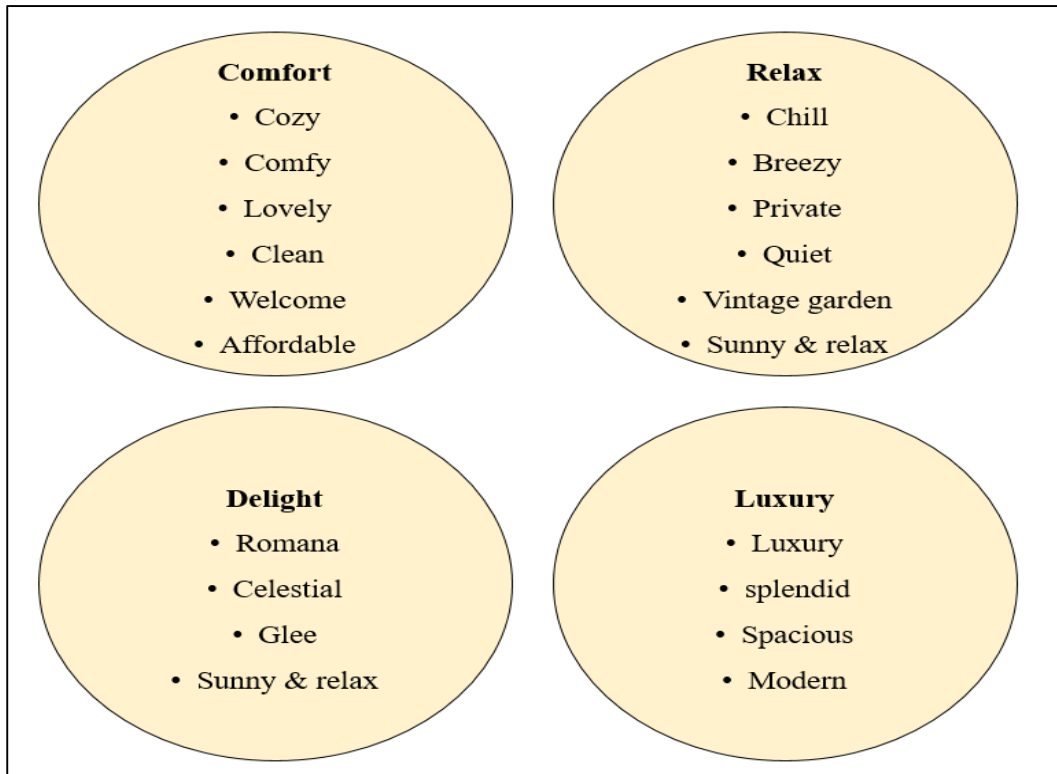
4.1 Title Analysis

After extracting data from Top 20 Airbnb listings of Kuala Lumpur and Penang in Malaysia, we look deep into the title that appears right after the first visual image of the listing on the search results page of Airbnb site. We saved all the titles strategized by different hosts from Airbnb platform in the Microsoft Excel accordingly in order to familiarize ourselves with the title patterns. In the title itself, P2P accommodation hosts have structured with different wording that comprises a sort of adjectives, nouns, numerical values, and prepositions.

Among all the wordings along the title, we only chose nouns and adjectives for our interpretation and analysis. The reason for merely focusing on nouns and adjectives is that they appear the most in multiple listings and are mainly applied by P2P accommodation hosts in order to strategize their listings. In Top 20 of Kuala Lumpur listings, Airbnb hosts used up to 21 adjectives for the title, while in Top 20 of Penang listings, hosts utilized 18 adjectives for the title. Besides adjectives, Airbnb hosts will add at least one noun into the title of their listings. Therefore, we have placed the nouns into four different categories which are room type, location, view, and lastly amenities. For adjectives, we have classified the related adjectives

that convey similar meanings to a particular theme. Thus, there are four different themes that the adjectives are split into, which are the comfort, relax, delight and also luxury.

Figure 4.1: Themes for Adjectives

Comfort
- Cozy
- Comfy
- Lovely
- Clean
- Welcome
- Affordable

Relax
- Chill
- Breezy
- Private
- Quiet
- Vintage garden
- Sunny & relax

Delight
- Romana
- Celestial
- Glee
- Sunny & relax

Luxury
- Luxury
- splendid
- Spacious
- Modern

Adapted from: Developed for the research

Based on Figure 4.1, a wide range of adjectives is classified into a theme which brings a similar and non-contradict meaning. Firstly, under the comfort theme, all adjectives that symbolize a condition of being set free and easy lifestyle are put together into one group. We figure out that most of the Airbnb hosts from our data select the word "cozy", "comfy", "lovely", "clean", "welcome", and "affordable" to magnify comfort of their listings. Secondly, "chill", "breezy", "private", "quiet", "vintage garden", "sunny & relax" go into the theme of relaxing. This is due to the reason that these adjectives are to create less tensed environment for the guests so that they can feel the state of relaxation. Thirdly, the theme of delight is described as a sign of thrill, amusement, and enchantment. Hence, we discovered that the adjectives of "romana", "celestial", "glee" and "sunny & relax" aim to stimulate guests' enjoyment when encountering the title of the listings. Lastly, to intensify

the sense of grandeur, majesty and lavishness, "luxury & splendid", "spacious", "modern" are applied to the title of the Airbnb hosts' listings. Thus, these adjectives are then classified under the theme of luxury.

Figure 4.2: Codes for Nouns

Location
- KLCC
- Central Station
- Bangsar Baru
- Bukit bintang
- Regalia Suites
- Duo Sentral
- Georgetown
- Spice, Bayan Lepas
- Penang
- Sg. Ara
- Kek Loke
- Greenview

Amenities
- Swimming pool
- Public transportation
- Convenient distance to hotspots
- Air-Conditioning & wifi
- Shopping mall
- Car park
- Free breakfast
- Free parking
- Books & tea
- Car rental
- Gym

View
- Kl Tower View
- Pool view
- Panorama sea view
- Mountain view
- Ocean view

Room type
- Studio
- Master room
- Bedroom

Adapted from: Developed for the research

According to the Figure 4.2, we also repeated the steps applied to the adjectives for the nouns. Thus, we grouped all the similar type of nouns into different codes. Firstly, nouns that highlighted the places of the listings will be included in the title so that the nearby location of their houses can be easily captured and recognized by guests. Thus, the places appeared in the title such as "KLCC", "Central Station", "Bangsar Baru", "Bukit Bintang", "Regalia Suites", "Duo Sentral", "Georgetown", "Spice, Bayan Lepas", "Penang", "Sg. Ara", "Kek Loke", and "Greenview" are fallen into the category of location.

In addition, we observed that majority of the Airbnb hosts will add the facilities of their houses in the title of their listings. Thus, nouns such as "swimming pool", "public transportation", "short distance to hotspots", "air-conditioning & wifi", "shopping mall", "gym", "car park", "free breakfast", "free parking", "books & tea", and "car rental" are classified into the category of amenities.

Furthermore, the view has always opted as the choice of words in the title. For instance, "KL Tower view", "pool view", "panorama sea view", "mountain view" and "ocean view." These nouns are sorted in the view category. Apart from that, the setting, structure or type of the room will also be one of the top selections for the title. Therefore, in the room type category, it consists of "studio", "master room" as well as "bedroom."

In summary, the adjectives under comfort theme have been used up to 21 times by the Airbnb hosts from Top 20 of Kuala Lumpur and Penang listings in Malaysia. Besides, the adjectives under relaxing theme have been selected over nine times by the Airbnb hosts from our data; under the luxury theme, the adjectives appeared six times; under delight theme, Airbnb hosts applied the related adjectives up to four times only.

Table 4.1: The Emerging Theme for Title Analysis

| Emerging themes	Derived from title	Most related area
Comfort	Cozy, comfy, lovely, clean, welcome, affordable	Describe the room type
Relax	Chill, breezy, private, quiet, vintage garden, sunny & relax	Describe the view
Luxury	Luxury, splendid, spacious, modern	Describe the view and location
Delight	Romana, celestial, glee, sunny & relax	Describe the amenities

Adapted from: Developed for the research

In our findings based on Table 4.1, we observed that there is an intimate correlation between nouns and adjectives chosen from the Top 20 Airbnb listings selected in Kuala Lumpur and Penang, Malaysia. Thus, we come out with the emerging themes for title analysis in order to show that different adjectives are applied to describe or highlight different nouns.

Majority of the hosts from our data applied the adjective under comfort theme as the core focus in order to highlight the room type of their listings. Besides, if the Airbnb hosts target on the relax theme, they will use the adjective to describe the view of their listings in the title. Apart from that, for the luxury theme, Airbnb hosts will insert the location of their houses as well as the view in the title. Moreover, if the primary focus is on delight theme, Airbnb hosts will select the amenities into the title of their listings.

Taken few examples of Top 20 Airbnb listings in Kuala Lumpur and Penang, the figures below illustrate the relationship between the adjective theme and noun category used in the title of hosts' listings.

Figure 4.3: Comfort Theme in the Title of Kuala Lumpur Listing
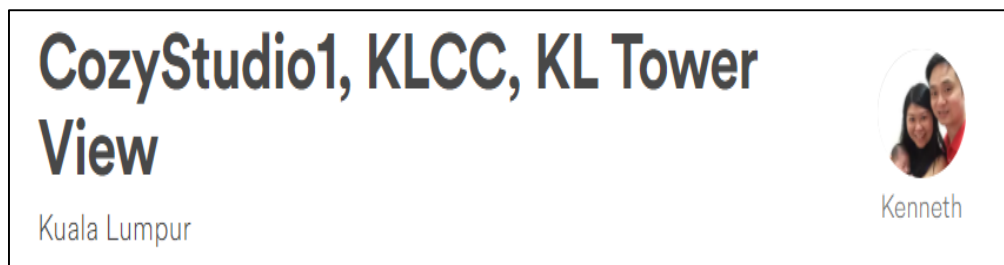
Source: Airbnb. CozyStudio1, KLCC, KL Tower View.

We observed that there is a continuous and repetitive pattern of using certain adjective matching with a particular noun in Airbnb listings. Figure 4.3 is a clear example of title related to comfort theme that hosted by Mr. Kenneth, one of the Airbnb hosts in Kuala Lumpur. The application of "cozy" together with "studio" in the title hosted by Mr. Kenneth shows that it is a common and regular pattern when the host uses comfort theme to describe its room type in the title. Thus, we assumed

that Mr. Kenneth is targeting on guests who look for comfort when they search for listings in Airbnb site.

Figure 4.4: Comfort Theme in the Title of Penang Listing

Source: Airbnb. Welcome! Cozy Double Bed Room, 5 mins fr Airport.

Taken the title associates with comfort theme by Airbnb hosts in Penang that is shown in Figure 4.4, Mr. VC made use of the adjectives "welcome" and "cozy" matching with the noun "double bedroom." Therefore, we are aware that Mr. VC is outlining its room type with the adjectives that bring a sense of comfort to the guests who click on the listing.

Figure 4.5: Title Associated with Relax Theme in Penang Listing

Source: Airbnb. 'Sunny Relax 'Mountain View 'Swim Pool.

Based on Figure 4.5, Mr. Mike used "sunny relax", "mountain view", "swim pool" in his title of the listing. We found out that he is emphasizing on relax theme which associated the view nearby his house to captivate guests' attention when coming across the title of his listing.

Figure 4.6: Title Associated with Luxury and Comfort Theme in

Kuala Lumpur Listing
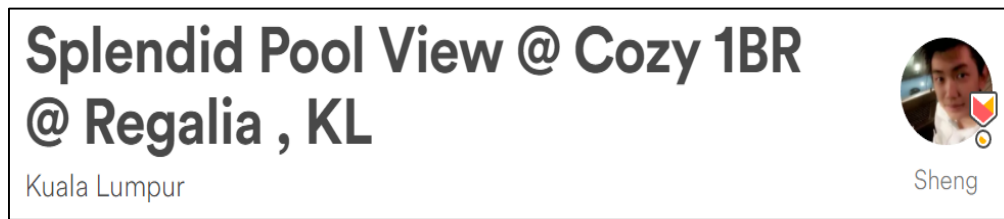
Source: Airbnb. Splendid Pool View @ Cozy 1BR @ Regalia, KL.

The last example shown in Figure 4.6 is the title of luxury theme hosted by Mr. Sheng, the Airbnb host in Kuala Lumpur. It is true that there is a connection between the luxury theme and the view as well as the location of the listing when Mr. Sheng targeted on the luxury theme through illustrating the pool view and pointing out the location 'Regalia, KL' in the title. Besides of using the luxury theme, the comfort theme is also revealed when Mr. Sheng picked the adjective of 'cozy' to describe the bedroom. It once showed that there is a close dependence when the comfort theme is chosen to portray the room type of the listing.

In conclusion, majority of the Airbnb hosts from our data target on a specific theme by selecting related adjectives to associate with certain nouns in order to capture and attract the guests, thus increasing the click-through rate. In the next section, we are going to interpret the first visual image of the Airbnb hosts' listings that appeared on the search results page.

4.2 Visual Image Analysis

The steps involved in the visual image analysis are time-consuming and complex than that in the title analysis to obtain the final findings. However, the visual image is very vital as a competitive tool for P2P accommodation hosts as it is the first cover photo that will appear on the search results page in Airbnb site. On top of that, the visual image is also the most influencing component that affects the guests' click-through rate. Besides, the first visual image may show the guests a sign of the best or favourite part of the listings.

Figure 4.7 and 4.8 are some examples of the first visual image of Airbnb host's listings in Kuala Lumpur and Penang.

Figure 4.7: The Visual Image of Airbnb Listing in Penang

Source: Airbnb. The Spacious Colonial House- Houses for Rent in George Town, Pulau Pinang, Malaysia.

Figure 4.8: The Visual Image of Airbnb Listing in Kuala Lumpur

Adapted from: Airbnb. Dua Sentral Studio Shared (only girls) 4*comfort- Apartments for Rent in Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia.

Before entering the steps of analyzing and interpreting, we recorded every single object that came into our sight in the Microsoft Excel. We began to generate the initial coding into a number of categories. Airbnb hosts from our data may capture different parts of their houses for the first visual image on the search results page on Airbnb site. Thus, we grouped all the objects into respective areas of their houses that displayed in the first visual image. There are in total six areas which are kitchen, dining area, bedding area, living room, swimming pool, and lastly unclassified area. Table 4.2 shows the objects appeared in the first visual image.

Table 4.2: Objects in the First Visual Image of the Listing

Areas	Objects
Kitchen	Oven, container, stove, lampshade, refrigerator, kettle
Dining Area	Dining cutlery set, water bottle, plant, photo frame, table, chairs, ceiling fan
Bedding Area	Bed, air-conditioning, towels, small Table, hanger, flowers, dressing table & chair, KL night view, lampshade, wall lamp, canvas prints, television, floor lamp, plant, mirror, bedside cabinet, table & chair, ceiling fan, cabinet
Living Room	Sofa, coffee table, floor lamp, television, plant, magazines, air-conditioning, canvas prints, bean bag, ceiling fan, wall clock, photo frame, table & chair, sea view, wall lamp, sofa bed
Swimming Pool	Kl night view, Kl day view, mountain view
Unclassified Area	Family Photo, bottles

Adapted from: Developed for the research

After sorting all the objects appeared in different parts of the houses, we then searched for some themes that are suitable to associate with all these items. Thus, we have categorized the items into seven themes: home appliances, kitchen appliances, hard furnishing, soft furnishing, audio-visual appliance, other

appliances and also panorama. Table 4.3 illustrates the themes related to the particular items.

Table 4.3: Suitable Themes for the Items

Theme	Items
Home appliances	Air-conditioning, ceiling fan
Kitchen appliances	Oven, store, refrigerator, kettle, dining cutlery set, container, water bottle
Hard furnishing	Table, chair, dressing table & chair, photo frame, canvas prints, mirror, wall lamp, floor lamp, hanger, bedside cabinet, cabinet, wall clock
Soft furnishing	Lampshade, bed, sofa bed, towels, sofa, bean bag
Audio-visual appliance	Television
Other appliances	Plant, flower, magazine
Panorama	Kl night view, Kl day view, mountain view, sea view

Adapted from: Developed for the research

Attaining a deeper understanding and analysis of the first visual image in Top 20 Airbnb Listings of Kuala Lumpur and Penang based on Figure 4.9, we found out that Airbnb hosts from Kuala Lumpur and Penang mainly set the view from bedding area and living room as the first visual image of their listings. In total, both Airbnb hosts from Kuala Lumpur and Penang in the Top 20 listings captured 19 bedding area, 14 living room, 8 dining area, 5 swimming pool, 2 kitchen and 1 unclassified area as their first visual image that displayed on the search results page in the Airbnb site.

Figure 4.9: Area of House Shown in the First Visual Image of Top 20
Kuala Lumpur and Penang in Airbnb
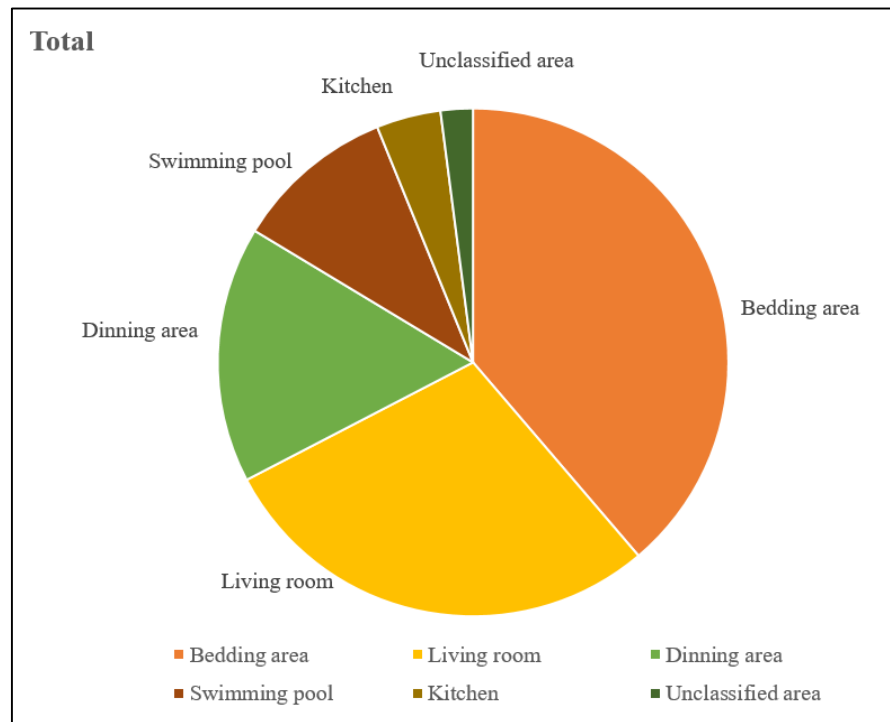
Adapted from: Developed for the research

Among all the parts of the houses, the bedding area and living room are mainly set as the first visual image by Airbnb hosts. This is because these are the two areas that most of the guests will be using for renting purpose. On top of that, the objects captured from these two areas simply bring a high level of comfort to the guests when they first come across to the Airbnb hosts' listings.

After reviewing the themes, we omitted all unnecessary objects except the ones from bedding area and living room that will help us to generate the final interpretation for the visual image of Airbnb hosts' listings from our data. Table 4.4 describes the objects captured only from the bedding area and living room.

Table 4.4: Objects in Bedding Area and Living Room

Theme	Items
Home appliances	Air-conditioning, ceiling fan
Hard furnishing	Table, chair, dressing table & chair, photo frame, canvas prints, mirror, wall lamp, floor lamp, hanger, bedside cabinet, cabinet, wall clock
Soft furnishing	Lampshade, bed, sofa bed, towels, sofa, bean bag
Audio-visual appliance	Television
Other appliances	Plant, flower, magazine
Panorama	KL night view, sea view

Adapted from: Developed for the research

According to the Table 4.4, we sorted out the objects that appeared in the bedding area and living room based on Table 4.3 into six categories which are hard furnishing, soft furnishing, audio-visual appliance, home appliances, panorama as well as the other appliances.

Reaching to the final analysis of the visual image, we defined the finalized themes, which are functionality, relaxation, and experience. We found out that there is a close relationship between the themes and the object categories as we familiarized ourselves with the first visual image of 40 Airbnb listings in Kuala Lumpur and Penang.

Table 4.5: The Emerging Themes for Visual Image Analysis

Emerging themes	Derived from the visual image
Functionality	1. Hard furnishing (i.e. dressing table, photo frame, canvas prints, mirror, wall & floor lamp, cabinet, hanger, etc) 2. Audio-visual appliance (i.e. television) 3. Home appliances (i.e. air-conditioning, fan)
Relaxation	1. Soft furnishing (i.e. lampshades, bed, sofa, towels, bean bag) 2. Other appliances (i.e. plant, flower, magazine)
Experience	1. Panorama (i.e. KL night view, sea view)

Source: Developed for the research

Based on Table 4.5, hard furnishing, audio-visual appliance, as well as home appliances, show a sign of functionality that will benefit the guests when using them. The items under the hard furnishing, audio-visual appliance, and home appliances are designed for a purpose in order to deliver comfort to guests when they rent the house for a particular period of time. These items are crucial in order to meet the basic requirements of guests. In order to satisfy guests' utilitarian needs, hard furnishing, audio-visual appliance, and home appliance are best-suited and sufficient for guests. For instance, guests will prefer a house or a private room that consists of an air-conditioning which falls under the home appliance category. It is understandable that air-conditioning has a purpose or a function to adjust or maintain the temperature that guests want in a particular room or house. In short, the presence of hard furnishing, audio-visual appliance and also home appliance displayed in the first visual image of the host's listing will symbolize a sign of functionality in order to guarantee and meet guests' utilitarian needs.

Apart from that, soft- furnishing and other appliances such as plant, flowers, and magazine are to present the sense of relaxation to the guests. Soft furnishing is usually something that made up of cloths such as lampshades in order to enhance

the interior design of a room. Besides, soft furnishing such as the bed, sofa, bean bag and etc can exclusively deliver guests a sense of relaxation that is away from all the hustle and bustle or sophistication. Additionally, plants, flowers, and magazines which are grouped into the category of other appliances embody peace and personify solitude so that guests can enjoy the simplicity and immerse themselves in the less tensed environment. Thus, soft furnishing and other appliances entail the relaxation when guests glance through the first visual image shown in the Airbnb search results page.

Lastly, panorama such as KL night view and sea view captured from bedding area and living room will attach guests with a special experience when gazing at the first visual image of Airbnb hosts' listings. It will trigger guests by clicking on the listing for more details and even fasten the process of booking as community nowadays desire more for the experiential value than just purchasing something to fulfill the basic needs. Guests would prefer to spend money to buy experience than purchasing things or items. In summary, many Airbnb hosts from our data will include a significant view or panorama in the first visual image of their listings in order to enhance guests' experiential consumption. For the next section, the combination of emerging themes for both analyses are explained in details with some interpretations.

4.3 Combination of the Emerging Themes

In this part, we will discuss the combination of emerging themes for both title and visual image analysis. Table 4.6 shows the themes that appeared in both title and visual image elements.

Table 4.6 Combination of the Emerging Themes

Elements/ Themes	Comfort	Relax	Delight	Luxury	Experience
Title	✓	✓	✓	✓	
Visual Image	✓	✓			✓

Adapted from: Developed for the research

Based on Table 4.6, it is obvious that the comfort and relax theme can be found in both title and the first visual image of the Airbnb hosts' listings on the search results page. This indicates that these two themes are the most important features offered by Airbnb hosts in their listings because comfort and relax are the most basic and fundamental standard of requirements that should be provided to every guest. In addition, the presence of minimum requirements are vital in order to fulfill guests' utilitarian needs. Furthermore, comfort and relaxation can be easily and highly marked when Airbnb hosts are very attentive and thoughtful of guests' needs and wants. Thus, in this context, the title and visual image can always be the successful messengers of comfort and relax in order to deliver the hosts' compassion to guests.

Instead of just focusing the themes that are included in both title and the visual image of the hosts' listings, we are aware that there is only the experience theme that can be seen through the visual image of the Airbnb hosts' listings. 'Human being are the visual creatures.' This statement is true when guests are more attracted to the visual image of hosts' listings than the title did. Thus, visual image plays a large role to help guests understand the meaning of the title that is presented and even express thousands of meanings that title cannot tell. Through visual image, it is likely to obtain positive emotional responses from the guests as well as to grab guests' attention.

Besides, experience is something that comes after comfort and relaxation as it is the extra attribute or feature that highlighted by the Airbnb hosts. Throughout the data analysis, we found out that there are only few Airbnb hosts' listings that will provide experience to the guests through visual image as the hosts need to go for extra miles

in order to fulfill the hedonic value that is expected by the guests. Experience can also prove the uniqueness of the Airbnb listings which will then arouse guests' experiential consumption.

Below are some examples to manifest the combination of emerging themes for the title and visual image used by hosts in Top 20 Airbnb listings from Kuala Lumpur and Penang respectively.

Figure 4.10: The Highlight of Experience by Airbnb Host in Penang
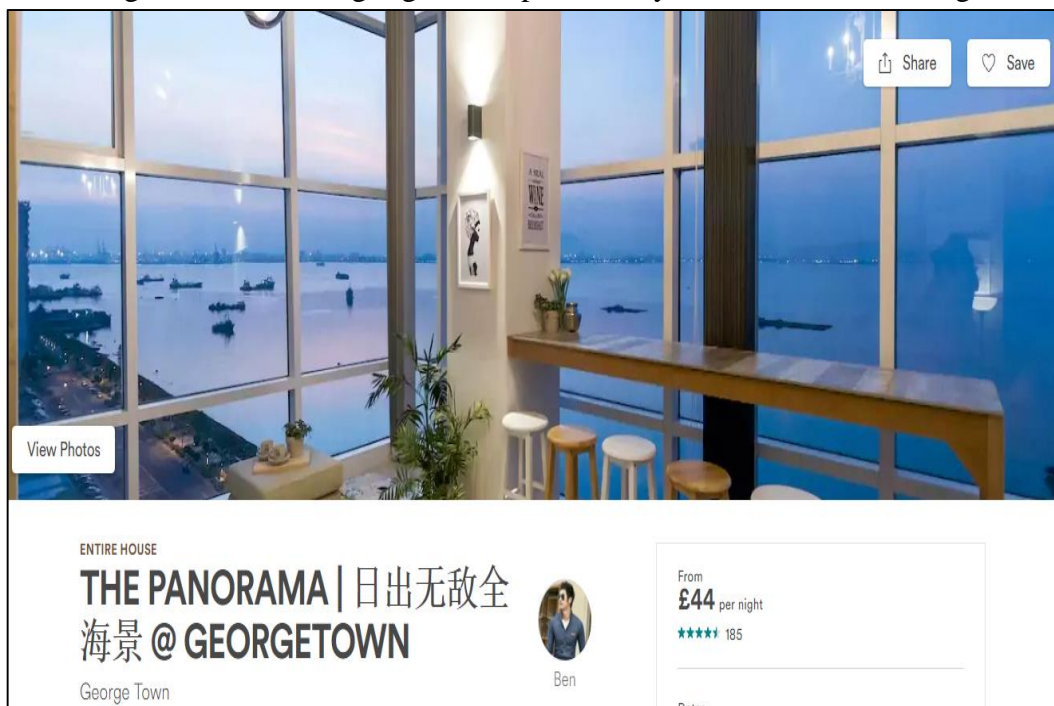
Adapted from: Airbnb. The Panorama @ Georgetown.

Based on the Figure 4.10, the experience offered by Mr. Ben, the Airbnb host from Penang can be seen through the sea view shown in the visual image. Provided with a high quality and good lighting of the visual image, it is easy to attract guests who come across his listing and thus, elevating the guests' experiential consumption. This will shorten the guests' booking process and increase their click-through rate.

Figure 4.11: The Highlight of Comfort and Relax by Airbnb Host in

Kuala Lumpur
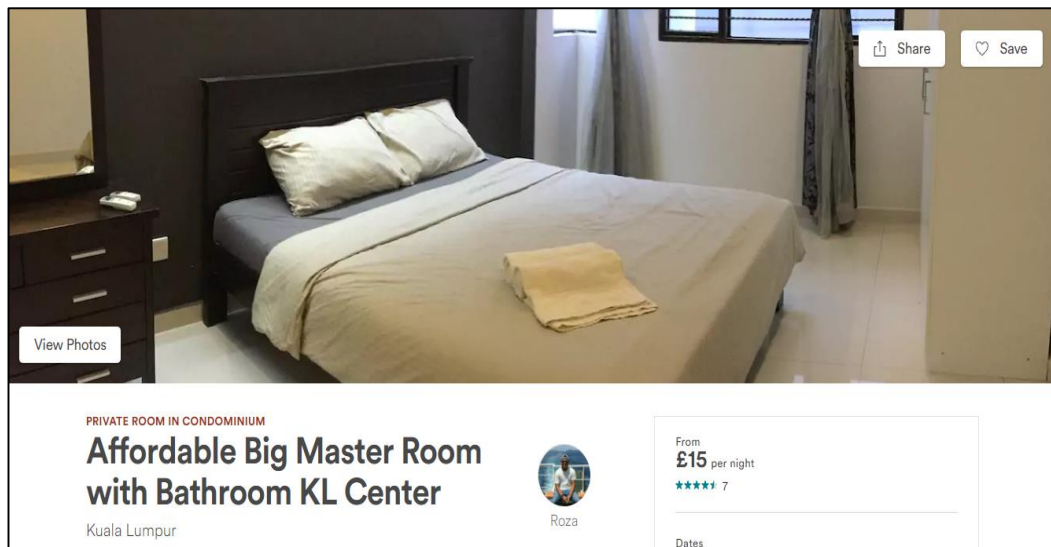
Source: Airbnb. Affordable Big Master Room with Bathroom KL Center.

From Figure 4.11, we note that Mr. Roza, Airbnb host from Kuala Lumpur highlight the comfort and relax theme through the title and visual image of his listing. When the furniture is all set to be captured in the visual image, this will in turn reflect what Mr. Roza has promised in the title of his listing. Besides, it shows Mr. Roza's warm-heartedness to satisfy guests' basic utilitarian needs and wants. This eventually boosts up the high level of comfort and relaxation to guests who go through Mr. Roza's listing on Airbnb site.

In short, through the two examples given in Figure 4.10 and 4.11, it is clear to know how Airbnb hosts' listings can demonstrate the state of comfort, relax and experience through the usage of title and visual image of their listings to the guests.

4.4 Conclusion

In conclusion, the title and first visual image of the Airbnb hosts' listings are analyzed separately and independently in order to know how Airbnb hosts attract guests' attention. The next level of analysis that has been discussed in the previous

section is the combination of emerging themes for both title and visual image analysis. Thus, in the next chapter, we will further discuss the emerging findings that based on the analyses.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In the previous chapter, three levels of analysis had been conducted and the findings generated. Title and the first visual image of the Top 20 Airbnb listings in Kuala Lumpur and Penang are analyzed respectively and independently. The third level of analysis is the combination of emerging themes for both title and visual image analysis. These three levels of analysis are vital to acquire the conclusion of our findings. Thus, discussion of the major findings, recommendations for managerial application implications of study, limitations and recommendations for future studies will be disclosed in this chapter.

5.1 Summary of Data Analysis

A quick recap of the three levels of analysis will be included in this particular section as they are the underlying components that lead to obtaining the major findings for the next part of discussion.

5.1.1 Title Analysis

For the title analysis, four themes are ultimately derived from the adjectives that appear in the title of the Top 20 Airbnb listings in Kuala Lumpur and Penang. Adjectives that convey more or less a similar or related meaning, are then classified into the four different themes - comfort, relax, delight and lastly luxury. Upon conducting the title analysis, we observed that there is a

constant pattern that Airbnb hosts from our data use to generate the title of their listings. We note that adjective is a choice of word that will further promote and highlight the noun, which follows right behind. Thus, we found out that whenever the theme 'comfort' is used, Airbnb hosts will always include at least one adjective to describe the room type of their listings.

Apart from that, if Airbnb hosts focus on the theme 'relax', nouns that are associated with the theme such as 'pool view', 'mountain view', 'sea view', and so forth will commonly be selected to exhibit the relaxing environment to potential guests who search on the site. Besides, the theme 'delight' always matches the amenities provided by Airbnb hosts so that guests can enjoy the facilities of the listings or may even be amazed by the richness of the development nearby the listings. Lastly, the theme 'luxury' is often linked or interconnected to the view and location of the listings.

5.1.2 Visual Image Analysis

For visual image analysis, we come up with three themes that conclude the items or furniture captured in the first visual image of the Airbnb listings on search results page. First and foremost, the theme 'functionality' is highlighted by the inclusion of home appliances, hard furnishing, and audio-visual appliances. Secondly, Airbnb hosts who emphasize on the theme 'relaxation' will put some soft furnishing or other items such as flowers, plants and magazines in the first visual image of the listings. Lastly, if the theme 'experience' is underlined, the panoramic view or sceneries will normally be captured to aesthetically attract the potential guests.

5.1.3 Combination of Emerging Themes

After analysing the title and visual image independently, a combination of emerging themes for both analyses is then obtained. We observed that 'comfort' and 'relaxation' are the themes that can be seen from the title and visual images of Airbnb hosts' listings. These two themes represent the most important features that are exhibited in the Airbnb hosts' listings as they are the basic requirements that should be offered to every guest. Besides the theme of 'comfort' and 'relaxation', we also figured out that the theme 'experience' can only be seen from the first visual image of hosts' listings. Unfortunately, very few Airbnb hosts' listings fulfill this theme. Thus, guests will find it very unique and extraordinary if the theme 'experience' is included in the visual image of hosts' listings as it helps the potential guests to quickly grasp the meaning of the title that is presented and adequately expresses the title. As the saying goes, one picture speaks a thousand words.

In a nutshell, we have summarized our findings for the three levels of analysis, which are title analysis, visual image analysis and the combination of emerging themes for both analyses. The three major emerging findings which are based on the three levels of analysis will be discussed in the next section.

5.2 Discussion of Major Emerging Findings

In this particular section, three major emerging findings are concluded from the three levels of data analysis in the previous part. Each emerging finding will then be justified further.

5.2.1 Most frequent offer on the comfort element

According to the analysis, we found out that Airbnb hosts' listings mostly target on the comfort element. This is evident and consistent with the literature review when Young, Corsun, & Xie (2017) proved that Airbnb hosts are able to fulfil the guests' requirements by supplying a clean and comfortable room. The most significant reason why Airbnb hosts target on the comfort element is because it is the basic and minimum requirement that any form of accommodation provider should offer in order to fulfill and satisfy guests' utilitarian needs. Comfort represents a sign of shield, protection, and refuge. Airbnb hosts do not need to put additional efforts to develop comfort as it is something that already exists around us. When Airbnb hosts share or display what they have in their listings, comfort will be delivered to the guests in order to show hosts' compassion and thoughtfulness to their utilitarian needs.

Unfortunately, we discovered that this offer overlapped with the conventional hotels as they also provide similar comfort features to guests. This is true and consistent with the literature review when the scholars, Choosrichom (2011) and Jang, Liu, Kang, & Yang (2018) claimed that conventional hotel operators are also providing an adequate and high level of hygiene and comfort as a comfortable, clean, and quiet room is always the priority of the guests when selecting accommodation. As a result, this increases the degree of inter-competition between Airbnb hosts and conventional hotels as the hosts' offers are difficult to distinguish from hotel operators.

5.2.2 Undifferentiated offers

Based on the data analysis, we realized that the offers between different Airbnb hosts are very alike. They are offering what the other P2P

accommodation players give to the guests. Due to the indistinguishable offers among Airbnb hosts, there is no longer anything special in the Airbnb hosts' listings. Thus, undifferentiated offers lead to an intense intra-competition among Airbnb hosts.

Revisiting the Airbnb mission 'Don't go there, live there' as stated in the literature review, we found out that the undifferentiated offers in Airbnb hosts' listings are indicating the failure to achieve the Airbnb mission. Although Johnson & Neuhofer (2017) highlighted that Airbnb successfully offers a 'live there' experience to the guests by enabling them to discover the local cultures, this emerging finding contradicted the literature review stated by the previous researchers. Airbnb hosts who put strong emphasize solely on the comfort element are no longer sticking to the Airbnb mission, thus showing no differences in comparison to the offers provided in the hotel industry. In summary, undifferentiated offers among Airbnb hosts not only intensify the degree of intra-competition among P2P accommodation players, but also fail to accomplish the Airbnb vision - 'Don't go there, live there' - and provide what Airbnb has envisioned to the guests.

5.2.3 Lack of local memorable experience

Supposedly, the guests' diverse experiences are the uniqueness of Airbnb that distinguish Airbnb from the conventional hotel operators. For instance, the guests' diverse Airbnb experiences can be made possible when the hosts go extra miles to provide something personal in their listings such as a tour guide or even as simple as giving suggestions on places to have fun. Regrettably, we noticed that the Airbnb hosts' listings are mostly intended to present an ambience of modern style and they seemed to have forgotten that there is something missing in the space of their listings. Thus, it is hard to provide a local memorable experience for guests to live like a local due to the lack of space uniqueness in their listings.

Additionally, local authentic and genuine interactions between Airbnb hosts and guests are lacking. This emerging finding opposed the statement in the literature review by Johnson & Neuhofer (2017) when the researchers proclaimed that Airbnb successfully offers a genuine interaction between hosts and customers in order to satisfy guests' socio-cultural desires, enhancing guests' local experience by engaging themselves in the local community. Hence, there is something missing in the context of space uniqueness as well as experience in the Airbnb hosts' listings.

In conclusion, some recommendations on managerial applications are proposed specifically to Airbnb hosts or micro-entrepreneurs in order for them to endure the intra and inter-competition among the P2P accommodation players and conventional hotels.

5.3 Managerial Applications

Derived from the emerging findings, two constructive recommendations on the managerial applications are proposed to the Airbnb hosts or future micro-entrepreneurs in order to make their listings stand out from the crowd.

5.3.1 Inclusion of the comfort element in the listings

Based on the findings of the study, the Top 20 Airbnb hosts in Kuala Lumpur and Penang mostly focus on the comfort level of the space they rent. We suggest that all Airbnb hosts should include the comfort element and functionality of the furnishing in their Airbnb listings. Comfort and functionality are the basic fundamental element that Airbnb hosts need to fulfil before they want to go beyond and do something extra and special.

Besides, we found out that Airbnb hosts in Malaysia are highlighting the comfort feature which is the similar offering provided by the conventional hotels and P2P accommodation players to the guests. Airbnb hosts need to capture the main idea of Airbnb's largest marketing campaign "Live There". "Don't go there, live there" symbolises a meaning that the guests are looking for more than just a place to stay. Airbnb guests want to obtain a 'live there' experience in order to live like a local. This is why they choose Airbnb instead of conventional hotels. Airbnb hosts should offer more than just generic hospitality which can provide a platform for the Airbnb guests to join the local community and gain experience to live like a local.

5.3.2 Enhancement on the local authentic experience and interactions

From our findings, we suggest that Airbnb hosts should differentiate their offerings from P2P accommodation hosts and conventional hotels by providing authentic local experience. Here are some recommendations for Airbnb hosts to include the unique amenities in their listings. Airbnb hosts can display Malaysian traditional games such as congkak, gasing and batu seremban in their space and introduce these games to guests from other countries. This will make the guest stay memorable and unforgettable. Hosts can hang the Wau (Malay kites) on the wall as one of the decorations.

Besides adding unique amenities that represent Malaysian culture and tradition, hosts can prepare Malaysian style breakfast and offer various food choices to their guests as Malaysia is a food paradise whereby the Malaysian community is all proud of that. Hosts can prepare some local fruits such as mangosteen, rambutan, langsat, guava and rose apple, depending on the seasons. Lastly, hosts are suggested to engage and interact more with their guests. The best Airbnb experience for guests is to provide outstanding hospitality by interacting with the guests, recommending the guests some

local nice food. This can show that a sign of hosts' helpfulness, thoughtfulness and compassion to the guests. Airbnb hosts are responsible to create one of a kind experience to welcome the guests from all around the world to book the accommodation and experience Malaysian's living style. As a result, P2P accommodation hosts are able to differentiate the Airbnb guests from typical tourists who choose conventional hotels by enhancing their experiential consumption in Malaysia.

5.4 Limitation and Future Study Recommendation

In this study, Airbnb hosts can have a deeper understanding on how to use title and visual image as competitive tools for their listings to compete with others. However, there are also limitations in this study. The limitations of this study is that it focuses solely on analysing the title and visual image of the listings. Airbnb listings involve other elements such as guests' reviews, prices, listing description, instant booking, good response rate from hosts and more. All these elements can affect a listing's ranking in the search result page and these elements should be included in future studies. Exploring the title and cover photo in the Airbnb hosts' listings can help increase the click-through rate of the listings. This is very important as both elements can catch people's attention and stir up interest for the potential guests to click on the listing. Once the potential guest click on the listing, it represents the chance for guests to make reservations. However, these are only the first two components that Airbnb hosts can use to strategize their listing. Thus, the future study can focus on other elements that will affect the click-through rate in order to help the hosts to take advantage of those elements to turn their unoccupied accommodation to high quality and verified listings for guests to stay and obtain a local memorable experience.

5.5 Conclusion

In a nutshell, this research is to explore the listing strategies used by the Top 20 hosts in Kuala Lumpur and Penang. Among all the listings strategies, only the title and visual image are chosen to be analyzed in order to explore how Airbnb hosts use them as competitive tools.

As a result, we concluded the research project with three major emerging findings. The first finding is that Airbnb hosts' listings mostly target on the comfort element. Secondly, the undifferentiated offering leads to tight intra-competition as they failed to achieve Airbnb mission. Thirdly, the aspect of memorable local experience is missing. With these findings, we provide some recommendations for the Airbnb hosts to help them do better in their Airbnb listings and increase their revenue as a host. Lastly, we stated the limitations in this research and recommendations for future studies.

References

Adams, J., Khan, H. T., Raeside, R., & White, D. (2007). Primary Data Collection. *Research Methods for Graduate Business and Social Science Students*, 107-116.

Affordable Big Master Room with Bathroom KL Center [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/22391015?

Airbnb. (n.d.). What factors determine how my listing appears in search results? | Airbnb Help Center. Retrieved from https://www.airbnb.com/help/article/39/what-factors-determine-how-my-listing-appears-in-search-results

Airbnb Newsroom. (n.d.). Fast Facts. Retrieved from https://press.atairbnb.com/fast-facts/

Airbnb Newsroom. (n.d.). Retrieved from https://press.atairbnb.com/about-us/

Airbnb- Statistics & Facts. (n.d.). Retrieved from https://www.statista.com/topics/2273/airbnb/

AirDNA MarketMinder. (n.d.). Retrieved from https://www.airdna.co/market-data/app/kl/default/kuala-lumpur/overview

AirDNA MarketMinder. (n.d.). Retrieved from https://www.airdna.co/market-data/app/kl/default/penang/overview

Belarmino, A., Whalen, E., Koh, Y., & Bowen, J. T. (2017). Comparing guests' key attributes of peer-to-peer accommodations and hotels: mixed-methods approach. *Current Issues in Tourism*, *3500*(March), 1–7.

Belk, R. (2010). Sharing: Table 1. *Journal of Consumer Research*, *36*(5), 715-734.

Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, *67*(8), 1595–1600.

Bigné, J. E., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, *22*(4), 303–315.

Biswas, R., & Pahwa, A. (2015). The rise of the sharing economy: the Indian landscape. *Ey*, (October), 1–33.

Bowen, J., & Whalen, E. (2017). Trends that are changing travel and tourism. *Tourism Themes Iss*.

Brauckmann, S. (2017). City tourism and the sharing economy – potential effects of online peer-to-peer marketplaces on urban property markets. *Journal of Tourism Futures*, JTF-05-2017-0027.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, *3*(2), 77-101.

Breese, J. (2016). What is Airbnb Instant Book? - LearnAirbnb.com. Retrieved from https://learnairbnb.com/airbnb-instant-book/

Bylund, P. (2016). 3 Ways the Sharing Economy Changes Entrepreneurial Opportunity. Retrieved from https://www.entrepreneur.com/article/254725

Chesky, B. (2014). Belong Anywhere. Retrieved from https://blog.atairbnb.com/belong-anywhere/

Choosrichom, J. (2011). Factors influencing the selection of hotels/resorts in Lanta Yai Island, Krabi, Thailand by international travelers.

Cln, L. I. (2013). Data collection techniques a guide for researchers in humanities and education. *International Research Journal of Computer Science and Information Systems*.

CozyStudio1, KLCC, KL Tower View [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/11056299?checkin=&checkout

Creating a Killer Airbnb Listing. (n.d.). Retrieved from http://rentingyourplace.com/airbnb-101/creating-an-airbnb-listing/

Creswell, J. W., & Miller, D. L. (2000). Determining Validity in Qualitative Inquiry.

Curtis, K. R. (n.d.). Conducting Market Research Using Primary Data.

Diaz, A. (2016). Airbnb asks, 'Why vacation somewhere when you can live there?'. Retrieved from http://creativity-online.com/work/airbnb-dont-go-there-live-there/46533

Dua Sentral Studio Shared (only girls) 4*comfort [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/22738875?

Erin. (2017). 13 Tips Pros Use to Beat the Airbnb Algorithm and Get More Bookings. Retrieved from https://howtoairbnb.com/13-tips-pros-use-to-beat-the-airbnb-algorithm-and-get-more-bookings/

Finley, K. (2013). Trust in the Sharing Economy: An Exploratory Study.

Finsterwalder, J., & Laesser, C. (2013). Segmenting outbound tourists based on their activities: toward experiential consumption spheres in tourism services? *Tourism Review*, *68*(3), 21–43.

Francis, J. (n.d.). The future of travel and tourism. Travel trends and predictions. Retrieved from https://www.responsibletravel.com/holidays/responsible-tourism/travel-guide/the-future-of-travel-and-tourism

George Town 2018 (with Photos): Top 20 George Town Vacation Rentals, Vacation Homes & Condo Rentals - Airbnb George Town, Penang, Malaysia. Retrieved March 13, 2018 from https://www.airbnb.com/s/George-Town-Penang Malaysia/homes?refinement_paths%5B%5D=%2Fhomes&guests=1&adults=1&place_id=ChIJ1XsrrZfDSjARNLmpeFnkmiM&query=George%20Town%20Penang%20Malaysia&allow_override%5B%5D=&s_tag=OsT3ghFY

Gilovich, T., Kumar, A., & Jampol, L. (2014). A wonderful life: Experiential consumption and the pursuit of happiness. *Journal of Consumer Psychology*.

Golafshani, N. (2003). Understanding Reliability and Validity in Qualitative Research. *The Qualitative Report*.

Gross, C. B. (2013). Spontaneous Images in the mind: A Thematic Analysis of Psychoanalytic Literature on Psychotherapists' Unbidden Visualizations.

Hart, A. (2017). Are you an 'experiental traveller'? How tourism became a dirty word. *The Telegraph*. Retrieved from https://www.telegraph.co.uk/women/life/experiental-traveller-tourism-became-dirty-word/

Hira, A., & Reilly, K. (2017). The Emergence of the Sharing Economy: Implications for Development. *Journal of Developing Societies*, *33*(2), 175–190.

Hosty. (2016). Airbnb SEO Strategy Guide. Retrieved from https://www.hostyapp.com/airbnb-seo-strategy-guide/

How Airbnb Works- Insights into Business & Revenue Model. (2017). Retrieved from https://jungleworks.co/airbnb-business-model-revenue-insights/

Hudock, L. (2005). News Or Speculation ? A Comparative Content Analysis Of Headlines And The Prevalence Of Speculative Language In Corporate And Independently Owned Newspapers.

Husni, F. (2018). Airbnb positive of growth in Malaysia amid registration drive. Retrieved from http://www.worldexpress.travel/v2/newsletter/airbnb-positive-of-growth-in-malaysia-amid-registration-drive/

Jang, S., Liu, T., Kang, J. H., & Yang, H. (2018). Understanding important hotel attributes from the consumer perspective over time. *Australasian Marketing Journal*.

Johnson, A.-G., & Neuhofer, B. (2017). Airbnb – an exploration of value co-creation experiences in Jamaica. *International Journal of Contemporary Hospitality Management*, *29*(9), 2361–2376.

Kanyakumari, D. (2017). Hoteliers want Airbnb to be regulated for fairer play. *The Malaysian Reserve*. Retrieved from https://themalaysianreserve.com/2017/12/19/hoteliers-want-airbnb-regulated-fairer-play/

Kanyakumari, D. (2018). Airbnb positive of growth in M'sia amid registration drive. *The Malaysian Reserve*. Retrieved from https://themalaysianreserve.com/2018/02/21/flipping-property-high-returns/

Kaur, S. (2018). Airbnb an option for struggling home owners. *New Straits Times*. Retrieved from https://www.nst.com.my/property/2018/01/326332/airbnb-option-struggling-home-owners

Kay, L. K. (2017). Airbnb listings in Malaysia increasing rapidly. Retrieved from https://www.edgeprop.my/content/1191409/airbnb-listings-malaysia-increasing-rapidly

Ke, Q., & Wang, W. (2013). The Adjective Frequency in Advertising English Slogans, *3*(2), 275–284.

Köksal, F. (2013). The Use of Artwork Images in Advertising : A Visual Rhetorical Analysis.

Kuala Lumpur 2018 (with Photos): Top 20 Kuala Lumpur Vacation Rentals, Vacation Homes & Condo Rentals - Airbnb Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia. Retrieved March 13, 2018 from https://www.airbnb.com/s/Kuala-Lumpur-Federal-Territory-of-Kuala-Lumpur Malaysia/homes?refinement_paths%5B%5D=%2Fhomes&allow_override%5B%5D=&s_tag=_iEpCCgM

Kumar, V., Lahiri, A., & Dogan, O. B. (2017). A strategic framework for a profitable business model in the sharing economy. *Industrial Marketing Management*, (August), 0–1.

Lane, L. (2016). Best of the Best: Luxury Travel Advisors' Trends & Recommendations for 2017. *Forbes*. Retrieved from https://www.forbes.com/sites/lealane/2016/11/20/best-of-the-best-luxury-travel-advisors-trends-recommendations-for-2017/#4f9c4438574f

Learnairbnb. (2017). Rank Higher on Airbnb Search Rankings – Proven Strategies to Get Your Listing to Show Up, Convert, and Ultimately Get More Bookings. Retrieved from https://learnairbnb.com/airbnb-search-ranking/

Lee, S., & Kim, D.-Y. (2018). *The Effect of Hedonic and Utilitarian Value on Satisfaction and Loyalty of Airbnb users*.

Lofman, B. (1991). "Elements of experiential consumption: an exploratory study", NA-Advances in Consumer Research, Vol. 18 No. 1, pp. 729-735. http://acrwebsite.org/volumes/7243/volumes/v18/NA-18

Lum, K. K. (2017). Airbnb listings in Malaysia increasing rapidly. Retrieved from https://www.edgeprop.my/content/1191409/airbnb-listings-malaysia-increasing-rapidly

Matofska, B. (2016). What is the Sharing Economy? Retrieved from http://www.thepeoplewhoshare.com/blog/what-is-the-sharing-economy/

Mauri, A. G., Minazzi, R., Nieto-garcía, M., & Viglia, G. (2018). Humanize your business. The role of personal reputation in the sharing economy. *International Journal of Hospitality Management*, *73*(January), 36–43.

McDermid, R. (2017). Airbnb's number of listings surpasses rooms held by top 5 hotel brands combined. *San Francisco Business Times*. Retrieved from https://www.bizjournals.com/sanfrancisco/news/2017/08/11/airbnb-surpasses-ihg-wyn-hilton-marriott-listings.html

Meikeng, Y. (2016). Homes versus hotels. *The Star Online*. Retrieved from https://www.thestar.com.my/news/nation/2016/07/03/homes-versus-hotels/

Nguyen, Q. (2014). A Study of Airbnb as a Potential Competitor of the Hotel Industry. *UNLV Theses, Dissertations, Professional Papers, and Capstones*. Retrieved from http://digitalscholarship.unlv.edu/thesesdissertations/2618/

OptimizemyAirbnb. (2016). 3 Most Important Sections of Your Airbnb Listing. Retrieved from https://optimizemyairbnb.com/3-important-sections-airbnb-listing/

Oskam, J., & Boswijk, A. (2016). Airbnb: the future of networked hospitality businesses. *Journal of Tourism Futures*, *2*(1), 22-42.

Ospina, S. (2004). Qualitative Research. *Encyclopedia of Leadership*.

Papineau, D. (2017). Airbnb Ranking- 8 Secrets to Boost Your Airbnb SEO-AirbnbSecrets. Retrieved from http://www.airbnbsecrets.com/airbnb-ranking/

Papineau, D. (2017). How to Get Free Airbnb Photography & Double Your Income Overnight. Retrieved from http://www.airbnbsecrets.com/airbnb-photography/

Pass the Key. (2016). Top 5 Tips For Writing A Great Airbnb Listing Title. Retrieved from https://www.passthekeys.co.uk/writing-great-airbnb-listing-titles/

Ponelis, S. R. (2015). Using Interpretive Qualitative Case Studies for Exploratory Research in Doctoral Studies: A Case of Information Systems Research in Small and Medium Enterprises. *International Journal of Doctoral Studies*, *10*, 535-550.

Poon, K. Y., & Huang, W.-J. (2017). Past experience, traveler personality and tripographics on intention to use Airbnb. *International Journal of Contemporary Hospitality Management*, *29*(9), 2425–2443.

Porges, S. (2015). 7 Tips from NYC's 'King of Airbnb for Being the Highest-Rated Host in Town. Retrieved from http://nymag.com/daily/intelligencer/2015/11/how-to-be-the-highest-rated-airbnb-host-in-town.html

Porges, S. (2017, October 30). Airbnb Finally Opens Up On How To Rise Through Its Search Rankings. Retrieved from https://www.forbes.com/sites/sethporges/2017/10/30/airbnb-finally-opens-up-on-how-to-rise-through-its-search-rankings/2/#22deede37353

Priporas, C.-V., Stylos, N., Rahimi, R., & Vedanthachari, L. N. (2017). Unraveling the diverse nature of service quality in a sharing economy. *International Journal of Contemporary Hospitality Management*, *29*(9), 2279–2301.

Property Guru. (2017). Airbnb Listings Spiked to 130% in Malaysia. Retrieved from https://www.propertyguru.com.my/property-news/2017/8/158861/airbnb-listings-spiked-130-in-malaysia

Report: Sharing economy like Uber to help B40 earn more, cut youth unemployment. (2017). Retrieved March 07, 2018, from http://www.themalaymailonline.com/malaysia/article/report-sharing-economy-like-uber-to-help-b40-earn-more-cut-youth-unemployme#4K8Kpcj9ZdCLbqCT.97

Romanenko, E. (2014). Linguistic Analysis of On-line Advertising in English.

Rosaline, B. (2008). Research Design. *Introducing Qualitative Research*, 35-65.

Salter, J. (2012). Airbnb: The story behind the $1.3bn room-letting website. Retrieved from https://www.telegraph.co.uk/technology/news/9525267/Airbnb-The-story-behind-the-1.3bn-room-letting-website.html

Schor, J. B., & Fitzmaurice, C. J. (2015). Collaborating and connecting: the emergence of the sharing economy. *Handbook of Research on Sustainable Consumption*, (February 2014), 410–425.

Senda, Y., & Sinohara, Y. (2002). Analysis of Titles and Readers For Title Generation Centered on the Readers. *Proceedings of the 19th International Conference on Computational Linguistics Volume 1*, 7. Retrieved from http://arxiv.org/abs/cs/0207003

Splendid Pool View @ Cozy 1BR @ Regalia, KL [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/22693333?location=Kuala%20Lumpur

Stabrowski, F. (2017). "People as businesses": Airbnb and urban micro-entrepreneurialism in New York City. *Cambridge Journal of Regions, Economy and Society*, *10*(2), 327–347.

Stenbacka, C. (2001). Qualitative research requires quality concepts of its own. *Management Decision*, *39*(7), 551-556.

'Sunny Relax 'Mountain View ' Swim Pool [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/11896004?location=Penang

Taeihagh, A. (2017). Crowdsourcing, Sharing Economies, and Development. *Journal of Developing Societies*, 0169796X1771007.

The Marketing Bit. (2012). Images - Why Important, Proper Usage And Where To Use. Retrieved from http://www.themarketingbit.com/marketing-2/images-why-important-proper-usage-and-where-to-use/

The Panorama @ Georgetown [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/12630247?

The Spacious Colonial House- Houses for Rent in George Town, Pulau Pinang, Malaysia. [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/22596364?location=Penang

Tinkler, P. (2013). Using Photographs in Social and Historical Research.

Tirth, R., & Shrestha, S. (2016). The Visual Images Supporting the Tourism Strategy Case : Tallinn official web page.

Todorova, E., Milev, D., & Donchev, I. (2014). A System Supporting Qualitative Research. *International Journal of Advanced Computer Science and Applications*, *5*(11).

Wang, J. (2012). Selling with experience. Retrieved from https://pururuwang.wordpress.com/2012/10/24/experiential-consumption/

Wong, J. (2012). The Rise of the Micro-Entrepreneurship Economy. Retrieved from https://www.fastcompany.com/2679903/the-rise-of-the-micro-entrepreneurship-economy

Wei, W., & Tasci, A. D. A. (2017). Antecedents and consequences of experiential versus utilitarian consumption in the travel context. *International Journal of Culture, Tourism and Hospitality Research*, *11*(4), 500–519.

Welcome! Cozy Double Bed Room, 5 mins fr Airport [Digital image]. (n.d.). Retrieved January 17, 2018, from https://www.airbnb.com/rooms/17146842?location=Penang

Xie, K., & Mao, Z. (2017). The impacts of quality and quantity attributes of Airbnb hosts on listing performance. *International Journal of Contemporary Hospitality Management*, *29*(9), 2240–2260.

Yang, S., Song, Y., Chen, S., & Xia, X. (2017). Why are customers loyal in sharing-economy services? A relational benefits perspective. *Journal of Services Marketing*, *31*(1), 48–62.

Yeap, C. (2018). Tech: Malaysia and Airbnb 'a match made in heaven?, boost for tourism. Retrieved from http://www.theedgemarkets.com/article/tech-malaysia-and-airbnb-match-made-heaven-boost-tourism

Young, C. A., Corsun, D. L., & Xie, K. L. (2017). Travelers' preferences for peer-to-peer (P2P) accommodations and hotels. *International Journal of Culture, Tourism and Hospitality Research*, *11*(4), 465–482.

Appendix 1.1: Top 20 Kuala Lumpur Airbnb Listings

Date	No	Visual Image	Headline	Classification for headline	Host	Link
17-Jan	1	**1 Kitchen** 1a Oven 1b Container 1c Stove 1d Lampshade **2 Dining Area** 2a Dining Cutlery Set 2b Transparent bottle 2c Plant 2d Photo Frame 2e Table **3 Bedding Area** 3a Bed 3b Air-conditioner **4 Living Room** 4a Sofa 4b Coffee table 4c Floor Lamp 4h Canvas Prints	Cozy Studio1, KLCC, KL Tower View	1 Adjective 1a Cozy 2 Landmark 2a KLCC 3 View 3a Kl Tower View 4 Room type 4a Studio	Kenneth	https://www.airbnb.com/rooms/11056299?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	2	**3 Bedding Area** 3a Bed 3b Towels 3c Small Table 3d Hanger 3e Flowers	J3 Cosy room. Free Breakfast @ Central station	1 Adjective 1a Cozy 2 Landmark 2b Central Station 5 Extra Service 5a Free breakfast	Sleepy Bear by Feng & Rui	https://www.airbnb.com/rooms/13184709?checkin=&checkout=&adults=1&children=0&infants=0&loc

					ation= Kuala% 20Lum pur%2 C%20 Malaysi a&s=lx OiRftA
3	**4 Living Room** 4a Sofa 4b Coffee table 4d TV 4e Plant 4f Magazines 4g Air-conditioner 4h Canvas prints 4i Bean bag	Romana in Bangsar Baru (FREE Parking)	1 Adjective 1b Romana (romance) 5 Extra Service 5b Free parking 6 Location 6a Bangsar Baru	Jared	https:// www.ai rbnb.co m/room s/21914 368?ch eckin= &check out=&a dults=1 &childr en=0& infants =0&loc ation= Kuala% 20Lum pur%2 C%20 Malaysi a&s=lx OiRftA
4	**5 Swimming Pool** 5a Kl night view	D60 Infinity Pool Executi-ve Suite, Bukit Bintang	1 Adjective 1c Executive suite 6 Location 6b Bukit bintang 7 Amenities 7a Swimming pool	Mike	https:// www.ai rbnb.co m/room s/22456 133?ch eckin= &check out=&a dults=1 &childr en=0& infants =0&loc ation= Kuala% 20Lum pur%2 C

						C%20 Malaysi a&s=lx OiRftA
	5	**2 Dining Area** 2e Table 2d Chairs **4 Living Room** 4a Sofa 4b Coffee table 4d TV 4j Ceiling fan	Cosy room, next to train	1 Adjective 1a Cozy 7 Amenities 7b Public transportation (train)	Sypre	https:// www.ai rbnb.co m/room s/12623 924?ch eckin= &check out=&a dults=1 &childr en=0& infants =0&loc ation= Kuala% 20Lum pur%2 C%20 Malaysi a&s=lx OiRftA

	6	**3 Bedding Area** 3a Bed 3g Dressing Table & Chair	Afforda-ble Big Master Room with Bathro-om KL Center	1 Adjective 1d Affordable 2 Landmark 2b Central Station 4 Room type 4b Master room	Roza	https://www.airbnb.com/rooms/22391015?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	7	**5 Swimming Pool** 5b Kl day view	Ensuite Luxury Sky Pool@ Near City Center, KLCC	1 Adjective 1e Ensuite 1f Luxury 2 Landmark 2a KLCC 7 Amenities 7a Swimming pool	Max Home1	https://www.airbnb.com/rooms/15813800?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA

	8	**5 Swimming Pool** 5b Kl day view	Infinity Pool Comfy KL@ Near City Center, KLCC	1 Adjective 1a Cozy, comfy 2 Landmark 2a KLCC 7 Amenities 7a Swimming pool	Max Home1	https://www.airbnb.com/rooms/16825194?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	9	**4 Living Room** 4a Sofa 4b Coffee table 4d TV 4g Air-conditioner 4j Ceiling fan	Comfy 2BR with View @ Regalia Suites	1 Adjective 1a Cozy, comfy 4 Room type 4c Bedroom 6 Location 6c Regalia Suites	Hasan & Wan	https://www.airbnb.com/rooms/22474273?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	10	**3 Bedding Area** 3a Bed 3c Towels	KL LUXU-RY 2 KLCC Malaysia	1 Adjective 1f Luxury 2 Landmark 2a KLCC	Kl Luxury	https://www.airbnb.com/rooms/22375

		3h Kl night view	Kuala Lumpur @ Regalia A	6 Location 6c Regalia Suites		493?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	11	**3 Bedding Area** 3a Bed 3c Towels 3i Lampshade	500m to Petronas Twin Tower Cozy Room 3	1 Adjective 1a Cozy, comfy 2 Landmark 2a KLCC 7 Amenities 7c Convenient distance to landmark (500m)	Max Home3	https://www.airbnb.com/rooms/16439229?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA

	12	**3 Bedding Area** 3a Bed 3c Towels 3j Wall lamp	R3 Single Room~ Books~ Tea~ Chill @ KL Station	1 Adjective 1g Chill 2 Landmark 2b Central Station 4 Room type 4c Bedroom 5 Extra Service 5c Books & tea	Sleepy Bear by Feng & Rui	https://www.airbnb.com/rooms/14995344?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	13	**2 Dining Area** 2c Plant 2e Table 2d Chairs	Celestial in Bangsar Baru (FREE Parking)	1 Adjective 1h Celestial 5 Extra Service 5b Free parking 6 Location 6a Bangsar Baru	Jared	https://www.airbnb.com/rooms/20962998?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA

	14	**3 Bedding Area** 3a Bed 3c Towels 3j Wall lamp 3k Canvas Prints	J2 Pool view. Free Breakfast @ Central station	2 Landmark 2b Central Station 3 View 3b Pool view 5 Extra Service 5a Free breakfast	Sleepy Bear by Feng & Rui	https://www.airbnb.com/rooms/13184380?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	15	**3 Bedding Area** 3a Bed 3c Towels	Clean, Private, Quiet, Walking distance hot spots KL	1 Adjective 1i Clean 1j Private 1k Quiet 7 Amenities 7c Convenient distance to landmark	Zobran	https://www.airbnb.com/rooms/10078885?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	16	**3 Bedding Area** 3a Bed 3f Flowers 3g Dressing	Dua Sentral Studio Shared (only	1 Adjective 1a Cozy, comfy	Elvira	https://www.airbnb.com/rooms/22738

		Table & Chair 3l TV 3m Floor lamp	girls) 4*comfo rt	6 Location 6d Dua Sentral 8 Special requirements 8a Only girls		875?ch eckin= &check out=&a dults=1 &childr en=0& infants =0&loc ation= Kuala% 20Lum pur%2 C%20 Malaysi a&s=lx OiRftA
	17	**3 Bedding Area** 3a Bed 3c Towels 3d Small Table 3n Plant	C3 Vintage Garden Breakfa- st@KL Sentral to Airport	1 Adjective 1l Vintage garden (theme) 5 Extra Service 5a Free breakfast 7 Amenities 7b Public transportation hub (Kl central to airport)	Sleepy Bear by Feng & Rui	https:// www.ai rbnb.co m/room s/16594 313?ch eckin= &check out=&a dults=1 &childr en=0& infants =0&loc ation= Kuala% 20Lum pur%2 C%20 Malaysi a&s=lx OiRftA

	18	**6 Unclassified Area** 6a Family Photo 6b Bottles	Glee in Bangsar Baru (FREE Parking)	1 Adjective 1m Glee 5 Extra Service 5b Free parking 6 Location 6a Bangsar Baru	Jared	https://www.airbnb.com/rooms/21905754?checkin=&checkout=&adults=1&children=0&infants=0&location=Kuala%20Lumpur%2C%20Malaysia&s=lxOiRftA
	19	**5 Swimming Pool** 5b Kl day view	Splendid Pool View @ Cozy 1BR @ Regalia , KL	1 Adjective 1a Cozy, comfy 1f Luxury, Splendid 3 View 3b Pool view 4 Room type 4c Bedroom 6 Location 6c Regalia Suites	Sheng	https://www.airbnb.com/rooms/22693333?location=Kuala%20Lumpur%2C%20Malaysia&checkin=&checkout=&adults=1&children=0&infants=0&s=lxOiRftA

					https://www.airbnb.com/rooms/14395114?location=Kuala%20Lumpur%2C%20Malaysia&checkin=&checkout=&adults=1&children=0&infants=0&s=lxOiRftA
20	**3 Bedding Area** 3a Bed 3d Small Table 3i Lampshade 3j Wall lamp 3g Dressing Table & Chair	B1_ENSUITE_MODE-RN_HOME @ Central station	1 Adjective 1e Ensuite 1n Modern 2 Landmark 2b Central Station	Sleepy Bear by Feng & Rui	

Appendix 1.2: Top 20 Penang Airbnb Listings

Date	No	Visual Image	Headline	Classification for headline	Host	Link
17-Jan	1	**4 Living Room** 4a Sofa 4e Plant 4l Photo frame 4m Table & Chairs 4n Sea view 4o Wall Lamp	THE PANORAMA | 日出无敌全海景 @ GEORGETOWN	3 View 3c Panaroma sea view 6 Location 6e Georgetown	Ben	https://www.airbnb.com/rooms/12630247?location=Penang%20 Island%20 Penang%20Malaysia&s=lMnD7zsm
	2	**4 Living Room** 4a Sofa 4d TV	Yem's Cozy Suites @ George-town	1 Adjective 1a Cozy, comfy 6 Location 6e Georgetown	Eve	https://www.airbnb.com/rooms/22458109?location=Penang%20 Island%20 Penang%20Malaysia
	3	**4 Living Room** 4a Sofa 4b Coffee table	Comfort-able double room with A/C and Wifi	1 Adjective 1a Cozy, comfy 4 Room type 4c Bedroom 7 Amenities 7d Air-Conditioner & Wifi	Cristina	https://www.airbnb.com/rooms/14676336?location=Penang%20 Island%2

						0 Penang%20Malaysia&s=lMnD7zsm
	4	**2 Dining Area** 2c Plant 2e Table 2d Chairs **4 Living Room** 4a Sofa 4c Floor Lamp 4d TV 4j Ceiling fan	Welcome! Cozy Private Room 5 mins from Airport!	1 Adjective 1a Cozy, comfy 1j Private 1o Welcome 7 Amenities 7c Convenient distance to airport (5 mins)	Vc	https://www.airbnb.com/rooms/17245661?location=Penang%20Island%20Penang%20Malaysia&s=lMnD7zsm
	5	**4 Living Room** 4a Sofa 4b Coffee table 4d TV 4g Air-conditioner 4j Ceiling fan 4k Wall Clock	[PROMO] Modern 3R2B Opposite Spice, Bayan Lepas	1 Adjective 1n Modern 4 Room type 4c Bedroom 6 Location 6f Spice, Bayan Lepas	Caelie	https://www.airbnb.com/rooms/22607481?location=Penang%20Island%20Penang%20Malaysia&s=lMnD7zsm

6	**4 Living Room** 4a Sofa 4b Coffee table 4d TV 4e Plant 4i Bean bag 4l Photo frame	The Spacious Colonial House @ 槟城大路后3房式双层屋子	1 Adjective1p Spacious4 Room type4c Bedroom	Sangui ne	https://www. airbnb.com/rooms / 2259636 4? location= Penang% 20 Island%2 0Penang %20Mal aysia&s =lMnD7 zsm
7	**3 Bedding Area** 3a Bed 3n Plant 3o Mirror 3p Bedside cabinet	Pool Front Quiet House in Penang‖池边隐士小居	1 Adjective 1k Quiet 6 Location 6g Penang 7 Amenities 7a Swimming pool	Kah Hooi	https://www. airbnb.com/rooms / 2251808 3?locatio n= Penang% 20 Island%2 0 Penang% 20Malay sia&s= lMnD7zs m
8	**3 Bedding Area** 3a Bed 3b Air-conditioner 3e Hanger 3q Table & Chair	★Sunny& Relax ★ Mountain View ★Swim Pool	1 Adjective 1q Sunny & relax 3 View 3d Mountain view 7 Amenities 7a Swimming pool	Mike	https://www. airbnb.com/rooms / 1189600 4?locatio n= Penang% 20 Island%2 0Penang %20Mal aysia&s=

					lMnD7zs m
9	**4 Living Room** 4a Sofa 4h Canvas prints **2 Dining Area** 2a Dining Cutlery Set 2e Table 2d Chairs	New Cozy 3 rooms Apartment nearby @Penang Airport	1 Adjective 1a New Cozy, comfy 4 Room type 4c Bedroom 7 Amenities 7c Convenient distance to penang airport	Cheng	https://www. airbnb.com/rooms / 2245829 4? location= Penang% 20 Island%2 0Penang %20Mal aysia&s= lMnD7zs m
10	**3 Bedding Area** 3a Bed 3g Dressing Table & Chair	Lovely Double Room/ 2 Person Room in Penang	1 Adjective 1r Lovely 4 Room type 4c Bedroom 6 Location 6g Penang	Chia Chia	https://www. airbnb.co m/rooms / 8831540 ? location= Penang% 20 Island%2 0Penang %20Mal aysia&s =lMnD7 zsm

11	**4 Living Room** 4d TV 4e Plant 4p Sofa bed	Breezy Ocean View @ George Town‖海风与海景之舒适小屋	1 Adjective1s Breezy3 View3e Ocean view6 Location6e Georgetown	Kah Hooi	https://www.airbnb.com/rooms/22603567?location=Penang%20Island%20Penang%20Malaysia&s=lMnD7zsm
12	**2 Dining Area** 2e Table 2d Chairs **4 Living Room** 4j Ceiling fan	Cozy Home Stay @ Sg. Ara	1 Adjective 1a Cozy, comfy 6 Location 6h Sg. Ara	Bryan	https://www.airbnb.com/rooms/6684270?location=Penang%20Island%20Penang%20Malaysia&s=lMnD7zsm
13	**3 Bedding Area** 3a Bed 3b Air-conditioner 3c Towels 3j Wall lamp	Designer Studio Queens-bay 5* FTZ Airport SPICE	4 Room type 4a Studio 7 Amenities 7c Convenient distance to Penang landmark	Caelie	https://www.airbnb.com/rooms/22315185?location=Penang%20Island%20Penang%20Malaysia&s=

					lMnD7zs m
14	**5 Swimming Pool** 5c Mountain view	Kek Loke Homestay with AC	6 Location 6i Kek Loke 7 Amenities 7d Air-Conditioner	MI	https://www. airbnb.co m/rooms / 2232656 0?locatio n= Penang% 20 Island%2 0Penang %20Mal aysia&s= lMnD7zs m
15	**1 Kitchen** 1a Oven 1e Refrigerator 1f Kettle **2 Dining Area** 2e Table 2f Chairs 2g Ceiling fan	Simple & comfy condo with swimming pool and gym	1 Adjective 1a Cozy, simple & comfy 7 Amenities 7a Swimming pool 7f Gym	J Chan	https://w ww. airbnb.co m/rooms / 2253469 4?locatio n= Penang% 20 Island%2 0Penang %20Mal aysia&s= lMnD7zs m
16	**3 Bedding Area** 3a Bed 3b Air-conditioner 3p Bedside cabinet 3r Ceiling fan	Relaxing Gateway 3 *Car Rental Available	1 Adjective 1q Relaxing 5 Extra Service 5d Car rental	August us	https://w ww. airbnb.co m/rooms / 2070440 5?locatio n= Penang% 20

					Island%2 0Penang %20Mal aysia&s= lMnD7zs m
17	**3 Bedding Area** 3a Bed 3b Air-conditioner 3iLamp-shade 3q Table & Chair 3r Ceiling fan	★Beauti-ful& Cosy ★ Mountain View ★Swim Pool	1 Adjective1a Beautiful Cozy, comfy3 View3d Mountain view7 Amenities7a Swimming pool	Mike	https://w ww. airbnb.co m/rooms / 1132945 6?locatio n= Penang% 20 Island%2 0Penang %20Mal aysia&s= lMnD7zs m
18	**3 Bedding Area** 3a Bed 3c Towels 3g Dressing Table & Chair 3n Plant 3s Cabinet	Welcome! Cozy Double Bed Room, 5 mins fr Airport	1 Adjective 1a Cozy, comfy 1o Welcome 4 Room type 4c Bedroom 7 Amenities 7c Convenient distance to airport	Vc	https://w ww. airbnb.co m/rooms / 1714684 2?locatio n= Penang% 20 Island%2 0Penang %20Mal aysia&s= lMnD7zs m
19	**3 Bedding Area** 3a Bed 3j Wall lamp 3p Bedside cabinet 3n Plant	M5 Bed Room 2. 4Pax. 10mins to Gurney@ Greenview	4 Room type 4c Bedroom 6 Location 6j Greenview 7 Amenities 7c Convenient distance to	Million	https://w ww. airbnb.co m/rooms / 1282946 0?locatio n= Penang%

		3r Ceiling fan		shopping mall (10 mins)		20 Island%20Penang%20Malaysia&s=lMnD7zsm
	20	**2 Dining Area** 2e Table 2f Chairs **4 Living Room** 4a Sofa 4d TV	2 Bedroom Executive Suite with Carpark	1 Adjective 1c Executive suite 4 Room type 4c Bedroom 7 Amenities 7g Carpark	Ming Inn	https://www. airbnb.com/rooms/ 22004872?location= Penang%20 Island%20Penang%20Malaysia&s=lMnD7zsm