

**AN ANALYSIS OF ONLINE REVIEW COMMENTS OF THE USES AND  
GRATIFICATIONS SOUGHT BY USERS OF AIRBNB.COM IN THE EASTERN  
CAPE**

**BY**

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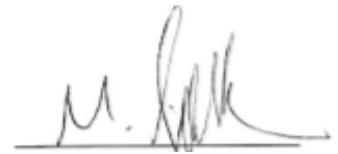
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**DECLARATION**

I, Billson, J.C. and I, Wildemann, M. declare that “An analysis of online review comments of the uses and gratifications sought by users of Airbnb.com along the Eastern Cape Coastline” is our own original work, that all sources used and quotes that have been indicated and acknowledged by means of complete references, and that this study was not submitted by either one of us for a degree at another university.



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October 2019

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## ABSTRACT

Airbnb South Africa has become a fast-growing industry in the hospitality sector, and it obtained a record-breaking in sales within the Eastern Cape region of more than R10 billion for the year.

E-commerce has changed the way individuals make use of the internet for buying, selling and making reservations, which has allowed Airbnb to establish a business model to make it more convenient for customers to browse and book accommodation online anytime and from anywhere.

The main problem investigated in this study was to determine which gratifications guests would like to have implemented at each Airbnb property to standardise the offerings at each property and to improve the guests overall stay to make repeat bookings in the future. The hosts should try and implement the most favourable factors into their Airbnb establishments to satisfy their guests desires and to secure future returns by their guests.

This study specifically focused on guests reviews from establishments along the Eastern Cape Coastline. Over 10 000 reviews were collected from AirBnb.com in three different price categories to ensure that the data was representative of the population. The reviews collected were imported into a programme called Atlas.ti and using the Word Cruncher functionality provided a list containing all words used in the 10 000 reviews and how many times each word appeared.

The main aim of this study was to investigate which variables Airbnb guests would like to have implemented at each Airbnb property to provide the highest level of customer satisfaction.

This study will make use of a combination of qualitative and quantitative research that will be used to observe the online reviews left by the guests. The chosen method for collecting the sample for this study is probability sampling which means all the guests that have made use of Airbnb services and whom had left a review comment on the Airbnb website at properties that they currently made use of, has an equal chance of being selected for the study.

#### **IV**

The empirical results revealed that, the categories of Location (19878); Quality Of service offered (8843); and; Amenities and Facilities (8805) obtained the highest overall total scores. These categories were the most important seen by the guests as they mainly commented on the issues or satisfactions that they experienced.

## TABLE OF CONTENTS

	PAGE
<b>DECLARATION .....</b>	<b>I</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>II</b>
<b>ABSTRACT .....</b>	<b>III</b>
<b>TABLE OF CONTENTS.....</b>	<b>V</b>
<b>LIST OF TABLES .....</b>	<b>XVI</b>
<b>LIST OF FIGURES.....</b>	<b>XVII</b>
<b>CHAPTER ONE – INTRODUCTION AND BACKGROUND TO THE STUDY.....</b>	<b>1</b>
<b>1.1 INTRODUCTION.....</b>	<b>1</b>
<b>1.2 PROBLEM STATEMENT .....</b>	<b>4</b>
<b>1.3 RESEARCH OBJECTIVES .....</b>	<b>5</b>
<b>1.3.1 Primary research objective .....</b>	<b>5</b>
<b>1.3.2 Secondary research objectives .....</b>	<b>5</b>
<b>1.3.3 Methodological objectives .....</b>	<b>6</b>
<b>1.3.4 Research questions .....</b>	<b>7</b>
<b>1.3.5 Research hypothesised model .....</b>	<b>7</b>

## VI

<b>1.4</b>	<b>OPERATIONALISATION OF KEY CATEGORIES.....</b>	<b>7</b>
<b>1.4.1</b>	<b>Operationalisation of amenities and facilities .....</b>	<b>8</b>
<b>1.4.2</b>	<b>Operationalisation of communication .....</b>	<b>8</b>
<b>1.4.3</b>	<b>Operationalisation of environmentally conscious .....</b>	<b>8</b>
<b>1.4.4</b>	<b>Operationalisation of leisure travel .....</b>	<b>8</b>
<b>1.4.5</b>	<b>Operationalisation of location.....</b>	<b>9</b>
<b>1.4.6</b>	<b>Operationalisation of house rules .....</b>	<b>9</b>
<b>1.4.7</b>	<b>Operationalisation of use of technology.....</b>	<b>9</b>
<b>1.4.8</b>	<b>Operationalisation of quality of service offered .....</b>	<b>9</b>
<b>1.4.9</b>	<b>Operationalisation of rental costs .....</b>	<b>9</b>
<b>1.4.10</b>	<b>Operationalisation of potential risks and benefits .....</b>	<b>9</b>
<b>1.5</b>	<b>OPERATIONALISATION OF KEY CONCEPTS .....</b>	<b>10</b>
<b>1.5.1</b>	<b>Operationalisation of uses and gratification .....</b>	<b>10</b>
<b>1.5.2</b>	<b>Operationalisation of Airbnb.....</b>	<b>10</b>
<b>1.6</b>	<b>RESEARCH DESIGN AND METHODOLOGY .....</b>	<b>11</b>
<b>1.6.1</b>	<b>Research paradigms.....</b>	<b>11</b>
<b>1.6.2</b>	<b>Research Approaches .....</b>	<b>11</b>
<b>1.6.3</b>	<b>Sampling and data collection.....</b>	<b>12</b>

## VII

1.6.4	Data analysis .....	13
1.6.5	Primary and secondary collections .....	13
1.7	SCOPE AND DEMARCATION OF THE STUDY .....	14
1.8	CONTRIBUTION OF THE STUDY .....	14
1.4.2.1	STRCUTURE OF THE STUDY .....	15
 CHAPTER TWO – LITERATURE REVIEW ON THE ESTABLISHMENT OF AIRBNB .....		
2.1	INTRODUCTION.....	17
2.2	THE SOUTH AFRICAN ECONOMY .....	18
2.3	SOUTH AFRICAN POTENTIAL IN THE TOURISM INDUSTRY .....	18
2.4	E-BUSINESS AND E-COMMERCE.....	20
2.4.1	E-business .....	20
2.4.2	E-commerce.....	23
2.4.2.1	Types of e-commerce.....	24
2.4.2.2	Benefits and disadvantages of e-commerce .....	26
2.4.2.2.a	<i>Advantages of e-commerce .....</i>	26
2.4.2.2.b	<i>Disadvantages of e-commerce.....</i>	26
2.5	ONLINE TRAVEL .....	27
2.5.1	Online travel agency (OTA) .....	28



## VIII

<b>2.6</b>	<b>TRAVEL AGENCIES .....</b>	<b>29</b>
<b>2.7</b>	<b>E-TOURISM .....</b>	<b>31</b>
<b>2.7.1</b>	<b>Competitors that exist in the market .....</b>	<b>32</b>
<i>2.7.1.a</i>	<i>Airbnb.....</i>	<i>32</i>
<i>2.7.1.b</i>	<i>Agoda.....</i>	<i>33</i>
<i>2.7.1.c</i>	<i>TripAdvisor.....</i>	<i>33</i>
<i>2.7.1.d</i>	<i>Trivago.....</i>	<i>33</i>
<i>2.7.1.e</i>	<i>Bookings.com.....</i>	<i>34</i>
<i>2.7.1.f</i>	<i>Hotels.com .....</i>	<i>34</i>
<b>2.8</b>	<b>BUSINESS AND LEISURE TRAVEL .....</b>	<b>35</b>
<b>2.8.1</b>	<b>Business travellers .....</b>	<b>35</b>
<b>2.8.2</b>	<b>Leisure travel.....</b>	<b>36</b>
<b>2.9</b>	<b>USES AND GRATIFICATION THEORY.....</b>	<b>36</b>
<b>2.9.1</b>	<b>Information .....</b>	<b>37</b>
<b>2.9.2</b>	<b>Entertainment.....</b>	<b>38</b>
<b>2.9.3</b>	<b>Social interactions .....</b>	<b>38</b>
<b>2.10</b>	<b>USERS AND GRATIFICATIONS THEORY APPLIED TO ONLINE BOOKINGS.....</b>	<b>38</b>
<b>2.11</b>	<b>AIRBNB GENERAL.....</b>	<b>39</b>
<b>2.11.1</b>	<b>How Airbnb was established.....</b>	<b>40</b>

<b>2.11.2</b>	<b>How Airbnb operates .....</b>	<b>40</b>
<b>2.11.3</b>	<b>Airbnb service fees .....</b>	<b>41</b>
<b>2.11.4</b>	<b>Comparable fees with other similar businesses .....</b>	<b>42</b>
<b>2.11.5</b>	<b>What is hosting .....</b>	<b>42</b>
<b>2.11.6</b>	<b>Airbnb in Nelson Mandela Bay.....</b>	<b>43</b>
<b>2.12</b>	<b>CHAPTER SUMMARY AND CONCLUSION.....</b>	<b>46</b>
<b>CHAPTER 3 – RESEARCH DESIGN AND METHODOLOGY .....</b>		<b>49</b>
<b>3.1</b>	<b>INTRODUCTION.....</b>	<b>49</b>
<b>3.2</b>	<b>RESEARCH METHODOLOGY.....</b>	<b>50</b>
<b>3.2.1</b>	<b>Research paradigms.....</b>	<b>50</b>
3.2.1.a	Positivist paradigm .....	50
3.2.1.b	Constructivism paradigm.....	52
3.2.1.c	Chosen paradigm for this study.....	54
<b>3.2.2</b>	<b>Research approaches.....</b>	<b>54</b>
3.2.2.1	Qualitative research approach .....	55
3.2.2.2	Quantitative research approach .....	56
3.2.2.3	Chosen research approach for this study.....	58
<b>3.2.3</b>	<b>Research methods .....</b>	<b>58</b>
3.2.3.1	Probability .....	58

3.2.3.1.a	<i>Simple random sampling</i> .....	58
3.2.3.1.b	<i>Systematic random sampling</i> .....	58
3.2.3.1.c	<i>Stratified random sampling</i> .....	59
3.2.3.1.d	<i>Cluster sampling</i> .....	59
3.2.3.1.e	<i>Multi-stage sampling</i> .....	59
3.2.3.2	Non-probability sampling.....	59
3.2.3.2.a	<i>Convenience sampling</i> .....	59
3.2.3.2.b	<i>Snowball sampling</i> .....	59
3.2.3.2.c	<i>Quota sampling</i> .....	60
3.2.3.2.d	<i>Judgment sampling</i> .....	60
3.2.3.3	Chosen research method .....	60
<b>3.3</b>	<b>RESEARCH DESIGN .....</b>	<b>60</b>
<b>3.3.1</b>	<b>Data collection.....</b>	<b>60</b>
3.3.1.1	Secondary data collection .....	60
3.3.1.2	Primary data collection.....	61
3.3.1.3	Population .....	62
3.3.1.4	Sample frame.....	62
3.3.1.5	Sampling techniques.....	62
3.3.1.6	Research instruments .....	63
3.3.1.6.a	<i>What is Atlas.ti</i> .....	63
3.3.1.6.b	<i>Media Types</i> .....	63
3.3.1.6.c	<i>Unique features</i> .....	63
3.3.1.6.d	<i>How will Atlas.ti be used?</i> .....	64
3.3.1.7	Model development.....	64

3.3.2	Data analysis .....	65
3.3.2.1	Descriptive statistics.....	66
3.4	SUMMARY .....	66
CHAPTER FOUR – EMPIRICAL FINDINGS .....		68
4.1	INTRODUCTION.....	68
4.2	ADDITIONAL KEYWORDS OR SYNONYMS .....	68
4.3	EMPIRICAL RESULTS AND INTERPRETATIONS .....	68
4.3.1	Amenities and Facilities .....	69
4.3.2	Communication .....	71
4.3.3	Environmentally conscious.....	75
4.3.4	Leisure travel.....	77
4.3.5	Location .....	80
4.3.6	House rules.....	81
4.3.7	Use of technology .....	83
4.3.8	Quality of service offered .....	87
4.3.9	Rental costs.....	91
4.3.10	Potential risk and benefits.....	93
4.4	SUMMARY .....	97

<b>CHAPTER FIVE – SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>98</b>
<b>5.1 INTRODUCTION.....</b>	<b>98</b>
<b>5.2 RESEARCH OBJECTIVES .....</b>	<b>98</b>
<b>5.3 RESEARCH DESIGN .....</b>	<b>100</b>
<b>5.3.1 Research paradigms.....</b>	<b>100</b>
<b>5.3.2 Research Approach .....</b>	<b>101</b>
<b>5.3.3 Sampling and data collection.....</b>	<b>101</b>
<b>5.3.4 Data analysis .....</b>	<b>102</b>
<b>5.3.5 Scope and demarcation of the study.....</b>	<b>102</b>
<b>5.3.6 Contribution of the study .....</b>	<b>102</b>
<b>5.3.7 Population.....</b>	<b>103</b>
<b>5.3.8 Sample frame.....</b>	<b>103</b>
<b>5.3.9 Sampling techniques .....</b>	<b>104</b>
<b>5.3.10 Research instruments.....</b>	<b>104</b>
<b>5.3.11 Model development.....</b>	<b>105</b>
<b>5.4 MAIN FINDINGS FROM THE LITERATURE REVIEW.....</b>	<b>106</b>
<b>5.5 MAIN FINDINGS FROM THE EMPIRICAL INVESTIGATION.....</b>	<b>109</b>
<b>5.5.1 Amenities and facilities .....</b>	<b>109</b>

### **XIII**

<b>5.5.2</b>	<b>Communication .....</b>	<b>110</b>
<b>5.5.3</b>	<b>Environmentally conscious.....</b>	<b>111</b>
<b>5.5.4</b>	<b>Leisure travel.....</b>	<b>111</b>
<b>5.5.5</b>	<b>Location .....</b>	<b>112</b>
<b>5.5.6</b>	<b>House rules.....</b>	<b>113</b>
<b>5.5.7</b>	<b>Use of technology .....</b>	<b>113</b>
<b>5.5.8</b>	<b>Quality of service offered .....</b>	<b>114</b>
<b>5.5.9</b>	<b>Rental costs.....</b>	<b>114</b>
<b>5.5.10</b>	<b>Potential risks and benefits.....</b>	<b>115</b>
<b>5.6</b>	<b>CONCLUSIONS.....</b>	<b>115</b>
<b>5.7</b>	<b>RECOMMENDATIONS.....</b>	<b>116</b>
<b>5.7.1</b>	<b>Location .....</b>	<b>116</b>
<b>5.7.2</b>	<b>Quality of service offered .....</b>	<b>118</b>
<b>5.7.3</b>	<b>Amenities and facilities .....</b>	<b>119</b>
<b>5.7.4</b>	<b>Potential risks and benefits.....</b>	<b>120</b>
<b>5.7.5</b>	<b>Communication .....</b>	<b>121</b>
<b>5.7.6</b>	<b>Leisure travel.....</b>	<b>122</b>
<b>5.7.7</b>	<b>Use of technology .....</b>	<b>124</b>

5.7.8	Rental costs.....	125
5.7.9	House rules.....	125
5.7.10	Environmentally conscious.....	126
5.8	KEY RECOMMENDATIONS .....	126
5.9	SHORTCOMINGS OF THE RESEARCH .....	127
5.10	FUTURE RESEARCH.....	128
5.11	SELF REFLECTION .....	129
	LIST OF SOURCES.....	130
	ANNEXURE A – SUMMARY OF EXCEL FACTORS .....	142
	ANNEXURE B – MODEL DEVELOPMENT .....	159
	ANNEXURE C – WORD CRUNCHER .....	167
	ANNEXURE D – STOPLIST .....	171
	ANNEXURE E – ADDITIONAL KEYWORDS/SYNONYMS .....	173
	ANNEXURE F – AMENITIES AND FACILITIES .....	176
	ANNEXURE G – AMENITIES AND FACILITIES FIGURE .....	180
	ANNEXURE H – LEISURE TRAVEL .....	181

<b>ANNEXURE I – LOCATION .....</b>	<b>183</b>
<b>ANNEXURE J – LOCATION FIGURE .....</b>	<b>186</b>
<b>ANNEXURE K – ETHICS CLEARANCE FORM .....</b>	<b>187</b>
<b>ANNEXURE L – TURNITIN REPORT .....</b>	<b>190</b>



## LIST OF TABLES

	<b>PAGE</b>
<b>Table 3.1: Summary of paradigms, methods and tools .....</b>	<b>53</b>
<b>Table 3.2: The comparisons of advantages and disadvantages of qualitative research.....</b>	<b>55</b>
<b>Table 3.3: Comparison between the advantages and disadvantages of quantitative research approach .....</b>	<b>57</b>
<b>Table 4.4: Keywords related to the communications category .....</b>	<b>71</b>
<b>Table 4.5: Keywords related to the environmentally conscious category .....</b>	<b>75</b>
<b>Table 4.6: Keywords related to the house rules category .....</b>	<b>82</b>
<b>Table 4.7: Keywords related to the use of technology category.....</b>	<b>84</b>
<b>Table 4.8: Keywords related to the quality of service offered category .....</b>	<b>88</b>
<b>Table 4.9: Keywords related to the rental cost category .....</b>	<b>91</b>
<b>Table 4.10: Keywords related to the potential risk and benefits .....</b>	<b>94</b>

## LIST OF FIGURES

	PAGE
Figure 1.1: Theoretical representation of uses and gratifications to be used in the study.....	7
Figure 4.2: Comparison of the findings based on the Amenities and Facilities category .....	70
Figure 4.3: Comparison of the findings based on the Communication category .....	73
Figure 4.4: Comparison of the findings based on the frequency on the items/variables within the Communications category .....	74
Figure 4.5: Comparison of the findings based on the Environmentally Conscious category .....	76
Figure 4.6: Comparison of the findings based on the frequency on the items and variables within the Environmentally Conscious category .....	77
Figure 4.7: Comparison of the findings based on the Leisure Travel category .....	79
Figure 4.8: Comparison of the findings based on the keywords and synonyms that fall under each item/variable .....	79
Figure 4.9: Comparison of the findings based on the keywords and synonyms for the location category .....	81
Figure 4.10: Comparison of the findings based on the frequency on the items/variable within the house rules category .....	83
Figure 4.11: Comparison of the findings based on the use of technology category .....	86
Figure 4.12: Comparison of the findings based on the frequency on the items/variable within the use of technology. ....	87
Figure 4.13: Comparison of the findings based on the quality of service offered category .....	89

Figure 4.14: Comparison of the findings based on the frequency on the items/variables within the quality of service offered category.....	90
Figure 4.15: Comparison of the findings based on the rental cost's category .....	92
Figure 4.16: Comparison of the findings based on the frequency of the keywords and synonyms based on each item/variable .....	93
Figure 4.17: Comparison of the findings based on the quality of service offered .....	95
Figure 4.18: Comparison of the findings based on the frequency on the items and variables within the business opportunity .....	96

## **CHAPTER ONE – INTRODUCTION AND BACKGROUND TO THE STUDY**

### **1.1 INTRODUCTION**

South Africa's (SA) Gross Domestic Product (GDP) increased by a mere 0.75% in 2018 (Statistics times, 2019). Statistics South Africa (2018a), suggests that this growth rate could have been much higher if it were not for the recession that the country went through at the beginning of 2018. Supporting this, Statistics South Africa (2018a) mentions that the recession lasted for six months, which shrank the economy by 3.2% in the first two quarters of 2018. SA's growth rate in comparison to its neighboring countries, such as Namibia (1%), Botswana (4.6%), Zimbabwe (3.6%) and Mozambique (3.5%), was dismal, according to Statistics times (2019). Based on the above mentioned there is still hope for SA to gain potential growth from investors to improve the lives of others (Statistics times, 2019).

In order to increase economic growth in SA, the country needs to encourage and support entrepreneurial ventures that will create new jobs and thereby alleviate unemployment. Mkhize (2019:2) has regarded South Africa's economic growth "as the creator of employment to create enough employment opportunities for the continuous growing labour force". The unemployment rate in SA remains substantially high although it has improved the macroeconomic fundamentals associated with the situation in the 1990s (Mkhize, 2019:2). According the South African Reserve Bank (SARB) in 2012, SA gained a positive average growth rate of 4.9% between 2005-2008 and 1.7% between 2009-2011 (Mkhize, 2019:2). However, these above-mentioned growth rates have not helped to alleviate the high unemployment for the country. As identified by the National Treasury in 2011, currently there is only two out of five people (41%) from the minimum age group (15-24 years of age) belonging to the employment sector, compared to overseas countries like Brazil with 65%, China with 71% and India with 55% (Mkhize, 2019:3). Mkhize (2019:3) further stated in order to match the emerging markets with average of 56 per cent, SA would need to employ approximately 18 million people, which means an additional 5 million has to be employed, compared to the number that are currently employed. As a result of the above-mentioned information it has caused South Africans to live in a challenging economic climate that had caused high cost of living for individuals.

The cost of living for South Africans have increased tremendously over the last few years due to the high inflation, recently in May 2019 inflation escalated to 4,5% (Statistics times, 2019b). Although the inflation rate increased from 4.4% in April to 4.5% in May, it has remained below 6% of the monetary policy ceiling since April 2017 (Statistics times, 2019b). Pricing of goods and services increased with a mere average of 0.3% during May, as a result of the high fuel price increase of 3.3% (Statistics times, 2019b). While overseas countries are also experiencing a tough economic climate, it has allowed tourists to travel to overseas countries like South Africa (SA) that have a very weak exchange rate, which makes it affordable for overseas tourists to visit SA while they have their holiday (Statistics times, 2019b).

As a result of SA being so affordable for international travellers to travel to SA, has made SA more popular as a tourist destination. While tourists are choosing to stay in locations at the premises of hosts near city centres, rather than on the outskirts like in rural areas. This has given tourists the opportunity to discover South African heritage, culture and communities which they have not yet experienced (Airbnb Citizens, 2019). The primary benefit is to allow tourist to live like a local and to explore neighbourhoods that do not usually cater for tourists, by providing accommodation facilities in a wide variety to allow tourists to interact with local residents (Kaplan & Nadler, 2017:105). It has improved the tourism levels in the country and the spread of tourism to these outlying neighbourhoods has improved the economic benefits of cultural tourism of hosts, local businesses and their communities (Airbnb Citizens, 2019). This has resulted in a direct and indirect tourism effect on the economic growth and employment of SA.

The tourism sector in SA, directly contributed a total of 2.9% to SA's economy, with just over 4% of the countries work force working in the tourism sector (Tourism Satellite Account for South Africa, 2016). In 2017, the tourism sector created more than 31 000 new jobs, with one in every 22 employed individuals having a job in the tourism sector (Tourism Satellite Account for South Africa, 2017). Naidoo (2018) highlights that South Africa is assured of significant growth from foreign tourists since they have lightened visa regulations and Cape Town's day zero (meaning that on day zero citizens will no longer have access to running water if they do not use water sparingly and reuse water where they can) that is no longer an imminent threat. The Tourism Satellite Account for South Africa Report (2017) explains that although there have

been high job losses in other industries, the tourism industry has shown significant resilience to the tough economic pressures. Adding to this, as stated by Naidoo (2018), the growth of tourism in South Africa (SA) is due to the country's attractiveness and beneficial factors that are available and what the holiday destinations have to offer, which include; magnificent coastlines; game reserves; wine routes; monuments, and the history tied to the country. A key reason for foreign tourists in choosing SA as a destination relates to the fact that SA is deemed as a very affordable tourist destination that offers no-frills to luxury accommodation.

Airbnb is the largest online platform for travellers to book unique accommodations. They have over 6 million Airbnb listings worldwide with listings in almost every country (Airbnb Press Room, 2019). They strive to create a world where people can stay anywhere, any time. Airbnb has an immense impact on the well-known South African hotel giants such as Tsogo Sun, Southern Sun Hotels, Sun International, City Lodge and Marriot International in SA and other hotel giants worldwide. This is due to Airbnb offering cheaper and more flexible services than major hotels. In previous research done by Goree (2016:7), it was found that customers saved an average of 49.5% when making use of Airbnb services, compared to staying at traditional hotels. This cost-saving makes Airbnb a more popular alternative than traditional hotels. Due to these major cost savings, Airbnb's are becoming more popular among travellers (namely for business or for leisure).

According to Airbnb South Africa (2019) there have been over 3.5 million tourists arriving at Airbnb listings in SA alone over the past year, with Cape Town being the most popular holiday destination in SA. Other cities which have shown growth in tourism, as indicated by South African Tourism Performance (2019), includes; Johannesburg; Durban; Pretoria; Plettenberg Bay; Hermanus, and George. There were more than 130 000 properties in SA listed with Airbnb by December 2018, with guest arrivals increasing by 65% from 2017 (Airbnb Press Room, 2019). This is a lucrative opportunity for local individuals to start a small business and generate an income as the barriers to market entry are relatively low compared to hotels and hostels (Hospitality Industry, 2017). Individuals do not need a large amount of start-up capital to enter this business venture. They only require owning a physical building that is fully furnished for guests to use when staying at their establishment. Airbnb

charges hosts a small service of 3%, once a reservation is made to cover the running costs of businesses (Airbnb, 2019).

## **1.2 PROBLEM STATEMENT**

With these low entry barriers, it is easy for anyone to start an Airbnb, however these individuals may not have the necessary skills, knowledge or expertise in running a successful establishment. Individuals need to own a property that is fully furnished to rent out to potential guests. The main issue is that the hosts are not certain what factors guests would like to have at their disposal when making use of Airbnb to make their stay more enjoyable.

While conducting the secondary research, the researchers identified many factors from the extant literature that were raised by guests that were important. These factors influence guests' decisions based on the experiences offered by Airbnb. It is important for the hosts or property owners to know which of these factors guests' value most when they make use of Airbnb. While reviewing the existing literature, researchers have found over 160 different factors that were identified in different studies as important for travellers when booking accommodation.

The problem is that there have been so many different items that have been identified as important to travellers in the literature. It is impossible for each establishment to incorporate all the factors and therefore the key factors need to be identified for the establishments to implement. The host or the property owners must try and implement the most favourable categories into their Airbnb establishment to satisfy their guests desires and to secure future returns by their guests. The premises size and available budget of the owners at their location, will determine which factors are of utmost importance to their clientele. The host or property owners should only implement the important factors that will be most beneficial to their establishment. Due to the large number of factors, it was decided to consolidate the individual factors into different categories to simplify the model that will be used in this study, namely amenities and facilities; communication; environmentally conscious; leisure travel; location; house rules; use of technology; quality of service offered; rental costs; and potential risks and benefits. To identify which factors occurred the most and which factors were most

sought after, an excel spreadsheet was constructed to reclassify the large number of considerations into more manageable categories.

### **1.3 RESEARCH OBJECTIVES**

The research objectives are divided into three objectives namely: Primary objective; Secondary objective and Methodological objective.

#### **1.3.1 Primary research objective**

The primary objective of this study is to identify the key uses and gratifications sought by users of Airbnb.com by analysing online review comments.

#### **1.3.2 Secondary research objectives**

In order to address the primary objectives of this study, the following secondary objectives have been formulated:

- SO 1: To investigate the relationship between Amenities and Facilities with user satisfaction;
- SO 2: To investigate the relationship between Communication and User Satisfaction;
- SO 3: To investigate the relationship between Environmentally Conscious and User Satisfaction;
- SO 4: To investigate the relationship between Leisure Travel and User Satisfaction;
- SO 5: To investigate the relationship between Location and User Satisfaction;
- SO 6: To investigate the relationship between House Rules and User Satisfaction;
- SO 7: To investigate the relationship between Use of Technology and User Satisfaction;



- SO 8: To investigate the relationship between Quality of Service offered with User Satisfaction;
- SO 9: To investigate the relationship between Rental Costs and User Satisfaction and;
- SO 10: To investigate the relationship between Potential Risks and Benefits and User Satisfaction.

### **1.3.3 Methodological objectives**

In order to achieve the primary and secondary objectives, the following methodological objectives have been identified:

- MO 1: To undertake a theoretical investigation into the variables or factors that are most important to Airbnb when making an online booking, based on reviews from guests;
- MO 2: To propose a theoretical framework, a hypothesised model that reflects the relationships between the factors of Airbnb and the uses and gratifications;
- MO 3: To determine the appropriate research methodology of the study and to address the research problem and research objectives;
- MO 4: To develop an appropriate measuring instrument that will make use of a Microsoft Office Excel spreadsheet to record all the factors gathered from the various articles and make use of textual analysis software, Atlas.ti, by placing all the reviews gathered from the various properties in different price ranges in a Microsoft Office Word document;
- MO 5: To source primary data from a pre-determined sample Airbnb property within the South Africa region and to statistically analyse the data and to test the proposed hypotheses and;
- MO 6: To provide conclusions and recommendations based on the findings of this research, which will assist property owners who would like to partake in the establishment of their own Airbnb business.

### 1.3.4 Research questions

In this study the following research questions are proposed for the users and gratification general process and the users and gratifications for Airbnb users:

RQ 1: What are the items affecting user's satisfaction?

RQ 2: Which of these items are the key indicators for user satisfaction based on user reviews?

### 1.3.5 Research hypothesised model

Figure 1.1 indicates the various items that were identified from the study and were placed into different categories and how it influences the user's satisfaction, which will be used to conduct our investigation for the duration of the study.

**Figure 1.1: Theoretical representation of uses and gratifications to be used in the study**



## 1.4 OPERATIONALISATION OF KEY CATEGORIES

In this section the categories identified by the researchers as displayed in Figure 1 are considered as important for Airbnb hosts or property owners and should they take

into consideration for their properties. Each of the 10 categories will be defined in order to provide a richer understanding for each of the categories. The definitions of key categories are discussed in detail below:

#### **1.4.1 Operationalisation of amenities and facilities**

In this study amenities and facilities can be defined as extra additional features or items provided by the establishment to enhance their guest's enjoyment, satisfaction, comfort and convenience. These items may include but are not limited to Wi-Fi, hairdryers, microwaves, kettles, fridges and freezers.

#### **1.4.2 Operationalisation of communication**

In this study communication can be defined as associating with others outside of a normal working environment to improve and build relationships with people you may know or have not interacted with before.

#### **1.4.3 Operationalisation of environmentally conscious**

In this study environmentally conscious can be defined as the act of being environmentally friendly by using products or services in such a way that they do not have a negative impact on the environment in which we live. It is the act of conserving the environment in such a way that the future generations to come can have the pleasure of enjoying it.

#### **1.4.4 Operationalisation of leisure travel**

Leisure travel can be defined as the free time people have when not doing daily business tasks. Leisure travel can also be in the form of taking a short weekend getaway with family or friends to a unique destination, such as to the coast where there are beaches or experiencing the tourist's attractions either for pleasure or for relaxation.

#### **1.4.5 Operationalisation of location**

Location can be defined as the unique property or area attributes that can influence people's purchasing or renting decisions.

#### **1.4.6 Operationalisation of house rules**

House rules can be defined as an outline of what you may and may not do on the property, when renting a property for a short period of time by a lessor.

#### **1.4.7 Operationalisation of use of technology**

The use of technology is defined as features which enable people to use and access multimedia on online platforms anywhere in the world if you make use of an internet connection or have access to a WIFI.

#### **1.4.8 Operationalisation of quality of service offered**

This study will make use of brand image of an establishment, that is influenced by employees and the level of service quality that is offered to customers and in return if the customers are satisfied with the services offered by the company they will make continuous returns as viewed by the public in the study.

#### **1.4.9 Operationalisation of rental costs**

This will be the monetary amount involved with acquiring goods and services which satisfy consumers' accommodation needs and wants.

#### **1.4.10 Operationalisation of potential risks and benefits**

This study will make use of potential risks and benefits that could impact the success of the business which could in return impact the overall satisfaction of the guests and the future impact of the business due to impacts which is out of the hosts control example can include like load shedding and water restrictions.

## **1.5 OPERATIONALISATION OF KEY CONCEPTS**

This study focuses on the uses and gratifications sought by users of Airbnb.com. The definitions of key terms are given below:

### **1.5.1 Operationalisation of uses and gratification**

Uses and gratifications theory (UGT) can be defined by Katz, Blumler & Gurevitch (2005) that “uses and gratification theory (UGT) as an audience-centred approach that focuses on what people do with media, as opposed to what media does to people. UGT differs from other media effect theories in that it assumes that individuals have power over their media usage, rather than positioning individuals as passive consumers of media. UGT explores how individuals deliberately seek out the various types of media that fulfil certain needs or goals such as entertainment, relaxation, or socializing”. An alternative definition of UGT is the state of being gratified, with great satisfaction (Thesaurus, 2010a). Another definition of UGT is something that gratifies with a source of pleasure or satisfaction (Thesaurus, 2010a).

Uses and gratifications focuses around how individuals influence social media for their socializing, relaxation and entertainment. UGT focuses on how people make use of the various types of media platforms to allow for interactions with other people.

### **1.5.2 Operationalisation of Airbnb**

Airbnb can be defined by Airbnb (2018) “as a trusted community marketplace for people to list, discover and book unique accommodation locations around the world, online or via mobile phones”. An alternative definition of Airbnb (2018) can “connect people to unique travel destinations and experiences at any price in more than 26 000 cities and 192 countries”. Another definition of Airbnb offers world-class customer service to a fast pace growing community of users (Pruitt, 2018). Airbnb is the easiest way for people to make use their extra space (Pruitt, 2018). It is a company that allows people to list, find and rent housing across the globe. Another definition of Airbnb is the properties can offer fair to outstanding accommodations facilities for less money than a traditional hotel would (Rockstar, 2016). Property owners and hosts can offer their spare room or an entire house (Rockstar, 2016).

For this study, Airbnb can be defined as an online platform where individuals can list their properties that they would like to rent to tourists at a cheaper lodging rate than traditional hotels.

## **1.6 RESEARCH DESIGN AND METHODOLOGY**

In the section to follow the following topics will be observed: research paradigms; research approach; sampling and data collection; data analysis; and; primary and secondary data.

### **1.6.1 Research paradigms**

There are two types of research paradigms available, such as positivistic paradigm and an interpretivist paradigm. Positivistic paradigms are associated with quantitative research. This paradigm involves hypothesis testing to obtain the truth and to predict what can happen in the future. Researchers mainly rely on quantitative statistics for this type of paradigm (Research Paradigms, 2018).

Interpretivist paradigms are associated with qualitative research. Human behaviours are affected by several factors and are mostly subjective in nature. These paradigms are used to study human behaviour daily rather than in a controlled environment (Stephan, 2015).

In this study both a positivistic and an interpretivist, which forms part of quantitative and qualitative paradigm, that will be used to test and observe human behaviour, based on the reviews left by the guest. The researcher's will be able to analyse how the guests will feel once the hosts or property owners have implemented the most important categories into their establishment.

### **1.6.2 Research Approaches**

There are three main research approaches, which includes a quantitative research approach, a qualitative research approach and a hybrid/mixed research approach.

DeFranzo (2011) explains that “quantitative research is generating numerical data that can be transformed into usable statistics”. These statistics can be used to construct graphs and tables (McLeod, 2017). Quantitative data collection methods include telephonic interviews, questionnaires and online surveys (DeFranzo, 2011). There are various research methods to acquire quantitative data, such as experimental, exploratory and descriptive research (Struwig and Stead, 2016:6).

DeFranzo (2011) explains that “qualitative research is mainly used to gain an understanding of the underlying reasons, opinions and motivations and provides insights to the problem at hand”. Qualitative research involves conducting individual interviews and observations by using open-ended questions to gain an in-depth understanding of the respondent’s responses and feelings (Bhat, 2018).

A mixed/hybrid research approach is a combination of a quantitative and qualitative research approaches. This study will make use of a hybrid research approach, the reason for using this type of method is that the researcher’s will first be identifying the key factors using textual analysis and thereafter will be conducting an analysis of statistical data and online reviews from guests. This will be done to identify which categories were the most popular in the South African context.

### **1.6.3 Sampling and data collection**

There is no sample frame available to use for this study as the information provided by Airbnb users is confidential and will be provided to the researchers by Airbnb. For the purpose of this study, the research population chosen for this sample will consist of any individuals who have posted an online review on the Airbnb platform at properties in the Eastern Cape Region. The reason for choosing this location is due to the fact that Airbnb has grown rapidly within the Eastern Cape over the past year and which has become one of the most popular areas in South Africa. The advantage of this method is that the researchers can use the responses given from the guests to conduct a study based on their reviews. From the reviews it is possible to analyse if guests were satisfied or dissatisfied with the overall experience offered by the Airbnb.

#### **1.6.4 Data analysis**

For the research sample, the researchers will make use of a probability sampling technique. For this study a simple random selection method will be used whereby travellers visiting every city or town along the Eastern Cape Coastline has an equal chance of being selected. The simple random sampling that is used in this study is to select every 5<sup>th</sup> property under each price category (namely, R0-R500; R501-R1000; R1001 Plus) in each city or town, that will be used to investigate this study.

The target population is all individuals who have made use of Airbnb in the Eastern Cape, showcasing if their experience was up to their satisfaction, via comments made on the Airbnb platform.

#### **1.6.5 Primary and secondary collections**

The primary data of this study will consist of collecting 10 000 reviews from the Airbnb website by using properties in cities or towns along the Eastern Cape Coastline, as there has shown huge success in this location. The properties used for this research were Port Alfred; East London; Jeffreys Bay; Port Elizabeth; Storms River; Cape St Francis; Oyster Bay; Kenton on Sea; Blue Horizon Bay; Port St Johns and Bluewater Bay. The reviews categorised into three different price categories, namely R0-R500; R501-R1000; and; R1001 and higher that are obtained from the properties that were mentioned above. The price categories were not equal in the number of results that were obtained as not all the cities or towns had the same price ranges for the various properties that were offered. The reviews were imported into a textual analysis program, called Atlas.ti, that utilised its Word Cruncher procedure to produce a Microsoft Office Excel Spreadsheet. The spreadsheet displays all the words used from the reviews document in order of number of times the words were used in the reviews.

The Secondary data collection for this study was to obtain various research articles. An amount of 65 articles from different researchers are used to gain insight into the study's topic, based on the factors affecting uses and gratifications generally and the uses and gratifications sought by Airbnb users. From the articles mentioned above a total of 164 different factors were identified that affect the uses and gratifications sought by Airbnb users.



## **1.7 SCOPE AND DEMARCATION OF THE STUDY**

The study will focus on which of the 10 categories are the most significant to implement when establishing an Airbnb and how the various categories influence users' experiences and satisfactions. This study will be geographically limited to the Eastern Cape region, where local individuals or tourists whom made use of Airbnb facilities and who have left online review comments explaining their experience and satisfactions observed during their stay at Airbnb. The study will make use of a textual analysis function called Atlas.ti, that will generate a Word Cruncher in a Microsoft Office Word document gathered from all 10 000 reviews. This function is used to analyses the comments left by respondents who have made use of Airbnb. There is no sample frame available to use for this study as the information provided by Airbnb users are confidential and will be provided to the researchers by Airbnb.

## **1.8 CONTRIBUTION OF THE STUDY**

The study investigates which items the guests (local or international individuals) would like to have available when they make use of Airbnb. While conducting this research it was found that there were 164 different items that were identified. Due to the vast number of items that were identified, the researchers decided to reduce the number of items by placing the various items into different categories. Thereafter the study highlights which categories are the most important to satisfy customers desires for future usage. It is impossible for the host or property owners to implement all 164 items that were identified during the study, so it is important to only implement the necessary factors to satisfy customers expectations. The study will have an in-depth overview of how the different categories can influence the customers satisfaction.

The study will examine how Airbnb can influence the South African economy by looking at how the economy can affect the tourism industry in South Africa (SA). SA heavily relies heavily on tourism from foreigners to explore South African's history, culture and landmarks. By the end of this study, it will provide clarity on which categories Airbnb establishments should apply as they are the key desires that guests

seek from establishments around SA. By understanding these gratifications, establishments will be able to retain and attract new guests.

## **1.9 STRCUTURE OF THE STUDY**

This section of the study is divided into five chapters and will briefly explain what each of these chapters will entail throughout the study.

Chapter One provides a brief introduction and background to the topic of the study, that is being investigated. A problem statement and research objectives were identified in this study. Furthermore primary, secondary and methodological objectives were introduced in this chapter. Research questions were identified in the study and a hypothesised model providing the 10 different categories that were identified. In addition, definitions of the 10 categories were provided and the definitions of the key concepts were highlighted. A brief methodology and research design were highlighted in this chapter and the scope and demarcation of the study and the contribution of the study were discussed in this chapter. Finally, it will end off with a summary of all the content discussed in the chapter.

Chapter Two provides detailed literature of the study regarding the South African economy; the tourism industry in SA; the role of the fourth industrial revolution; the difference between E-business and E-commerce in SA businesses; how Uses and Gratifications Theory (UGT) operates and previous research done on UGT; how online travel and traditional travel agencies operates and influence customers; the different types of travel customers and what requirements are necessary for them to operate while traveling and how Airbnb operates in the accommodation sector. Finally, a summary and conclusion are provided at the end of the chapter.

Chapter Three will focus on methodology and research design that will be implemented in the study. It will elaborate on the research paradigms; research approaches and research methods and the reasons for choosing the selected research methodology types. Furthermore, it will examine the primary and secondary data collections; the chosen population for the study; the sample frame, the sampling techniques and research instruments that are chosen to conduct this study. A model development table is constructed in a Microsoft Office Word, explaining what each

author identified in their research. Finally, a sampling procedure and descriptive statistics are briefly discussed following a summary overview on the chapter.

Chapter Four will provide relevant empirical findings of the study, with interpretations on the results obtained.

Chapter Five will conclude the study by providing a concise summary of the preceding chapters. The summary will pay attention to the introduction and background of the study; the research objectives, research design and methodology of the study; the main findings from the literature review and the main findings from the empirical findings are provided. This chapter will also provide a conclusion, followed by recommendations and shortcomings for future research will be provided at the end of the summary. Finally, it will provide the researchers self-reflection from what they have learnt throughout the study.

## **CHAPTER TWO**

### **CHAPTER TWO – LITERATURE REVIEW ON THE ESTABLISHMENT OF AIRBNB**

#### **2.1 INTRODUCTION**

In Chapter One an introduction of the study and a problem statement were provided, along with the primary and secondary objectives that were identified in this study. Furthermore, the methodological objectives, research questions and research hypothesis model of this study were provided. Definitions of the 10 key categories and the definitions of the key concepts of the study were presented. Research design and methodology and its subcategories consisting of research paradigms, research approaches, sampling and data collection and data analysis of this study were presented. An outline of the scope and demarcation of this study were presented. Lastly, the contribution of this study was examined.

In Chapter Two a brief summary of how the South African economy currently functions in the country is presented. A summary identifying why the South African Tourism has become the fastest growing industry in the country. A brief overview of e-business and e-commerce and how it influences the way businesses in the fourth industrial revolution operate. A detailed explanation of how Airbnb was established, how it operates and what impact Airbnb has on the South African Tourism industry. An overview of how online travel operates, how it influences customers to use online travel agencies and how TripAdvisor helps travellers to identify “hot spot” (best places to discover) areas or facilities. An explanation of how travel agencies assist travellers with making reservations. An overview of the different travellers that exist in society. Furthermore, an overview on the uses and gratifications theory and how it influences online bookings for accommodation facilities.

The increasing high unemployment rate, the rising inflation rate and high oil prices are some of the major issues countries are experiencing across the world are directly or indirectly influencing the amount of disposable income travellers have. An overview of how the South African economy currently functions in the country will be discussed in more detail below.

## **2.2 THE SOUTH AFRICAN ECONOMY**

Statistics South Africa (2018b) explains that the economic growth is expected to slowly increase between 2019 and 2020. Statistics South Africa (2018b) explains that “private consumption will also expand as wages increase moderately, but unemployment can remain high if the recession does not improve”. Statistics South Africa (2018b) explains that investments are set to improve gradually, fluctuations to the high oil prices and South African rand is extremely weak, due to various political issues that make investors sceptical to invest in the country. These can include corruption and the most recent state capture scandal hearing happening in the country. As a result, it will drive inflation up between 3% and 6%. Statistics South Africa (2018b) explains that the “monetary policy will need to address upward pressures on inflation while growth is low, and it should remain accommodative to support growth, but tighten moderately in case inflation continues to rise”. Statistics South Africa (2018b) identifies that “the government budget deficit is set to remain high relative to GDP and credible structural policy reforms are necessary to broaden competition and economic opportunities in order to support growth”.

With the immensely high unemployment rate, which is still increasing in South Africa, one industry that has the potential to help reduce the high unemployment rate in the country, is the tourism industry. Yu, Li & Jai (2017:1340) identifies that the South African tourism industry “is one of the fastest growing industries in the country”.

## **2.3 SOUTH AFRICAN POTENTIAL IN THE TOURISM INDUSTRY**

Statistics South Africa (2015) investigated that “Tourism’s direct contribution to GDP was R103,6 billion in 2013, rising from R93,5 billion in 2012 and the industry’s contribution to total GDP remained stable at 2,9% for both years”. As mentioned by the South African Tourism (2018), that the South African Tourism contributed an average of R136,1 billion, which is roughly 2.9% of the total GDP (Gross Domestic Product) in 2017. The South African Tourism (2018) also mentions that “tourism’s indirect and induced benefits across a very broad value chain are factored in the total contribution amounts to R412,5 billion” or an average of 8,9% of the total GDP.

In 2015 domestic visitors contributed an average of 57% (R124,7 billion), while international travellers contributed an average of 43% (R94,2 billion). In 2015 the total tourism spending was R218,9 billion, an increase of 9,7% from R199,4 billion from the previous year. With the increasing number of local and international travellers and with the rise of travellers spending patterns in foreign countries, it can reduce the unemployment levels in South Africa (Statistics South Africa, 2015). South African Tourism (2018) reveals that with the above mentioned it can lead to “economic and social transformation for South Africans”, because many government organisations, businesses and social partners are coming together to grow and reduce the increasingly high unemployment.

Statistics South Africa (2015) explains that “the number of persons employed in the tourism industry increased by 9 854, from 645 755 persons in 2012 to 655 609 persons in 2013. The tourism industry employs about 4,4% of all employed persons in South Africa”. When travellers book accommodation facilities they would like to stay at properties that are green, meaning that the organisation recycles and reuses materials at the facility. The South African Tourism (2018) also mentions that tourism directly and indirectly provided employment to roughly 1,5 million employees during 2017, which contributed a total of 9,5% of the employment sector and there is potential to grow the tourism sector to 2,1 million jobs by 2028.

Responsible tourism is interlinked with concepts of alternative; smart; eco and green tourism (Booyens & Rogerson, 2016:386). All these concepts have something in common, namely; emphasising on reducing the impact tourism has on the environment and surrounding communities by ensuring that the tourism industry is economically sustainable, promotes conservation and maximises the social benefits (Booyens & Rogerson, 2016:386). Sustainability and responsible tourism are aimed at social welfare, local economic benefits and environmental protection (Booyens & Rogerson, 2016:386). All parties involved, such as tourism organisations, travellers and any other role players that have an impact on the tourism industry, must take the responsibility to always act ethically within the tourism industry (Booyens & Rogerson, 2016:386). Ethical people or businesses are aware of environmental and social impacts of the tourism industry (Booyens & Rogerson, 2016:386). It is now a norm that all accommodation facilities must introduce environmentally friendly products and

services to reduce their influences on the environment. These can include reducing water consumption, energy consumption and improving waste management (Booyens & Rogerson, 2016:387).

There are many types of electronic versions that exist, like e-tourism, e-learning, e-sim, e-mobility, e-gambling and so many more. One way in which the tourism industry is becoming more efficient is by reducing the middleman. This is accomplished through direct marketing and direct distribution channels using electronic business and electronic commerce, which has changed how the internet has changed how citizens and businesses with other people as it has become part of our daily lives.

## **2.4 E-BUSINESS AND E-COMMERCE**

The world has entered the fourth industrial revolution which has allowed e-business and e-commerce to excel in how individuals operate today. E-business and e-commerce has become an important and daily task for businesses in any industry and individuals' lives.

### **2.4.1 E-business**

The term electronic means a business activity that is performed by one or more organizations using information technology, but not all e-businesses make use of information technology (Grefen, 2016:1).

E-business means conducting business using electronic means for collaboration, communication and the execution of business transactions (Grefen, 2016:2). E-business is developing all around us in the 21<sup>st</sup> century, for customers and businesses (Grefen, 2016:1). Customers receive information from a broad spectrum of businesses in 'the digital way' (Grefen, 2016:1). Grefen, (2016:1) identified that "companies collaborate using automated systems that exchange information digitally to support effective and efficient business operations". E-business also engages with business networks that becomes increasingly complex and dynamic to enable the production of highly integrated goods and services (Grefen, 2016:1). Government establishments

are moving its business processes and creating e-government initiatives to become more digital (Grefen, 2016:1).

As the world has entered in the fourth industrial revolution, the internet and the continuously changing technological advancements have changed the way how businesses function and operate. The fourth industrial revolution is being shaped mainly by production of digitization and networking (Prisecaru, 2016:60). With the introduction of the industrial revolution it will have an unsettling impact on the labour market (Prisecaru, 2016:60). It could increase labour productivity in the long run by implementing technology in the business (Prisecaru, 2016:60). The revolution could impact on an employees' job especially in the automation industry as the revolution could potentially replace "manufacturing and blue-collar jobs, as artificial intelligence will perform the same job with a highly skilled and educated person. This will result in an increase of unemployment because machinery is replacing human labour. With the result of rapid advances in technology it could result in bringing new and creative jobs for the future (Prisecaru, 2016:60). As a result, this will could lead to a decrease in the high unemployment rate experiencing currently in South Africa. With the internet and technology becoming a daily part of our lives, developers are continuously developing new technology to make individuals lives more simpler which has resulted in the rapid development of technology.

There has been a rapid development in technology and the Internet, which is becoming more popular among individuals (Angeloska-Dichovska & Mirchevska, 2017:27). Digitalisation will enhance inequality which exists in many cities and towns who have not yet reached their potential in the second and third revolution (Prisecaru, 2016:60). The digital revolution has changed the way how people are living today and has also changed how businesses operate and function nowadays (Angeloska-Dichovska & Mirchevska, 2017:27). A new generation is being formed that is based on digital technologies, which includes computers, software, digital communication networks and any other information technologies (Angeloska-Dichovska & Mirchevska, 2017:27). Angeloska-Dichovska & Mirchevska (2017:27) explains that "the digital networking and communication infrastructure provides a global platform over which people and organisations can interact, communicate, collaborate and search for information".



The internet has created new ways of doing business, which has caused a change in the supply and demand of products and services, manner of performing transactions, the manner of determining prices, the manner of decision-making and the manner of communicating with customers (Angeloska-Dichovska & Mirchevska, 2017:28). The new ways of doing business that have been implemented include not to give out any personal information on the internet (like name, house address, cell phone number ), bank pins, not to reply to scam emails or SMS's, to individuals who you have not met in person before, as there are hackers that can easily steal your personal details and identity. Even though the internet has some negative influence on individuals, it has become a competitive tool within today's world.

The internet has increased in popularity and has become more competitive in the business environment over the last decade (Kim, 2010:1). The internet has changed the way businesses operate by providing appropriate and efficient channels for allocating retail services and products, which can reach individuals at anytime and anywhere (Kim, 2010:1). Over the past two decades, the Internet has steadily evolved from a closed, research-focused network that was primarily used for mail and data transfer to an Internet of things, where services and content have become the focus (Islam & Gregoire, 2010:604). However, rapid changes have been observed over the recent years: increased network speed, high performance mobile computing devices and reduced Internet access price have changed the expectations of end users (Islam & Gregoire, 2010:604). The internet is making targeting the generation Z, who has grown up in a world where they have access to smartphones and the internet. This generation is seen as the world's first true digital natives, as they do not how to operate and survive without internet and their smartphones and tablets (Shi, 2018:1). Shi (2018:1) mentions that this generation views technology as their second nature as they are 24.7 on their mobile devices to access Facebook, Twitter, YouTube, WhatsApp, WeChat and Snapchat. This has allowed businesses and individuals to sell new and second-hand products and can advertised on these platforms as individuals spend most of their time on these above-mentioned social media platforms.

Soto-Acosta, Popa & Palacios-Marques (2016:886) explains that the "technological revolution brought by the Internet, manufacturing firms are migrating toward e-business technologies in order to lower their operating costs, raise productivity, quality

and increase the response rate towards its customers". E-business has spread to all organisations across the world, which has allowed information technology (IT) to play a vital role in providing support to organisation's e-business processes (Soto-Acosta *et al.*, 2016:886). As a result of e-business it has put vast pressure on how small and medium businesses operate. As SMEs do not have the required capital to purchase the necessary technology to become part of the 21<sup>st</sup> century to allow businesses and individuals to purchase products online and they must compete competitively with the big organisations.

Soto-Acosta *et al.* (2016:885) explains that the current economic background has put a burden on the management of small and medium enterprises (SME's) due to globalization, technological change and the competitive intensity. SME's in the manufacturing industry must compete globally with other manufacturing firms, as it has a main importance on employment, wealth creation and economic growth (Soto-Acosta *et al.*, 2016:885). As the world is increasingly changing by using the internet and newer technology to assist individuals and companies in the long run, to make their operations more cost effective and simpler. The internet can influence how different business operations operate in the e-commerce industry. E-commerce is comprised of two main types namely business-to-business and business-to-consumers as well as others that are not commonly known, C2C, C2B, B2A and C2A.

#### **2.4.2 E-commerce**

Laudon and Traver (2016:7) mentions that e-commerce began in 1995 and "global e-commerce has grown from a standing start to €1.96 billion business-to-consumer and a €14.2 trillion business-to-business juggernaut, bringing about enormous change in business firms, markets, and consumer behaviour".

E-Commerce is a subcategory of e-business and defined as electronic commerce, which involves purchasing and selling of items or services online, by placing orders and making secure online payments, through a company's website (Khurana, 2015; Holak & Cole, 2019). Holak and Cole (2019) also indicates that a business contract can occur through a business-to-business (B2B) or a business-to-consumer (B2C). As

a result of e-commerce's, it has allowed B2B and B2C to buy and sell products via the internet.

E-commerce has allowed customers to buy and sell products online anywhere in the world and it is easy to use and provides convenience for customers, that has allowed for new business to open in international and domestic online stores, including e-tourism (Hakkikainen & Laukkanen, 2018:97). Some companies offer free deliveries when customers or businesses spend a certain amount, otherwise customers or businesses must either collect their goods or must pay extra for delivery. The world has entered the fourth industrial revolution, which is making all services becoming digital, meaning that individuals can buy goods and service through an app or via a website, by using their smartphones, tablets or portable laptops. This has allowed for M-commerce (Mobile Commerce) to exist as it gives rise to features for online sales made through smartphone devices and tablets. M-commerce also includes mobile payments, online shopping and online payments (Holak & Cole, 2019). It has also allowed for mobile chatbots which provides opportunities for business, which allows customers to complete their transactions online with the assistance of voice and text chats (Holak & Cole, 2019). There is various e-commerce that exist in the different markets for consumers and business, which makes it more convenient for the customers.

#### 1.4.2.1 Types of e-commerce

Holak & Cole, 2019 reveals that there are six types of e-commerce that exist in today's world, namely B2B, B2C, C2C, C2B, B2A and C2A, which is elaborated on in more detail below.

"Business-to-business (B2B) e-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers" (Holak & Cole, 2019). Examples could include online directories websites that allow businesses to search for products, services and information to initiate transactions through e-procurement interfaces.

Business-to-consumer (B2C) refers to the retail part of e-commerce on the internet. This means that businesses can sell products, services and information directly to customers. "The term was popular during the dot-com boom of the late 1990s, when

online retailers and sellers of goods were a novelty” (Holak & Cole, 2019). Today, there are numerous virtual stores and shopping mall on the internet selling all types of consumer goods (Holak & Cole, 2019). An example that best suits a business-to-consumer market is Amazon.

Consumer-to-business (C2B) allows consumers make their products and services available online for companies to purchase, which is the total opposite of B2C (Holak & Cole, 2019). An example of C2B is a market that sells royalty-free photographs, images, media and design elements, such as iStock.

Business-to-administration (B2A) refers to transactions conducted online between companies, government sectors and public administration. “Many branches of government are dependent on e-services or products in one way or another, especially when it comes to legal documents, registers, social security, fiscals and employment, which can be supplied electronically” (Holak & Cole, 2019). B2A services have grown considerably in recent years as investments have been made in e-government capabilities (Holak & Cole, 2019).

Consumer-to-administration (C2A) refers to transactions conducted online between customers, public administration and government bodies (Holak & Cole, 2019). The government rarely buys products or services from citizens, but individuals frequently use electronic means in the following areas (Holak & Cole, 2019):

- Education: disseminating information, distance learning/online lectures.
- Social security: distributing information, making payments.
- Taxes: filing tax returns, making payments.
- Health: making appointments, providing information about illnesses, making health services payments.

E-commerce provides different benefits and advantages that individuals should be aware of, a brief summary is provided below.

#### 2.4.2.2 Benefits and disadvantages of e-commerce

The advantages include availability and accessibility; and disadvantages include unavailability of touching the products and the waiting period which is explained in further detail.

##### 2.4.2.2.a *Advantages of e-commerce*

Availability, e-commerce sites are available 24 hour a day, seven days a week, allowing customers to search and make purchases at any time and at any place. E-commerce has allowed brands to carry higher stock levels, which is stored at a central warehouse and shipped to consumers when they place an order (Holak & Cole, 2019).

Accessibility, e-commerce allows customers to view products in their catalogues and use the searching features to quickly find the products that they have available as well as their costing per item (Holak & Cole, 2019).

##### 2.4.2.2.b *Disadvantages of e-commerce*

Unable to handle products, customers cannot physically touch, see or smell than what is advertised or presented on the internet. This could result in the customers bearing the costs of refunding the products back to the retailer as it could differ from the customers' expectations (Holak & Cole, 2019).

Waiting period, once customers have made a purchase for an item online there is usually a waiting period of roughly 3-7 days to be delivered to the address that was give, as the company must first check if they have stock in the warehouse and transport to the required destination could take long depending on the distance of where the customer is situated (Holak & Cole, 2019).

With the success and failures of the above mentioned it has led to the development of e-tourism to flourish in the e-commerce industry. It has changed the way how customers book and pay in advance for accommodation in the tourism industry. It has led to the establishment of online travel booking to allow a convenient way for customers to make bookings and payments

## 2.5 ONLINE TRAVEL

The communication pattern in traditional media platforms like magazines, leaflets, and TV, is based on the one-sided flow of travel information from tourism providers to the tourists (Choi & Hickerson, 2018:116). Choi and Hickerson, (2018:116) indicated that the development of media technology like, mobile application, web-based interface and virtual reality, however, “the traditional roles of a sender and a receiver have become indistinguishable because various agents (like tourism providers, travel websites and other tourists) participate in the creation and distribution of online travel information”. Online travel information was initially started by a tourism provider, which can be easily modified, recreated, and distributed by travellers as well as other tourism institutions (Choi & Hickerson, 2018:116). Choi and Hickerson, (2018:116) noted that by using the Web 2.0 technology, it allows tourists to provided ratings, feedback and comments, to allows guests to read them before they make a find decision on a particular property. Tourists can search and share data through numerous online platforms like search engines, travel websites and social media platforms (Choi & Hickerson, 2018:116). By using various online platforms that distribute and share data with travellers, can gain a lot of information online regarding travel information, which could contradict the destination descriptions and pictures established and promoted by destination marketing organizations (Choi & Hickerson, 2018:116).

With the influence of media technology, it's important to reconsider sources of information from a technological perspective for mainly three reasons (Choi & Hickerson, 2018:116). Firstly, online travel data contains different types of compound source-related visual cues due to technology roles enabling multilateral communication patterns (Choi & Hickerson, 2018:116). Secondly, technology features of online travel media present several visual cues of different sources (Choi & Hickerson, 2018:116). Thirdly, the visual cues of the diverse sources can elicit substantial emotional effects on the traveller's judgment on information reliability and destination descriptions and pictures. Given that tourists are exposed to multiple visual cues of sources, it is important to differentiate and diversify the sources of online travel information to understand their technological functions and psychological effects (Choi & Hickerson, 2018:116).

There are various issues that make customer hesitant to make online purchases. Security issues make customers hesitant to make online purchases of products and services (Kim, 2010:6). Security issues are the main challenge when using the internet for e-commerce (Kim, 2010:7).

Tourists make use of the internet for several reasons such as, to gain travel information; form relationships with individuals from different destinations; to share their holiday experience via social media or text messages; and to purchase travel related products (Chung & Buhalis, 2017:71).

When travellers are wanting to make bookings online, the need for traditional travel agencies are slowly becoming redundant, as the suppliers are cutting out the middleman and directing travellers to the business' websites to make online purchases.

### **2.5.1 Online travel agency (OTA)**

Within the travel industry, there is a new type of travel agency, namely the OTA (Karlsson & Le, 2017:1). OTA allows individuals to make their own travel bookings online. These bookings can include air flights, accommodations, tourist attractions, car rentals and anything else to make your vacation a memorable experience (Karlsson & Le, 2017:1). Customers make their own bookings by themselves which decreases costs in the long run as they do not have to pay someone to make their travel arrangements for them. Customers must have an active internet connection to browse and make bookings online.

These bookings can be made in the comfort of their homes. Before customers make an informed decision, word of mouth (WOM) communication with friends and family assists them in making decisions, as well as review comments left by previous travellers (Gretzel & Yoo, 2017:36). Online travel sites allow customers to bypass the traditional travel agencies altogether (Law, Leung & Wong, 2004:101).

When consumers make travel purchasing decisions, they first look at the reviews and ratings left by other users (Gretzel & Yoo, 2017:36). The online travel industry has

grown rapidly over the last few years due to the advancements in technology, namely the internet.

Traditional travel agencies still exist in the tourism industry how they assist their customers (either for business or pleasure trips) for booking and planning their trips on their behalf.

## **2.6 TRAVEL AGENCIES**

The tourism sector is affected by two main factors, firstly Information and Communication Technology (ICT), which is growing rapidly within the industry and secondly the younger generation are becoming more technologically literate and advanced (Monzo, Sanchez & Garcia, 2015:1638). As a result, the consumers are more selective and knowledgeable when purchasing travel-related services (Monzo, Sanchez & Garcia, 2015:1638). Modern travellers request higher quality travel services, information and products that have more value for money (Law, Leung & Wong, 2004:102).

Traditional travel agencies are still reasonably successful in today's competitive markets, they provide strong efforts of generating illustrated catalogues which provide their clients with a significant amount of information, including with breath-taking pictures, helpful tips, area maps and so much more (Bogdanovych, Berger, Simoff & Sierra, 2018:2). Even though travel agencies are still successful in today's market, but they must continuously compete and have competitive advantage over their rivals like online travel websites, which offers online booking services (Bogdanovych, *et al.*, 2018:2). A main reason for the increasing use of online travel booking is because it provides an online experience which provides greater potential in allowing customers to visualising travel destinations and 3D interactive tours. This can be used to illustrate a strong impression of a special destination and interactive on-demand clips can be made available online without interfering with other customers around them (Bogdanovych, *et al.*, 2018:2).

Kim (2010:10) explains that "the traditional travel agencies have played a vital role in providing customers customized travel-related information, products and services".



Travel agencies provides direct face-to-face services with an operator that will help you plan your holiday. Individuals who are wanting to go on holiday often look for the cheapest accommodation with no frills attached, will make use of an online travel agency. Traditional agents specialise in a niche market, which focuses on accommodating for the wealthier individuals and corporate travel.

This service helps individuals save time by not doing it themselves. They will leave it in the capable hands on the travel agency and giving the clients the various options to choose from based on their budget (Paulson, 2015). Travel agencies are often in partnerships with major accommodation corporates, allowing them offer customers a discount if they use a preferred accommodation in exchange to the travel agency, by giving them incentives (Rodrigues del Bosque, Martin & Collado, 2006:413). There are various travel agencies that exist in South Africa to assist customers.

Traditional travel agencies, such as Pentravel, Flight Centre and Thompson Holidays provides a one-stop-shop of travel products, such as flights, accommodation, travel packages, cruises, hotels and car rentals in exchange for a small fee (Beldona, Morrison, O'Leary, 2005:562). To have a competitive advantage over the online travel agencies, travel agents provide customers with personalised services (Jansen van Rensburg, 2014:2). Travel agents have business connections and expertise to access the best deals and benefits which allow them to negotiate with their partners (Jansen van Rensburg, 2014:2).

When travellers make use of travel agents, they plan the traveller's holiday or work trips and will acquire several perks and packages on the customers behalf. Jansen van Rensburg (2014:2) suggests that these perks could include "upgrades on accommodations, amenities and rooms; 5-star restaurants; specialised tour guides and access to exclusive events and destinations". For travel agents to be successful they must customise a memorable experience that best suits the travellers needs and expectations (Jansen van Rensburg, 2014:2).

There are mainly two types of travellers that exist in society (business and leisure travellers) and how each traveller functions and what resources they need to have an exciting experience or to perform their tasks adequately.

## 2.7 E-TOURISM

Lama, Pradhan, Shrestha and Beirman (2018:2) indicated that “travellers today have access to faster and cost-effective online platforms for planning, booking and paying for their future trips”. The latest development in technology have allowed travellers the flexibility to make informed decisions by planning, searching and comparing tour packages (Lama *et al.*, 2018:2). Before tourists and travellers make an informed decision, they can access online reviews left by previous customers explaining their experience and dissatisfactions experienced at the facilities. If tourists or travellers do not have time or are inexperienced how to use technology, they can get in touch with their local and more traditional travel agencies to gain more information before making final purchasing decisions at tourist destinations and accommodations or the travel agencies can make booking on your behalf to save you time (Lama *et al.*, 2018:2). E-tourism has been taken by storm to allow developing countries to advertise real time pricing and availability of space, to be more competitive with other businesses in the accommodation industry.

Lama *et al.* (2018:2) explains that the e-tourism is a competitive ecosystem as “developing countries are missing out to offer pre-purchase facilities to potential tourists even though these countries often have attractive destinations to offer in order to claim a greater market share”. The United Nations World Tourism Organisation (UNWTO) identified the that the ratio of foreign travellers who travel to developing countries are 40% and rising (Lama *et al.*, 2018:3). In the UNWTO report it revealed that an average of between 3 and 10% of the GDP in many developing countries are contributing to the tourism industry (lama *et al.*, 2018:3). E-tourism has offered travellers to compare real-time pricing with other companies, provide tourism service offerings and allowing transparent tourism related processes (Lama *et al.*, 2018:3). As the popular travel websites such as TripAdvisor is growing rapidly, travellers are interested in reading other people’s views, opinions and experiences. Lama *et al.* (2018:4) revealed that “TripAdvisor already has around 170 million reviews, with over 280 million unique visitors every month, which shows extensive utilization of e-tourism”.

The tourism industry is one of the largest industries and is growing rapidly (Sonwabile, 2018:4). Sonwabile (2018:4) identified that international tourists who visit South Africa

(SA) has grown significantly from 25 million visitors to 922 million visitors in 2008. Developing or developed countries need to entice foreign exchange in order to use the foreign currency as a means of honouring international financial commitments (Sonwabile, 2018:4). Sonwabile (2018:4) also indicates that the attraction of foreign exchange through the tourism industry can “diversify the export base of a country”. The tourism industry offers huge opportunities for countries to gain more revenue as there is an increasing number of foreign travellers that are arriving to the South African shores. With the result of the increasing number of international tourists coming to SA, which has allowed for the increasing need of supply driven of Airbnb establishments, which has allowed people to have online accommodation offerings on this platform, as it is the fastest growing accommodation in the hospitality industry. This has allowed foreign tourists to make use of Airbnb establishments to interact with the host to learn the various cultures SA has to offer. With the growth of the shared economy like Airbnb, there are very similar establishments from other companies that are being introduced in the market, like Agoda, Trivago, Bookings.com, HomeAway and so many more. The Airbnb platform should be aware of their competitors that enter the market and to provide other services or provide discounts to customers to be competitive and stand out from the rest of the accommodation facilities that exist.

### **2.7.1 Competitors that exist in the market**

A key aspect guests or travellers engage in before they plan a holiday is to do research online to find best accommodation that suits their required needs (Chaw & Tang, 2019:1). There are many competitors that are stealing Airbnb’s market share these are the main competitors that exist in South Africa such as Agoda, Trivago, Bookings.com, HomeAway and how they differ from each other.

#### **2.7.1.a *Airbnb***

Airbnb is seen as a peer-to-peer accommodation in the hospitality industry. As mentioned before Airbnb is becoming very popular, as it is the global market leader and has raised awareness among local and international guests by making reservation for short-term accommodation bookings (Dolnicar 2018:63). Dolnicar (2018:64) mentions that “growth and success have also created challenges for highly populated areas, where short-term rental returns have become more attractive to property

owners than long-term rentals, thus reducing the pool of available long-term accommodation for locals". Airbnb was a huge success that brought many challenges along with them, as they had many public scandals and faced allegations of wrongdoing at so many levels. Airbnb were avoiding regulations when renting space for short-term accommodation, which gave them an unfair competitive advantage (Dolnicar 2017:64). Gibbs, Guttentag, Gretzel, Yao and Morton (2018:2) reported that Airbnb has contributed an average of 5% of the tourism hospitality industry.

#### 2.7.1.b *Agoda*

Agoda provides a wide variety of accommodation options and important information to the customer like star ratings, costing, customer reviews, facilities and amenities that are available and policies on making a reservation (Chaw & Tang, 2019:1). Agoda is seen as "one of the world's fastest growing online travel booking platforms" (Agoda, 2018). Since its existence it has adopted its business as being part of e-commerce, which has allowed Agoda to grow and gain a global network of above 2 million properties in over 200 countries (Agoda, 2018). It offers travellers and tourists an easy access to a wide variety of luxury and budget friendly hotels, apartments, homes, and villas to suit any type of budget or travel opportunities (Agoda, 2018).

#### 2.7.1.c *TripAdvisor*

TripAdvisor is the most visited holiday and travel site in the world (Egger, Gula & Walcher, 2016:233). TripAdvisor has received more than 150 million reviews from customers (Egger *et al*, 2016:233). In 2013, TripAdvisor started the "Metasearch" as its primary business, where guests could compare fees of accommodation facilities, which is referred to the corresponding booking sites (Egger *et al*, 2016:233). Hotels can register for free on this site they are able to manage any entries received on TripAdvisor and provides responses to the reviews left by customers. By doing this it has allowed hotel accommodations to make use of free marketing via this platform (Egger *et al*, 2016:233).

#### 2.7.1.d *Trivago*

Trivago is the world's largest hotel accommodation and price comparison's website (Egger *et al*, 2016:233). Trivago is a worldwide platform, where reviews from other websites like HolidayCheck, Booking.com, Venere, Zoover, and others are combined into Trivago's website (Egger *et al*, 2016:233). Tripadvisor is used to generate reviews,

comments and give ratings by tourists or guests from the tourism industry (Miguens, Baggio & Costa, 2008:2). The system can indicate to tourists where potential “hots pots” (prime areas), attractions, restaurants and holiday facilities are (Yu, Li, & Jai, 2017:1341). Consumers are increasingly using social media to share their experiences (Yu, Li, & Jai, 2017:1341). TripAdvisor attracts more than 30 million monthly users, which is the most popular site to gain travel information (O’Connor, 2010:761). TripAdvisor provides guests and tourists with potential “hot spot” (the best areas in town that local or international guests can visit) areas that customers can make use of when visiting a holiday destination. It provides travellers with reviews left by customers explaining their thoughts and experiences offered by these businesses.

#### 2.7.1.e *Bookings.com*

Like most other online accommodation booking website, Booking.com integrates their own rating system on their websites (Egger *et al*, 2016:233). Bookings.com has more than 400 000 hotels, which are on offer to book through their site (Egger *et al*, 2016:233). Egger *et al*. (2016:233) identifies that Booking. com is the world’s market leader in online hotel booking and has collected in excess of 25 million reviews (Egger *et al*, 2016:233). Each day, over 600,000 room nights are reserved on Booking.com. Online bookers are automatically prompted by e-mail after their stay to leave a hotel review.

#### 2.7.1.f *Hotels.com*

Hotels.com is also known as Expedia.com, which was established in 1996 by Microsoft and in 1999. Expedia is an independent NASDAQ-listed company (Egger *et al*, 2016:233). Expedia has also purchased and owns other online accommodation bookings like Hotels.com, Venere.com and Egencia (Egger *et al*, 2016:233). Expedia.com has expanded its operations in becoming a tour operator as well as its primary goal in being an online hotel booking agency (Egger *et al*, 2016:233).

Biggest distinction is that AirBnb mainly driven by individuals who provide accommodation rather than hotels and hotel chain, as they cater for travellers who want to make use of a shared economy and it is relatively cheaper than booking accommodation at a hotel. There are two types of travellers that exist in the market namely business and leisure travellers and what facilities and amenities they would require while travelling.

## **2.8 BUSINESS AND LEISURE TRAVEL**

There are namely two different types of travellers that exist in the society, namely business travellers and leisure travellers, that are explained in more detail below.

### **2.8.1 Business travellers**

Business travellers spend majority of their time travelling to see potential new clients for jobs, meet suppliers, attending conferences, trade shows and attending meetings (Gustafson, 2012:204). Working on the road is easy to adapt to by making calls, responding to emails and making use of portable computers. There are specific properties that cater for on the go business travel individuals, such as a desk to work at and providing conference rooms to make Skype calls (Gustafson, 2012:205).

For business travellers who are mainly on the road 24.7 and do not have access to an office space while on the go, they require certain requirements to perform their tasks effectively while on the road or in accommodation facilities.

When business travellers spend majority of their time travelling on the road, they find productive ways to make the best use of their time. There was an increasing need for business travellers to have an on the go office space, when they were at airports, café's, hotels and any other destinations where travellers passed by (Gustafson, 2012:206). Certain accommodation facilities also cater for business travellers, which have designed an area inside their premises to cater for the. They have installed well designed and equipped tables that can be used as a workstation that has a power supply socket which is mainly used of laptops to do office admin (Gustafson, 2012:206).

Majority of today's travellers have smartphones to make work-related calls, answer emails and any other tasks that need to be done, while they are on their journey (Gustafson, 2012:206). When travellers are travelling via car, they are very limited to performing the daily activities or tasks e.g. making phone calls, unless your vehicle has Bluetooth (Gustafson, 2012:206). Business travellers turn their vehicles into

mobile offices as a vehicle allows the privacy of cell phone communication in a private space (Gustafson, 2016:206).

When business travellers have to sleep out in another city the company must book an accommodation reservation for the staff member and they can either make use of a traditional travel agency that makes all the bookings on their company's behalf, but must pay for their services depending on how big the organisation is and how much they can afford. They can also make use of an online travel agency, where the employee can make his reservation, this is a much cheaper option to save costs.

The second type of traveller that exist is leisure travel and how the accommodation facilities need to cater for them during their holiday.

### **2.8.2 Leisure travel**

Taking time out of one's busy work schedule to go on a holiday with family or friends to have a relaxing and an enjoying time. Individuals usually travel around local cities or go on an overseas trip. Individuals can explore wine farms, visit historic sites, visit amusement parks and spend time on a golf course (Miles Away, 2018). Family holidays provide the opportunities for building strong family bonds and creating memorable family experiences (Fountain, 2015:3). Parents take paid leave when going on holiday (Veal, 2015:8). Families can book with a traditional travel agency to make bookings on a family members behalf, in exchange for a small service fee or they can make bookings via online travel agency websites.

As identified above online travel agencies are becoming more popular for guests to use than traditional travel agencies. Uses and gratifications has allowed individuals to use media to gratify their specific wants and needs. It also provides the effects of how media plays an effect on people and how uses, and gratifications make customers satisfied when their needs are fulfilled.

## **2.9 USES AND GRATIFICATION THEORY**

McQuail (2001) explains that "uses and gratifications theory attempts to explain the uses and functions of various social media platforms for individuals, groups, and

society in general”. There are various ways in applying uses and gratifications theory, such as explain how individuals use the various communication platforms to gratify their needs; to discover underlying motives for individuals’ social media use and to identify the positive and the negative consequences of individuals.

Ifinedo (2015:192) expresses that “Social networking sites are web-based services that allow users to connect and interact with others, to form friendships online and to keep in contact with friends while offline”. Ifinedo (2015:192) reported that 97% of university scholars in United States of America spend more than three hours a day on social media. The most popular social networking sites include Twitter, Facebook, Instagram, Pinterest and Snapchat (Kuss & Griffiths, 2017:2). Social and individual needs differ from one individual to another when using social networking sites. To enhance personal creativity, friendships, relationships and expressing one’s self through opinions and thoughts (Ifinedo, 2015:193).

There are five main motives for having social interactions on the internet, namely “interpersonal utility, passing time, information seeking, convenience and entertainment” (Lev-On, 2015:164). From recent studies users and gratification theory focuses on social media networking sites such as Facebook and Myspace, that address the social users’ needs such as keeping in contact with friends and family and creating new friends from all over the world (Lev-On, 2015:164). Lev-On (2015:164) identified that there are four key gratifications generated from online content, such as cognitive needs, social needs, recognition needs and entertainment needs (Lev-On, 2015:164).

Social media content is characterized into three main components, namely information, entertainment and relational content (Dolan, 2015:30):

### **2.9.1 Information**

Dolan (2015:30) explains that the “information identified from uses and gratifications theory can be the extent to which internet provides users with practical and helpful information”. There has been increase in the importance of delivering accurate information through traditional social media platforms (Dolan, 2015:31). When customers search for information about a well-known brand, users and gratifications



theory gets used the most. This allows consumers to participate in online brand communities (Dolan, 2015:31).

### **2.9.2 Entertainment**

Entertainment refers to the degree of social media content that is entertaining and fun for social media operators (Dolan, 2015:31). Dolan (2015:31) identified that “users and gratifications theory is demonstrated by the value media provides. This is embedded in its ability to fulfil users’ needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release”. From previous research it was identified, when providing a higher entertainment value to the users, it gives an advantage towards social media users to use this media platform more frequently (Dolan, 2015:31).

### **2.9.3 Social interactions**

Dolan (2015:33) explains that “consumers’ needs including the need for integration, social interactions and the desire for social benefits have been defined as key motivations for users to access the internet”. Social media allows users to gain a sense of belonging, seeking emotional support from friends or partners and connecting with friends and family on an interactive basis (Dolan, 2015:33).

As the society is increasingly using social media platforms to interact with people anywhere in the world. In the section to follow it examine how uses and gratifications theory influences online bookings in the tourism industry.

## **2.10 USES AND GRATIFICATIONS THEORY APPLIED TO ONLINE BOOKINGS**

Amaro, Duarte & Henriques (2016:1) explains that “over the last 15 years , the internet has revolutionised the way travellers search for information, because the internet’s virtual capabilities can include many different physical sources of information such as word-of-mouth communication, mass media and expert reports and opinions that can provide timely and accurate information relevant to the travellers”. The internet provides customers with limitless amounts of information that requires minimal money or efforts (Amaro *et al.*, 2016:2). This allowed for social media to become the main destination for travel planning and decision making.

This plays an important role in providing an overall travel experience for the travellers (Amaro *et al.*, 2016:2). Travellers can share their experience online with others by leaving reviews and ratings on social media platforms (Amaro *et al.*, 2016:2). From previous research it was found that 44% of leisure travellers make use of social media to gain inspiration and advice regarding the travel destinations (Amaro *et al.*, 2016:2). According to TripAdvisor 89% of global travellers are inclined to use social media from online travel reviews when deciding which accommodation to book (Amaro *et al.*, 2016:2). With the result of online bookings, it has led to Airbnb becoming the most popular hospitality accommodation industry in the tourism sector.

With the internet becoming a vital source for travellers to access information, the user-Generated Content (UGC) provides travellers with vital information and help with decision making in today's competitive market (Mendes-Filho, Correa & Manguiera, 2018:1). The UGC has been considered essential for planning trips and online users provide comments in a variety of forms like photos, videos and blogs. Web 2.0 and UGC have changed the way how travellers search, gather, find and share information (Filho *et al.*, 2018:1). It is necessary to observe the dispersion of Apps among travellers to find and share UGC. With mobile devices becoming popular in our daily lives, it has shown that travel apps were the eight most popular app being downloaded in 2014 (Filho *et al.*, 2018:1). The UGT shows how travellers use online travel reviews via an app when making the necessary travel bookings. Online travel reviews relate to reviews being posted by individuals who have experienced travel destinations, services or products, which has allowed travellers to review these review comments before making an informed booking decision (Filho *et al.*, 2018:1). Mendes-Filho *et al.*, (2018:2) mentions that "Social psychological origins of needs, values, and beliefs give rise to motives for behaviour, which may be guided by social circumstances into seeking gratifications through the consumption of media".

## **2.11 AIRBNB GENERAL**

Airbnb (2018) identified that "Airbnb is a trusted community marketplace for people to list, discover and book unique locations around the world, via online or from a mobile phone". It provides accommodation facilities at a cheaper rate compared to the traditional hotel accommodations (Rockstar, 2016). Tourists choose to use Airbnb as

it provides an authentic feel to interact with the locals to learn their culture (Street, 2019:5). Airbnb connects people to places around the world (Airbnb, 2018). The hosts can offer their guests exceptional opportunities to travel like locals (Airbnb, 2018). In the section to follow it explains how easily a host can establish their own Airbnb and how to operate their own establishment.

### **2.11.1 How Airbnb was established**

Airbnb was established in 2007 by university scholars, who offered air mattresses for other students who were on a tight budget (Gurran & Phibbs, 2017:81). It was a slow growing concept at first, but increased rapidly reaching a million bookings in February 2011, mainly by firstly listing in San Francisco and New York, (Gurran & Phibbs, 2017:81). In early 2012 it expanded rapidly throughout USA and within 2016 it achieved an excess of 2 million listings located in 34 000 cities and in 191 countries around the world (Gurran & Phibbs, 2017:81). Through the expanding throughout America it allowed them to achieve their goal of reaching a million listings.

If you are a first-time user and have not yet experienced how Airbnb operates, the next section to follow will explain how Airbnb operates for both the host and the customer.

### **2.11.2 How Airbnb operates**

Property owners can rent out their entire property or a spare room, by using the platform. Airbnb is an online platform, which is an easy, simple and secure method to use to earn an extra income (Hogendoorn & Westerink, 2018:12). Airbnb is a well-known platform, which can be accessed by millions of travellers all around the globe.

Airbnb has a user-friendly website and a Mobile App which can be downloaded for free from Google Play Store or Apple Play Store, which is compatible with all mobile smartphones and tablets (Hogendoorn & Westerink, 2018:12). An individual must first register by signing up. After this, choose the property attributes that best suits your needs by checking to see what attractions are in the vicinity and add filters (such as price, number of rooms, amenities and facilities available) that you would like to have to make your holiday a pleasant experience. Guests can look at the ratings and

personal reviews left by guests to make an informed decision about the property they wish to book (Airbnb Safety, 2019).

Once an individual has chosen the property that suits their needs, they must pay a deposit to ensure that their accommodation is secure (Hogendoorn & Westerink, 2018:12). Guests can directly stay in contact with the host, which can be done via the Airbnb platform, without any intermediaries or agents (Hogendoorn & Westerink, 2018:12). Guest can confirm with the host that the property is available to rent or to make sure that their reservation has been booked (Airbnb, 2019a). Guests can make direct Electronic Funds Transfer (EFT) or online payments to secure your booking, to ensure that the host will get paid (Airbnb Financials, 2018).

The hosts are usually paid within 24 hours after the scheduled arrival date of the guest, to ensure that the check-in went smoothly or the guest asked for a cancellation (Airbnb Financials, 2018). The site offers 24/7 customer support services if they need any assistance (Airbnb, 2019a). There is no sign-up or membership fee when adding your premises on Airbnb (Airbnb Financials, 2018), However. there are various service fees that guests must take into consideration when making online reservations via Airbnb.

### **2.11.3 Airbnb service fees**

Airbnb charges the host a 3% service fee per reservation (Airbnb, 2019b; Hogendoorn & Westerink, 2018:12). Hogendoorn & Westerink (2018:12) explains that “the service fee is determined by the total booking costs before taxes and alternative fees”. The service fees can vary from country to country. Airbnb charges guests an additional service fee between 0% and 20% on the agreed rental fee from the host (Hogendoorn & Westerink, 2018:12). These service fee includes Value Added Taxes (Hogendoorn & Westerink, 2018:12).

There are various factors that guests must take into consideration regarding the service fees namely; the reservation subtotal (this refers mainly to the nightly rate plus cleaning fee or any extra fees the guest may want like room service) and the length of the visit (Hogendoorn & Westerink, 2018:13).

Airbnb recently made it possible in selected countries for the host to propose additional experiences by offering excursions, workshops and other activities, when guests make use of their property (Hogendoorn & Westerink, 2018:13).

A brief examination on how Airbnb's service fees compare to other similar formatted businesses similar to Airbnb, that are available in South Africa are observed below.

#### **2.11.4 Comparable fees with other similar businesses**

Airbnb.com, HomeAway and Booking.com must pay host fees, 3-5%, 5% and 15-20% respectively per booking made by guests (Airbnb Financials, 2018). These platforms allow hosts to upload their properties for guest to rent on the company's website at free of charge (Airbnb Financials, 2018). Airbnb.com and HomeAway do not charge guests fees when paying for reservations using your credit card and Booking.com makes customers pay for credit card payments when paying for reservations (Airbnb Financials, 2018). Airbnb.com provides coverage of \$1 million as protection in case for any property damage occurs. HomeAway and Booking.com do not provide hosts any compensation if the property is damaged (Airbnb Financials, 2018).

Property owners can become a host, which is a quick and easy method of gaining extra capital that can be put aside for retirement or to pay off any outstanding debt.

#### **2.11.5 What is hosting**

Hosts are the owners who decide to rent out their entire houses or a spare room to gain an extra income or to engage in social interactions with their visitors (Hogendoorn & Westerink, 2018:12). It is important for Airbnb to gain new clients who would like to rent out their property, as this allows for the Airbnb platform to grow which provides a wider variety for tourists to choose from (Hogendoorn & Westerink, 2018:12).

The host can decide when they would like to rent their property out to potential guests (Airbnb, 2019b). The host has the power in determining the prices they would like guests to pay for renting their property or spare room (Airbnb, 2019). Hosts can connect their calendars with Airbnb's, to avoid getting overbooked or being booked when the host isn't available (Airbnb, 2019b). Hosts can establish their own house

rules and guests must adhere to them. If a guest breaks any of the hosts personal belongings, during their stay they will be charged to replace the item or the host could cancel their reservation without a penalty (Airbnb, 2019b).

With Airbnb growing rapidly and has become a success they have established listings in the Eastern Cape namely in the Nelson Mandela Bay (NMB) region which is discussed below.

#### **2.11.6 Airbnb in Nelson Mandela Bay**

Capa (2019:1) explained that the “Nelson Mandela Bay municipality would like to regulate the lucrative informal accommodation industry, Airbnb, after it brought in more than R6 million over the December holiday period”. As a result, from the above-mentioned the amount of revenue gained, it resulted in a rise of 64.8% in the total number of holidaymakers booking via the Airbnb platform, while the traditional accommodation industry only increased by 0.08% during the December holiday period (Capa, 2019:1). There are currently 900 properties listed on the Airbnb platform and more than 150 registered bed-and-breakfasts in the Nelson Mandela Bay (B&B's). There are problems arising between the two types of accommodation industries, namely that Airbnb does not have to pay for any overheads compared to B&B's, which allows Airbnb to cheaper pricing than their competitors (Capa, 2019:1). The overheads can include but not limited to front of house; maintenance; kitchen staff and housekeeping. Capa (2019:1) explained that the occupancy levels in B&B's showed a decrease between 20% and 30% since 2016. This puts these businesses in huge debt problems as they must pay for rates and taxes, staff salaries and hospitality fees (Capa, 2019:1). As a result, B&B's will have to retrench staff members, which will increase the country's unemployment rate. As Airbnb has not have any of these costs currently so it will not indirectly affect them, as it is the owner's decision when they would like to make their house available to travellers. If they do not get any visitors, they could always rent to students who are looking for accommodation facilities for the long run, which is a potential direction of earning an income.

There is an uproar from B&B's, guesthouses and traditional accommodation owners, as they want Airbnb to be regulated in the Metro (Capa & Qaba, 2019:1). It was noted

that (Capa & Qaba, 2019:1). Airbnb owners does not pay for Airbnb does not contribute to the tourism industry, but has brought travellers to the Eastern Cape as it contributed R24 million in revenue for Nelson Mandela Bay (NMB) hospitality fees or provide revenue towards the tourism industry for marketing the Bay's unique features (Capa & Qaba, 2019:1), whereas B&B, guest houses and hotels are required by law to pay for tourism fees when guests make use of their accommodations. The stakeholders are discussing a plan forward to regulate the Airbnb industry in South Africa (SA), without disturbing the Airbnb industry in each city as well as NMB as it made a fortune during the festive season (Capa & Qaba, 2019:1). The Democratic Alliance (DA) councillor, Renaldo Gouws investigated the above-mentioned issue, to find a grounding rule for both parties namely for the hotels, B&B, Guest Houses and Airbnb, to identify how the Airbnb industry can contribute to the tourism fees to make the playing ground more even (Capa & Qaba, 2019:2). Many of the tourists that make use of Airbnb in the NMB are mainly local tourists (Capa & Qaba, 2019:2). The African National Congress (ANC) councillor, Mazangwa Dano supported the fact that Airbnb needs to be regulated, as all businesses in SA need to be regulated for the purpose of accountability with the South African Revenue Service (SARS) to avoid fines or penalties (Capa & Qaba, 2019:2).

From a tourism record it was identified that more than 270 000 overnight tourist visitors to NMB in December, showed an increase of 27.9% compared to the previous year (Capa & Qaba, 2019:2). During this period tourists spent an average of R367 million NMB and the total gross domestic product which contributed an average of R679.5 million during the December holiday (Capa & Qaba, 2019:2).

The article published on 13 March 2019; A follow up feedback report received from the previous article is summarised below.

Street (2019:5) elaborated from the above-mentioned article, "this issue can be distilled into two concerns, firstly the authorities' desire is to regulate the operation of a free market and secondly to regulate B&B's and guest houses accommodation facilities to the outcry of unfair playing field". Airbnb host's in South Africa are not declaring their extra income gained from renting out their property to potential tourists to SARS (Street, 2019:5). The funds that are acquired from overseas tourists will not

be paid out to the hosts without proper approvals from the South African Reserve Bank (Street, 2019:5).

Recently implemented by the Reserve Bank all local Airbnb hosts must submit a "Reserve Bank reporting mandate, which is issued by an authorised financial service provider" (Street, 2019:5). The local hosts will not get paid if this report is not submitted. The Reserve Bank can provide SARS with the essential information such as the hosts personal information, ID numbers, their property address and to make sure that the hosts has declare their earnings for tax (Street, 2019:5). Airbnb provides hosts with insurance, to cover them against any unforeseen injuries caused by guests (Street, 2019:5).

The argument is that the Airbnb industry in the Eastern Cape are not paying any fees towards the city, as Airbnb guests are attracted by Nelson Mandela Bay's Tourism and therefore needs to pay for tourism fees (Street, 2019:5). Most of the guests that make use of Airbnb are business travellers that only stay for one night, guests attending a wedding ceremony, patients who are from out-of-town that are undergoing medical operations or check-ups, people attending special events or people visiting friends or family during the weekend (Street, 2019:5). The responses from hosts were that from the above-mentioned guests were not lured by the Nelson Mandela Bay Tourism, as there were no expenses incurred in getting these guests to the city (Street, 2019:5). When the city hosted the Standard Bank Ironman and other major events, these events created expenses for the Nelson Mandela Bay Tourism. These expenses include; advertising and bringing guests and tourists to the city (Street, 2019:5). Airbnb offers a wider variety of accommodation types compared to B&B's and traditional accommodation hotels, such as couch surfing, a spare room or an individual's entire house (Street, 2019:5).

The accommodation industry in the Eastern Cape are wanting surety on how Airbnb will be regulated in future. When guests make use of well-known hotels, such as Radisson Blue or the City Lodge group, they are willing to pay a premium price for these services (Street, 2019:5). Airbnb offers a review system that gives assurance to guests about the property. In the 21st century the tourism industry is changing, as there is a wider variety of types of accommodation to choose from at competitive prices (Street, 2019:5).



Street's (2019:5) mentions that, if B&B's and guesthouses are not happy with competition in the industry, then they should rather re-register themselves as an Airbnb, however they must realise when using Airbnb their transactions are cashless and accountable. Walk-in guests are not acceptable as it's an online booking system only. Airbnb's prices are competitive when operating in a free market. This will bring more tourists into the city (Street, 2019:5). This has resulted in more tourists visiting the city of Port Elizabeth, as they have more funds to spend on other tourist attractions (Street, 2019:5). Furthermore, government has been forced to step in to rectify the problem.

The government has decided to step in to assist with keeping the peace between all the parties involved in the hospitality industry to regulate Airbnb in South Africa.

## **2.12 CHAPTER SUMMARY AND CONCLUSION**

The main objective of this study was to provide a comprehensive literature overview on how Airbnb.com fits, in the economy, the tourism industry and what potential competition it has within the hospitality industry; and how uses and gratifications theory influence online booking in the tourism industry.

The South Africa's economy is currently very weak with regards to the high unemployment rate and the high oil prices currently experiencing in the country. South Africa's Rand is very weak due to various political issues that can make investors very sceptical to invest in a country. With no funding being poured into the country from investors or no new establishments of business ventures, this can cause the inflation rate to increase. The country needs new business venture establishments, that reduces the unemployment rate for the country. The fastest growing industry in South Africa is the tourism industry.

The South African Tourism industry is one of the main industry's that is growing rapidly. In 2015 the tourism's GDP was R103,6 billion, showed a growth from the previous year and the GDP of the industry's contribution remained stable for the past two consecutive years. The domestic visitors in 2015 contributed an average of (R124,7 billion), while international travellers contributed an average of (R94,2 billion). In 2013

the spending of total tourism was R199,4 billion which had an increase from the previous year.

With the increasing number of international travellers arriving to South Africa (SA) and the rise of travellers spending patterns, it can create employment opportunities for the country as it can reduce the high unemployment levels in SA. The employed staff members in the tourism industry increased to 655 609 persons in 2013. E-business and e-commerce has changed the way how the tourism industry operates in the 21<sup>st</sup> century, by allowing customers to search properties, view pictures of the destination, to check availability of the required accommodation, to place a booking and to make payments immediately to secure your booking.

E-business and e-commerce is growing rapidly, as the world has reached the fourth industrial revolution. As a result, it has made citizens lives much easier as anyone can access anything at their fingertips by using a smartphone, laptop or a tablet. This has allowed individuals to perform activities such as buying and selling online via the internet and it has changed the way how business operations are made in their industry. The internet has become the most important part of society's life to access any information at any time and at any place.

By making online bookings via the internet has become the most efficient way to make accommodation bookings as the traditional travel agencies are becoming redundant as a result of online bookings. When making bookings online an individual can make multiple different bookings from one site such as renting a car, make accommodation reservations, make tourist attraction bookings.

There are many competitors that exist in the market that are a huge threat to Airbnb, namely Agoda, TripAdvisor, Trivago, Bookings.com, Hotels.com and many more. Airbnb is still one of the fastest growing and popular accommodation online booking platform as guests like to stay in a more homely environment and make use of the "shared economy" option, which has taken the world by storm (becoming popular).

Airbnb has become a very popular accommodation industry across the globe. Airbnb is an easy and simple business to start as one does not need much cash flow to start this business venture. When belonging to the Airbnb platform the host does not have to pay any sign-up fees. The host is the owner of the property and they can decide to

rent out their spare room or their entire holiday house at a fee, that is decided by the host. Recently Airbnb has been in the headlines as B&B, guesthouses and well know holiday accommodation facilities are wanting government to regulate the Airbnb accommodation facilities in South Africa (SA). This can make people hesitant to start up an Airbnb facility in SA, as this can be a lengthy process for government to find a way to regulate Airbnb. During the holiday period, in the Nelson Mandela Bay region, Airbnb facilities made an average total of R6 million, which has brought local and internal tourist to the city. There are various types of travellers and accommodation facilities needs to cater for each traveller.

There are different types of travellers namely business and leisure travellers, tourism accommodation facilities cater for both travellers, because business travellers could require boardroom facilities for meetings and workspace to do office work while out of the office; and leisure travellers are people who go on holiday with their family and friends to spend quality time by catching up on things that happened in their lives. Leisure travellers make use of apartments or communes to cater for a large group of people. Uses and gratifications theory have changed how individuals communicate and make bookings.

Uses and gratifications has changed the way how individuals' function on the internet, as it has allowed individuals to make bookings on a web site, that gives customers clarity that their accommodation bookings are secured.

The following Chapter Three will discuss an overview of the study's research design and methodology with its subcategories including data collection, research approaches, research paradigms and data analysis. This will include the secondary data collection and primary data collection, in terms of the population size, sample frame, sampling techniques and research instruments, in order to analyse and obtain information required to perform this study.

## **CHAPTER 3 – RESEARCH DESIGN AND METHODOLOGY**

### **3.1 INTRODUCTION**

In Chapter Two a brief summary of how the South African economy currently functions in the country is presented. A summary identifying how the South African Tourism industry has become one of the fastest growing industry in South Africa and how it has contributed to the GDP. A brief overview of e-business and e-commerce and how it influences the way businesses in the fourth industrial revolution operate. A detailed explanation of how Airbnb was established, how it operates and what impact Airbnb has on the South African Tourism industry mainly in the Eastern Cape. An overview of how online travel operates, how it influences customers to use online travel agencies and how TripAdvisor helps travellers to identify hot spot areas or accommodation premises as they provide reviews that guests will read before making informed decisions. An explanation of how travel agencies assist travellers with making reservations and how they must be competitive in the industry. An overview of the various travellers that exist in society and how they operate and what they require while traveling. Furthermore, an overview on the uses and gratifications theory and how it influences online bookings for accommodation in the hospitality industry.

Chapter Three will provide a detailed overview regarding the research design and methodology of the study. The research design is further broken down into two sections namely the data collection and data analysis. The data collection consists of various subsections namely; secondary and primary data collections; the population and sample frame of the study; sampling techniques and research instrument's that will be used in the study and finally, a model development was constructed and elaborated on. Furthermore, the data analysis consists of sampling procedures and descriptive statistics. Lastly the research methodology of the study will be examined including an overview of the research designs, research approaches and research methods.

## 3.2 RESEARCH METHODOLOGY

In the section to follow the research paradigms, research approaches and research methods are discussed and elaborated in more detail.

### 3.2.1 Research paradigms

Kivunja (2017:26) explains that from previous research, an American philosopher, named Thomas Kuhn, came up with the word paradigm, which implies a way of thinking. In Greek aetiology, paradigm denotes a pattern (Kivunja, 2017:26). In thesis research proposals, the word paradigm describes a researcher's worldview (Kivunja, 2017:26). The word worldview portrays perspectives, shared beliefs, thinking or school of thought which implies a meaning or an interpretation of research data (Kivunja, 2017:26). A research paradigm reflects the principles and beliefs are shaped and how the researcher's view the world and how the researcher's act and interpret within the world (Kivunja, 2017:26). Kivunja (2017:26) explains that the above-mentioned research paradigm, the researchers examine the methodological aspects and based on the results, they can determine the research model required.

There are mainly four different types of paradigms that exist, namely positivism; constructivism/interpretivism; pragmatism and transformative. Only Positivism and constructivism/interpretivism will be discussed in more detail as these two paradigms will be used for this study Table 3.1 provides a summary of all the different types of paradigms that exist.

#### 3.2.1.a *Positivist paradigm*

Positivism is a paradigm that makes use of observations and experiments that are obtained through knowledge (Rahi, 2017:1). Positivists are referred to as a scientific method or scientific research, which reflects a philosophy that determines outcomes or effects (Mackenzie & Knipe, 2006:2). Positivists purpose is to assess a theory and to describe an experience by measurements and observations to predict and control forces that surround individuals (Mackenzie & Knipe, 2006:2). Mackenzie and Knipe (2006:2) suggest that post-positivism is holistic and intuitive, exploratory and inductive with findings that are qualitative in nature. Positivists and postpositivist research are

regularly aligned with quantitative methods of data collection and analysis (Mackenzie & Knipe, 2006:2).

Research methods and scientific investigations provide the basis of knowledge for a positivistic paradigm (Kivunja, 2017:30). It is assumed that the only way to gain knowledge and understanding of human behaviour is through observation and experiences (Kivunja, 2017:30). “A scientific method involves a process of experimentation that is used to explore observations and answer questions” (Kivunja, 2017:30).

This paradigm is used to interpret observations carried out by facts or measurable entities (Kivunja, 2017:30). This paradigm also relies on “deductive logical, formulation of hypotheses, testing those hypotheses, offering operational definitions and mathematical equations, calculations, extrapolations and expressions to derive conclusions” (Kivunja, 2017:30). Its main purpose is making predictions and provide explanations, that are based on measurable outcomes, within this paradigm (Kivunja, 2017:30).

Kelly, Dowling and Miller (2017:6) explains that positivist theory “reflects the assumptions that logic, measurement and the utilization of deductive reasoning to prove absolute truths which can be applied to the study”. Positivism’s main purpose is gain quantifiable measurements which reflect quantitative approaches, that includes statistical analytical and mathematical procedures (Kelly *et al.*, 2017:7). These procedures are aimed at determining the probability or general laws related to the experiences of the study (Kelly *et al.*, 2017:7). This paradigm focuses on human behaviour research. Kivunja (2017:31) explains that a positivist paradigm is associated with quantitative research approaches as it is the researcher’s ability “to be precise in the description of the parameters and coefficients in the data that are gathered, analysed and interpreted to understand relationships embedded in the data analysed”.

Positivistic paradigms are associated with quantitative research. This paradigm involves hypothesis testing to obtain the truth and to predict what can happen in the future. Researchers mainly rely on quantitative statistics for this type of paradigm (Research Paradigms, 2018:14).

Advantages of this paradigm includes “its ability to generate what are deemed to be generalisable replicable findings” (Kelly *et al.*, 2017:7). The criticisms that have been raised are the focus on observable measurements experiences that are unobservable (Kelly *et al.*, 2017:7).

### 3.2.1.b *Constructivism paradigm*

A constructivist paradigm is also referred to as interpretivists. Rahi (2017:1) believes that an interpretivism paradigm is “a deep understanding of a concept and explores the understanding of the world in which they live”. This paradigm develops a subject understanding of experiences towards certain things or objectives (Rahi, 2017:1). To gain true knowledge about a study a person needs to do deep interpretations of the topic at hand.

Constructivism adds to the Positivist as posited by Olusegun (2015:67) who identifies constructivism as a “theory which is based on observations and a scientific study, about how people learn and also indicates how people construct their own understanding and knowledge of the world, through experiencing things and reflecting on those experiences”. When using this type of paradigm, researchers mainly rely upon guests’ views points based on the situation at hand (Mackenzie & Knipe, 2006:3). Constructivists do not make use of theory-based information as opposed to post-positivists, but somewhat developing a pattern or theory of meanings throughout a research process (Mackenzie & Knipe, 2006:3). Mackenzie and Knipe (2006:3) explains that a constructivist researcher mainly relies on qualitative data collection methods and analysis or a combination of the two known as a hybrid or mixed method. Mackenzie and Knipe (2006:3) explains that “quantitative data may be utilised in a way, which supports or expands upon qualitative data and effectively deepens the description”.

Interpretivism is also known as Phenomenological paradigms, which are associated with qualitative research. Human behaviours are affected by several factors and are mostly subjective in nature. These paradigms are used to study human behaviour daily rather than in a controlled environment (Stephan, 2015:2).

Kivunja (2017:33) explains that an interpretivism paradigm tries to “get into the head of the subjects being studied and to understand and interpret what the subject is the researcher is making in the study. It is to try and understand the viewpoint of the study being observed, rather than the viewpoint from the reader (Kivunja, 2017:33). Kivunja (2017:33) explains that “the emphasis is placed on the understanding of the individual and their understanding of the world around them”.

Alase (2017:12) explains that it is “the role and responsibility of the researcher to investigate and interpret the impact of the research subject-matter on the lived experiences of the research guests”. Additionally, it argues that “the purpose of a proposal is to help an investigator to think through all the aspects of the study and anticipate problems” (Alase, 2017:12).

Guests can share their experience stories without fear of misrepresentations or prosecutions (Alase, 2017:12). It also states that it is important to understand the underlying dynamics experienced by the participant (Alase, 2017:12). Alase (2017:13) advised that “in order to capture the essence of a true research investigation, researchers must endeavour to bracket themselves away from the issue that they are investigating”. Alase (2017:13) stated that the readers must “set aside their prejudgments, biases, and preconceived ideas about things”. Nevertheless, it may be difficult to achieve in a qualitative study, but the bottom line is to allow the research approach to express the true experience stories of the guests (Alase, 2017:13).

**Table 3.1: Summary of paradigms, methods and tools**

Paradigm	Methods (primarily)	Data collection tools (examples)
Positivist	Quantitative. "Although qualitative methods can be used within this paradigm, quantitative methods tend to be predominant"	Experiments Quasi-experiments Tests Scales



Interpretivist/ Constructivist	Qualitative methods predominate although quantitative methods may also be utilised.	Interviews Observations Document reviews Visual data analysis
Transformative	Qualitative methods with quantitative and mixed methods. Contextual and historical factors described, especially as they relate to oppression	Diverse range of tools - need to avoid discrimination. E.g.: sexism, racism, and homophobia.
Pragmatic	Qualitative and/or quantitative methods may be employed. Methods are matched to the specific questions and purpose of the research.	methods may be employed. Methods are matched to the specific questions and purpose of the research.  May include tools from both positivist and interpretivist paradigms. E.g. Interviews, observations and testing and experiments.

Source: Adapted from Mackenzie and Knipe (2006:5).

### 3.2.1.c *Chosen paradigm for this study*

In this study both a positivistic and an interpretivist paradigm will be used to test and observe human behaviour, based on the online reviews left by the guests. They will be able to analyse how they feel once the hosts and property owners implement the most important categories in their establishments.

### 3.2.2 **Research approaches**

This study will focus on two main types of research approaches, namely a quantitative and qualitative research approaches, that will be elaborated in more detail below.

### 3.2.2.1 Qualitative research approach

Rahman (2017:103) identifies the term qualitative research as any type of investigation which is not based on numerical or statistical data. This research is based on individuals' lives, their behaviours, their experiences, their emotions and their feelings (Rahman, 2017:103). Rahman (2017:103) explains that qualitative research is interested in gaining an understanding of the underlying topic by analysing people's thoughts, expressions and personal opinions rather than using statistics to gain an overview of the research.

According to DeFranzo (2011) qualitative research is mainly used to gain an understanding of the underlying opinions, motivations and reasons that provides an insight to the problem at hand. Qualitative research involves conducting individual interviews and observations by using open-ended questions to gain an in-depth understanding of the respondent's responses and feelings (Bhat, 2018:1). Table 3.1 examines the differences between advantages and disadvantages of a qualitative research approach.

**Table 3.2: The comparisons of advantages and disadvantages of qualitative research**

Advantages	Disadvantages
Firstly, the qualitative research approach produces a comprehensive description of the guests' experience, opinions and feelings (Rahman, 2017:105).	Firstly, it is argued that the qualitative research approach occasionally it leaves out contextual sensitivities and has a focus on meanings and experiences. Interpretivism approach tries to interpret, uncover and recognize the guests' experience (Rahman, 2017:105).
Secondly, Rahman (2017:102) identified that some argue that qualitative research understands the human experience in specific settings.	Secondly, Rahman (2017:102) identified that the policymakers may give low credibility to results from qualitative approach.

Thirdly, Rahman (2017:102) identified that “interpretivism research approach is regarded as an ideographic research, the study of individual cases or events and it has abilities to understand different people’s voices, meanings and events”.	Thirdly, Rahman (2017:102) identified that in terms of a smaller sample size the issue of generalizability of the whole population of the research rises.
Fourthly, Rahman (2017:102) explains that “the qualitative research admits the researchers to discover the guests’ inner experience, and to figure out how meanings are shaped through and in culture”.	Rahman (2017:102) also commented that, “Qualitative research is a long hard road, with elusive data on one side and stringent requirements for analysis on the other”.
Fifthly, Rahman (2017:102) explains that “qualitative research methods such as participant-observation, unstructured interviews, direct observation, describing records are most commonly used for collecting data”.	Finally, Rahman (2017:102) explains that “the analyses of the cases take a considerable amount of time and one can generalise the results to the larger population in only a very limited way”.
Lastly, Rahman (2017:102) explains that “qualitative research designs an interactive approach has a flexible structure as the design can be constructed and reconstructed to a greater extent”.	

Source: Adapted from Rahman (2017:102).

### 3.2.2.2 *Quantitative research approach*

According to DeFranzo (2011) quantitative research is generating numerical data that can be transformed into usable statistics. These statistics can be used to construct graphs and tables (McLeod, 2017:1). Quantitative data collection methods include telephonic interviews, questionnaires and online surveys (DeFranzo, 2011). There are various research methods to acquire quantitative data, such as experimental, exploratory and descriptive research (Struwig & Stead, 2016:6).

Rahman (2017:102) defines quantitative research as “A research strategy that emphasises quantification in the collection and analysis of data, which means that quantitative research denotes amounting to something”. The quantitative research focuses on aspects of social behaviour that can be quantified and patterned and interpreting the people’s own actions into meaningful information (Rahman, 2017:102). Table 3.3 examines the differences between advantages and disadvantages of the quantitative research approach.

**Table 3.3: Comparison between the advantages and disadvantages of quantitative research approach**

Advantages	Disadvantages
Rahman (2017:107) identified that “the quantitative findings are likely to be generalised to a whole population or a sub-population because it involves the larger sample which is randomly selected”. Quantitative research makes use of a positivist paradigm, which is used to measure variables (Rahman, 2017:107).	Firstly, Rahman (2017:108) explains that “the positivism research paradigm leaves out the common meanings of social phenomenon and fails to ascertain deeper underlying meanings and explanations”.
	Secondly, Rahman (2017:108) explains that “quantitative research is that the positivism cannot account for how the social reality is shaped or maintained and how people interpret their actions”.
	Lastly, Rahman (2017:108) explains that “the quantitative research paradigm overlooks the respondents’ experiences and perspectives in highly controlled settings, because there lacks a direct connection between researchers and the guests when collecting data”.

Source: Adapted from Rahman (2017:105-106).

### 3.2.2.3 *Chosen research approach for this study*

This study will make use of a hybrid/mixed research approach, which is a combination of a quantitative and qualitative research approaches. The main reason for using this type of method is that the researcher's will first be identifying the key factors from Airbnb users' comments on their reviews using textual analysis. Thereafter an analysis of statistical data and online reviews from the guests will be conducted. Furthermore, the researchers will construct a table diagram based on all the 10 categories and its corresponding factors, to identify keywords and synonym's. Finally, a Word Cruncher acquired from the textual analysis will produce a list of all the words that appeared from the reviews gathered, that will be used to gain statistical information.

## 3.2.3 **Research methods**

There are two types of sampling methods that exists, namely probability and non-probability sampling methods, which are further examined below.

### 3.2.3.1 **Probability**

Struwig and Stead (2016:118) explains that "probability sampling is every element in the population has a known non-zero probability of being included in the sample". This sampling approach allows each person an equal chance of being selected or being part of a study (Rahi, 2017:2). Probability sampling is further divided into different probability sampling techniques that are available such as simple random, systematic, stratified, cluster and multi-stage sampling, which are each briefly discussed below:

#### 3.2.3.1.a *Simple random sampling*

This sampling technique allows each person in the population an equal chance of being included in a sample (Rahi, 2017:2).

#### 3.2.3.1.b *Systematic random sampling*

This sampling technique is when the sample frame is chosen at random and Rahi (2017:2) explains that "the cases are selected at regular intervals".

#### 3.2.3.1.c *Stratified random sampling*

This sampling method allows each subgroup to be given an equal chance of being chosen randomly (Rahi, 2017:2).

#### 3.2.3.1.d *Cluster sampling*

Rahi (2017:2) examines this sampling technique as “where the researcher derives a sample out of aggregations of population that are geographically dispersed and possibly unable to access at the same time”.

#### 3.2.3.1.e *Multi-stage sampling*

This technique involves a sequence of stages, firstly it selects a random sample of an entire cluster region. Secondly, it selects a specific region and lastly it selects relevant objects to be included in the sample size (Rahi, 2017:2).

### 3.2.3.2 Non-probability sampling

Struwig and Stead (2016:116) explains that “non-probability sampling is the probability of any particular population being chosen is unknown and the selection of sampling units is random as researchers rely heavily on personal judgement”. There are many different non-probability techniques available such as convenience, judgement, quota and snowballing sampling (Rahi, 2017:3), which are briefly examined below:

#### 3.2.3.2.a *Convenience sampling*

Convenience sampling is a process of data collection from a population that can be easily accessible to the researchers, as this sampling method allows the researchers to complete interviews and get responses in a most cost-effective manner. However, the researchers may criticise a specific target population from the selection process (Rahi, 2017:3). Etikan, Musa and Alkassim, (2016:2) explains that convenience sampling is a non-probability sampling method, where the guests of a specific targeted population which meets a certain measure that will be used to conduct this study.

#### 3.2.3.2.b *Snowball sampling*

This sampling technique allows the researcher to make an initial contact with a focus group who are applicable to the research study (Rahi, 2017:3).

#### 3.2.3.2.c *Quota sampling*

Rahi (2017:3) explains that this sampling method “defines the strata of the population and to set a quota for sample element from each stratum, also the findings cannot be generalized because the element is not selected by using a probability sampling method”.

#### 3.2.3.2.d *Judgment sampling*

Is a process where the researcher makes use of their own judgment in order to select a specific sample size from the population who is aware of the problem and Rahi explains that this sampling techniques is also known as purposive sampling, as it involves a particular purpose (Rahi, 2017:3).

### 3.2.3.3 Chosen research method

This study will make use of a probability sampling technique. Falk and Guenther (2006:2) explains that it involves the usefulness of one set of findings in explaining other similar situations”. Namely the simple random probability sampling as it allowed any individuals who have left a review comment on Airbnb to have an equal chance of being selected.

## 3.3 RESEARCH DESIGN

This section is broken down into two main parts namely data collection and data analysis, which is elaborated on below.

### 3.3.1 Data collection

This section will focus on the various parts of the data collection, namely secondary and primary data collections; population size; sample frame; sampling techniques and research instruments, that will be discussed in more detail below.

#### 3.3.1.1 Secondary data collection

Struwig and Stead (2016:82) explains that secondary data can be “classified into three broad categories namely raw data that is already collected, summaries of numbers

and written treaties". Secondary data collections are much cheaper to acquire than primary data collections (Struwig & Stead, 2016:82). A secondary data collection is data that a person can describe and obtain in the method section of your study (Struwig & Stead, 2016:82).

Secondary data collection for this study were obtained from various research articles. An amount of 65 articles from different researchers are used to gain insight into the study's topic, including the factors affecting uses and gratifications generally and the uses and gratifications sought by Airbnb users. From the articles mentioned above a total of 164 different factors were identified that affect the uses and gratifications sought by Airbnb users.

### 3.3.1.2 Primary data collection

The primary data of this study consisted of collecting 10 000 reviews from the Airbnb website by using properties in cities or towns along the Eastern Cape Coastline, as local guests or international travellers like to stay at accommodation properties which is situated along the coastline. The reason for choosing this region is because the Eastern Cape region obtained huge sales during 2018 which in return increased the tourism in the Eastern Cape. The properties used for this research were Port Alfred; East London; Jeffreys Bay; Port Elizabeth; Storms River; Cape St Francis; Oyster Bay; Kenton on Sea; Blue Horizon Bay; Port St Johns and Bluewater Bay.

The reviews obtained from the properties were categorised into three different price categories, namely R0-R500; R501-R1000; and; R1001 and higher. The R0-500 price range obtained 68 properties; R501-R1000 price range obtained 63 properties and the R1001 and higher obtained 73 properties. While obtaining the different price categories for each property, it was noted that a few issues were raised. These issues referred to that not all the properties had reviews to use in this study and in the more popular areas have a larger number of properties, than in areas that are not so popular. To over the above-mentioned issues the researchers had to exclude those properties that had no review comments and had to expand our horizon by adding another town to our list, in order to reach the 10 000-review goal. While obtaining the results it was also found that in popular destination areas, the hosts usually charge a higher per night fee than the less popular destinations, as this can depend on a number of special



features such as the quality of the home and furniture, surrounding attractions, popularity of the destination and the security of the area or home. With the above-mentioned is affected by the availability of the different price range categories which had review comments, as there were more properties in the premium price range of R1001 and higher, than the properties that had a price range of R0-R500.

#### 3.3.1.3 Population

For the purpose of this study, the target population chosen for this sample will consist of any users that have made use of Airbnb facilities along the Eastern Cape Coastline and whom left an online review comment on the Airbnb.com platform. The reason for choosing this location area is because there is a high demand from tourists and locals to stay at accommodation facilities along the coastline than in land accommodation facilities in order to have a breath-taking scenic view (Perez-Sanchez, Serrano-Estrada, Marti & Mora-Garcia, 2018:20). The purpose of simple random election is to allow the researchers to use the responses gathered from the guests and the responses gathered from the guests will explain the guest's satisfactions experienced from the use of the facility.

#### 3.3.1.4 Sample frame

There is no sample frame available to use for this study as the information will be provided by Airbnb users, which is confidential and will not be provided to the researchers by Airbnb.com.

#### 3.3.1.5 Sampling techniques

This study will make use of a probability sampling technique, that allows the total population to be included in the study. A simple random probability sampling technique will be used in the study, to ensure that the various properties in the cities or towns had an equal, non-zero chance of being selected. Three price categories were identified in ranges between R0-R500; R501-R1000; and; R1001 and above. Every 5<sup>th</sup> property from each price category has been chosen in each city or town to

randomise the selection. The reviews gathered from the guests will be pasted into a Microsoft Office Word Document.

#### 3.3.1.6 Research instruments

For this study Atlas.ti is the chosen research instrument that will be used to interpret the results gathered from the reviews. Furthermore, in the section below it briefly describes how Atlas.ti operates.

##### 3.3.1.6.a *What is Atlas.ti*

Atlas.ti is a powerful tool or program which is used to analyze large amounts of text, audio and visual data (Atlas.ti, 2019). The program assists in arranging work in a systematic way. Its predominantly used for qualitative research and has become a basic tool for researchers in the field. The program assists them in processing their data for analysis.

##### 3.3.1.6.b *Media Types*

Atlas.ti covers a large variety of media types in all formats (Atlas.ti, 2019). For text documents it includes .txt, .doc, .docx, .odt, pdf and .rtf files. The program allows the users to perform searches across all documents simultaneously. For audio and graphic formats all major formats are covered such as; wav, mp3, wma, avi, mp4 and wmv.

##### 3.3.1.6.c *Unique features*

The interactive margin area allows individuals using the program to interact with the data in a unique way. The quotation level offers an analytical level which supports research better than any other software on the market. The visualization function in the program offers an integrated and unique way of working and analysing your data (Atlas.ti, 2019). What makes the program extraordinary is its capability to handle large amounts of work.

#### 3.3.1.6.d *How will Atlas.ti be used?*

A Microsoft Office Excel spreadsheet will be created using all the categories and their correlating factors as identified in Figure 1.1. The researchers will extensively identify various synonyms and keywords which are related to these factors. Once all the factors together with their synonyms have been identified, they will be imported to the Atlas.ti program. The program can identify the frequency of the keywords among the reviewer's comments on the Airbnb platform (Atlas.ti, 2019). The program will use the keywords and synonyms to identify the frequency of these specific words, the researchers can then identify what factors are most sought after by users.

The reviews were copied into a Microsoft Office Word Document to display all the reviews and saved as a .docx file. While copying the reviews from the guests, their personal identity was removed from the document to remain anonymous for the duration of the study. The reviews were imported into a textual analysis program, called Atlas.ti, which utilised its Word Cruncher procedure to produce a Microsoft Office Excel Spreadsheet. The spreadsheet displays all the words used from the reviews document in order of number of times the words were used in the reviews. The words obtained from the Word Cruncher will first be grouped with similar words together before excluding any words. With the above mentioned in mind the researchers will exclude words that appeared less than five times which did not appear in Annexure C (model Development) or in Annexure G (additional keywords), as important information will not be lost in this study. Lastly key words that appeared five times or more will be used in the study as vulnerable information cannot be excluded from this study and this information will be used to conduct meaningful statistics. The words created from the Word Cruncher (Annexure E) will be used to compared it with the key words to each factor relating under each category, that were presented in the table in Annexure C. There are certain words that will be excluded from the Word Cruncher as identified in Annexure F (Stop list).

#### 3.3.1.7 Model development

The researchers first tried to gather a minimum of 100 research articles from previous research from authors, to find information based on the topic of uses and gratifications and Airbnb factors, that were previously identified. Thence, the researchers could only

gather 63 articles as we exhausted all the articles that were available at present. In addition, a Microsoft Office Excel Spreadsheet (Annexure A) was used to display all the information, that was easily accessible and viewable for the researchers. The spreadsheet was divided up into different columns specifically, Article number; Author; The title of the study; which theory was tested; and; all 164 various factors. With the vast number of factors that were available, it was impossible to gain research on all 164 factors for future information research that was going to take place later in the study. The researchers decided to reduce the vast number of factors by placing it under various categories to minimise the large number of factors. While identifying the different factors it was noted that there were several overlapping of the same factors and some factors were obsolete to use in this study. Annexure B provides a summary of what each author identified during their study, which will be used in our study.

It was decided to group the factors under various categories to reduce the large number of factors, as this has not been done before in previous research. The different categories that were implemented were Amenities and Facilities, Communication, Environmentally Conscious, Travel Leisure, Location, House Rules, Use of Technology, Quality of Service Offered, Rental Costs, and Potential Influences, as identified in Annexure A.

The researchers also gathered a minimum of 10 000 reviews that were left by guests on the Airbnb platform correlating to each property.

Annexure B had an outlook at the different keywords or synonyms for each factor under each category, that will be used to for empirical records, to interpret the results between the Word Cruncher (Annexure C) and additional key words/synonyms (Annexure E) that will be used to construct geographical presentations to display the results that were gathered. Certain words were also excluded from the results that were obtained as identified in Annexure D.

### **3.3.2 Data analysis**

The following section provides an overview of descriptive analysis; descriptive statistics.

### 3.3.2.1 Descriptive statistics

The results gathered from Atlas.ti will be represented into descriptive statistics. Descriptive statistics are summarized information from the results, that allows the reader to easily understand the graphical representations (Conner & Johnson, 2017:52). It provides a summary from a thesis's chosen sample frame, that can help identify patterns observed from the results and can be visibly displayed as charts or graphs (Conner & Johnson, 2017:52).

## 3.4 SUMMARY

The purpose of this research study was to investigate the research design and methodology. The methodology of this research study was outlined in detail which indicated the various research paradigms, research approaches and research methods and an explanation was given for choosing each of the above-mentioned methodologies. Furthermore, an outline of the research designs consisting of data collection and data analysis were examined.

The data collection examined various aspects, like secondary and primary data collections; the population; sample frame; sampling techniques; research instruments and model development. Secondary data collection referred to the gathering of the 65 research articles from different researcher authors, in order to gain information on uses and gratifications and Airbnb factors. Primary data collection is referred to the collection of more than 10 000 reviews in cities or towns along the Eastern Cape Coastline. The properties were categories into three different price ranges and the reviews were transferred using textual analysis, called Atlas.ti and providing a Word Cruncher (Annexure C) based on the number of words that appeared from the reviews obtained from the Airbnb website.

The population for the study is anyone who have made used of Airbnb facilities and whom left a review comment explaining their experiences or dissatisfactions. The sample frame for this study is not available to use, but it was provided by Airbnb users that will remain confidential during the duration of the study.

The sampling technique made use of a simple random and a systematic probability sampling technique and a convenience non-probability sampling technique that was

used throughout the study. A research instrument for this study made use of textual analysis, Atlas.ti, which is used to interpret the results from the reviews gathered from guests and briefly examines how Atlas.ti functions.

The model development was developed to identify different key words or synonyms that resemble each of the factors under each of the 10 categories, as identified in Annexure B.

Lastly the data analysis focused on sampling procedures and descriptive statistics were identified. The sampling procedure explained how the 10 000 reviews were collected and the various price ranges that were used for each city or town along the Eastern Cape Coastline. A selection of 200 properties were used for the study, but every 5<sup>th</sup> property was chosen for the study. The descriptive statistics explains the various types of statistics and different graphical representations can be used to display and interpret the data that was gathered from the reviews.

In the chapter to follow it will provide interpretations of the empirical results from the study, that were gathered from the review comments and link it to the various keywords/synonyms that were identified in Annexure B. The empirical results will be recorded and analysed into a Microsoft Office Excel Spreadsheet (Annexure C).

## **CHAPTER FOUR – EMPIRICAL FINDINGS**

### **4.1 INTRODUCTION**

In Chapter Three a detailed overview regarding the research design and methodology of the study was provided. The research design is further broken down into two sections namely the data collection and data analysis. The data collection consists of various subsections namely; secondary and primary data collections; the population and sample frame of the study; sampling techniques and research instrument's that will be used in the study and finally, a model development was constructed and elaborated on. Furthermore, the data analysis consists of sampling procedures and descriptive statistics. Lastly the research methodology of the study will be examined including an overview of the research designs, research approaches and research methods.

Chapter Four will provide a summary of all the keywords and synonyms identified for each category based on the words obtained from the reviews from Airbnb, which was translated into meaningful information by using Atlas.ti, a textual analysis software. Furthermore, it will provide brief interpretations on the results from each category.

### **4.2 ADDITIONAL KEYWORDS OR SYNONYMS**

The additional keywords/synonyms table is displayed in Annexure E, which displays the various keywords/synonyms that fall under each of the different categories. Additional keywords/synonyms will be used for this study, because while observing the words that were obtained from the Word Cruncher, identified in Annexure C, the researchers came across extra words that were not previously included in the Word Cruncher. The reason being is that the researchers would like to use the additional keywords/synonyms to be part of the overall study.

### **4.3 EMPIRICAL RESULTS AND INTERPRETATIONS**

Once the researchers obtained the Word Cruncher (Annexure C) it was noticed that there were different formats of words, meaning that the words were either plurals,

nouns or verbs. In order to rectify this, each of these 7 158 words, they were first grouped according to words that are similar in meaning or spelling. Furthermore, words that had a word count of less than five (as this was the second highest number that was obtained from the keywords/synonyms that were obtained from the Atlas.ti program) will be excluded from the empirical study, if these words do not correspond to the keywords and synonyms that are identified in Annexure B (Model Development) as they will be irrelevant to this study. As mentioned above not all the words that are identified from the Word Cruncher will be used in the study as these words will be irrelevant for this study. If the keywords or synonyms that appeared in Annexure E, had a word count of less than five will still be included in the study as the researchers do not want to lose any important information that will influence the results of this study.

The following ten categories that will be identified in more detail below are the Amenities and Facilities; Communications; Environmentally Conscious; Leisure Travel; Location; House Rules; Use of Technology; Quality of service offered; Rental Costs; and Potential risks and benefits.

#### **4.3.1 Amenities and Facilities**

Facilities and amenities are defined as “something that is designed, built or installed to serve a specific function affording a convenience or service” (Thesaurus, 2012a). An alternative definition of facilities and amenities is provided by Hasa (2016) a building, a room or an array of equipment that are designed to serve a function. Another definition of facilities and amenities that is provided by Cambridge Dictionary (2019a) is something such as a place, building or equipment used for a particular purpose or activity. Accommodations, bars, restaurants, meeting rooms, and other core physical features attached to a hotel (Cambridge Dictionary, 2019a). Another definition of facilities and amenities provided by Collins (2018a) identifies that facilities and amenities are “a useful or pleasant facility or service. Airbnb amenities include things like gym facilities, conference rooms, sports facilities, Wi-Fi, hair dryers, air conditioning and satellite TV.

In this study amenities and facilities can be defined as extra additional features or items provided by the establishment to enhance their guest's enjoyment, satisfaction,



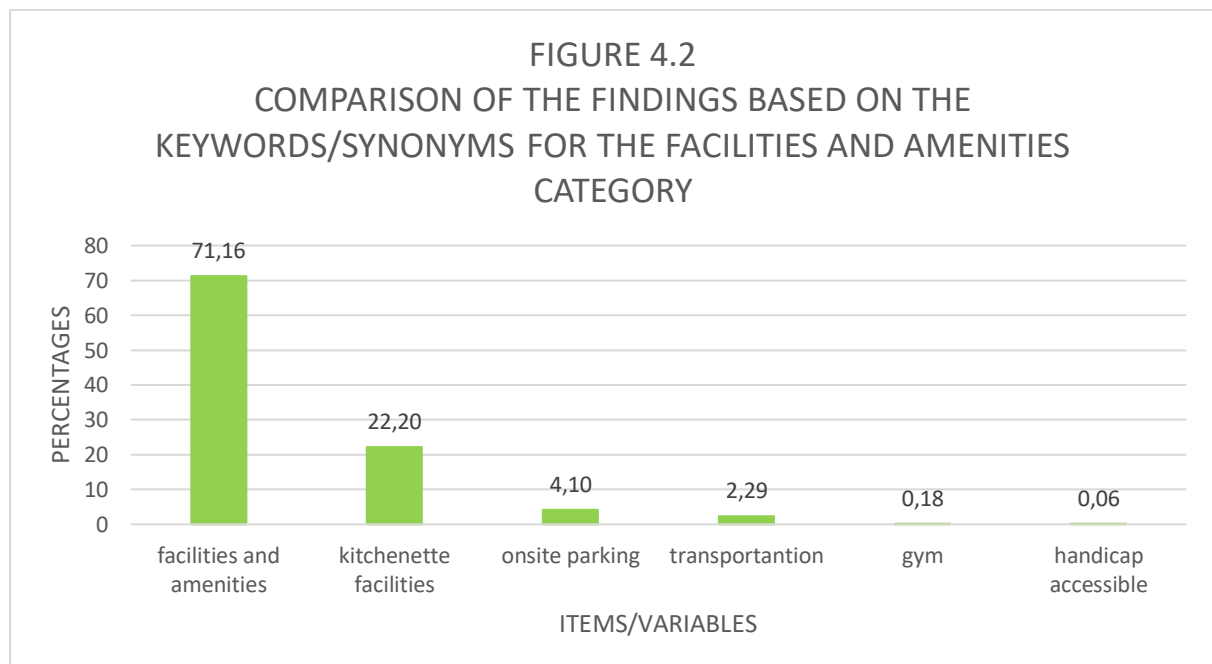
comfort and convenience. These items may include but are not limited to Wi-Fi, hairdryers, microwaves, kettles, fridges and freezers.

Annexure F provides the table of the frequencies of the words relating to amenities and facilities.

From Annexure F, it can be concluded that the facilities and amenities variables obtained the highest percentage rating of (71,16%) and the handicap accessible variable obtained the lowest percentage rating of (0,06%). The variables that came 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> are kitchenette facilities; onsite parking; availability transport; and gym on site. The percentage rating for the above-mentioned variables are (22,20%); (4,10%); (2,29%); (0,18%) and (0,20%).

Figure 4.2 represents a graphical representation on the findings that were obtained for the Amenities and Facilities category.

**Figure 4.2: Comparison of the findings based on the Amenities and Facilities category**



In Figure 4.2 above, represents the comparisons from the various items and variables, namely facilitating and amenities conditions, kitchenette facilities, onsite parking, availability of transportation, availability of a gym and handicap accessibility, for the amenities and facilitates category. From the above figure it can be determined that the

facilities and amenities variable obtained the highest percentage rating of (71,16%) and the handicap accessibility obtained the lowest percentage rating of (0,06%).

From Annexure G the graph represents a summary of the various keywords and synonyms that exist under each of the items/variables.

In the section to follow, provides information regarding keywords or synonyms related to the communications category.

#### 4.3.2 Communication

Communication that is defined by Sun (2019) explains that communication is “a two-way process of reaching mutual understanding, in which guests not only exchange information, news, ideas and feelings but also create and share meaning. In general, communication is a means of connecting people or places. In business, it is a key function of management as an organization cannot operate without communication between levels, departments and employees”. An alternative definition to communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour (Webster, 2016).

In this study communication can be defined as associating with others outside of a normal working environment to improve and build relationships with people you may know or have not interacted with before.

Refer to table 4.4 below on the findings obtained from the results based on the various keywords and synonyms that determines the frequency for each of the items/variables.

**Table 4.4: Keywords related to the communications category**

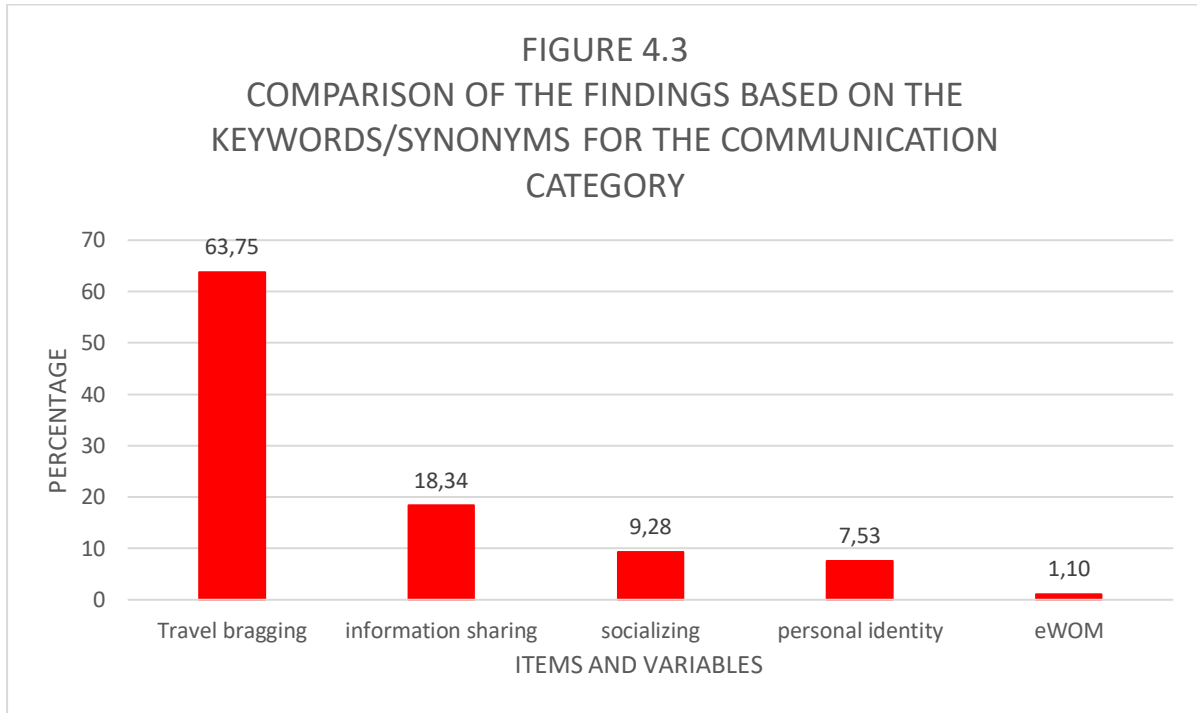
<b>Communication</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Travel bragging	Recommend	2218	2735	63,75%
	Comments	517		

Information Sharing	Information	146	787	18,34%
	Knowledge	65		
	Shared	128		
	Listening	23		
	Communicate	425		
Socializing	Interacting	14	398	9,28%
	Socialising	24		
	Talking	38		
	Greeting	86		
	Meeting	130		
	Conversation	40		
	Chat	66		
Personal identity	Character	20	323	7,53%
	Culture	1		
	South-African	296		
	Language	6		
eWom	Online	7	47	1,10%
	Opinion	4		
	Review	29		
	Email	7		
<b>Total</b>			4290	100,00%

From Table 4.4, it can conclude that from the items/variable's column, the travel bragging variable obtained the highest percentage rating of (63,75%) and the lowest was eWOM obtaining a percentage ranting of (1,10%). With that mentioned the items/variables that came 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> were information sharing, socialising and personal identity with the percentage rating of (18,34%); (9,28%); and (7,53%) respectively.

Figure 4.3 below represents a graphical representation on the findings that were obtained for the communications category.

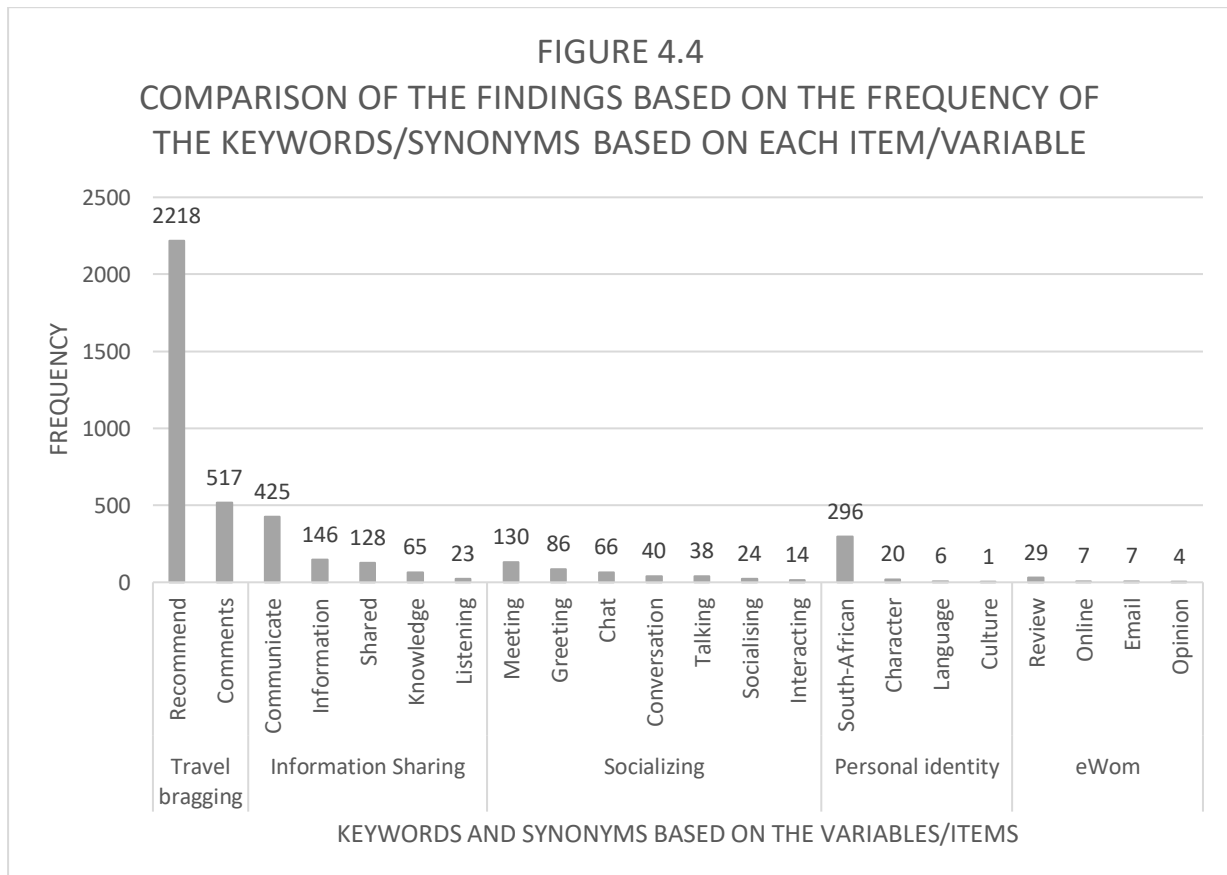
**Figure 4.3: Comparison of the findings based on the Communication category**



In Figure 4.3 above presents a graphical representation of the comparisons from the various items and variables, namely travel bragging, information sharing, socializing, eWOM and personal identity for the Communications category. From the above figure it indicates that the travel bragging variable obtained the highest percentage rating of (63,75%) and eWom obtained the lowest percentage rating of (1,10%).

Figure 4.4 below represents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.4: Comparison of the findings based on the frequency on the items/variables within the Communications category**



In Figure 4.4, above represents the frequency for each keyword/synonym obtained from the keywords and synonyms table, under each item/variable in the communications category. From the above figure it can be concluded that the recommend keyword obtained the highest frequency rating of (2218) under the travel bragging variable. The communicate keyword obtained the highest frequency rating of (425) under the information sharing variable. The meeting keyword obtained the highest frequency rating of (130) under the socialising variable. The South African keyword obtained the highest frequency rating of (296) under the personal identify variable and the review keyword obtained the highest frequency rating of (29) under the eWom variable.

In the section to follow represents the keywords or synonyms related to the environmentally conscious category.

### 4.3.3 Environmentally conscious

Environmentally conscious can be defined to be concerned with the protection of the natural world of land, sea, air, plants and animals (Collins, 2018b). An alternative definition of environmentally conscious defined by Collins (2018b) is “an environmental means relating to or caused by the surroundings in which someone lives, or something exists”. An alternative definition of environmental conscious is the external conditions or surroundings, especially those in which people live or work. Another definition of environmentally conscious that is defined by Holzer (2018) is “a term most commonly used to refer products that contribute to green living or practise that help conserve resources like water and energy”.

In this study environmentally conscious can be defined as the act of being environmentally friendly by using products or services in such a way that they do not have a negative impact on the environment in which we live. It is the act of conserving the environment in such a way that the future generations to come can have the pleasure of enjoying it.

Table 4.5 below presents a table based on the frequencies of the various keywords/synonyms that fall under the different items/variables, for the environmentally conscious category.

**Table 4.5: Keywords related to the environmentally conscious category**

<b>Environmentally Conscious</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Environmentally Concern	Conscious	2	140	90,32%
	Ecologically	28		
	Environment	75		
	Greenery	35		
Recycle	Recycle	2	15	9,68%

	Sustainable	9		
	Organic	4		
<b>Total</b>			155	100,00%

From the above-mentioned Table 4.5, it can be concluded that only a few guests gave praise to the outstanding environmental concern which were offered to the various properties. The environmental concern variable has a percentage rating of (90,32%) and the recycling variable has a percentage rating of (9,68%).

Figure 4.5 will represent a graphical representation on the findings that were obtained.

**Figure 4.5: Comparison of the findings based on the Environmentally Conscious category**

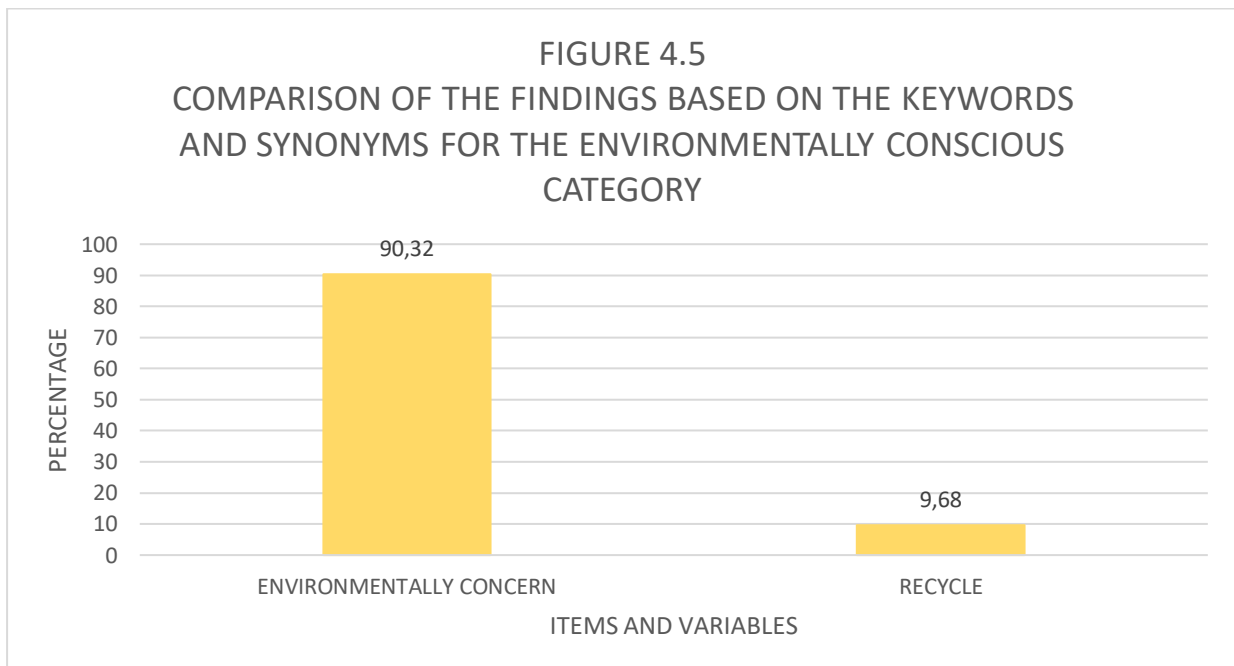
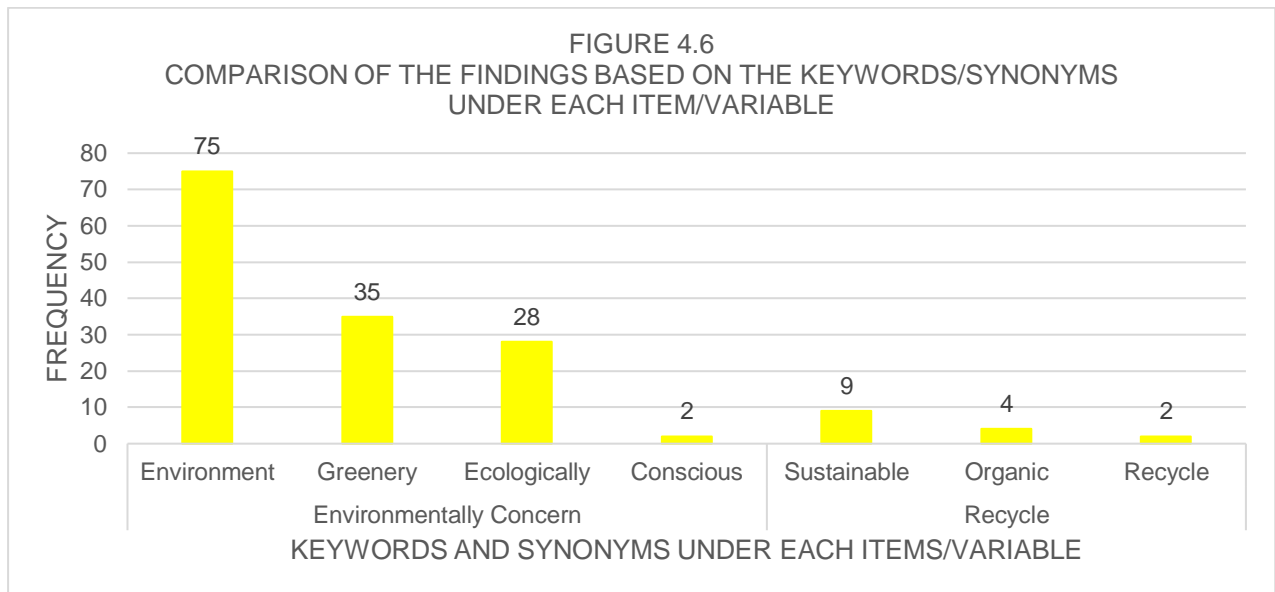


Figure 4.5 represents a graphical representation of the comparisons from the various items and variables, namely environmentally concern and recycle for the Environmentally Conscious category. From the above table it can be concluded that the environmental concern variable obtained the highest percentage of (90,32%) and the recycle variable obtained the lowest percentage rating of (9,68%).

Figure 4.6 represents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.6: Comparison of the findings based on the frequency on the items and variables within the Environmentally Conscious category**



In Figure 4.6 above represents the frequency for each keyword/synonym obtained from the keywords and synonyms table, under each item/variable in the communications category. The above figure indicates that the environment keyword obtained the highest frequency rating of (75) under the environmentally concern variable and the sustainable keyword obtained the highest frequency rating of (9) under the recycle variable.

From the above table it is noticed that the environment keyword obtained the highest frequency of 75 under the environmental concern variable. Sustainable obtained a frequency of nine which was the highest frequency for the recycle variable.

In the section to follow provides keywords or synonyms related to the leisure travel category.

#### **4.3.4 Leisure travel**

Leisure travel can be defined as a time when someone does not go to work but is free to do what they want, such as travel or relax (Cambridge Dictionary, 2019b). An alternative definition of leisure travel that is defined by McGuigan (2018) examines it as “travel in which the primary motivation is to take a vacation from everyday life.



Another definition of leisure travel is often characterized by staying in fine hotels or resorts, relaxing on beaches, in a room, or going on guided tours and experiencing local tourist attractions. Most meals are eaten out when traveling for pleasure, and often more expensive modes of transportation, such as taxis, are used to get around. In some cases, leisure travel might be used to refer to any trip that lasts more than a week, regardless of the primary focus. Leisure travel is generally seen as the opposite of business travel”.

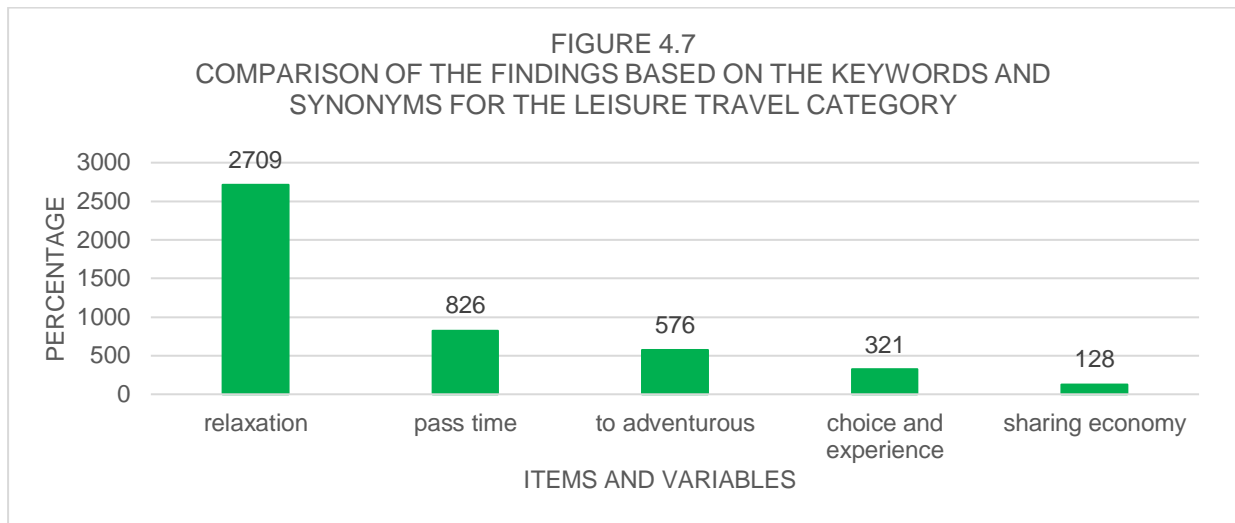
Leisure travel can be defined as the free time people have when not doing daily business tasks. Leisure travel can also be in the form of taking a short weekend getaway with family or friends to a unique destination, such as to the coast where there are beaches or experiencing the tourist’s attractions either for pleasure or for relaxation.

Annexure H provides the results obtained from the findings for the leisure travel category.

Annexure H presents a table based on the frequencies of the various keywords/synonyms that fall under the different items/variables, for the environmentally conscious category.

From Annexure H, it can be concluded that the relaxation variable obtained the highest percentage rating of (72,75%) and the pass time variable obtained the lowest percentage rating of (2,94%). The variables that came 2<sup>nd</sup>; 3<sup>rd</sup> and 4<sup>th</sup> to be adventurous; sharing economy; and choice and experience, which obtained a percentage rating of (14,71%); (5,53%) and (4,07%) respectively.

Figure 4.7 will represent a graphical representation on the findings that were obtained.

**Figure 4.7: Comparison of the findings based on the Leisure Travel category**

In Figure 4.7 above presents a graphical representation of the comparisons from the various items and variables, namely relaxation, pass time, to be adventurous, choice and experience and sharing economy, for the Leisure Travel category. From the above figure it indicates that the relaxation variable obtained the highest percentage rating of (2709) and the sharing economy obtained the lowest percentage rating of (128)

Figure 4.8 below presents a summary of the various keywords and synonyms that exist under each of the item and variables.

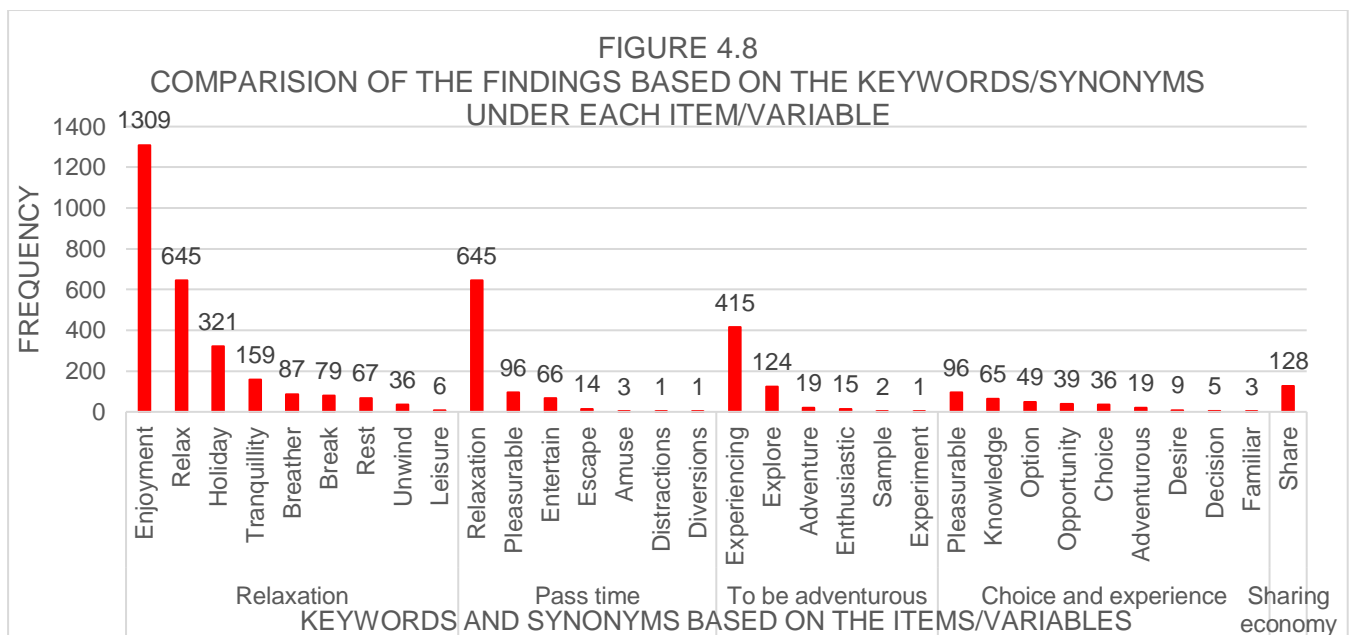
**Figure 4.8: Comparison of the findings based on the keywords and synonyms that fall under each item/variable**

Figure 4.8 above represents a graphical interpretation on the frequency for each keyword and synonym obtained from the keywords and synonyms table under each item/variable in the leisure travel category. From the above figure it can be determined that the enjoyment keyword obtained the highest frequency rating of (1309) under the relaxation variable. The relaxation keyword obtained the highest frequency rating of (645) under the pass time variable. The experiencing keyword obtained the highest frequency rating of (415) under the to be adventurous variable. The pleasurable keyword obtained the highest frequency variable of (96) under the choice and experience variable and the share keyword obtained the highest frequency rating of (128).

In the section to follow it provides keywords or synonyms related to the location's category.

#### **4.3.5 Location**

Location can be defined as a place of settlement, activity or residence (Thesaurus, 2019). An alternative definition is a place where something is or could be located (Mifflin, 2016a). Another definition is the place where something happens or is situated (Collins, 2017).

Location can be defined as the unique property or area attributes that can influence people's purchasing or renting decisions.

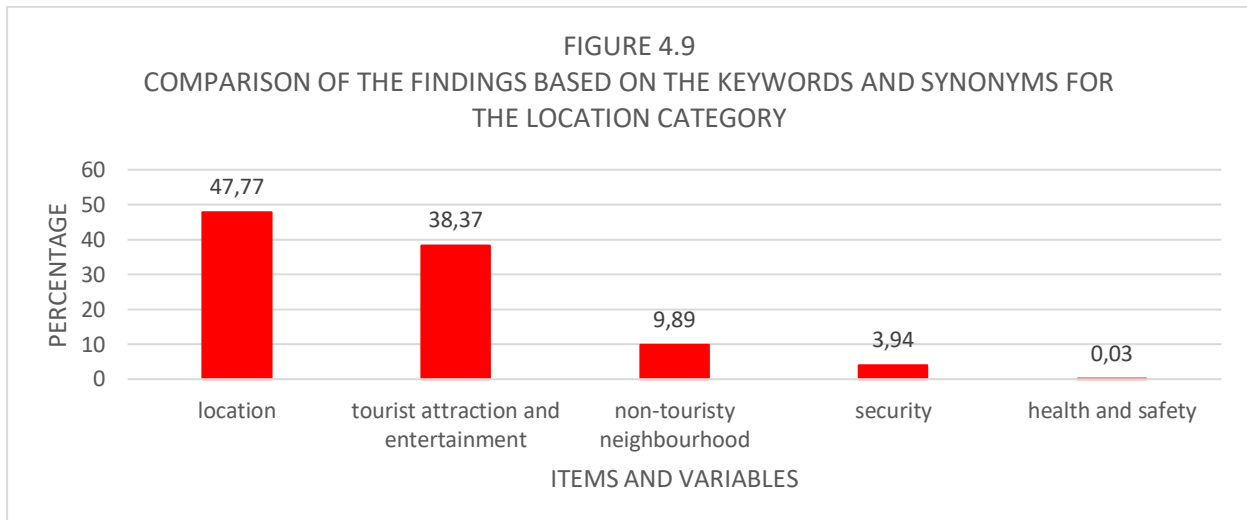
Please refer to Annexure I to obtain the table to view the results/findings.

From Annexure I, it presents a table based on the frequencies of the various keywords/synonyms that fall under the different items/variables, for the location category.

From Annexure I, it can conclude that the location/property attributes variable obtained the highest percentage rating of (47,77%) and the health and safety variable obtained the lowest percentage rating of (0,03%). It is also noted that the variables that came 2<sup>nd</sup>; 3<sup>rd</sup> and 4<sup>th</sup> are the variables such as tourist attractions and entertainment; to stay in a non-touristy neighbourhood and security, which obtained a percentage variable of (38,37%); (9,89%) and (3,94%) respectively.

Figure 4.9 represents a graphical representation on the findings that were obtained for the location category.

**Figure 4.9: Comparison of the findings based on the keywords and synonyms for the location category**



The location variable obtained the highest percentage rating of (47,77) and the health and safety variable obtained the lowest percentage rating of (0,03).

Refer to Annexure J to obtain the graph, which represents a summary of the various keywords and synonyms that exist under each of the items/variables.

#### 4.3.6 House rules

House rules can be defined by Lodging (2019) as “by booking your rental property, you acknowledge that you have read and understood and agree to be bound by, all terms, condition, and policies in an agreement. The description of the property set forth on our website or the portal you used to book your stay, including without limitation, the parking limitations and maximum occupancy information”.

House rules can be defined as an outline of what you may and may not do on the property, when renting a property for a short period of time by a lessor.

Refer to table 4.6 below on the findings obtained from the results based on the various keywords and synonyms that determines the frequency for each of the items/variables, by looking at the house rules category.

**Table 4.6: Keywords related to the house rules category**

<b>House Rules</b>				
<b>Items/variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
House rules	Usage	300	479	62,63%
	Pet	97		20,25%
	Noise	55		11,48%
	Party	12		2,51%
	Trash	6		1,25%
	Damage	4		0,84%
	Smoke	3		0,63%
	Alcohol	2		0,42%
<b>Total</b>			<b>479</b>	<b>100,01%</b>

From Table 4.6 it can be concluded that the house rules obtained nine keywords/synonyms that fell under the items/variable section. The highest keywords/synonym obtained was usage with a percentage rating of (62,63%). The lowest was the alcohol keyword, that obtained a percentage rating of (0,42%).

Figure 4.10 below presents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.10: Comparison of the findings based on the frequency on the items/variable within the house rules category**

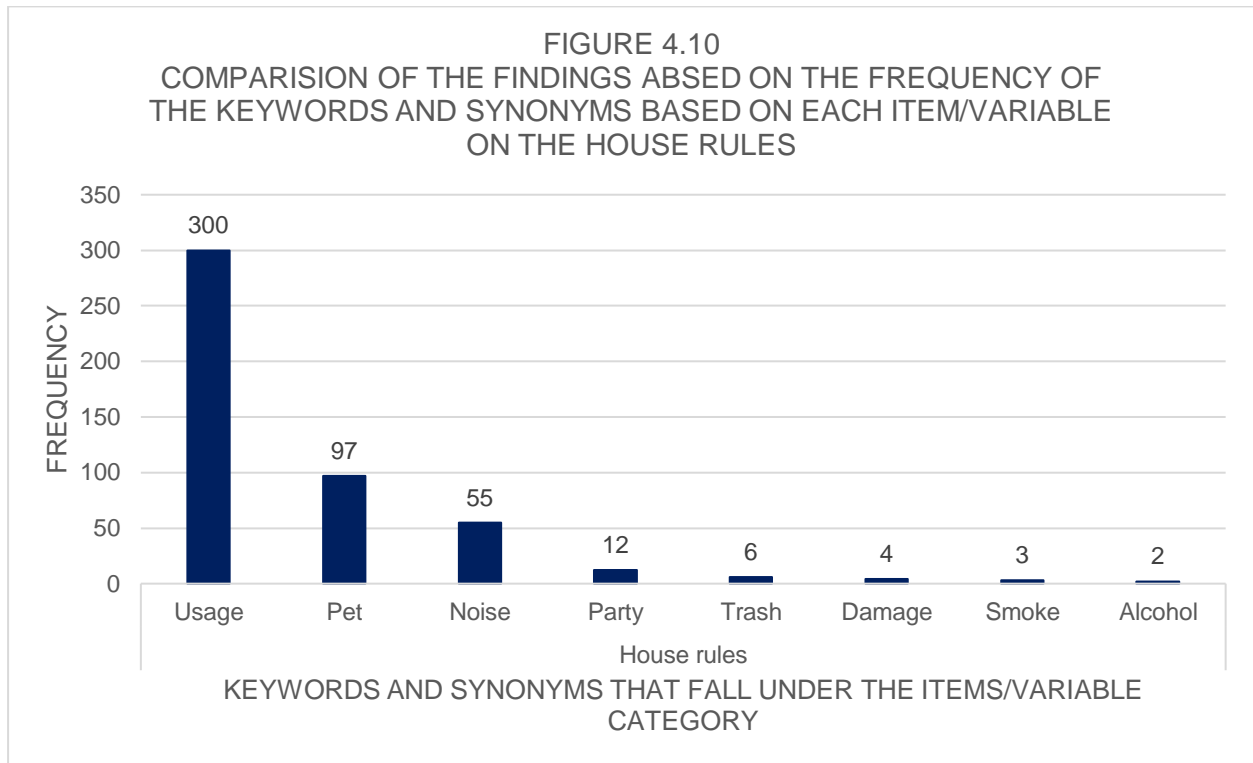


Figure 4.10 above represents the frequency for each keywords and synonyms obtained that fall under each item/variable in the house rules category. The usage keyword obtained the highest frequency rating of (300) and the alcohol keyword obtained the lowest frequency rating of (2).

#### 4.3.7 Use of technology

Technology can be defined as a body of knowledge devoted to creating tools, processing actions and the extracting of materials (Ramey, 2013). An alternative definition of technology that is defined by Smith (2017) is “the science or knowledge put into practical use to solve problems or invent useful tools”. Another definition of technology is the purposeful application of information in the design, production, and utilization of goods and services, and in the organization of human activities (Dragon, 2019).

The use of technology is defined as features which enable people to use and access multimedia on online platforms anywhere in the world if you make use of an internet connection or have access to a WIFI.

Refer to the below table 4.7 on the findings obtained from the results based on the various keywords and synonyms that determine the frequency for each of the items/variables on the use of technology category.

**Table 4.7: Keywords related to the use of technology category**

<b>Use of Technology</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Convenience	Available	234	1073	48,29%
	Check-in	407		
	Accessible	202		
	Ease	16		
	Convenience	214		
Accuracy listing	Trustworthy	9	805	36,23%
	Accurate	49		
	Description	45		
	Details	220		
	Photographs	112		
	Shown	188		
	Automated	66		
	Advertised	68		
	Listing	23		
	Authentic	14		
	Flawless	2		
	Precise	5		

	Reliable	4		
Accept a booking request	Booking	157	249	11,21%
	Confirmation	5		
	Reservation	80		
	Accepting	7		
Perceived risk e-commerce	App	11	95	4,28%
	Text	7		
	Website	31		
	Phone	38		
	Computer	5		
	Electronic	3		
<b>Total</b>			2222	100%

From Table 4.4 it can be conclude that the convenience variable obtained the highest percentage variable of 48,29 and the lowest was the perceived risk e-commerce that obtained a percentage rating of 4,28. The variables that came 2<sup>nd</sup> and 3<sup>rd</sup> was accuracy listing and accepting a booking request, with a percentage rating of (36,23%) and (11,21%) respectively.

Figure 4.11 represents a graphical representation on the findings that were obtained for the use of technology category.



**Figure 4.11: Comparison of the findings based on the use of technology category**

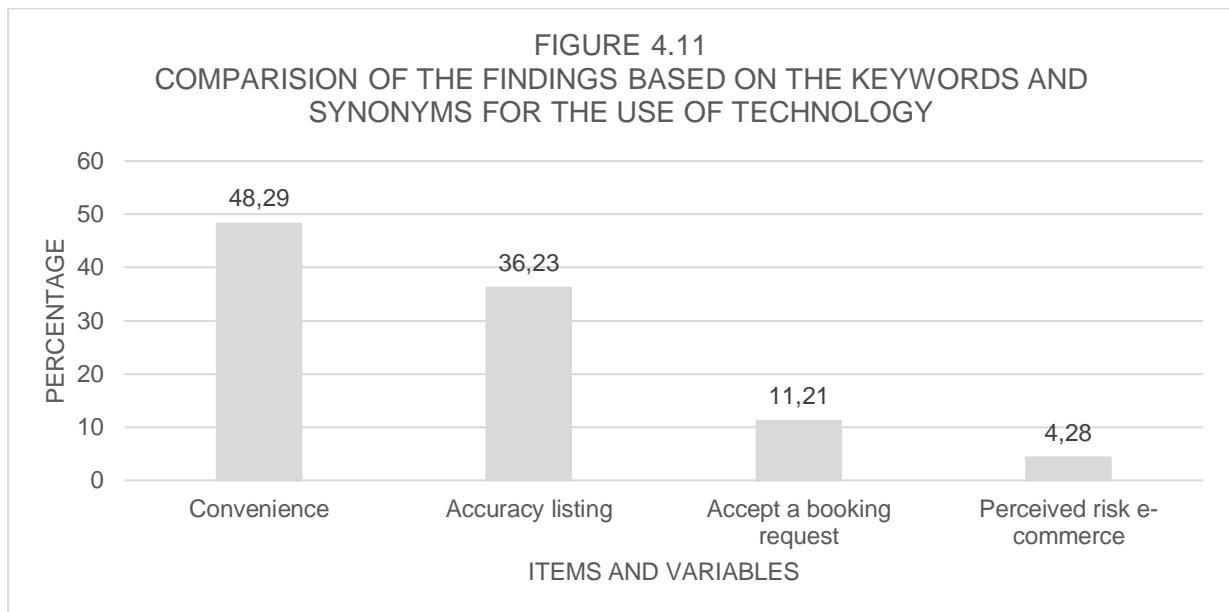


Figure 4.11 above represents a graphical interpretation of the comparisons from the various items and variables, namely accepting a booking request; accuracy listings and perceived risk e-commerce. From the above figure the convenience variable obtained the highest percentage rating of (48,29%) and the perceived risk of e-commerce obtained the lowest percentage rating of (4,28%).

Figure 4.12 below presents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.12: Comparison of the findings based on the frequency on the items/variable within the use of technology.**

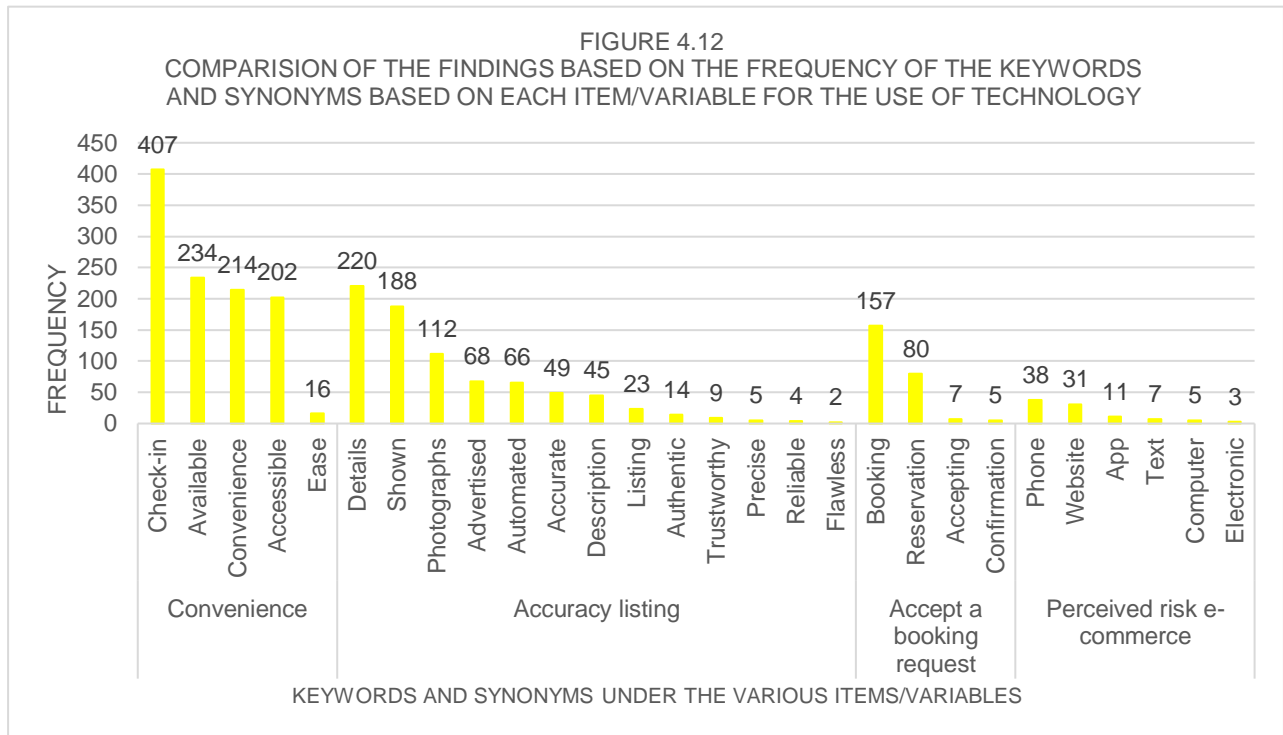


Figure 4.12 above represents the frequency for each keywords and synonyms obtained that fall under each item/variable in the use of technology category. From the above figure the check-in keyword obtained the highest frequency rating of (407) under the convenience variable. The details keyword obtained the highest frequency rating of (220) under the accuracy listing variable. The bookings keyword obtained the highest frequency rating of (157) under the accepting a booking request variable and the phone keyword obtained the highest frequency rating of (38) under the perceived risk e-commerce variable.

#### 4.3.8 Quality of service offered

The brand image of a company or of a person can be defined by Nathan (2018) that can be “developed over time through advertising campaigns with a consistent theme and is authenticated through the consumers’ direct experience”. An alternative definition of a brand image that is defined by Juneja (2018) as “the overall impression in consumers’ mind that is formed from all sources”. Another definition of brand image is the quality of the guests’ experience that is dependent on the quality of front office operations and the processes in place to handle guest needs (Nestor-Harper, 2019).

This study will make use of brand image of an establishment, that is influenced by employees and the level of service quality that is offered to customers and in return if the customers are satisfied with the services offered by the company, they will make continuous returns as viewed by the public in the study.

Table 4.8 below provides keywords or synonyms related to the quality of service category.

**Table 4.8: Keywords related to the quality of service offered category**

<b>Quality of service offered</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Customer service	Accommodating	293	4271	48,30%
	Friendliness	1277		
	Helpful	1132		
	Service	95		
	Welcome	1057		
	Generosity	78		
	Kindness	339		
Cleanliness	Clean	1912	2779	31,43%
	Spotless	526		
	Hygiene	2		
	Neat	205		
	Tidy	134		
Quality Assurance and reassurance	Assure	3	1721	19,46%
	Comfort	1632		
	Quality	80		
	Reassured	1		

	Sympathetic	5		
Strong Image or Reputation	Professional	14	72	0,81%
	Reliability	1		
	Respect	24		
	Status	2		
	Honest	31		
<b>Total</b>			8843	100,00%

From Table 4.8, it can be concluded that the hosts customer service variable obtained the highest percentage rating of (48,30%) and a strong image or reputation variable obtained the lowest percentage rating of (0,81%). The 2<sup>nd</sup> and 3<sup>rd</sup> variables were the cleanliness with a percentage rating of (31,43%) and the quality assurance and reassurance with a percentage rating of (19,46%) respectively.

Figure 4.13 represents a graphical representation on the findings that are obtained for quality of service offered.

**Figure 4.13: Comparison of the findings based on the quality of service offered category**

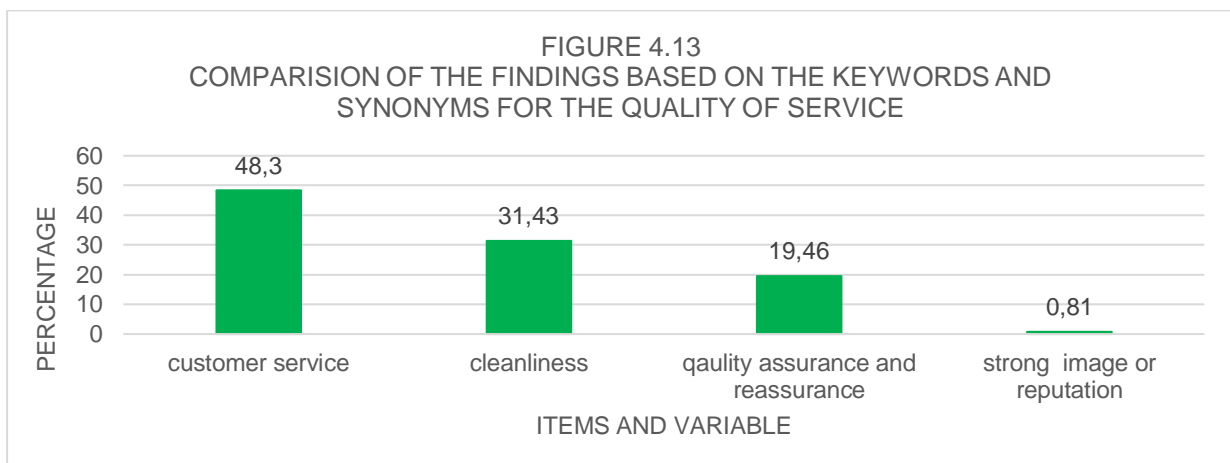


Figure 4.13 above represents a graphical representation of the comparison from the various items and variables, namely customer service; cleanliness; quality assurance and reassurance; and; strong image and reputation. From the above figure it can be noticed that the customer service variable obtained the highest percentage of

(48,30%) and the strong image or reputation variable obtained the lowest percentage of (0,81%).

Figure 4.14 presents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.14: Comparison of the findings based on the frequency on the items/variables within the quality of service offered category**

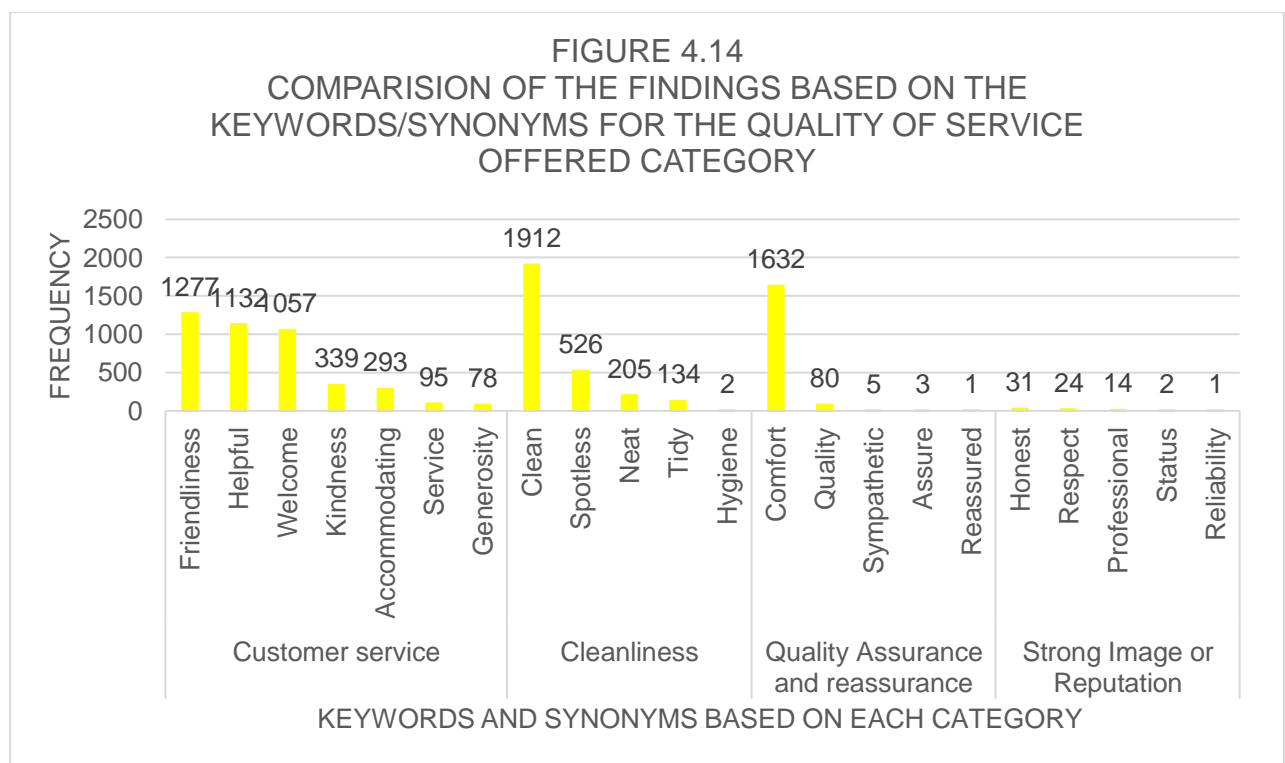


Figure 4.14 above represents the frequency for each of the keywords and synonyms that were obtained based on each of the various items/variables for the quality of service category. From the above figure it is noticed that the friendliness keyword obtained the highest frequency rating of (1277) under the customer service variable. The clean keyword obtained the highest frequency rating of (1912) under the cleanliness variable. The comfort keyword obtained the highest frequency rating of (1632) under the quality assurance and reassurance variable and the honest keyword obtained the highest frequency rating of (31) under the strong image or reputation variable.

In the section to follow it provides keywords or synonyms related to the rental cost category.

#### 4.3.9 Rental costs

Rental costs can be defined as an amount that must be paid or given up in order to get something. The expenditure of something, such as time or labour, necessary for the attainment of a goal (Mifflin, 2016b). An alternative definition of rental cost are the prices paid or required for acquiring, producing, or maintaining something, usually measured in money, time, or energy; expense or expenditure; outlay (Mifflin, 2016b).

This will be the monetary amount involved acquiring goods and services which satisfy consumers' accommodation needs and wants.

**Table 4.9: Keywords related to the rental cost category**

<b>Rental Costs</b>				
<b>Factors/variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Service fee	Cleaning	11	495	50,05%
	Domestic	199		
	Staff	37		
	Additional	125		
	Laundry	123		
Price value	Price	97	494	49,95%
	Cost	7		
	Monetary	383		
	Amount	7		
<b>Total</b>			<b>989</b>	<b>100,00%</b>

From Table 4.9 it can be concluded that the service fee variable obtained a percentage rating of (50,05) and price value variable obtained a percentage rating of (49,95%).

Figure 4.15 below presents a graphical representation on the findings that were obtained for the rental cost category.

**Figure 4.15: Comparison of the findings based on the rental cost's category**

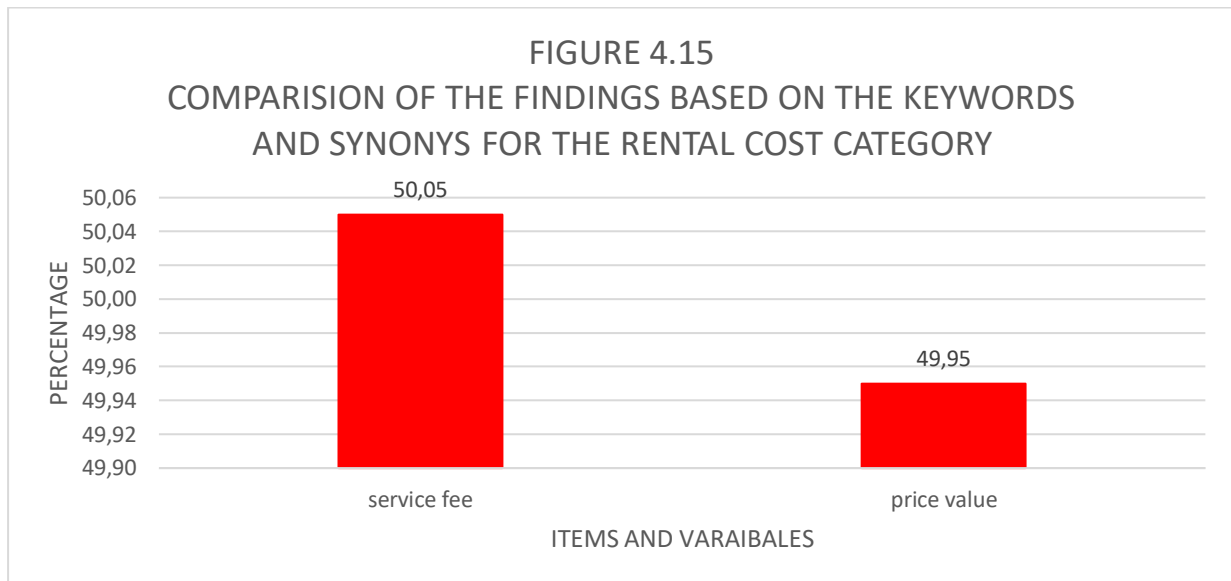


Figure 4.15 above represents a graphical representation of the comparison from the various items and variables, namely price value and service fee. From the above figure, it indicates that the service fee obtained the highest percentage rating of (50,05) and the price value obtained the lowest percentage variable of (49,95).

Figure 4.16 presents a summary of the various keywords and synonyms that exist under each of the items/variables.

**Figure 4.16: Comparison of the findings based on the frequency of the keywords and synonyms based on each item/variable**

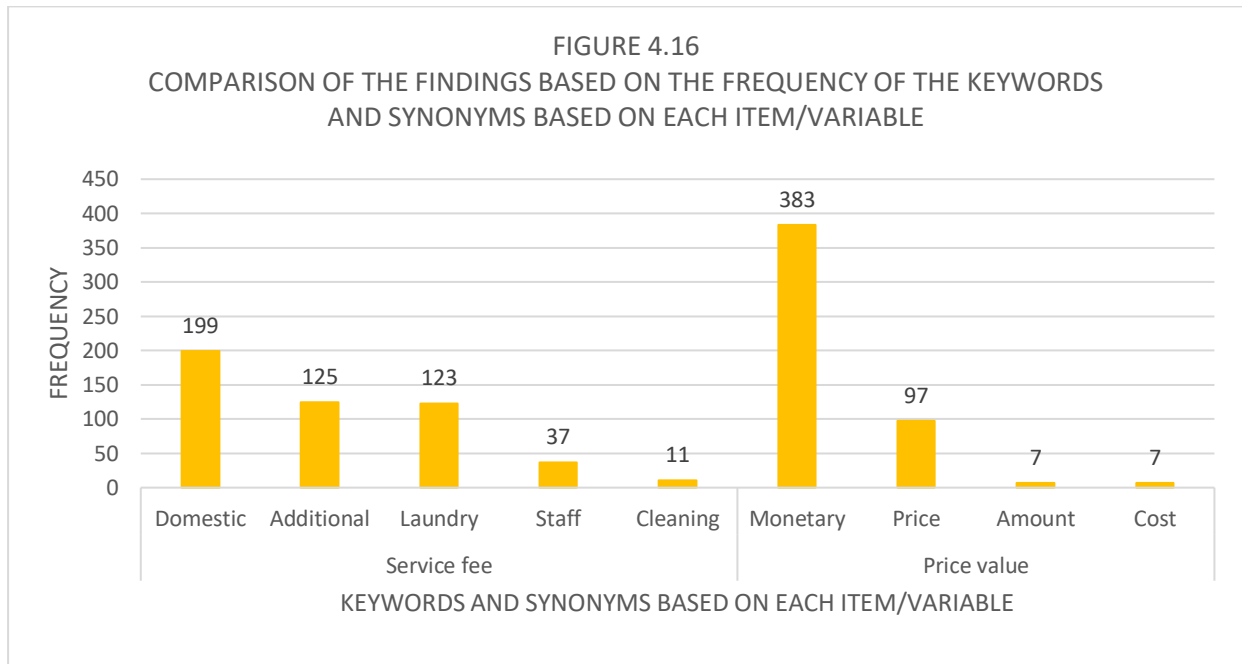


Figure 4.16 above represents the frequency for each keywords and synonyms obtained for each of the items/variables for the rental cost category. In the above figure, it can be determined that the domestic keyword obtained the highest frequency rating of (199) under the service fee variable and the monetary keyword obtained the highest frequency rating of (383) under the price value variable.

In the section to follow will provide keywords and synonyms for the business opportunity category.

#### **4.3.10 Potential risk and benefits**

Risks can be defined as the probability of harm or injury (physical, psychological, social, or economic) occurring as a result of participation in a research study. Both the probability and magnitude of possible harm may vary from minimal to significant (Wong, 2019). An alternative definition of risk and benefits is the probability or threat of damage, injury, liability, loss, or any other negative occurrence that is caused by external or internal vulnerabilities, and that may be avoided through pre-emptive action (Business Dictionary, 2018).



This study will make use of potential risks and benefits that could impact the success of the business which could in return impact the overall satisfaction of the guests and the future impact of the business due to impacts which is out of the hosts control.

A business opportunity can be defined as a gap in a market that is identified by an individual or a group of people as a possibility to establish a business, generate a profit and create growth for the future.

Table 4.10 below refers to the findings obtained from the results based on the various keywords and synonyms that determine the frequency for each of the items/variables for the business opportunity.

**Table 4.10: Keywords related to the potential risk and benefits**

<b>Business opportunity</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Opportunistic behaviour	Business	71	3638	83,29%
	Host	3567		
Internalisation	International	1	413	9,46%
	Airbnb	412		
External Influence	Electricity	27	213	4,88%
	Water	174		
	Generator	3		
	Borehole	2		
	Drought	4		
	Outages	3		
	Eager	9	104	2,38%
	Job	12		

Career and Business opportunity	Landlord	10		
	Organisation	4		
	Manager	69		
<b>Total</b>			4368	100%

From Table 4.10, it can be concluded that the career and opportunistic behaviour obtained the highest percentage rating of (83,29%) and career and business opportunity obtained the lowest percentage rating of (2,38%). The variables that came 2<sup>nd</sup> and 3<sup>rd</sup> are, internationalisation and external influences respectively and obtained a percentage rating of (9,46%) and (4,88%) respectively.

Figure 4.17 represents a graphical representation on the findings that are obtained for quality of service offered.

**Figure 4.17: Comparison of the findings based on the quality of service offered**

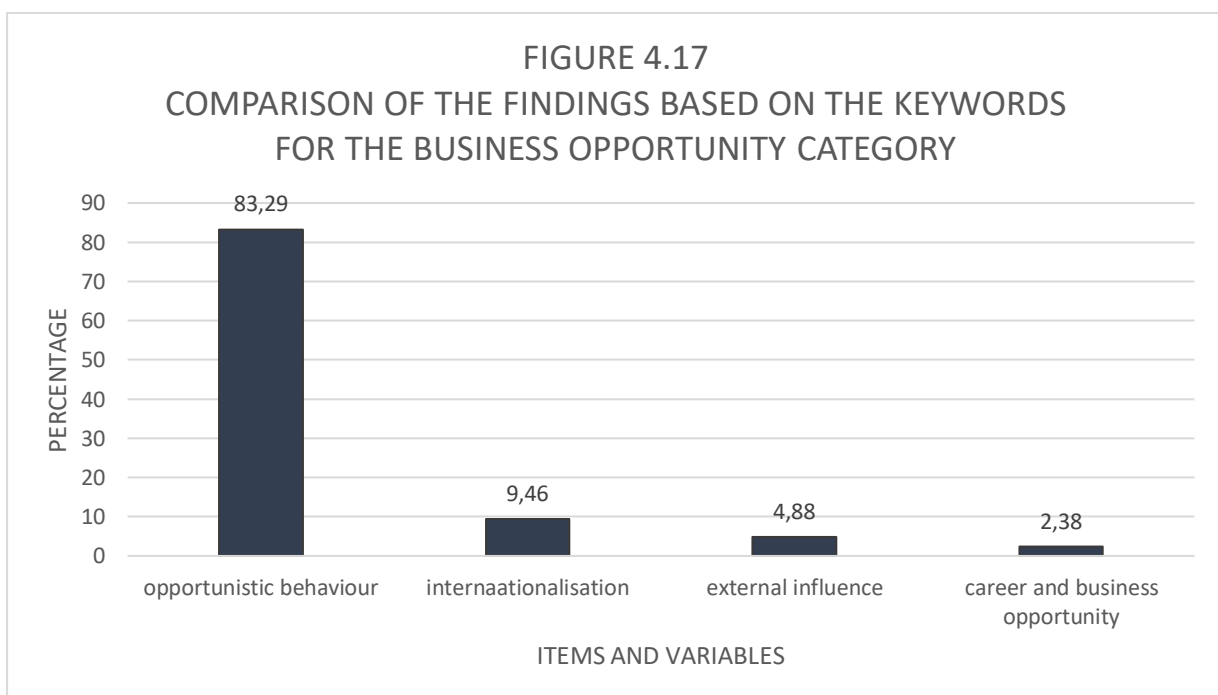


Figure 4.17 above represents a graphical representation of the comparisons from the various items and variable, namely career and business opportunity; external influence; opportunistic behaviour; self-efficiency; and; internationalisation. From the above-mentioned figure, it is noticed that opportunistic behaviour obtained the highest

percentage rating of (83,29%) and the lowest was career and business opportunity which obtained a percentage rating of (2,38%).

Figure 4.18 below present a summary of the various keywords and synonyms that exist under each of the items and variables for the business and opportunity category.

**Figure 4.18: Comparison of the findings based on the frequency on the items and variables within the business opportunity**

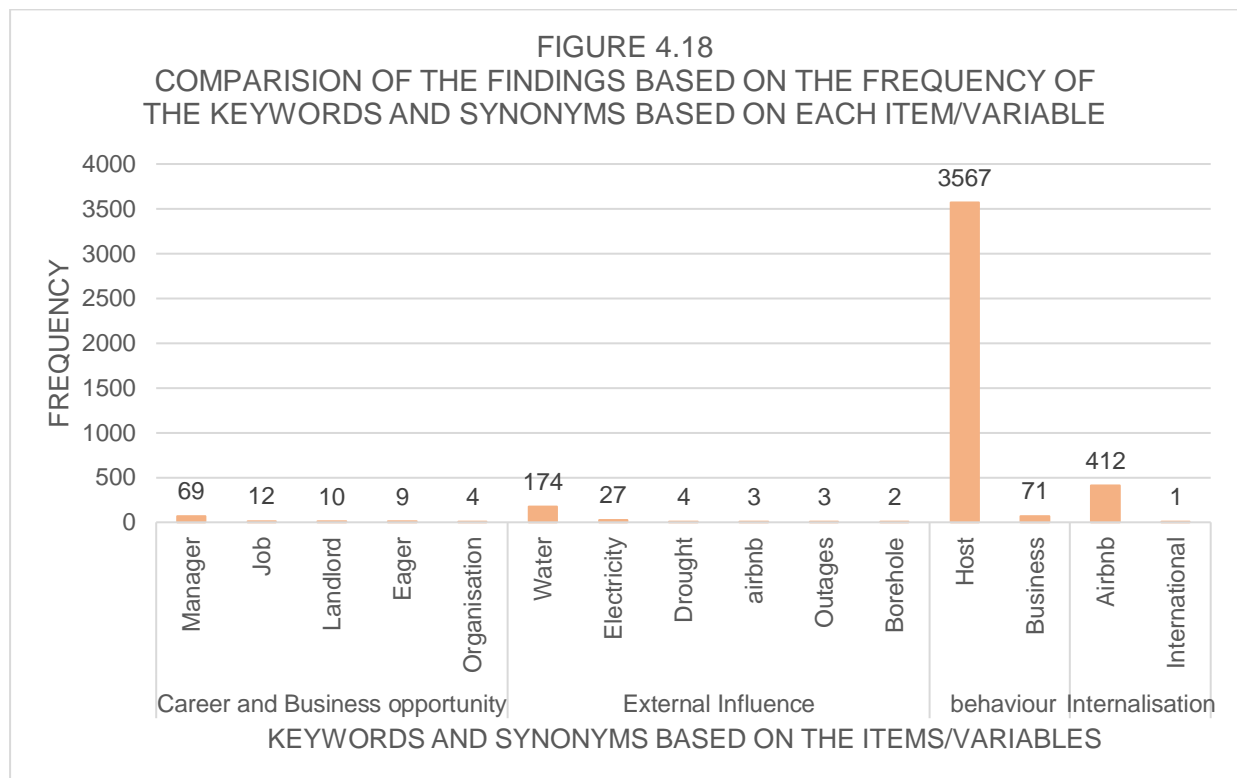


Figure 4.18 above represents the findings based on the frequency for each keywords and synonyms that were obtained under each of the items/variables in the business opportunity category. From the above-mentioned figure, the manager keyword obtained the highest frequency rating of (69) in the career and business opportunity variable. The water keyword obtained the highest frequency of (174) in the external influence variable. The host keyword obtained the highest frequency of (3567) and the Airbnb keyword obtained the highest frequency rating of (412) under the internationalisation variable.

#### **4.4 SUMMARY**

In Chapter Four, firstly additional key words and synonyms were used in this study as identified in Annexure E, that were obtained from the Word Cruncher. Each of the 7 158 words from the Word Cruncher were first grouped according to words that are similar in meaning or spelling. When the words were identified, it was noticed that there were different formats of words, meaning that the words were either plural, nouns or verbs. Furthermore, words that had a word count of less than five were excluded from the empirical study, if these words did not correspond to the additional list of keywords and synonyms or if they appeared from the keywords and synonyms annexure as it is irrelevant to the study. If the words identified from the Word cruncher that had a correspondence of less than 5, will be included in the study as the researchers did not want to exclude any important information that could impact on the results of the study.

In summary from the empirical results from the following categories gained a total frequency rating for were Location (19878); Quality Of service offered (8843); Amenities and Facilities (8805); Business Opportunities (4368); Communication (4290); Leisure Travel (3908); Use of Technology (2222); Rental Cost (989); House Rules (479); and; Environmentally Conscious (155) in chronological order.

In Chapter Five the research design and research objectives are further analysed. The main findings of the literature review will be highlighted on and the main findings of the empirical investigation will be provided with a discussion on the empirical findings by using descriptive statistics. A conclusion of the study will be provided as well as recommendations of the study will be presented by the researchers. Furthermore, the shortcomings of the research and future research of this study will be presented. Lastly a self-reflection of the researchers will be provided.

## **CHAPTER FIVE – SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 INTRODUCTION**

In Chapter Four the empirical results of the study were presented in the form of graphical representations along with tables to display all the information gathered.

Chapter Five will provide a brief summary of all the previous chapters that have already been discussed in this study. In addition, the main findings from the literature review and empirical results will be discussed, provided by a conclusion to the study. Furthermore, recommendations and shortcomings of the research study are highlighted, along with future research based on this study. Finally, a self-reflection of this study from the researchers will be presented.

### **5.2 RESEARCH OBJECTIVES**

The primary objective of this study is to identify the key uses and gratifications sought by users of Airbnb.com by analysing online review comments.

In order to address the primary objectives of this study, the following secondary objectives have been formulated:

- SO 1: To investigate the relationship between Amenities and Facilities with User Satisfaction;
- SO 2: To investigate the relationship between Communication and User Satisfaction;
- SO 3: To investigate the relationship between Environmentally Conscious and User Satisfaction;
- SO 4: To investigate the relationship between Leisure Travel and User Satisfaction;
- SO 5: To investigate the relationship between Location and User Satisfaction;
- SO 6: To investigate the relationship between House Rules and User Satisfaction;

- SO 7: To investigate the relationship between Use of Technology and User Satisfaction;
- SO 8: To investigate the relationship between Quality of Service Offered with User Satisfaction;
- SO 9: To investigate the relationship between Rental Costs and User Satisfaction and;
- SO 10: To investigate the relationship between Potential Risks and Benefits and User Satisfaction.

In order to achieve the primary and secondary objectives, the following methodological objectives were identified:

- MO 1: To undertake a theoretical investigation into the variables or factors that are most important to Airbnb when making an online booking, based on reviews from guests;
- MO 2: To propose a theoretical framework, a hypothesised model that reflects the relationships between the factors of Airbnb and the uses and gratifications;
- MO 3: To determine the appropriate research methodology of the study and to address the research problem and research objectives;
- MO 4: To develop an appropriate measuring instrument that will make use of a Microsoft Office Excel spreadsheet to record all the factors gathered from the various articles and make use of textual analysis software, Atlas.ti, by placing all the reviews gathered from the various properties in different price ranges in a Microsoft Office Word document;
- MO 5: To source primary data from a pre-determined sample Airbnb property within the South Africa region and to statistically analyse the data and to test the proposed hypotheses and;
- MO 6: To provide conclusions and recommendations based on the findings of this research, which will assist property owners who would like to partake in the establishment of their own Airbnb business

In this study the following research questions are proposed for the users and gratification general process and the users and gratifications for Airbnb users:

RQ 1: What are the items affecting user's satisfaction?

RQ 2: Which of these items are the key indicators for user satisfaction based on user reviews?

### **5.3 RESEARCH DESIGN**

To address the objectives and purpose of the study, the research design and methodology was briefly discussed and highlighted on. It also included the research paradigms; research approaches and research methods. Furthermore, the sampling and data collection; data analysis; the population; sampling techniques; and model development research instruments were elaborated on.

#### **5.3.1 Research paradigms**

There are two types of research paradigms available, namely positivistic and interpretivist paradigms. Positivistic paradigms are associated with quantitative research. This paradigm involves hypothesis testing to obtain the truth and to predict what can happen in the future. Researchers mainly rely on quantitative statistics for this type of paradigm (Research Paradigms, 2018).

Interpretivist paradigms are associated with qualitative research. Human behaviours are affected by several factors and are mostly subjective in nature. These paradigms are used to study human behaviour daily, rather than in a controlled environment (Stephan, 2015).

In this study both a positivistic and an interpretivist paradigm will be used as it will be used to test and observe human behaviour, based on the reviews left by the respondents. The researcher's will be able to analyse how the guests will feel once the hosts or property owners have implemented the most important categories into their establishment.

### **5.3.2 Research Approach**

There are mainly three types of research approaches, which includes a quantitative, a qualitative and a hybrid/mixed research approach.

DeFranzo (2011) explains that “quantitative research is generating numerical data that can be transformed into usable statistics”. These statistics can be used to construct graphs and tables (McLeod, 2017). Quantitative data collection methods include telephonic interviews, questionnaires and online surveys (DeFranzo, 2011). There are various research methods to acquire quantitative data, such as experimental, exploratory and descriptive research (Struwig and Stead, 2016:6).

DeFranzo (2011) explains that “qualitative research is mainly used to gain an understanding of the underlying reasons, opinions and motivations and provides insights to the problem at hand”. Qualitative research involves conducting individual interviews and observations by using open-ended questions to gain an in-depth understanding of the respondent’s responses and feelings (Bhat, 2018).

A mixed/hybrid research approach is a combination of a quantitative and qualitative research approaches. This study will make use of a hybrid research approach, the reason for using this type of research method is that the researcher’s will first be identifying the key factors using textual analysis and thereafter will be conducting an analysis of statistical data and online reviews from guests. This will be done to identify which categories were the most popular in the South African context.

### **5.3.3 Sampling and data collection**

There is no sample frame available to use for this study as the information provided by Airbnb users is confidential and will be provided to the researchers by Airbnb. For the purpose of this study, the research population chosen for this sample will consist of any individual who have posted an online review on the Airbnb platform at any property within the Eastern Cape Region. The advantage of this method is that the researchers can use the responses given from the guests to conduct a study based on their reviews. The reviews from the guests were to express whether they had an overall satisfying experience at the Airbnb premises. The reviews also suggest which



facilities or amenities the guest would like to have implemented or to refine the offerings that are on offer.

#### **5.3.4 Data analysis**

For the research sample, the researchers will make use of a probability sampling technique. For this study a stratified random selection method will be used whereby every city or town along the Eastern Cape Coastline has an equal chance of being selected. The simple random sampling that is used in this study is to select every 5<sup>th</sup> property under each price category namely, (R0-R500; R501-R1000; R1001 Plus) in each city or town, that will be used to investigate this study.

#### **5.3.5 Scope and demarcation of the study**

The study will focus on which of the 10 categories are the most significant to implement when establishing an Airbnb and how the various categories influence users' experiences and satisfactions. This study will be geographically limited to the Eastern Cape region, where local individuals or tourists whom made use of Airbnb facilities and who have left online review comments explaining their experience and satisfactions observed during their stay at Airbnb. The reason for choosing this location is due the fact that the Eastern Cape region was very profitable as these Airbnb's during 2018 The study will make use of a textual analysis function called Atlas.ti, that will generate a Word Cruncher in a Microsoft Office Word document gathered from all 10 000 reviews. This function is used to analyses the comments left by respondents who have made use of Airbnb. There is no sample frame available to use for this study as the information provided by Airbnb users are confidential and will be provided to the researchers by Airbnb.

#### **5.3.6 Contribution of the study**

The study investigates which items the various types of travellers would like to have available when they make use of Airbnb. While conducting this research it was found that there were 164 different items that were identified. Due to the vast number of items that were identified, the researchers decided to reduce the number of items by

placing the various items into numerous categories. Thereafter the study highlights which categories are the most important to implement to satisfy customers desires for future usage. It is impossible for the host or property owners to implement all 164 items that were identified during the study, so it is important to only implement the necessary factors to satisfy customers expectations. The study will have an in-depth overview of how the different categories can influence the customers satisfaction.

South Africa (SA) heavily relies on tourism from foreigners to explore South African's history, culture and landmarks. By the end of this study, it will provide clarity to Airbnb establishments as to which considerations are the key gratifications that guests seek from establishments around SA. By understanding these gratifications, establishments will be able to retain and attract new guests to their establishments anywhere in SA.

### **5.3.7 Population**

For the purpose of this study, the target population chosen for this sample will consist of any users that have made use of Airbnb facilities along the Eastern Cape Coastline and whom left an online review comment on the Airbnb.com platform. The reason for choosing this location area is because there is a high demand from tourists and locals to stay at accommodation facilities along the coastline than in land accommodation facilities in order to have a breath-taking scenic view. The purpose of this method is to allow the researchers to use the responses gathered from the guests and the responses gathered from the guests will explain the guest's satisfactions experienced from the use of the facility.

### **5.3.8 Sample frame**

There is no sample frame available to use for this study as the information will be provided by Airbnb users, which is confidential and will not be provided to the researchers by Airbnb.com.

### **5.3.9 Sampling techniques**

This study will make use of a probability sampling technique, that allows the total population to be included in the study. A simple random probability sampling technique will be used in the study, to ensure that the various properties in the cities or towns had an equal, non-zero chance of being selected. Three price categories were identified in ranges between R0-R500; R501-R1000; and; R1001 and above. Every 5<sup>th</sup> property from each price category has been chosen in each city or town to randomise the selection. The reviews gathered from the guests will be pasted into a Microsoft Office Word Document. The properties that were used for this research are Port Alfred; East London; Jeffreys Bay; Port Elizabeth; Storms River; Cape St Francis; Oyster Bay; Kenton on Sea; Blue Horizon Bay; Port St Johns and Bluewater Bay.

### **5.3.10 Research instruments**

For this study Atlas.ti is the chosen research instrument that will be used to interpret the results gathered from the reviews. Furthermore, in the section below it briefly describes how Atlas.ti operates.

What is Atlas.ti - Atlas.ti is a powerful tool or program which is used to analyze large amounts of text, audio and visual data (Atlas.ti, 2019). The program assists in arranging work in a systematic way. Its predominantly used for qualitative research and has become a basic tool for researchers in the field. The program assists them in processing their data for analysis.

Media Types - Atlas.ti covers a large variety of media types in all formats (Atlas.ti, 2019). For text documents it includes .txt, .doc, .docx, .odt, pdf and .rtf files. The program allows the users to perform searches across all documents simultaneously. For audio and graphic formats all major formats are covered such as; wav, mp3, wma, avi, mp4 and wmv.

Unique features - The interactive margin area allows individuals using the program to interact with the data in a unique way. The quotation level offers an analytical level which supports research better than any other software on the market. The visualization function in the program offers an integrated and unique way of working

and analysing your data (Atlas.ti, 2019). What makes the program extraordinary is its capability to handle large amounts of work.

A Microsoft Office Excel spreadsheet will be created using all the categories and their correlating factors as identified in Figure 1.1. The researchers will extensively identify various synonyms and keywords which are related to these factors. Once all the factors together with their synonyms have been identified, they will be imported to the Atlas.ti program. The program can identify the frequency of the keywords among the reviewer's comments on the Airbnb platform (Atlas.ti, 2019). The program will use the keywords and synonyms to identify the frequency of these specific words, the researchers can then identify what factors are most sought after by users.

The reviews were copied into a Microsoft Office Word Document to display all the reviews and saved as a .docx file. While coping the reviews from the guests, their personal identity was removed from the document to remain anonymous for the duration of the study. The reviews were imported into a textual analysis program, called Atlas.ti, which utilised its Word Cruncher procedure to produce a Microsoft Office Excel Spreadsheet. The spreadsheet displays all the words used from the reviews document in order of number of times the words were used in the reviews. The words obtained from the Word Cruncher will first be grouped with similar words together before excluding any words. With the above mentioned in mind the researchers will exclude words that appeared less than five times, as important information will not be lost in this study. Lastly key words that appeared five times or more will be used in the study as vulnerable information will not be excluded from the study and this information will be used to conduct meaningful statistics. The words created from the Word Cruncher (Annexure C) will be used to compared it with the key words to each factor relating under each category, that were presented in the table in Annexure B (Model Development). There are certain words that will be excluded from the Word Cruncher as identified in Annexure D (Stop list).

### **5.3.11 Model development**

The researchers first tried to gather a minimum of 100 research articles from previous research from authors, to find information based on the topic of uses and gratifications and Airbnb factors, that were previously identified. Thence, the researchers could only

gather 63 articles, as we exhausted all the articles that were available at present. In addition, a Microsoft Office Excel Spreadsheet (Annexure A) was used to display all the information, that was easily accessible and viewable for the researchers. With the vast number of factors that were available, it was impossible to gain research on all 164 factors for future information research that was going to take place later in the study. The researchers decided to reduce the vast number of factors by placing it under various categories to minimise the large number of factors. While identifying the different factors it was noted that there were several overlapping of the same factors and some factors were obsolete to use in this study.

It was decided to group the factors under various categories to reduce the large number of factors, as this has not been done before in previous research. The different categories that were implemented were Amenities and Facilities; Communication; Environmentally Conscious; Travel Leisure; Location; House Rules; Use of Technology; Quality of Service Offered; Rental Costs; and Potential risks and benefits.

Addendum B (Model Development) had an outlook at the different keywords or synonyms for each factor under each category, that will be used to for empirical records, to interpret the results between the Word Cruncher (Annexure C) and additional key words (Annexure E) that will be used to obtain the results which will be used in graphical presentations to display the results gathered.

#### **5.4 MAIN FINDINGS FROM THE LITERATURE REVIEW**

The main objective of this study was to provide a comprehensive literature overview on how Airbnb.com fits, in the economy, the tourism industry and what potential competition it has within the hospitality industry; and how uses and gratifications theory influence online booking in the tourism industry.

The South Africa's economy is currently very weak with regards to the high unemployment rate and the high oil prices to name a few, which are currently being experienced in the country. South Africa's Rand is very weak due to various political issues that can make investors very sceptical to invest in a country. With no funding being poured into the country from investors or no new establishments of business ventures, this can cause the inflation rate to increase. The country needs new

business venture establishments, that reduces the unemployment rate for the country. The fastest growing industry in South Africa is the tourism industry. There is potential to grow the economy and reduced the high unemployment rate as well as the inflation rate.

The South African Tourism (2018) also mentions that “tourism’s indirect and induced benefits across a very broad value chain are factored in the total contribution amounts to R412,5 billion” or an average of 8,9% of the total GDP. South African Tourism (2018) reveals that with the above mentioned it can lead to “economic and social transformation for South Africans”, because many government organisations, businesses and social partners are coming together to grow and reduce the increasingly high unemployment.

The South African Tourism (2018) also mentions that tourism directly and indirectly provided employment to roughly 1,5 million employees during 2017, which contributed a total of 9,5% of the employment sector and there is potential to grow the tourism sector to 2,1 million jobs by 2028. With the increasing number of international travellers arriving to South Africa (SA) and the rise of travellers spending patterns, it can create employment opportunities for the country as it can reduce the high unemployment levels in SA.

E-business and e-commerce has changed the way how the tourism industry operates in the 21<sup>st</sup> century, by allowing customers to search properties, view pictures of the destination, to check availability of the required accommodation, to place a booking and to make payments immediately to secure your booking.

E-business and e-commerce is growing rapidly, as the world has reached the fourth industrial revolution. As a result, it has made citizens lives much easier as anyone can access anything at their fingertips by using a smartphone, laptop or a tablet. This has allowed individuals to perform activities such as buying and selling online via the internet and it has changed the way how business operations are made in their industry. The internet has become the most important part of society's life to access any information at any time and at any place.

By making online bookings via the internet it has become the most efficient way to make accommodation bookings, as the traditional travel agencies are becoming

redundant as a result of online bookings. When making bookings online an individual can make multiple different bookings from one site such as renting a car, make accommodation reservations and to make bookings for local attractions.

There are many competitors that exist in the market that are a huge threat to Airbnb, namely Agoda, TripAdvisor, Trivago, Bookings.com, Hotels.com and many more. Airbnb is still one of the fastest growing and popular accommodation online booking platform as guests like to stay in a more homely environment and make use of the “shared economy” option, which has taken the world by storm (becoming popular).

Airbnb has become a very popular accommodation industry across the globe. Airbnb is an easy and simple business to start as one does not need much cash flow to start this business venture. When belonging to the Airbnb platform the host does not have to pay any sign-up fees. The host is the owner of the property and they can decide to rent out their spare room or their entire holiday house at a fee. During the 2018 December holiday period in Nelson Mandela Bay, Airbnb made an average total of R6 million, which has brought local and internal tourist to the city. There are various types of travellers and accommodation facilities needs to cater for each traveller.

There are different types of travellers namely business and leisure travellers, tourism accommodation facilities cater for both travellers, as they each require different needs.

Uses and gratifications has changed the way how individuals' function on the internet, as it has allowed individuals to make bookings on a web site, that gives customers clarity that their accommodation bookings are secured.

Online bookings have allowed travellers to share their experiences online with others by leaving reviews and ratings on social media platforms. From previous research it was found that 44% of leisure travellers make use of social media to gain inspiration and advice regarding the travel destinations (Amaro *et al.*, 2016:2). According to TripAdvisor 89% of global travellers are inclined to use social media from online travel reviews when deciding which accommodation to book (Amaro *et al.*, 2016:2).

## **5.5 MAIN FINDINGS FROM THE EMPIRICAL INVESTIGATION**

The findings of the empirical results that were obtained from the online review by guests was presented in Chapter Four.

Based on the total results that were obtained from the categories based on the total frequency ratings were Location (19878); Quality Of service offered (8843); Amenities and Facilities (8805); Business Opportunities (4368); Communication (4290); Leisure Travel (3908); Use of Technology (2222); Rental Cost (989); House Rules (479); and; Environmentally Conscious (155) in chronological order.

### **5.5.1 Amenities and facilities**

The Amenities and Facilities category from Annexure F & G, obtained the following percentage ratings for the various items/variables namely facilities and amenities (71,16%); kitchenette facilities (22,20%); onsite parking (4,10%); availability of transport (2,29%); gym available (0,18%); and handicapped accessible (0,06%).

Based on the above-mentioned information the guests that commented on the onsite parking said that there was safe and secure parking on the premises to avoid theft, damage and breakings. Some hosts offered secure and safe parking at an additional fee, that the guests can decide if they would like to pay for the extra services. The facilitates and amenities conditions go hand in hand, the host tries to provide a wide range of services to make available to their potential guests. There is sometimes an additional charge for certain items if the customer decides to make use of a service. Hosts offer these services to make guest's stay more enjoyable and make future returns.

The guests were extremely satisfied with all the offerings that were available in the kitchenette facilities, but if the guests break or damage any items, they must replace it and can be subtracted from their bank charges.

Guests were not satisfied with the handicap accessibility available at premises. When the hosts advertise their property, they must indicate if their property is suitable for people in a wheelchair. It can be very expensive to implement all the correct procedures to make the property wheelchair friendly for potential guest. Majority of the



guests that make use of Airbnb facilities are not wheelchair bound and that is why hosts do not see the need to make their house wheelchair friendly.

The gym variable indicates that not all properties offer gym facilities as the property can be very small to equip the large machinery and the high-quality machinery can be very expensive to purchase. Hosts can think about implementing this amenity as more and more are becoming health conscious and fitness fanatics.

Some hosts allowed guests to make use of their own car to explore around the city or town, while other guests had to rent a car from a car travel agency or make use of a taxi service like Uber or a Minibus.

### **5.5.2 Communication**

The Communications category as displayed in table 4.1 from Chapter Four, obtained the following percentage ratings for the various items/variables namely travel bragging (63,75%); information sharing (18,34%); socializing (9,28%); personal identity (7,53%); and eWom (1,10%).

Based on the above-mentioned information it is evident that a vast majority of the guests highly recommended these properties for where they were staying at, for potential local visitors or tourists. The personal identity variable observes that local visitors do not need to learn the culture, heritage and language of the South African population as they already know the background to each of the difference cultures experienced in the country. It is useful for tourists to interact with the local South African people to learn the different cultures, heritage and languages in the comfort at their holiday property.

The guests had all good comments to say how helpful the hosts were in providing them with enough information to where the best places are to visit and the highly recommended restaurants to visit nearby their destination area.

The guests suggested that the property had a good atmosphere to hold parties and hold get-togethers with family and friends. As the property had a nice backyard and braai facilities to make use of.

Only a small group of people first read the review comments made by guests who have used that specific property, while others listen to people via word of mouth, before making an informed booking decision. Whereas others make decisions based on the pictures attached to the specific property (even though the pictures can give a false impression) or the property attribute offerings that are available for rent.

### **5.5.3 Environmentally conscious**

The environmentally conscious as displayed in table 4.2 from Chapter Four, obtained the following percentage ratings for the various items/variables namely environmentally concern (90,32%) and recycle (9,68%).

Not all properties have implemented an environmentally sustainable programme such as recycling and reusing resourceful materials. This needs to be implemented to reduce the amount of material waste of being thrown onto our land-fill sites. An example that property owners can implement is to make their own compost fruit and vegetable garden for guests to make use of. Another example is to recycle or reused the water from the sink or from the shower/bath, to water plants or grass. More and more people are becoming environmentally conscious for the future and if you want repeat returns from guests it is best to implement this at your properties.

### **5.5.4 Leisure travel**

The leisure travel category as displayed in Annexure J, obtained the following percentage ratings for the various items/variables namely relaxation (72,75%); to be adventurous (14,71%); sharing economy (5,53%); choice and experience (4,07%); and; pass time (2,94%).

To be adventurous means that guests wanted to experience how the Airbnb platform works and what differentiates the business from their competition. Guests were astonished with the level of furnishings and service that was offered at a fraction of the price. Majority of the guests indicated that the relaxation for leisure travel is merely to relax and to unwind from a hard month's or year's work, to spend time with love one's. The choice and experience variable indicate it is the guests' option to make use of the

Airbnb service as they offer cheaper services and sometimes offer more amenities and facilities than your traditional hotels. The sharing economy variable indicates that some guests like to make use of the new format of sharing things called the “sharing economy”, which means that the hosts gives consent to the guest to make use of any items that are available in the house. This allows guests not to go buy or bring additional items to use, when they go on a holiday.

#### **5.5.5 Location**

The location category as displayed in Annexure K & L, obtained the following percentage ratings for the various items/variables namely location/property attributes (47,77%); tourist attractions and entertainment (38,37%); non-touristy neighbourhood (9,89%); security (4,28%); and; health and safety (0,03%).

The location/property attributes and to stay in a non-touristy neighbourhood go hand in hand as tourists would like to stay in a suburb where they will not normally decide to stay, to learn the culture, heritage and language experienced in South Africa. Guests had all good things to say about how well secured the property is. There are many different tourist attractions and entertainment offerings available in each area for customers to entertain themselves with. Lastly the guests mentioned that there were rules that they had to obey by. The guests thought that it was a very good thing to have implemented so that guests cannot do what they feel like. There was a first aid kit available on premises when certain unforeseen circumstances took place.

The safety regulation variable indicates that the guests at these properties where they stayed said that the host had good safety regulations in place for any unforeseen circumstances that occurred. The host also demonstrated to the guest's on how to use certain instruments in case of an emergency. Hosts try to implement all the safety requirements set out by government when they rent their homes, can be a daunting task and can be very costly depending on the size of the property. The requirements can include but not limited to, signage, fire extinguishers, safety keys and safety exit. It is in the best interest of the host to implement the safety regulations, before the guests have an accident and can hold you accountable for the guest's damages and vice a versa.

### **5.5.6 House rules**

The house rules category as displayed in table 4.3 from Chapter Four, obtained the following percentage ratings for the various items/variables namely house rules (100%). With keywords and synonyms ratings namely usage (63,63%); pet (20,25%); noise (11,48%); party (2,51%); trash (1,25%); damage (0,84%); smoke (0,63%); and alcohol (0,42%).

The reason being why smoking facility obtained a percentage rating of 0,63 is because people are becoming more health conscious as smoking tobacco is very dangerous for a human being. It is up to the hosts decision to implement a smoking or non-smoking policy at their properties. Some of the guests said that a handful of hosts allowed guests to bring their pets with them while they are on holiday. While other hosts prefer not to allow guests to bring their pets along with them as pets can damage one's property and leave a smelling odour behind. The hosts informed the guests that it is their responsibility to take out the rubbish bags on certain days for the delivery truck to collect them. The neighbourhood has a curfew of 21:00 so no more noise can be made, or otherwise security will be dispatched and a fine could be given.

### **5.5.7 Use of technology**

The use of technology category as displayed in table 4.4 from Chapter Four, obtained the following percentage ratings for the various items/variables namely convenience (48,29%); accuracy listing (36,23%); accept a booking request (11,21%); and perceived risk e-commerce (4,28%).

The convenience variable indicates that the guests were very satisfied with the App and website that Airbnb has designed, which allows guest to make a booking on the App or website at the touch of your fingertips. The App has brought the business into the 21<sup>st</sup> century as all business are designing Apps to allow customers to access information from their smartphones. The listings that were displayed on the Airbnb website were very accurate as indicated by the listing's pictures and from the detail's description provided to that property and therefore the guests were extremely satisfied

by the information proved and not providing false information or a hoax property. The guests did not mention much in the review comments regarding the e-commerce variable, but with that said the guests did say good things of how well designed the App is. The booking request variable, the guests mentioned that the App allows an easy way of communicating with the host to check if the apartment or room is still available to rent and if the hosts has received the down payment to secure the property and not give it to another person.

#### **5.5.8 Quality of service offered**

The business opportunity category as displayed in table 4.5 from Chapter Four, obtained the following percentage ratings for the various items/variables namely customer service (48,30%); cleanliness (31,43%); quality assurance and reassurance (19,46%); and strong image or reputation (0,81%).

Having a strong business image or reputation can have a good influence on potential guests to gain repeat purchases for the future or otherwise if the business does not have a good image it can ruin your business and can be forced to close its doors. The guests had good things to say about how well the host treat the guests at the accommodation facilities to satisfy all their needs. The guests highly recommended how well clean and tidy the room or apartment was and a maid or a housekeeper that came in everyday to make sure the place looked clean and neat. The guests said that the quality of the furnishings and comfort of the beds were outstanding and exceeded the guest's expectations.

#### **5.5.9 Rental costs**

The rental costs category as displayed in table 4.6 from Chapter Four, obtained the following percentage ratings for the various items/variables namely service fee (50,05%) and price value (49,95%).

Based on the above-mentioned information, the guests complained that additional fees were charged before departure, like the cleaning fees that were not added to the rental amount, which can make potential guests hesitant to make use of this service.

The guests all had good things to say about the property's value for money offerings, that offers cheaper accommodation than the traditional hotels.

#### **5.5.10 Potential risks and benefits**

The business opportunity category as displayed in table 4.7 from Chapter Four, obtained the following percentage ratings for the various items/variables namely opportunistic behaviour (83,29%); internationalisation (9,46%); external influence (4,88%); and career and business opportunity (2,38%).

Based on the above-mentioned information, the external influence variable is outside the control of the hosts or property owners' control. This can result to water restrictions in certain parts of South Africa (SA) during the high drought restrictions that are put in place until the near future and if a main water pipe burst can take several hours to repair. The external influence can also include the load shedding that was implemented by Eskom. With these above-mentioned external factors, it can harm and affect your business operations which will result in extra costs like getting a generator for when the power goes out and install a borehole water system when there is a burst water pipe or due to the tough drought.

The opportunistic behaviour and career and business opportunity variables indicates that, as seen the Airbnb is a most fastest growing online renting platform. With this platform becoming so successful more and more people are putting their homes up for rent to earn an extra income due to the tough economic climate currently experiencing in SA.

The internationalisation variable indicates that this an international business that adapted itself to suite the South African market.

## **5.6 CONCLUSIONS**

The study has provided relevant summarised information necessary to understand the uses and gratifications theory as well as how the Airbnb functions in the hospitality and tourism industry.

From the research undertaken it is clearly seen that the top three categories, which obtained the highest overall marks were the location, quality of service offered and the amenities and facilities categories, were merely seen as the most important for the guests. The reason for why the location category had a high percentage rating was because the foreign guest would like to share a property with the host to learn more about the South African heritage, culture and the various languages that are spoken. The quality of service offered category was rated so high was because the hosts went out of their way to make sure that the guests had a wonderful stay and the hosts went out of their way by greeting the customers on arrivals. Finally, the reason why the amenities and facilities category were so high was because the hosts offered them a wide range of offering in the amenities and facilities at the premises, whereas a traditional hotel would not offer.

While conducting this research it was noticed that Airbnb South Africa is becoming the fastest-growing industry in the hospitality sector as it obtained a record-breaking in sales within the Eastern Cape region of more than R10 billion for the year (2018).

## **5.7 RECOMMENDATIONS**

The information below represents a chronological order of the total frequency based on each of the 10 categories, namely location; quality of service offered; amenities and facilities; business opportunity; communication; leisure travel; use of technology; rental costs; house rules and environmentally conscious. This section will provide emphasis on which keyword or synonym obtained the highest frequency rating under each item/variable under the different categories.

### **5.7.1 Location**

- Scenic obtained a score of 2204; hosts would start their business in an area that has a good scenic view for the guests.
- Location obtained a score of 2158; hosts should be in unique locations/areas where they will not normally stay. Hosts must make sure that their property is in an area that has quirky and interesting attractions for guests to visit.

- Amazing obtained 1420; the host should try and make sure that the property is very modern and appealing to the eye.
- Wonderful obtained a score of 1191; hosts need to make sure that they offer the guests a wonderful experience during their stay.
- Garden obtained a score of 714; hosts need to make sure that the gardens and grass is trimmed and neat before the guest arrive for their holiday.
- Beach obtained a score of 2651; property owners should think of purchasing a property near the beach to allow the visitors to walk along the sand and to swim in the sea for entertainment.
- Jeffery's bay obtained a score of 1100; hosts can establish an Airbnb in Jeffery's bay as it is a nice area to visit for local or international guests to visit, as there are local surf factory shops and it is the "hot spot" area for people to go to for surfing.
- Restaurant obtained a score of 911; hosts need to make their guests aware of the various restaurants that are available in the area, for guests who want a quick bite to eat by using the drive thru fast food restaurants or to have a high dining experience.
- Mall obtained a score of 745; the hosts should indicate and provide a map to guests to show where the world class shopping experience malls are around the vicinity.
- Area obtained a score of 821; first time hosts should purchase properties in suburbs that have a quirky and quaint vibe (example like purchase a property in Stanley street in Central in Eastern Cape that have unique vibe compared to other suburbs in Eastern Cape).
- Local obtained a score of 302; owners should not purchase or build a property in a rural area, but rather establish your business in local areas where you have access to electricity and running water.
- Town obtained a score of 280; the hosts should mention on their properties Airbnb sites to potential guests what interesting and fun things they can spend their time doing when they make use of the hosts property.
- Safety obtained a score of 449; hosts should install an alarm at their properties for emergencies or for breakings.
- Secure obtained a score of 274; hosts need to implement safety protection such as burglar bars and security gates to protect the guests and the host from theft.



- Aid obtained a score of three; hosts must make sure that there is a first aid kit available on the premises, which is at an accessible area for the guests to access.

### **5.7.2 Quality of service offered**

- Friendliness obtained a score of 1277; the hosts should not be too over friendly but give a warm welcome with a smile on their faces to create the best first impression.
- Helpful obtained a score of 1132; hosts should offer their help to the guest to show that they are willing to lend a helping hand wherever needed.
- Welcome obtained a score of 1057; the hosts must greet the people on arrival and departure and thank them for choosing this place for their stay and ask them if they enjoyed their stay on departure.
- Clean obtained a score of 1912; hosts must make sure that the property is cleaned thoroughly before the guests arrives.
- Spotless obtained a score of 526; hosts should make sure that their property is kept spotless on a regular basis as it could affect the guest's overall satisfaction.
- Neat obtained a score of 205; hosts should make sure that the property is well maintained and should keep the interior décor simple to appeal to the mass renters.
- Tidy obtained a score of 134; hosts need to make sure that they get a housekeeper to tidy the house or room daily.
- Comfort obtained a score of 1632; hosts need to ensure that the comfort of their beds is of the best quality to make the guest happy and in return they will provide "best praises" to others through reviews and word-of-mouth.
- Quality obtained a score of 80; hosts should purchase products that are of a high quality that will last for a very long time and that the product is seen as a good brand. It is important that the hosts purchase these items to exceed the guest's expectations.
- Honest obtained a score of 31; the host should always act with honesty with the guests and not "beat behind the bush", by creating a friendly atmosphere with the guests.

- Respect obtained a core of 24; hosts must treat their guests with their utmost respect and vice a versa, that will create a friendly atmosphere for both parties.
- Professional obtained a score of 14; the host always needs to be professional towards the guests, by welcoming the guests on arrival, have a welcoming smile and be available to the guests when a crisis arises.

### **5.7.3 Amenities and facilities**

- Bedroom obtained a score of 1917; the host needs to make sure that the bedroom provides necessary sunlight into the room and make the room look neat, plain, simple and modern to suit all guests.
- Verandas obtained a score of 540; the host can to build a veranda on their property if they have the capacity to do so, which will increase the value of the property in the future.
- Amenities obtained a score of 313; the host can provide the very basic amenities to the guests, like sheets, towels, utensils, crockery and blankets. The host could also offer guests any additional amenities that they request. The host can charge additional fees for additional amenities the guests would like to use.
- Wi-Fi obtained a score of 287; the hosts should install an uncapped internet services for their guest to make use of during their stay.
- Equipment obtained a score of 508; hosts need to provide guests with the necessary equipment for guests to use e.g. a stove, fridge, oven, toaster ., as this makes it easier for the guests as they do not have to physically go and purchase the items that they need.
- Kitchen obtained a score of 465; the hosts should try and make their kitchen as modern as possible to attract guests, as this will allow the host to charge higher fees for a more luxurious kitchen.
- Coffee obtained a score of 253; the hosts should provide their guests with coffee, tea and milk samples to allow guests to have a satisfied experience during their stay.
- Parking obtained a score of 146; the hosts should provide parking pads on the property for their potential guests to protect their own car of if it is a rental.

- Garage obtained a score of 76; the host can build a carport that has a rollup door, which is quick and easy and cost effective to install, to allow their guests to park their vehicles in a secure area.
- Free obtained a score of 58; indicates that the host allowed their guests to have secure undercover parking for free, for those guests who have access to a car. It is the hosts decision if they would to charge for parking for the guests.
- Car obtained a score of 177; it is up to the host if they would like to charge the guests to fetch them from the airport or if the host can charge the guests to make use of the host's car during their stay.
- Uber obtained a score of 9; the host can arrange for the guests if they would like to make use of Uber during their stay, if the guest does not have access to a vehicle. This provides a cheaper option in the long run for the guest as they do not have to pay for car insurance.
- Sport obtained a score of 9; the host should include a gym with limited machinery for guests to make use or to indicate to guests that there is a gym close by which they can make use of.

#### **5.7.4 Potential risks and benefits**

- Manager obtained a score of 69; The manager should also be friendly and have a welcoming atmosphere to guests during their stay. The host needs to hire a manager that will fulfil the daily duties to the best of their abilities, and they need to be 100 percent honest and trustworthy. This is only necessary if the host does not want to act as the acting manager of the Airbnb.
- Job obtained a score of 12; indicates that this is a very good career opportunity for people who are unemployed and are needing an extra income. It is very simple and easy to establish, so any citizen can register with Airbnb to rent out their property or a room.
- Landlord obtained a score of 10; indicates that the host can take the roll of being a landlord and they have the responsibility to ensure that the property is all in order before the guest arrives and to check if the guests have paid for their stay.

- Water obtained a score of 174; the hosts need to purchase and install water tanks that are coupled to the main water line for the house for guests to use if there are any water issues.
- Electricity obtained a score of 27; the hosts should provide the guests with the “load shedding” schedule to allow them to glance through the schedule to see when possible power outages will take place. Hosts should also install solar power and a generator on the premises to prevent future electricity interruptions.
- Host obtained a score of 3567; the hosts need to be friendly and a “down to earth” person when they have guests over. The hosts also need to be available when the guest’s phone for any issues or concerns they could have.
- Airbnb obtained a score of 1412; hosts can establish an Airbnb as guests find this accommodation relatively cheaper than traditional hotels and guests like to stay in a more homely environment during their holiday. The hosts must be willing to allow the guests make use of their own items (example cutlery and utensils) during their stay.

#### **5.7.5 Communication**

- Recommend obtained a score of 2218; the host must always ensure that the guests had a wonderful time, as this could potentially bring in future guests, because an individual may bring a conversation up regarding accommodation and the guests could discuss your property.
- Comments obtained a score of 517; the host must not be rude in replying to the online review comments, but rather be a be thankful that they made use of your Airbnb. If there were any rude comments that were made, just reply thank you and your comment will be taken into consideration.
- Communicate obtained a score of 425; means that the host must not provide any foul language when they communicate with guests as this can offend them and could harm your business. In order to prevent this, it is in the best interest of the host to act professional and not to pretend to be their friend.
- Information obtained a score of 146; the hosts should be open in providing the guest with an important information, if the guest is new to the city, to inform

them what popular places they can visit to entertain themselves while they are on holiday.

- Shared obtained a score of 128; the host needs to make sure that the information shared on the website is truthful and not misleading to the guests.
- Meeting obtained a score of 130; means that when the host meets the guests for the first time, he/she needs to be friendly towards their guests.
- Greeting obtained a score of 86; indicates that the host needs to greet the guests once they arrive and whenever they see each other, as this shows a very friendly courtesy.
- South African obtained a score of 296; the host can provide a broad history of South Africa to their international tourists, to learn the uniqueness of what makes South Africa such a wonderful and different country, only if the guests are interested in learning the history.
- Review obtained a score of 29; a review is very important to the host especially if the guest puts the host in a “very good light” (by providing very good comments). A review is the last thing a guest will look at to make their final decision if they will book at that particular property. A host needs to make the guest feel at home, as this will allow a guest to leave very good reviews for future guests to review before they make an informed decision.

#### **5.7.6 Leisure travel**

- Enjoyment obtained a score of 1309; hosts should make their guests aware how they can spend their time during their stay, like going to amusement parks, theme parks, go to shopping malls or going to the zoo.
- Relax obtained a score of 645; hosts should not bother their guests unnecessarily during their stay, as the guests would like to spend relaxing time with their family and friends.
- Holiday obtained a score of 321; a host can establish their Airbnb along the coast as guests like to have a holiday at a house which is situated along the coastal area to spend time on the beach.
- Tranquillity obtained a score of 159; the hosts should establish their business in areas that are relatively quiet, that will have a tranquil feel for their guests.

- Relaxation obtained a score of 645; the host should not disturb the guest unnecessary while they are on holiday.
- Pleasurable obtained a score of 96; the hosts should allow the guests to have a pleasurable experience during their stay.
- Entertain obtained a score of 66; it is not obliged by the host to provide the guest with information what attractions they can go that are in proximity of where they stay. The host can provide the guest with a list of activities that are available during their stay as well as directions and the distance of getting there.
- Experiencing obtained a score of 415; hosts should allow guests to come back to Airbnb where they have previously stayed as there could be sentimental circumstances for guests.
- Explore obtained a score of 124; hosts should also make their guests aware what fun and exciting activities that could explore in the vicinity like mountain biking, to take part in charity walks and hiking on special routes, to explore the area and the breath-taking views.
- Pleasurable obtained a score of 96; the host should provide a pleasurable experience for the guests during their stay.
- Knowledge obtained a score of 65; the hosts need to understand that individuals/guests are knowledgeable, so they know what to expect when using Airbnb properties.
- Option obtained a score of 49; the hosts must take note that it is the guest's option to make either use of Airbnb or a traditional hotel as well as how much the guest can spend on accommodation facilities.
- Opportunity obtained a score of 39; the hosts should be aware that Airbnb is a great opportunity to attract customers as it offers a shared economy environment and provides a relatively cheaper option than traditional hotels.
- Choice obtained a score of 36; the hosts need to advertise its properties to attract the guests and indicate which unique features that are available in the area of your Airbnb. The reason being is that it remains the guest's final choice in which area they would like to stay if it meets their required needs.
- Share obtained a score of 128; before the property owner becomes a host, they must be open to the idea that the guests will make use of their personal belongings. If they are uneasy in letting other people to make use of their

personal belonging, then it is probability not a good idea to become a host for Airbnb.

### **5.7.7 Use of technology**

The following keywords obtained the highest scores for the convenience variable:

- Check-in obtained a score of 407; the host needs to make sure that they keep the signing of important documents to a minimum and the host should make the guest aware of what they are signing, while they check-in to the Airbnb.
- Available obtained a score of 234; the hosts must also be available to confirm bookings with guests once they received a notification indicating a guest is interested in making a booking.
- Convenience obtained a score of 214; the hosts should allow guests to place booking reservations through the app as it allows for a convenient way to make a booking. The host can allow the guests to pay for the accommodation immediately to secure their booking.
- Accessible obtained a score of 202; Airbnb has made it easier for the host to accept booking confirmations on the go through the app or via SMS.
- Details obtained a score of 220; the hosts provide all the necessary details on the property's webpage from Airbnb, which will allow guests to see what the property offers and whether it will suit their needs during their stay.
- Shown obtained a score of 188; the hosts need to make sure that all information regarding the property features and facilities/amenities are provided is very accurate, to make the guests satisfied and in return will leave a good review.
- Photographs obtained a score of 112; the hosts need to make sure the photographs used for the website are genuine and not misleading for the customers. The host needs to make sure that the photographs are clearly visible for customers to see. Hosts can hire a qualified photographer to take high quality photos, that will be posted on the website.
- Booking obtained a score of 157; the hosts needs to make sure that there is no confusion regarding the booking dates of this property to avoid clashes or double bookings.

- Reservations obtained a score of 80; the host should accept reservations in a reasonable time period to confirmation reservations with the potential guest, to place the guests at ease to ensure that their booking is secured and paid for.
- Phone obtained a score of 38; the host needs to allow the guests to message and contact him/her before and during their stay, in order to make their stay more enjoyable to put the guests at ease if there are any issues they would like to clarify.
- Website obtained a score of 31; the host can display the properties portfolio and allows customers to make bookings online, which will allow guests to select certain filters to make their selection of the properties easier.

#### **5.7.8 Rental costs**

- Domestic obtained a score of 199; hosts should have hired a reliable domestic worker daily to quickly clean and tidy up the place and to make the bed for the guests, while the guests are out for the day.
- Additional costs obtained a score of 125; the hosts should indicate to guests on arrival to inform them of any additional services that will cost extra (e.g. maid services and laundromat services).
- Laundry obtained a score of 123; the hosts should decide if they would like to offer laundry services at additional charges for the guests.
- Monetary obtained a score of 383; indicating that the property provided guests with value for money and it exceeded their expectations. Hosts should provide guests with a list of items/products as well as their pricing like room service and a mini bar.
- Price obtained a score of 97; which indicates that hosts should offer reasonable prices for renting properties to attract potential guests to make use of their Airbnb.

#### **5.7.9 House rules**

- Usage obtained a score of 300; hosts should install a wireless router at their property for their guests to access the internet.



- Pet obtained a score of 97; hosts need to indicate on the properties details if the hosts allow pets on the premises, before a person books a reservation.
- Noise obtained a score of 55; indicating that the host must make certain rules for tenants to obey by, to avoid upsetting the neighbouring homeowners.

#### **5.7.10 Environmentally conscious**

- Environment obtained a score of 75; the host should make sure that the environment at their property is clean and no litter/leaves lying around.
- Greenery obtained a score of 35; hosts should have greenery in their garden which attracted bees and butterflies which is a nice picturesque moment for guests to look at.
- Ecologically obtained a score of 28; the hosts should implement ecological programs at their place to sustain resources for the future.
- Sustainable obtained a score of nine; hosts should implement recycling initiatives at their property to make guests happy and to protect the environment for the future.

### **5.8 KEY RECOMMENDATIONS**

From the above-mentioned recommendations on how the host should approach or implement each keyword/synonym under each category, the top ten most important words (keywords/synonyms) that should be implemented first, by new or existing Airbnb hosts, are examined below.

- (1) Beach which obtained 2651, as guests like to stay in accommodation facilities that is in walking distance from the beach.
- (2) Host which obtained 3567, the hosts need to always act professional towards the guests.
- (3) Recommend which obtained 2218, guests will always recommend to other people if they should try out an Airbnb property as they had a wonderful experience.

- (4) Scenic which obtained 2204, guests like to stay at accommodation facilities that have a scenic view from their balcony window.
- (5) Location which obtain 2158, the location is the most important concern for the guest as they like to stay in an area that is unique and has numerous activities and shopping centres for them to visit.
- (6) Bedroom which obtained 1917, it is important to make sure that the bedroom(s) are up to the guest's standards by providing all the necessary trimmings like elegant bedding, towels, pillows, blankets, cupboards, chest of draws and so much more.
- (7) Clean which obtained 1912, the hosts should always make sure that the room is clean before the guests arrive and during their stay, to make the place look neat and tidy.
- (8) Comfortable which obtained 1632, the host needs to make sure that the comfort of the beds and coaches/chairs are comfortable for the guests to use. The hosts should not purchase cheap beds that are hard as this will cause guests to have an unpleasant night's rest and will not recommend others to not to place bookings at your Airbnb.
- (9) Amazing which obtained 1420, guests like to have an amazing time while they are on holiday by visiting historical sits, going to world class shopping centres and the area has a unique and quirky vibe.
- (10) Wonderful which obtained 1191, guests like to have a wonderful stay, where there are no interruptions from the hosts or any unexpected issues that took place.

## **5.9 SHORTCOMINGS OF THE RESEARCH**

The study had numerous shortcomings to the study. Shortcomings are very possible in a research assignment. The shortcomings are as follows:

- The study focused on the Eastern Cape Coastline area, which effected the results of the study, because not all the properties in the city or town had a review comment left by guests. The reason for this could be that the property was recently

listed on the Airbnb platform or the guest did not like the property features or the price that was charged.

- Once the 10 000 reviews were gathered it was noticed that the grammar and spelling from the respondents was very bad, which the researchers first had to rectify before sending it to the textual analysis software, Atlas.ti.
- The time constraints were another shortcoming for the researchers, as it was a daunting task to complete each treatise section within a limited time period, while studying full-time and delegating tasks with our other subjects.

## **5.10 FUTURE RESEARCH**

The researchers believe that future research based on this topic, can have an in-depth view on how to improve service on the App or website of Airbnb. There could be changes that need to be taken into consideration to make the offering simpler and more accessible to the guests.

Another study researcher can undertake is to investigate how to determine if the property advertised on Airbnb is an illegal listing or not, as this can make guests very unhappy as their deposit and stay will be forfeited. Similarly, they can look at why the hosts leave out certain information about the properties attributes and why the hosts mislead and provide false information about a property or listing.

Thirdly researchers can investigate what is the best, cost effective, convenient and rapid way for the host and guests to communicate with each other to confirm bookings and payments to put the guest at ease, to make sure that their booking has been confirmed.

Finally, researchers can investigate, how Airbnb can improve their payments options available to customers by making more payment methods obtainable. This allows customers to choose when they would like to pay for the booking to make sure that their accommodation has been booked.

## **5.11 SELF REFLECTION**

Before starting this treatise, the researchers easily underestimated the time allocated to complete this study as one is not aware of the amount of work that is required to do as this was our first time doing an assignment like this. This has taught the researchers how to use time management effectively and to plan one's schedule for the future. While doing this research study, the researchers have now learned how to delegate work tasks and assignments for when the researches enter the business world.

The researchers have learned that when doing any type of research studies, you must back up the content with evidence to give your content a strong motivation behind the study, for why the reader should read it and why people should make use or implement the services or products that are offered.

The researchers never knew that a textual analysis program existed namely Atlas.ti, which is used to identify words in a document. It is also used to indicate the total number of occurrences for any words that appear in a Word document.

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## ANNEXURE A – SUMMARY OF EXCEL FACTORS

No	Category	Factors	Authors
1	Amenities and Facilities	On-site parking	Dan Wang & Juan L Nicolau
			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz
			Svetlozar Nestorov
		Facilitating conditions	Per E. Pedersen, Herbjørn Nysveen
		Handicap accessible	Tarik Dogru and Osman Pekin
		Kitchenet Facilities	Sampo Santama
			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz
			Svetlozar Nestorov
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
			Budi Setiawan, Ni Luh Putu Trisdyani, Putu Pramania Adnyana, I. Nyoman Adnyana, Kadek Wiweka and Hesti Retno Wulandani
			Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I.
			Daniel Adams Guttentag
			Daniel Gutteng
		Availability of transport	Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz
			Svetlozar Nestorov
			Robert D. Mackoy & Gregory E. Osland

		<b>Gym on site</b>	Dan Wang & Juan L Nicolau
			P. Tussyadiah
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
			Dean D Lehr
			Robert D. Mackoy & Gregory E. Osland
			YANGZHOU HU AND J. R. BRENT RITCHIE
			Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I. (2017).
			Daniel Adams Guttentag 2017
			Wu-Chung Wu, Chih-Yun Yang
			Daniel gutteng 2016
		<b>Amenities</b>	Sampo Santama - 2014
			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
			Budi Setiawan, Ni Luh Putu Trisdyani, Putu Pramania Adnyana, I. Nyoman Adnyana, Kadek Wiweka and Hesti Retno Wulandani
			Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I. (2017).
			Daniel Adams Guttentag 2017
			Daniel Gutteng 2016

2	Necessary Safety Measures	Health and safety	Henama, Unathi Sonwabile
3	Communication	Information Sharing	Natalie Stors & Andreas Kagermeier
			Prof. Dr. Syed Arabi Idid Assoc. Prof. Dr. Saodah Wok Ismail Sheikh Yusuf Dhaha Nurzaidah Ab. Aziz
			Hui-Fei Lin and Chi-Hua Chen
			Xueming Luo
			Anita Whiting, David Williams
			Hanjun Ko , Chang-Hoan Cho & Marilyn S. Roberts
			Namsu Park, M.A., Kerk F. Kee, M.A., and Sebastia´n Valenzuela, M.A.
			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
			Stephanie O'Donohoe
			Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
			Leila Karimi, Rouhollah Khodabandelou, Maryam Ehsani, Muhammad Ahmad
			Ko Hanjum
			M.G. Jere & S.V. Davis

			Richard Basilisco and Cha, Kyung Jin
			Carolyn A Lin
			Thomas J. Johnson, Barbra K Kaye
			Luiz Mendes-Filho, Felix B. Tan
			Shwadhin Sharma, Robert E. Crossler
			Ismail Sheikh Yusuf Dhaha, Abdikarim Barqadle Igale
		<b>Socializing</b>	Sampo Santama - 2014
			Ann Kristin Stene & Henriette Frolich Holte
			Eunsuk Sung, Hongbum Kim & Daeho lee
			Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I. (2017).
			Ivan Tanta, Maja Mihoviločić & Zrinka Sablić
			Myung Ja Kima, Choong-Ki Leea,, Noshir S. Contractorb
			Prof. Dr. Syed Arabi Idid, Assoc. Prof. Dr. Saodah Wok, Ismail Sheikh Yusuf Dhaha Nurzaidah Ab. Aziz
			Mark A. Urista, Qingwen Dong, Kenneth D. Day
			AjayAluri, LisaSlevitch, Robert Larzelere
			Yongqiang Sun, Yanping Guo, Dina Liu, Nan Wang
			Anita Whiting, David Williams
			Hanjun Ko , Chang-Hoan Cho & Marilyn S. Roberts
			Namsu Park, M.A., Kerk F. Kee, M.A., and Sebastia´n Valenzuela, M.A.
			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley

			Stephanie O'Donohoe
			Princely Ifinedo
			JAEHO CHO, HOMERO GIL DE ZÚNIGA, HERNANDO ROJAS, DHAVAN V. SHAH
			Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
			Leila Karimi, Rouhollah Khodabandelou, Maryam Ehsani, Muhammad Ahmad
			M.G. Jere & S.V. Davis
			Richard Basilisco and Cha, Kyung Jin
			Ibrahim M. Al-Jabri , M. Sadiq Sohail, Nelson Oly Ndubisi
			Mayur Karnik, Ian Oakley, Jayant Venkatanathan, Tasos Spiliotopoulos and Valentina Nisi
			Per E. Pedersen, Herbjørn Nysveen
			Per E. Pedersen, Helge Thorbjørnsen, Herbjørn Nysveen
			Makingu Mondi, Peter Woods, Ahmad Rafi
			Young W Ha, Jimin Kim, Christian F Libaque-Saenz, Younghoon Chang, Myeong-cheol park
			Shwadhin Sharma, Robert E. Crossler
			Ismail Sheikh Yusuf Dhaha, Abdikarim Barqadle Igale
			Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kan

		<b>Personal Identity</b>	Ivan Tanta, Maja Mihovilović & Zrinka Sablić
			Hui-Fei Lin and Chi-Hua Chen
			Gomma Agag, Ahmed A El-Masry
			Yongqiang Sun, Yanping Guo, Dina Liu, Nan Wang
			Jihyuk Joo, Yoonmo Sang
			Princely Ifinedo
			Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
			Ko Hanjum
			Ibrahim M. Al-Jabri , M. Sadiq Sohail, Nelson Oly Ndubisi
			Per E. Pedersen, Helge Thorbjørnsen, Herbjørn Nysveen
			Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kang
			Eunsuk Sung, Hongbum Kim & Daeho lee
		<b>Travel bragging</b>	Nahid Malazizi, Habib Alipour and Hossein Olya
			Christoph Mittendorf
			AjayAluri, LisaSlevitch, Robert Larzelere
			Gomma Agag, Ahmed A El-Masry
			Shwadhin Sharma, Robert E. Crossler
			Zhenxing Mao & Jiaying Lyn
4	Online Reviews	<b>eWOM</b>	Dan Wang & Juan L Nicolau
			Eunsuk Sung, Hongbum Kim & Daeho lee

			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			Shih Cheng Weng
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
			Tarik Dogru and Osman Pekin
			Lena Jingen Liang
			Magno, F., Cassia, F., Ugolini, M.
			Lena Jingen Liang
5	Environ mentally Consciou	Environmentally concern	Sampo Santama - 2014
			Ann Kristin Stene & Henriette Frolich Holte
			Shwadhin Sharma, Robert E. Crossler
6	Leisure Travel	Try new things	Daniel Guttentag, Stephen Smith, Luke Potwarka and Mark Havitz
			Natalie Stors & Andreas Kagermeier
			Zhenxing Mao & Jiaying Lyn
			Ann Kristin Stene & Henriette Frolich Holte
			Eunsuk Sung, Hongbum Kim & Daeho lee
			P. Tussyadiah
			daniel Adams Guttentag
			Daniel Adams Guttentag 2017
			Christoph Mittendorf
			Hui-Fei Lin and Chi-Hua Chen
			Jihyuk Joo, Yoonmo Sang

			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Stephanie O'Donohoe
			Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
			M.G. Jere & S.V. Davis
			Mayur Karnik, Ian Oakley, Jayant Venkatanathan, Tasos Spiliotopoulos and Valentina Nisi
			Per E. Pedersen, Herbjørn Nysveen
			Ismail Sheikh Yusuf Dhaha, Abdikarim Barqadle Igale
	Relaxation		Ivan Tanta, Maja Mihoviločić & Zrinka Sablić
			Prof. Dr. Syed Arabi Idid Assoc. Prof. Dr. Saodah Wok Ismail Sheikh Yusuf Dhaha Nurzaidah Ab. Aziz
			Mark A. Urista Qingwen Dong Kenneth D. Day
			Anita Whiting, David Williams
			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
			Stephanie O'Donohoe
			Ko Hanjum
			M.G. Jere & S.V. Davis



			Carolyn A Lin
		<b>Choice and experience</b>	Zhenxing Mao & Jiaying Lyn
			Nahid Malazizi, Habib Alipour and Hossein Olya
			Lena Jingen Liang
			Ivan Tanta, Maja Mihovilović & Zrinka Sablić
			Lena Jingen Liang
			Myung Ja Kima, Choong-Ki Leea,*, Noshir S. Contractorb
			Hui-Fei Lin and Chi-Hua Chen
			AjayAluri, LisaSlevitch, Robert Larzelere
			Gomma Agag, Ahmed A El-Masry
			Jihyuk Joo, Yoonmo Sang
			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
			Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
			Ko Hanjum
			Per E. Pedersen, Herbjørn Nysveen
			Makingu Mondi, Peter Woods, Ahmad Rafi
			Ismail Sheikh Yusuf Dhaha, Abdikarim Barqadle Igale
			Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kang
		<b>Pass time</b>	Anita Whiting, David Williams

			Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
			Leila Karimi, Rouhollah Khodabandelou, Maryam Ehsani, Muhammad Ahmad
			Ko Hanjum
			Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kang
		<b>Sharing economy ethos</b>	Daniel Guttentag, Stephen Smith, Luke Potwarka and Mark Havitz
			Eunsuk Sung, Hongbum Kim & Daeho lee
			Shih Cheng Weng
			Daniel Adams Guttentag
			Tarik Dogru and Osman Pekin
			Daniel Adams Guttentag 2017
			Yongqiang Sun, Yanping Guo, Dina Liu, Nan Wang
7	Location	<b>To stay in a non- touristy neighbourhood</b>	Daniel Guttentag, Stephen Smith, Luke Potwarka and Mark Havitz
			Eunsuk Sung, Hongbum Kim & Daeho lee
			Daniel Adams Guttentag
			Robert D. Mackoy & Gregory E. Osland
			Shwadhin Sharma, Robert E. Crossler
		<b>Security</b>	Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			Shih Cheng Weng
			Robert D. Mackoy & Gregory E. Osland

			Gomma Agag, Ahmed A El-Masry
			JAEHO CHO HOMERO GIL DE ZUNIGA HERNANDO ROJAS DHAVAN V. SHAH
			M.G. Jere & S.V. Davis
		<b>Tourist attractions</b>	Iis P. Tussyadiah
			Robert D. Mackoy & Gregory E. Osland
			YANGZHOU HU AND J. R. BRENT RITCHIE
			Hui-Fei Lin and Chi-Hua Chen
			Xueming Luo
		<b>Location/ property attributes</b>	Robert D. Mackoy & Gregory E. Osland
			Dan Wang & Juan L Nicolau
			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			Shih Cheng Weng
			YANGZHOU HU AND J. R. BRENT RITCHIE
			Tarik Dogru and Osman Pekin
8	House rules	<b>Pet friendly</b>	Tarik Dogru and Osman Pekin
		<b>Smoking Policy</b>	Dan Wang & Juan L Nicolau
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
9	Use of Technology	<b>Convenience</b>	Henama, Unathi Sonwabile
			Dean D Lehr
			Gomma Agag, Ahmed A El-Masry
			Anita Whiting, David Williams
			Hanjun Ko , Chang-Hoan Cho & Marilyn S. Roberts

			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
			Leila Karimi, Rouhollah Khodabandelou, Maryam Ehsani, Muhammad Ahmad
			Richard Basilisco and Cha, Kyung Jin
			Thomas J. Johnson, Barbra K Kaye
		<b>Accuracy listing</b>	Dean D Lehr
		<b>Perceived risk e-Commerce</b>	Young W Ha, Jimin Kim, Christian F Libaque-Saenz, Younghoon Chang, Myeong-cheol park
			Nahid Malazizi, Habib Alipour and Hossein Olya
			Sampo Santama - 2014
		<b>Accept a booking request</b>	Christoph Mittendorf
10	Quality of host and business	<b>Quality Assurance and reassurance</b>	Sampo Santama - 2014
			Balázs Kovács, Glenn R. Carroll, David W. Lehman
			Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
		<b>Strong Image or Reputation</b>	Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz
			Svetlozar Nestorov
			Zhihua Zhang, Rachel J. C. Chen, Lee D. Han, and Lu Yang
			Robert D. Mackoy & Gregory E. Osland
			Lena Jingen Liang
			Balázs Kovács, Glenn R. Carroll, David W. Lehman
			Lena Jingen Liang
			Yongqiang Sun, Yanping Guo, Dina Liu, Nan Wang
			Princely Ifinedo

			M.G. Jere & S.V. Davis
			Per E. Pedersen, Helge Thorbjørnsen, Herbjørn Nysveen
		<b>Host's customer service</b>	Daniel Guttentag, Stephen Smith, Luke Potwarka and Mark Havitz
			Shih Cheng Weng
			Daniel Adams Guttentag
			Robert D. Mackoy & Gregory E. Osland
			YANGZHOU HU AND J. R. BRENT RITCHIE
			Nahid Malazizi, Habib Alipour and Hossein Olya
			Magno, F., Cassia, F., Ugolini, M.
			Daniel Gutteng 2016
			Hui-Fei Lin and Chi-Hua Chen
			Shwadhin Sharma, Robert E. Crossler
		<b>Cleanliness</b>	Dean D Lehr
			Wu-Chung Wu, Chih-Yun Yang
11	<b>Costs involved</b>	<b>Service fee</b>	Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I. (2017).
			Nahid Malazizi, Habib Alipour and Hossein Olya
			Henten, Anders; Windekilde, Iwona
		<b>Price value</b>	Sampo Santama - 2014
			Natalie Stors & Andreas Kagermeier
			Zhenxing Mao & Jiaying Lyn
			Ann Kristin Stene & Henriette Frolich Holte
			Eunsuk Sung, Hongbum Kim & Daeho lee

			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			Iis P. Tussyadiah
			Shih Cheng Weng
			Henama, Unathi Sonwabile
			Budi Setiawan, Ni Luh Putu Trisdyani, Putu Pramania Adnyana, I. Nyoman Adnyana, Kadek Wiweka and Hesti Retno Wulandani
			Robert D. Mackoy & Gregory E. Osland
			YANGZHOU HU AND J. R. BRENT RITCHIE
			Ismail, M.N.I., Hemdi, M.A., Sumarjan, N., Hanafiah, M.H. & Zulkifly, M.I. (2017).
			Daniel Adams Guttentag 2017
			Lena Jingen Liang
			Magno, F., Cassia, F., Ugolini, M.
			Balázs Kovács, Glenn R. Carroll, David W. Lehman
			Daniel Gutteng 2016
			Lena Jingen Liang
			Shwadhin Sharma, Robert E. Crossler
			Ismail Sheikh Yusuf Dhaha, Abdikarim Barqadle Igale
12	Entertainment	Entertainment	Sampo Santama - 2014
			Eunsuk Sung, Hongbum Kim & Daeho lee
			Arup Varma, Nenad Jukic, Almir Pestek, Clifford J Shultz Svetlozar Nestorov
			YANGZHOU HU AND J. R. BRENT RITCHIE

		Ivan Tanta, Maja Mihovilović & Zrinka Sablić
		Prof. Dr. Syed Arabi Idid Assoc. Prof. Dr. Saodah Wok Ismail Sheikh Yusuf Dhaha Nurzaidah Ab. Aziz
		Mark A. Urista, Qingwen Dong, Kenneth D. Day
		Xueming Luo
		Ajay Aluri, Lisa Slevitch, Robert Larzelere
		Anita Whiting, David Williams
		Hanjun Ko , Chang-Hoan Cho & Marilyn S. Roberts
		Namsu Park, M.A., Kerk F. Kee, M.A., and Sebastia'n Valenzuela, M.A.
		Andrew D Smock, Nicole B Ellison, Cliff Lampe, Donghee Y Wohn
		Aine Dunne, Margaret-Anne Lawlor, Jennifer Rowley
		Stephanie O'Donohoe
		Princely Ifinedo
		Meng-Hsiang Hsu, Chun-Ming Chang, Hsien-Cheng Lin, Yi-Wan Lin
		Leila Karimi, Rouhollah Khodabandelou, Maryam Ehsani, Muhammad Ahmad
		Ko Hanjum
		Richard Basilisco and Cha, Kyung Jin
		Ibrahim M. Al-Jabri , M. Sadiq Sohail, Nelson Oly Ndubisi

			Mayur Karnik, Ian Oakley, Jayant Venkatanathan, Tasos Spiliotopoulos and Valentina Nisi
			Per E. Pedersen, Herbjørn Nysveen
			Carolyn A Lin
			Thomas J. Johnson, Barbra K Kaye
			Makingu Mondli, Peter Woods, Ahmad Rafi
			Young W Ha, Jimin Kim, Christian F Libaque-Saenz, Younghoon Chang, Myeong-cheol park
			Luiz Mendes-Filho, Felix B. Tan
			Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kang
13	Business opportunity	Opportunistic behaviour	Young W Ha, Jimin Kim, Christian F Libaque-Saenz, Younghoon Chang, Myeong-cheol park
			Namsu Park, M.A., Kerk F. Kee, M.A., and Sebastia'n Valenzuela, M.A.
			Gomma Agag, Ahmed A El-Masry
		Internalisation	Princely Ifinedo
		External Influence	Per E. Pedersen, Herbjørn Nysveen
		Career and Business opportunity	M.G. Jere & S.V. Davis
		Self-efficiency	Ivan Tanta, Maja Mihovilović & Zrinka Sablić
			M.G. Jere & S.V. Davis



			Princely Ifinedo
			Per E. Pedersen, Herbjørn Nysveen
			Thomas J. Johnson, Barbra K Kaye
			Makingu Mondi, Peter Woods, Ahmad Rafi
			Young W Ha, Jimin Kim, Christian F Libaque-Saenz, Younghoon Chang, Myeong-cheol park

## ANNEXURE B – MODEL DEVELOPMENT

No	Categories	Factors/Variables	Key Words
1	Amenities and Facilities	Onsite parking	Onsite, free, parking, facilities, paid, off-site, garage, car park, garage, parking space, spot, parking area, parking place, off-site, off-street, parking structure, rest stop, carport, parking lot, street parking, car-parking space, area for parking, motor-car parking, area for cars.
		Facilitating conditions	Bathroom, fully furnished, baths, bathtub, showers, bed, toilet, loo, vanity, room services, boardroom facilities, Air-conditioning, TV, self-catering, telephone, landline, desk, chair, iron, ironing board, radio, a safe, locker, vault, locked safe, hairdryer, laundry service, meeting rooms, printer, photo copying services, washing machine.

		Handicap accessible	Wheelchair friendly, ramp, disabled friendly facility, mobility accessible, handicapped accessible, accessible with assistance, accessible, disabled, incapacitated, impaired, invalided, paraplegic, quadriplegic, people with disability.
		Kitchenet facilities	Utensils, coffee and tea facilities, fridge, stove, oven, toaster, kettle, sink, storage.
		Availability of transport	Shuttle services, transport, transportation, chauffeur services, driver, operator, rentals, cab driver, car driver, chauffeuring.
		Gym on site	Equipment, fitness centre, exercise, health club, exercise room, bodybuilding, place to train, machinery.
		Amenities	Complementary Wi-Fi, fitness centre, self-service workstations, a heated swimming pool, message treatments, dry cleaning services, breakfast.

2	Safety Regulation	Health and safety	Rules of conduct, disability safety, permits, licences, safety equipment, health and safety, protection to human health.
3	Communication	Information Sharing	Exchanging of information, information sharing, sharing of information, information exchange, swapping of information, knowledge sharing, information from others.
		Socializing	Socialisation, socialising, socialise, interacting, meeting, mingle, be social, talking.
		Personal Identity	Culture, society, language skills, character traits, personality, traits, personal characteristics.
		Travel bragging	Bragging, exaggerating.
4	Online Review	eWOM	Word of mouth, online reviews, verbal communication.

5	Environmentally Conscious	Environmentally concern	Going green, respecting the planet, environmentally friendly, eco-friendly, environmental, environmentally responsible, ecological, respecting the environment, environmental consciousness, energy efficient, energy saving.
6	Leisure Travel	To be adventurous	Adventure, experiment, sample, explore, try something new, new experience, enthusiasm.
		Relaxation	Rest, leisure, pleasure, enjoyment, relaxing, relax, holiday, break, tranquillity, unwind.
		Choice and experience	Option, decision, choice, pleasure, desire, opportunity, making decisions. Knowledge, adventure, familiarity, exposure, observation, circumstances.
		Pass time	Leisure activity, relaxation, pleasure, relax, avocation, distraction, diversion, escape, amusement, entertainment, pass time.

		Sharing economy	Share, sharing, peer economy.
7	Location	To stay in a non-touristy neighbourhood	Convenient location, vicinity, area, district, region, neighbourhood, local, location, community, local area, residential districts, outskirts.
		Security	Safety, secure, protection, surety, assurance, safe, security, securities, security measures, safeguards, alarm, panic button.
		Tourist attractions	Casino, coffee shops, restaurants, shopping malls, golf course, historic tourist attractions.
		Location/ property attributes	Stunning place, wonderful place, location, area, grounds, property, real estate property, plot of land, premises.
8	House Rules	Pet friendly	Pet friendly, animal friendly, are pets allowed, animal friendly.
		Smoking Policy	Smoking facility, smoking policy, non-smoking, smoke free, anti-smoking.

9	Use of Technology	Convenience	Available, accessible, convenience, ease-of-use, user-friendly.
		Accuracy listing	Accurate, realistic, precise, strict, authentic, accurate record, reliable, trustworthy, valid, flawless, free from error.
		Perceived risk e-Commerce	Computerised, electronic, electronically, transaction.
		Accept a booking request	Booking reservations, secured, advanced booking, reserved, confirmation.
10	Quality of host and business	Quality Assurance and reassurance	Quality control, monitoring quality, management quality, controlling quality, comfort, sympathy, assurance, reassuring, reassurance, tranquillize.
		Strong Image or Reputation	Prestige, respect, status, honest, reliable, friendly, authority.
		Host's customer service	Friendly, etiquette, good hospitality, accommodating to customers.

		Cleanliness	Purity, tidiness, neatness, housekeeping, cleanness, hygiene.
11	Rental Costs	Service fee (cleaning fee, deposit)	Cost of service, handling charge, service charge, handling fee, administrative costs, management fees, management costs, processing fee, handling costs, levy, housecleaning.
		Price value	Costs, rental, fees, rate, value, price
12	Entertainment	Entertainment	Amusement parks, sport, activities, party, concerts, exhibitions, banquets, festivals, beach, shopping, attractions, game, reserves, historical
13	Business Opportunity	Opportunistic behaviour	Self-seeker, opportunist, shrewd, self-centred, eager, enthusiastic, opportunism, sophisticated.
		Internalisation	Globalisation, international activities, international operations.



		External Influence	External factors, external influences, outside influence, external exposure, outside influences, external attacks.
		Career and Business opportunity	Employment, job, work, profession, corporation, organisation, opportunity, window of opportunity, golden opportunity.
		Self-efficiency	Insecurity, lack of self-trust, self-distrust, diffidence, lack of self-confidence.

## ANNEXURE C – WORD CRUNCHER

Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables
<b>accepting</b>	7	accept a booking	clean	1912	clean	landscape	23	location	reassured	1	assurance	toothbrush	2	facilities and amenities
<b>accessible</b>	202	convenience	cleaning	11	service fee	language	6	personal identity	recommended	2218	travel bragging	toothpaste	3	facilities and amenities
<b>accommodating</b>	293	customer service	club	6	entertainment	laptop	3	e-comm	recycle	2	environmentally concern	towels	99	facilities and amenities
<b>accurate</b>	49	accuracy	coffee	253	kitchen	laundry	123	service fee	relaxation	645	relax	town	280	neighbourhood
<b>activities</b>	81	entertainment	comfortable	1632	qar	leisure	6	relax	reliable	4	accuracy	trampoline	11	entertainment
<b>additional</b>	125	service fee	comment	517	travel bragging	linen	130	facilities and amenities	reliably	1	image	tranquillity	159	relax
<b>addo</b>	57	entertainment	communicate	425	information sharing	listening	13	information sharing	reservation	80	booking	transportation	7	transport
<b>adventurous</b>	19	adventure	community	17	neighbourhood	listing	23	accuracy	reserve	38	entertainment	trash	6	house rules
<b>advertised</b>	68	accuracy	confirming	5	booking	livingroom	168	facilities and amenities	residential	23	neighbourhood	trellidor	1	security
<b>aid</b>	3	health	conscious	2	environmentally concern	local	302	neighbourhood	respect	24	image	trustworthy	9	accuracy
<b>Airbnb</b>	412	international	convenience	214	convenience	location	2158	location	rest	67	relax	tsitsikamma	106	entertainment
<b>aircon</b>	49	facilities and amenities	conversation	40	socialize	lock	17	security	restaurant	911	entertainment	uber	9	transport
<b>alarm</b>	13	security	cookware	62	kitchen	lounge	57	facilities and amenities	review	29	ewom	unique	88	share
<b>alcohol</b>	2	house rules	cost	7	price	malls	745	entertainment	rooibos	4	kitchen	unsafe	2	security
<b>alleyway</b>	2	parking	couch	47	facilities and amenities	manager	69	business opportunity	rugby	5	entertainment	unwind	36	relax
<b>amazing</b>	1420	location	cruises	3	entertainment	meeting	130	socialize	rules	2	health	usage	300	house rules

Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables
<b>amenities</b>	313	facilities and amenities	culture	1	personal identity	microwave	16	kitchen	safari	11	entertainment	utensils	20	kitchen
<b>amount</b>	7	price	cup	19	kitchen	minibar	1	facilities and amenities	safety	449	security	vacation	33	relax
<b>amused</b>	3	pass	cupboards	16	kitchen	minibus	8	transport	salt	9	kitchen	veranda	540	facilities and amenities
<b>app</b>	11	e-comm	cutlery	32	kitchen	monetary	383	price	sample	2	adventure	vicinity	12	neighbourhood
<b>appliances</b>	21	kitchen	cycling	10	entertainment	neat	205	clean	scenery	81	location	village	165	neighbourhood
<b>area</b>	821	neighbourhood	damaged	4	house rule	necessities	27	facilities and amenities	scenic	2204	location	water	174	external
<b>areas</b>	2	parking	decision	22	choice	neighbourhood	173	neighbourhood	secure	274	security	waterfront	7	entertainment
<b>assure</b>	3	assurance	description	45	accuracy	Nespresso	69	kitchen	service	95	customer service	website	31	e-comm
<b>attraction</b>	172	entertainment	desire	9	choice	Netflix	27	facilities and amenities	shampoo	15	facilities and amenities	welcoming	1057	customer service
<b>authentic</b>	14	accuracy	desk	1	facilities and amenities	noisy	55	house rules	shared	128	socialize	wheelchair	5	handicap
<b>automated</b>	66	accuracy	details	220	accuracy	offerings	234	facilities and amenities	shower	193	facilities and amenities	Wi-Fi	287	facilities and amenities
<b>available</b>	234	convenience	dishes	21	kitchen	online	7	ewom	shown	188	accuracy	wii	5	entertainment
<b>awesome</b>	496	location	dishwasher	16	kitchen	onsite	3	parking	shuttle	1	transport	wilderness	47	entertainment
<b>basin</b>	3	facilities and amenities	distractions	2	pass	opinion	4	ewom	sightseeing	49	entertainment	wonderful	1191	location
<b>bathroom</b>	266	facilities and amenities	driveway	4	parking	opportunity	39	choice	sink	1	kitchen	yard	53	parking
<b>bathtub</b>	77	facilities and amenities	drought	4	external	option	49	choice	smoke	3	house rules	yoga	3	entertainment
<b>bbqs</b>	78	facilities and amenities	dstv	43	facilities and amenities	organic	4	environmentally concern	soap	13	facilities and amenities			
<b>beach</b>	2651	entertainment	dunes	52	entertainment	organization	4	business opportunity	socialize	24	socialize			

Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables
<b>bedroom</b>	1917	facilities and amenities	hiking	133	entertainment	outages	3	external	southafrican	296	personal identity			
<b>biking</b>	13	entertainment	historical	11	entertainment	outdoors	108	entertainment	spa	19	facilities and amenities			
<b>birdwatching</b>	13	entertainment	holiday	321	relax	oven	22	kitchen	sports	9	gym			
<b>blanket</b>	88	facilities and amenities	honesty	31	image	paid	9	parking	spotless	526	clean			
<b>boardgames</b>	22	entertainment	horseback	20	entertainment	pantry	5	kitchen	staff	37	service fee			
<b>boardwalk</b>	27	entertainment	host	3567	opportunistic behaviour	park	150	entertainment	status	2	str			
<b>booking</b>	157	booking	hottub	13	facilities and amenities	parking	146	parking	stove	29	kitchen			
<b>borehole</b>	2	external	hunting	9	entertainment	party	12	house rules	street	93	parking			
<b>braai</b>	242	facilities and amenities	hygiene	2	clean	pets	97	house rules	stunning	403	location			
<b>breakfast</b>	239	facilities and amenities	ice	6	facilities and amenities	phone	31	e-comm	stylish	375	location			
<b>break</b>	79	relax	information	146	information sharing	photographs	112	accuracy	suburb	15	neighbourhood			
<b>breather</b>	87	relax	interaction	14	socialize	picnic	6	entertainment	sugar	31	kitchen			
<b>bungee</b>	4	entertainment	international	1	international	pillow	40	facilities and amenities	supertube	23	entertainment			
<b>business</b>	71	opportunistic behaviour	ironing	8	facilities and amenities	pleasurable	96	pass	surf	435	entertainment			
<b>camping</b>	12	entertainment	ironman	19	entertainment	plett	20	entertainment	surroundings	232	location			
<b>canoeing</b>	21	entertainment	jacuzzi	37	facilities and amenities	pool	257	facilities and amenities	sustainability	9	environmentally concern			
<b>car</b>	177	transport	jeffreysbay	1100	entertainment	pots	11	kitchen	swim	110	entertainment			
<b>casino</b>	2	entertainment	job	12	business opportunity	precise	5	accuracy	sympathetic	5	assurance			
<b>cell</b>	7	e-comm	kenton	193	entertainment	premise	19	location	talking	38	socialize			

Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables	Words	Total	Variables
<b>chair</b>	30	facilities and amenities	kettle	11	kitchen	price	97	price	tea	117	kitchen			
<b>character</b>	20	personal identity	kindness	339	customer service	professional	14	image	television	74	facilities and amenities			
<b>chat</b>	66	socialize	kitchen	465	kitchen	property	180	location	texts	7	e-comm			
<b>check-in</b>	407	convenience	knowledge	65	information sharing	protection	13	security	tidy	134	clean			
<b>choice</b>	36	choice	lamp	4	facilities and amenities	pub	14	entertainment	toaster	6	kitchen			
<b>city</b>	158	neighbourhood	landlord	10	business opportunity	quality	80	assurance	toilet	30	facilities and amenities			

**ANNEXURE D – STOPLIST**

Keywords	Keywords	Keywords	Keywords	Keywords
<b>Column 1</b>	<b>Column 2</b>	<b>Column 3</b>	<b>Column 4</b>	<b>Column 5</b>
<b>a</b>	He	ourselves	when's	herself
<b>about</b>	have	out	where	him
<b>above</b>	haven't	over	where's	himself
<b>after</b>	having	onto	which	his
<b>again</b>	he'd	own	while	how
<b>against</b>	hasn't	same	who	how's
<b>all</b>	he'll	shan't	who's	down
<b>although</b>	i've	such	you	our
<b>altogether</b>	if	than	you'd	wasn't
<b>am</b>	he's	she	when	hers
<b>an</b>	her	she'd	whom	
<b>and</b>	here	she'll	why	
<b>another</b>	in	that	you'll	
<b>any</b>	here's	she's	why's	
<b>anybody</b>	into	that's	you're	
<b>anymore</b>	is	the	you've	
<b>anyone</b>	isn't	their	your	
<b>anything</b>	it	theirs	yours	
<b>are</b>	i	should	with	
<b>aren't</b>	i'd	shouldn't	won't	
<b>as</b>	i'll	so	would	
<b>at</b>	i'm	some	wouldn't	
<b>be</b>	it's	them	yourself	
<b>because</b>	its	themselves	yourselves	
<b>been</b>	itself	then	we	
<b>before</b>	let's	there	we'd	
<b>being</b>	me	there's	we'll	

<b>below</b>	more	these	we're	
<b>between</b>	most	they	we've	
<b>both</b>	mustn't	they'd	were	
<b>but</b>	my	they'll	weren't	
<b>by</b>	myself	they're	what	
<b>cannot</b>	nor	this	what's	
<b>can't</b>	no	they've	during	
<b>could</b>	not	those	each	
<b>couldn't</b>	of	through	few	
<b>did</b>	off	to	for	
<b>didn't</b>	on	too	from	
<b>do</b>	once	under	further	
<b>does</b>	only	until	had	
<b>doesn't</b>	or	up	hadn't	
<b>doing</b>	other	very	has	
<b>don't</b>	ought	was	ours	

**ANNEXURE E – ADDITIONAL KEYWORDS/SYNONYMS**

<b>USE OF TECHNOLOGY</b>	
<b>Columns 1</b>	<b>Columns 2</b>
<b>KEYWORDS/SYNONYMS</b>	<b>KEYWORDS/SYNONYMS</b>
Accepting	Realistically
App	Description
Check-in	Details
Photographs	Shown
Listing	Automated
Advertised	Phone
Text	Website
<b>HOUSE RULES</b>	
Usage	Noise
Party	Damage
Trash	Alcohol
<b>QUALITY OF SERVICE OFFERED</b>	
Helpful	Service
Kindness	Welcome
Spotless	Generosity
Professional	
<b>RENTAL COST</b>	
Domestic	Staff
Additional	Laundry
Price	Amount
Monetary	
<b>BUSINESS OPPORTUNITY</b>	
Business	Host
Electricity	Airbnb
Water	Eager
Generator	Outages
Borehole	Drought
Landlord	Manager



ENVIRONMENTALLY CONSCIOUS	
Greenery	Recycle
Organic	Sustainable
COMMUNICATION	
Opinion	Recommend
Email	Comments
Communicate	Listening
Talking	Conversation
Greeting	Chat
South-African	
LEISURE TRAVEL	
Unwind	Amuse
Vacation	Pleasurable
Breather	Familiar
Getaway	Unique
LOCATION	
Garden	Awesome
Landscape	Scenery
Stylish	Surroundings
Amazing	Scenic
Kenton	Ironman
Jefferysbay	Farm
Sightseeing	Trampoline
Swim	Waterfront
Safari	Surf
Tsitsikamma	Canoeing
Entertainment	Wilderness
Park	Yoga
Picnic	Club
Plet	Cruise
Pub	Cycling
Rugby	DVD's
Wii	Outdoors
Dunes	Bungee

Kitesurfing	Camping
Hiking	Supertube
Boardwalk	Birdwatching
Boardgames	Biking
Addo	Hunt
Golf	Horseback
Village	Suburb
Trellidoor	City
Lock	Town
Fence	Guard
Unsafe	Aid
<b>AMENITIES AND FACILITIES</b>	
Hairdresser	Blanket
Hammock	Offerings
Heater	Braai
Linen	Ice
Towels	Lounge
Basin	Toothpaste
Necessities	Toothbrush
BBQ	DSTV
Veranda	Hottub
En-suite	Massage
Amenities	Soap
Fireplace	Bedroom
Netflix	Lamp
Pillow	Couch
Hairdryer	Shampoo
Minibar	Duvet
Jacuzzi	Livingroom
Spa	

**ANNEXURE F – AMENITIES AND FACILITIES**

<b>Amenities and Facilities</b>				
<b>Items/Variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Facilitating Conditions and Amenities	Facilities	139	6266	71,16%
	Furnished	180		
	Hairdresser	18		
	Hammock	23		
	Heater	26		
	Ironing	8		
	Linen	99		
	Shower	193		
	Toilet	30		
	Towels	99		
	Tv	74		
	Aircon	49		
	Bathroom	266		
	Bathtub	77		
	Basin	3		
	Necessities	27		
	BBQs	78		
	Blanket	88		
	Offerings	234		
	Braai	242		
	Ice	6		
	Lounge	57		
	Toothbrush	2		
	Toothpaste	3		
	Chair	30		
	Desk	1		
	DSTV	43		
	Veranda	540		

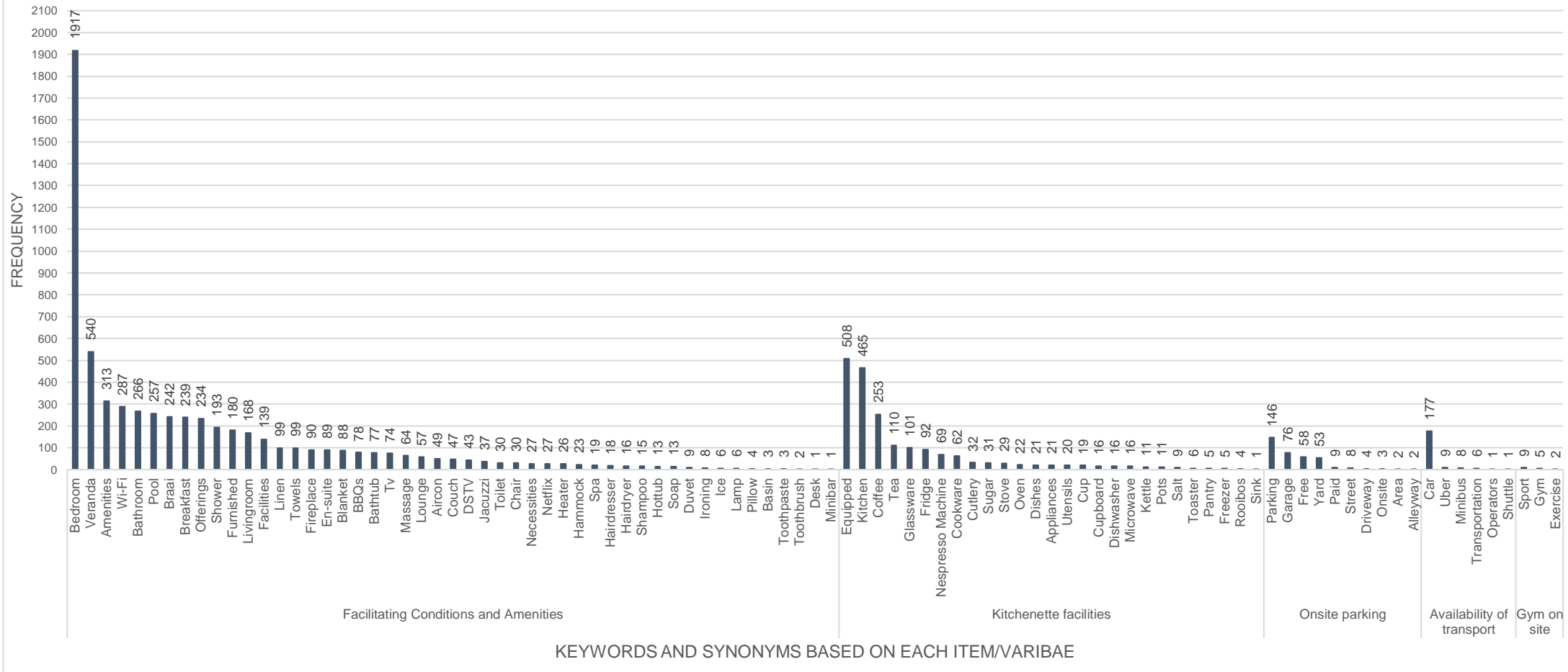
	En-suite	89		
	Wi-Fi	287		
	Amenities	313		
	Breakfast	239		
	Fireplace	90		
	Hottub	13		
	Massage	64		
	Pool	257		
	Soap	13		
	Bedroom	1917		
	Lamp	6		
	Couch	47		
	Shampoo	15		
	Netflix	27		
	Pillow	4		
	Hairdryer	16		
	Minibar	1		
	Duvet	9		
	Jacuzzi	37		
	Livingroom	168		
	Spa	19		
Kitchenette facilities	Toaster	6	1955	22,20%
	Utensils	20		
	Coffee	253		
	Equipped	508		
	Cutlery	32		
	Cup	19		
	Cupboard	16		
	Glassware	101		
	Dishes	21		
	Cookware	62		
	Dishwasher	16		
	Fridge	92		
	Kettle	11		

	Kitchen	465		
	Microwave	16		
	Oven	22		
	Salt	9		
	Pantry	5		
	Pots	11		
	Appliances	21		
	Sink	1		
	Rooibos	4		
	Freezer	5		
	Stove	29		
	Nespresso Machine	69		
	Sugar	31		
	Tea	110		
Onsite parking	Area	2	361	4,10%
	Driveway	4		
	Free	58		
	Alleyway	2		
	Garage	76		
	Onsite	3		
	Paid	9		
	Yard	53		
	Parking	146		
	Street	8		
Availability of transport	Transportation	6	202	2,29%
	Car	177		
	Uber	9		
	Minibus	8		
	Operators	1		
	Shuttle	1		
Gym on site	Gym	5	16	0,18%
	Sport	9		
	Exercise	2		

Handicap accessible	Wheelchair	5	5	0,06%
<b>TOTAL</b>			8805	100,00%

## ANNEXURE G – AMENITIES AND FACILITIES FIGURE

FIGURE 4.1  
COMPARISON OF THE FINDINGS BASED ON THE KEYWORDS AND SYNONYMS UNDER EACH ITEM/VARIABLE



**ANNEXURE H – LEISURE TRAVEL**

<b>Leisure Travel</b>				
<b>Factors/variables</b>	<b>Keywords and Synonyms</b>	<b>Frequency</b>	<b>Total Frequency</b>	<b>Percentage</b>
Relaxation	Relax	645	2843	72,75%
	Rest	67		
	Tranquillity	159		
	Unwind	36		
	Vacation	33		
	Break	79		
	Breather	87		
	Enjoyment	1309		
	Holiday	321		
	Getaway	101		
	Leisure	6		
To be adventurous	Adventurous	19	575	14,71%
	Enthusiastic	15		
	Experiencing	415		
	Explore	124		
	Sample	2		
Sharing economy	Share	128	216	5,53%
	Unique	88		
Choice and experience	Choice	36	159	4,07%
	Decision	22		



	Desire	9		
	Familiar	4		
	Opportunity	39		
	Option	49		
Pass time	Amuse	3	115	2,94%
	Distractions	2		
	Escape	14		
	Pleasurable	96		
<b>Total</b>			3908	100,00%

## ANNEXURE I – LOCATION

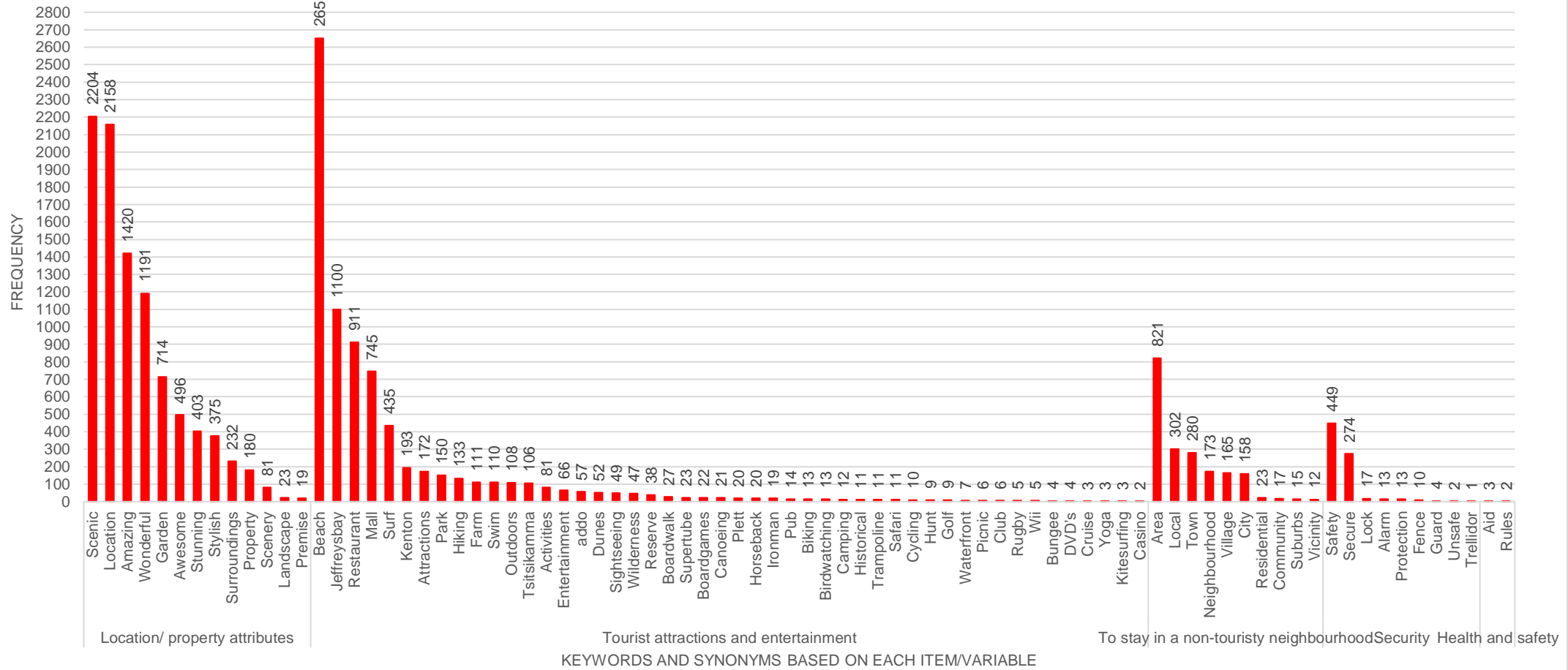
Location				
Factors/variables	Keywords and Synonyms	Frequency	Total Frequency	Percentage
Location/ property attributes	Garden	714	9496	47,77%
	Landscape	23		
	Location	2158		
	Premise	19		
	Property	180		
	Stunning	403		
	Stylish	375		
	Wonderful	1191		
	Awesome	496		
	Scenery	81		
	Surroundings	232		
	Scenic	2204		
	Amazing	1420		
Tourist attractions and entertainment	Attractions	172	7628	38,37%
	Historical	11		
	Kenton	193		
	Jeffreysbay	1100		
	Ironman	19		
	Farm	111		
	Trampoline	11		
	Reserve	38		
	Restaurant	911		
	Waterfront	7		
	Mall	745		
	Surf	435		
	Sightseeing	49		
	Swim	110		
	Safari	11		

	Tsitsikamma	106		
	Canoeing	21		
	Activities	81		
	Beach	2651		
	Entertainment	66		
	Park	150		
	Picnic	6		
	Plett	20		
	Pub	14		
	Rugby	5		
	Wii	5		
	Dunes	52		
	Bungee	4		
	Outdoors	108		
	DVD's	4		
	Cycling	10		
	Cruise	3		
	Casino	2		
	Club	6		
	Yoga	3		
	Wilderness	47		
	Kitesurfing	3		
	Hiking	133		
	Boardwalk	27		
	Boardgames	22		
	Hunt	9		
	Biking	13		
	Birdwatching	13		
	addo	57		
	Supertube	23		
	Camping	12		
	Horseback	20		
	Golf	9		
	Suburbs	15	1966	9,89%

To stay in a non-touristy neighbourhood	Vicinity	12		
	Area	821		
	City	158		
	Town	280		
	Village	165		
	Community	17		
	Local	302		
	Neighbourhood	173		
	Residential	23		
Security	Unsafe	2	783	3,94%
	Guard	4		
	Fence	10		
	Alarm	13		
	Protection	13		
	Lock	17		
	Trellidor	1		
	Secure	274		
	Safety	449		
Health and safety	Rules	2	5	0,03%
	Aid	3		
<b>Total</b>			19878	100,00%

## ANNEXURE J – LOCATION FIGURE

FIGURE 4.9  
COMPARISON OF THE FINDINGS BASED ON THE KEYWORDS AND SYNONYMS UNDER EACH ITEM/VARIABLE



**ANNEXURE K – ETHICS CLEARANCE FORM**



**FACULTY OF BUSINESS AND ECONOMIC SCIENCE**

**ETHICS CLEARANCE FOR TREATISES / DISSERTATIONS / THESES**

**Instructions:**

- **Should be completed by supervisor and student**
- **Must be signed off by student, supervisor and HOD**
- **Submit completed form to Ms Lindie van Rensburg**
- ***Please not that by following this Proforma ethics route, the study will NOT be allocated an ethics clearance number***

**FACULTY: Business and Economic Science**

**SCHOOL / DEPARTMENT: Department of Business Management**

I, Dr Nelmapius A. the supervisor for Mr Billson J. (215073924) and Mr Wildemann M. (215018192) a candidate for the degree of Business Management Honours with a treatise entitled: An analysis of online review comments of the uses and gratifications sought by users of airbnb.com, considered the following ethics criteria

*(please tick the appropriate block):*

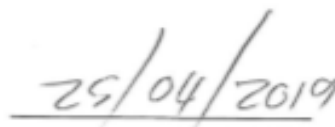
		YES	NO
1.	Is there any risk of harm, embarrassment of offence, however slight or temporary, to the participant, third parties or to the communities at large?		✓
2.	Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status?		✓
2.1	Are subjects/guests/respondents of your study:		
2.1.1	Children under the age of 18?		✓
2.1.2	NMMU staff?		✓
2.1.3	NMMU students?		✓
2.1.4	The elderly/persons over the age of 60?		✓
2.1.5	A sample from an institution (e.g. hospital/school)?		✓
2.1.6	Handicapped (e.g. mentally or physically)?		✓
3	Does the data that will be collected require consent of an institutional authority for this study? (An institutional authority refers to an organisation that is established by government to protect vulnerable people)		✓
3.1	Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)?		✓
4	Will the participant's privacy, anonymity or confidentiality be compromised?		✓
4.1	Are you administering a questionnaire/survey that:		
4.1.1	Collects sensitive/identifiable data from guests?		✓
4.1.2	Does not guarantee the anonymity of the participant?		✓
4.1.3	Does not guarantee the confidentiality of the participant and the data?		✓
4.1.4	Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize?		✓
4.1.5	Will create doubt whether sample control measures are in place?		✓
4.1.6	Will be distributed electronically via email (and requesting an email response)?		✓
	Note:		

	<ul style="list-style-type: none"> <li>• If your questionnaire <b>DOES NOT</b> request respondents' identification, is distributed electronically and you request respondents to return it manually (print out and deliver/mail); <b>AND</b> respondent anonymity can be guaranteed, your answer will be NO.</li> <li>• If your questionnaire <b>DOES NOT</b> request respondents' identification, is distributed via an email link and works through a web response system (e.g. the university survey system); <b>AND</b> respondent anonymity can be guaranteed, your answer will be NO.</li> </ul>		
5	Do you wish to publish an article from this study and submit to an accredited Journal?		✓

*Please note that if ANY of the questions above have been answered in the affirmative (YES) the student will need to complete the full ethics clearance form (REC-H application) and submit it with the relevant documentation to the Faculty RECH (Ethics) representative.*

and hereby certify that the student has given his/her research ethical consideration and full ethics approval is not required.

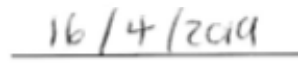
  
SUPERVISOR

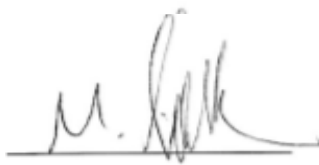
  
DATE

  
HEAD OF DEPARTMENT

  
DATE

  
STUDENT

  
DATE

  
STUDENT

  
DATE



## ANNEXURE L – TURNITIN REPORT

## ORIGINALITY REPORT

15%

SIMILARITY INDEX

5%

INTERNET SOURCES

2%

PUBLICATIONS

13%

STUDENT PAPERS

## PRIMARY SOURCES

1

Submitted to Nelson Mandela Metropolitan University

Student Paper

4%

2

Submitted to Higher Education Commission Pakistan

Student Paper

1%

3

Submitted to Mancosa

Student Paper

&lt;1%

4

Submitted to University of Stellenbosch, South Africa

Student Paper

&lt;1%