Demographic and Social Influence Moderations of Airbnb Guests in Malaysia

Matthew Lim Eng Chor
Prakash V. Arumugam
Anbalagan Krishnan
Wawasan Open University, Malaysia

While there has been much development in the lodging market for Airbnb in Malaysia, the literature on the demographical segmentation and the impact of social influences remains understudied. Market research have shown that there is a strong relationship between certain demographics and that of Airbnb usage. Subsequently, social influence has also been shown to impact user adoption for Airbnb, indicating a potential moderation role. The onset of the pandemic may have placed a pause on the overall tourism and lodging industry, however, it is crucial to understand these consumer segments before the markets reopen, so as to be prepared for future, post-pandemic market environments. Taking cues from previously published work on Airbnb, a mixed-method study was developed, with the aim of examining the demographic and social influence moderations of Airbnb guests in Malaysia. By taking a consumer-centric approach, this study will utilize the data collected as a means to provide a more practical, real-world modelling of consumer segments and their resulting consumer behavior as Airbnb guests within Malaysia.