

FACTORS AFFECTING TRAVLERS' INTENTIONS
TO CHOOSE ALTERNATIVE LODGING:
INTEGRATION OF IDT AND TAM

By

CHANG QIU

Bachelor of Science in English

Hohai University

Nanjing, China

2013

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
December, 2015

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Thesis Approved:

Dr. Yeasun Chung

Thesis Adviser

Dr. Slevitch

Dr. Leong

Name: CHANG QIU

Date of Degree: DECEMBER, 2015

Title of Study: FACTORS AFFECTING TRAVELERS' INTENTIONS TO CHOOSE
ALTERNATIVE LODGING: INTEGRATION OF IDT AND TAM

Major Field: HOSPITALITY ADMINISTRATION

Abstract: Millennials have been the largest population and fueled the overall growth of leisure travel. This generation is seeking new and different experiences. Featuring as unique experience, convenient location, and affordable price, alternative lodging could be a preferring option for Millennials. However, there is no comprehensive answers why these travelers choose alternative hotels. This study investigates the factors affecting travelers' intentions in adopting alternative hotels in order to know what factors the executives of alternative lodging should take into consideration when developing an alternative or repositioning their businesses to accommodate tourists. Innovation Diffusion Theory (IDT), Technology Acceptance Model (TAM), and a personality trait, *openness to experience*, are employed to better explain traveler's intention to choose a new type of accommodation. Using survey questionnaire and analyzing data with factor analysis and hierarchical multiple regression, this study finds what drives Millennials to choose an alternative form of accommodation for leisure travel. The findings indicate that *friendliness of use, personal value, prestige, risk, and enjoyment* are significant to tourists' intentions in choosing alternative hotels. *Personal value* has the most important influence among the five factors, followed by *friendliness of use, enjoyment, risk* and *prestige*. *Risk* is the mere factor negatively affecting intention. This study also finds that, *openness to experience* does not have a moderating effect on the relationships between perceived characteristics of alternative lodging and *intentions*.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION.....	1
II. REVIEW OF LITERATURE.....	8
Innovation	8
The Innovation Diffusion Theory (IDT).....	9
Technology Acceptance Model (TAM).....	10
The Proposal of an Integrated Model of Alternative Hotel Intention Adoption....	11
Visibility	13
Ease of Use	14
Prestige.....	14
Relative Advantage.....	15
Compatibility	16
Enjoyment.....	16
Risk	17
Openness to Experience	17
III. METHODS	21
IV. ANALYSIS.....	25
Sample Demographics	25
Descriptive Statistics and Normality Analysis	28
Reliability Analysis.....	32
Factor Analysis	33
Hierarchical Multiple Regression	36
V. CONCLUSIONS.....	42
Summary of the Findings.....	42
Limitations and Future Study.....	47
REFERENCES	49

Chapter	Page
APPENDIX.....	58

LIST OF TABLES

Table	Page
1 Original Definitions and Survey Questions From Relevant Literature	19
2 Demographics of Respondents: Descriptive Statistics	26
3 Travel Behavior: Descriptive Statistics	28
4 Item-Specific Descriptive Statistics and Normality Analysis.....	30
5 Openness to Experience Scale Reliability	32
6 Intention to Alternative Lodging Scale Reliability.....	33
7 Exploratory Factor Analysis	35
8 Factors Affecting Travelers' Intentions to Choose Alternative Lodging: Correlations and Descriptive Statistics.....	37
9 Hypotheses and Results	38
10 Factors Affecting Travelers' Intentions to Choose Alternative Lodging: Hierarchical Multiple Regression.....	41

LIST OF FIGURES

Figure	Page
1 Hypothesized Model	13
2 Revised Model	44

CHAPTER I

INTRODUCTION

More travelers have chosen non-traditional accommodations, such as vacation rentals, timeshares, and condos (Elliott, 2008). This is evidenced by the fact that the vacation rental industry grew by 17 percent in 2007 and timeshare by 6 percent compared to the conventional hotel industry, which increased by 7 percent in 2007 (Elliott, 2008). These *alternative lodging* options provide, a more unique space to stay as well as new travel experiences as, compared to traditional or conventional hotels such as Hilton, Marriot, and Four Seasons (Hammel, 2009). Mark Sorrill, founder and managing director of U.K.-based The Pop-Up Hotel, believes that a unique and differentiated experience is demanded by an increasing volume of the target market (Wharton, 2012). Customers are unwilling to stay in big branded hotels when they are seeking new and interesting experiences, since these big branded hotels are generally standardized and rarely provide diverse features in different places (Wharton, 2012). Alternative lodging options often offer a chance to get closer to events, nature, local people, and culture, as well providing economic benefits.

A rising generation called Millennials would be a fan for alternative lodging. Although no exact dates show when Millennials begin and end, researchers and commentators commonly regard Millennials born between early 1980s and early 2000s (The Council of Economic Advisors, 2014; Lenhart, Purcell, Smith & Zickuhr, 2010; Strauss & Howe, 1991; Twenge, 2013). Millennials are the first generation that gets access to the Internet in their early ages, which may impact their expectations for innovation and creativity during their career and lives (Council of Economic Advisors, 2014).

In Lee's (2013) analysis, one big feature of Millennials is seeking "something extra" in a hotel. Instead of a conventional or boring room, Millennials prefer to share a special and unique hotel experience with their friends during their trips. Lee (2013) also believes that pod hotels, an example of alternative lodging, which often features limited room size, unique design, luxury on a budget, and high-tech gadgets, would be a type of hotel especially suitable for Millennials. Millennials have become the largest segment of the population, with 79 million population compared to Baby Boomers' 76 million population in 2011 (Lee, 2013). It is predicted that the population gap will only become larger, with 78 million Millennials compared to 58 million Baby Boomers by 2030. As the number of Millennials is increasing rapidly and will become the dominant travel demographic by 2020 or sooner (Watkins, 2015), hotel operators, owners, or developers will see the alternative lodging industry become more popular, and they will try to acquire new growth opportunities in the industry segment.

Some examples for alternative lodging could be Bed and Breakfasts, Hostels and Farm Stays (Hammel, 2009). Relatively new options are Airbnb, pop-up hotels, and pod hotels. While these new and innovative alternatives give the hotel industry rooms to grow

further, the industry players may face lower demand if they do not understand tourists' attitudes towards the alternatives and the determinants of selecting an alternative lodging option. This paper focuses on these relatively new and innovative alternative lodging options. According to Baregheh, Rowley, and Sambrook's study (2009), innovation refers to a process whereby in order to improve, compete, and distinguish themselves successfully in their marketplace, companies implement ideas to create new and improved products, services, or processes. Following Baregheh et al. (2009), the alternative lodging discussed in this paper is defined as innovative accommodations that provide customers with new and different overnight stays so as to differentiate themselves from their competitors and offer their customers more specific services.

Travelers choose this kind of hotel for several reasons, such as price, experience, and convenience. An example of alternative lodging is Airbnb that is innovative and unique approach to traveling. The average price of Airbnb rooms in New York City is around \$200, and some of them are even below \$100, which is much lower than the average price of traditional hotel rooms. The idea of Airbnb originates from its two co-founders—Brian Chesky and Joe Gebbia. They could not afford to pay rent, so they rented three airbeds in their loft as a lodging and they charged \$80 for each airbed (Crook & Escher, 2015). Thus, Airbnb is a representative of sharing economy, which means that under-utilized inventory is cooperatively taken advantage of by the population with broad segments (Zervas, et al., 2015). Pop-up hotels are accommodations that are suddenly built up in an available place near a certain event, and they will be removed after the event. Pop-up hotels are quite different from traditional hotels because instead of fixed location, pop-up hotels are portable. They come for demand. Examples of hotel brands in this

genre are The Pop-Up, Snoozebox, and Sleeping Around. Since an increasing number of travelers are seeking new and unique travel experiences, pop-up hotels could be their favorite options. They can “show off” to their friends that they live in a luxury tent instead of boring and similar hotel rooms. Pod hotels are a good choice for those who do not want to spend more time in or do not have enough time to go out of the airport to search for hotels. Pod hotels, an extension of capsule hotels, are an innovative lodging option with space- and money-saving features. Examples of brands include 9 hours, Sleepbox, and Pod hotel. Travelers can simply stay at a pod hotel for a few hours, have a nap, and then go to their next flight. The strengths of these innovative alternative hotels are not limited to price, experience, and convenience, and these hotels also have some overlapping advantages. For instance, The Pop-up hotel is usually located within a 10-minute walking distance from an event. Airbnb also provides unique travel experiences such as staying at a castle. Additionally, Pod hotels can be found in some metropolitan cities at a quite affordable price.

According to Porter’s five forces, the threat of substitutes could change the industry structure (Porter, 2008). However, most hoteliers are still ignoring the threat of alternative lodging, or do not realize the seriousness of the entry of new substitutes in the lodging industry, such as Airbnb, pop-up hotels, or pod hotels. In the Hunter Hotel Conference, out of 1,200 attendees, only five raised their hands when asked if they are worried about Airbnb (Mayock, 2015). The lack of fear about this emerging segment mainly results from their belief that Airbnb can only work in the high-demand markets such as New York City and San Francisco. A study shows that Airbnb accounts for over 13% of hotel revenue in Austin, Texas (Zervas, Proserpio, & Byers, 2015). Although the

secondary and tertiary markets are still not threatened by alternative lodging for now, it is true that these new entrants have potential to growth and the growth can be fueled with the growth of leisure travel by Millennials in near future.

While these alternative hotels are emerging, travelers often resist choosing new lodging options due to uncertainty, safety, and security. For instance, people may be worried about the liability of Airbnb: who should shoulder the responsibility if an Airbnb guest starts a fire (Kaysen, 2014)? Although, it has been reported that Airbnb will cover up to \$1 million in liability insurance for hosts who rent out their property in the U.S. (Fitzgerald, 2014), this policy doesn't apply to hosts outside the U.S., let alone any commitment for travelers who use Airbnb. Thus, the safety and security concerns are still problems for Airbnb. But Airbnb is also attractive to a majority of people. In particular, travelers who are more curious, imaginative, aesthetically sensitive, and who prefer variety will be the early adopters of innovative alternatives when selecting a place to stay, since they are keen on trying new and innovative things like alternative hotels. Some individuals will be very open to new and different experiences. In 2012, the sales of Airbnb are up to \$1.7 billion (Eduson, 2013), and in 2014, the total value of Airbnb reached \$13 billion (Lorenzetti, 2014). While tourists might see some risks in staying at these new options, they are still quite popular and we expect more innovative lodging in the market places. However, there is still no comprehensive answer why travelers choose innovative alternatives rather than traditional hotels.

This paper investigates the factors affecting customers' intention to adopt alternative lodging in order to know what factors hotels should take into consideration when planning to develop an alternative to accommodate tourists. The findings of this research

will have both theoretical and practical significance. Theoretically, to explain the important factors affecting alternative lodging choice, this study integrates two well-known theories that explain new, innovative products or services—Innovation Diffusion Theory (IDT) and Technology Acceptance Model (TAM)—and investigate the role of one’s openness to new experience in selecting alternative lodging. Mainly based on these two theories, this study proposes a model to understand traveler’s choice of alternative lodging. This study focuses on the relatively new and innovative alternatives, which could be considered as an innovation. IDT is a well-known innovation adoption model and TAM is a frequently-used model for a new technology adoption. Therefore, new and innovative lodging option could be explained better with these theories. Some previous literature has attempted to combine IDT and TAM (Agarwal & Prasad, 1997; Chen, Gillenson, & Sherrell, 2002; Lewis, Agarwal, & Sambamurthy, 2003; Wu & Wang, 2005), but no one has applied a combination model of IDT and TAM to the hotel context. This study is one of the few studies that explore alternative lodging and its influential factors. Its uniqueness especially lies in the attempts to establish the link between alternative lodging and its customers and owners, which fills important research gaps. Practically, through examining travelers’ perceived characteristics of alternative lodging (i.e., *visibility, ease of use, prestige, relative advantage, compatibility, enjoyment, and risk*), the findings could help existing brands to know their strengths within this market and hotel developers to determine where to allocate resources for the success of alternative lodging. It could also assist the alternative lodging operators in determining which direction the alternative lodging brands should go to attract tourists or how to motivate tourists to choose alternative lodging.

In order to investigate the influential factors, this paper combines IDT and TAM and adds some more independent variables such as *risk* and *enjoyment*. Seven independent variables are generated to describe the travelers' perceptions of alternative lodgings, including *visibility* (V), *ease of use* (EU), *prestige* (P), *relative advantage* (RA), *compatibility* (C), *risk* (R), and *enjoyment* (E). These variables are generally from IDT and TAM. *Risk* is added because potential risks behind alternative lodging could highly affect tourists' intention to choose this type of lodging. It is hypothesized that V, EU, P, RA, C, and E increase travelers' intention to choose alternative lodging, whereas R decreases travelers' intention to choose alternative lodging. When adding the moderator of—*openness to experience* (OTE), it is anticipated that the relationship between V, EU, P, RA, C, and E (separately) and travelers' intention to choose innovative alternative hotels is stronger when travelers' OTE increases, while the relationship between R and travelers' intention to choose innovative alternative hotels is weaker when travelers' OTE increases. *Openness to experience* is one of the five personality traits in Big Five (Goldberg, 1981). Big Five summarizes people's personalities into five dimensions, including conscientiousness, agreeableness, neuroticism, openness to experience, and extraversion (Colquitt, Lepine, & Wesson, 2013). *Openness to experience* is chose to be the moderator because this trait is most related to new and creative things.

CHAPTER II

LITERATURE REVIEW

The main purpose of this study is to examine factors that affect travelers' intentions in choosing alternative lodging. This study first reviews *innovation* since a new alternative lodging is considered to provide innovative products and services to travelers in this study. The literature concerning Innovation Diffusion Theory and Technology Acceptance Model are reviewed in order to identify the influential factors in different kind of travel experiences. Conceptual and empirical studies on the potential relationships between these influential factors and travelers' behaviors are also reviewed to develop hypotheses of this study.

Innovation

Innovation is defined as "a new idea, device, or method," according to the Merriam Webster dictionary. It also refers to the application of a better solution that fulfills new requirements or needs (Maranville, 1992). Likewise, Baregheh et al. (2009) state that innovation is a process in which, to improve, compete, and differentiate itself from other competitors, the organization applies ideas to new and improved products, services, or processes. Alternative lodging such as Airbnb, pop-up hotels, or pod hotels are not just a less expensive or convenient alternative to a hotel. It is a different kind of

travel experience. The alternative lodging discussed in this study could be regarded as an innovation in recent world. Unlike traditional hotels, the lodging provides travelers with a new way for an overnight stay and new travel experience. Alternative lodging is a result of responding to change in travelers' needs in a creative way and accordingly its new combination of products and services deliver travelers a new type of travel experience.

The Innovation Diffusion Theory (IDT)

The Innovation Diffusion Theory (IDT), proposed by Rogers (1983), is a very popular innovation adoption model. This theory suggests five attributes of innovation that influence the rate of adoption of innovations, including *relative advantage*, *compatibility*, *complexity*, *trialability*, and *observability*. Among these five attributes, *relative advantage* refers to the degree to which, compared with the current products, the innovation is considered as a better substitute for customers (Rogers, 1962). *Compatibility* describes the degree to which potential users would consider an innovation consistent with the existing values, needs, and past experiences (Rogers, 1983). *Complexity* is defined as the degree to which it is perceived difficult to use an innovation, while *trialability* means the degree to which, before adopting, an innovation could be experienced (Rogers, 1983). Furthermore, *observability* refers to the degree to which an innovation's results are observable to others (Rogers, 1983). Within the five attributes, *complexity* is the only one that has a negative relationship with innovation adoption, while others are positively related.

As time goes by, Moore and Benbasat (1991) extend the model. They add two more attributes – *image* and *voluntariness of use*. According to Moore and Benbasat (1991), *image* is defined as the degree to which an individual's image or status in his or

her social system will be strengthened when he or she uses an innovation, whereas *voluntariness of use* refers to the degree to which people volunteer to use an innovation. They additionally attempt to explain *observability* in a more complex way, so they expand it into two variables: *result demonstrability* and *visibility*, which make the innovation model more comprehensive. Moreover, *result demonstrability* means the degree to which potential users are aware of the benefits for using an innovation, while *visibility* refers to the degree to which users can observe an innovation before it is used.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is widely used by researchers to investigate people's intentions to use a new technology. This model was first introduced by Davis (1989), who aimed to find out what factors could influence people's acceptance of computers as well as the valid measurements. Developed by Davis, Bagozzi, and Warshaw (1989), TAM explains that *perceived usefulness* and *perceived ease of use* are major determinants of people's intentions to use new technology. Davis (1989) defines *perceived usefulness* as the degree to which an individual believes his or her job would be strengthened if he or she uses a particular system, and defines *perceived ease of use* as the degree to which people believe that they will put in no effort to use an innovation. Both of these two determinants are affected by external variables. Later, Davis et al. (1992) insist that *perceived enjoyment* also affects people's intentions to use a new technology. He claims that *perceived enjoyment* means people consider using an innovation enjoyable no matter what consequences may come after (Davis et al, 1992). Based on two experimental studies, Davis et al (1992) find that *perceived enjoyment* has significant effect on Study 1, concerning word processing ($\beta = .16$) and Study 2,

concerning business graphics programs ($\beta = .15$). They give two explanations to this connection: 1) it will help get a productive system accepted by users by enhancing the enjoyability of using a system; 2) it may also increase the adoption of marginal or unproductive systems when increasing enjoyment, since spending less time on the system could get the job done appropriately.

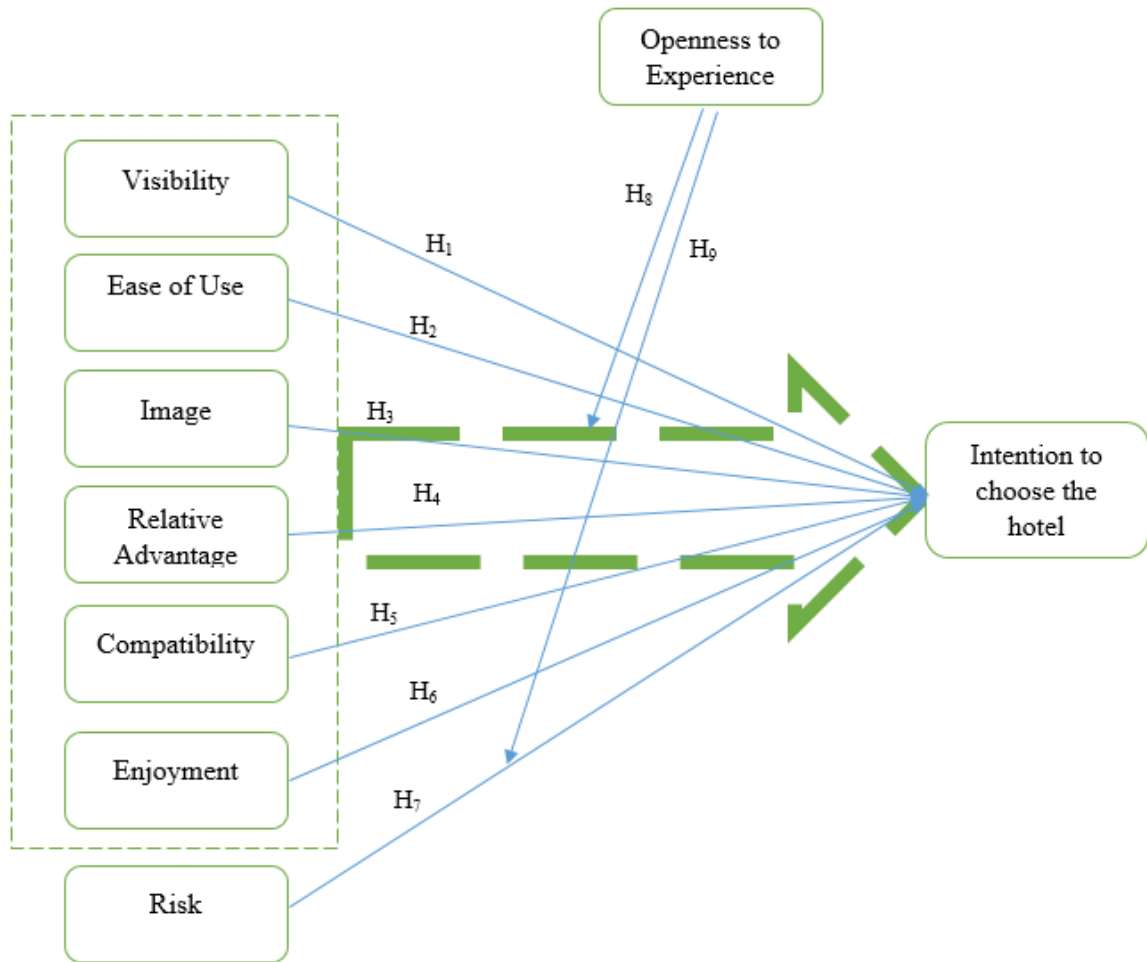
The Proposal of an Integrated Model of Alternative Hotel Intention Adoption

Combining IDT and TAM, an integrated model (Figure 1) is proposed to predict the customer's intention to adopt alternative lodging. This model displays the relationships between customer perception regarding alternative lodging, *intention*, and *openness to experience*. Seven influential factors are generated as the customer perception regarding alternative lodging: *visibility*, *ease of use*, *prestige*, *relative advantage*, *compatibility*, *enjoyment*, and *risk*. Mainly adopted from IDT, these factors are to specify how customers perceive alternative lodging. For example, some customers may think the relative advantage of pop-up hotels is high because they provide customers with convenient locations.

Three variables in IDT called *triability*, *voluntariness of use*, and *result demonstrability* are not included in this study because the *triability*, *voluntariness of use*, and *result demonstrability* levels of alternative hotels are low. Travelers can hardly try hotels before they come there. It would also be hard to force anyone to choose alternative hotels. And alternative hotels are relatively new to tourists. Most travelers may not have experience staying at alternative hotels. Hence, it could be difficult for potential travelers to know the strength and weakness of alternative hotels from their friends. The responses

for these three variables would be similarly low and have no statistical meaning. One factor, *complexity*, is changed into *ease of use*, since these two constructs explain the same thing. *Complexity* asks reversed questions, which makes it more difficult to record data. Two more variables are added as influential factors in this study—*risk* and *enjoyment*, where *risk* refers to “a subjective expectation of loss” (Stone & Gronhaug, 1993, p42). Moreover, one moderator—*openness to experience*—is proposed to moderate the relationships between customer perception regarding alternative lodging and *intention*. According to Colquitt & Wesson (2013), open people are creative, sophisticated, imaginative, complex, refined, and curious

Figure 1: Hypothesized Model



Visibility

Visibility refers to the degree to which travelers can observe an alternative hotel before they stay at this hotel. In Theory of Planned Behavior, Ajzen (1991) proposes that perceived behavioral control would also be a determinant of behavioral intention. Perceived behavioral control means the perceived controllability toward a behavior that will influence the success of behavioral performance (Armitage & Conner, 1999). The

higher the visibility of alternative lodging, the more knowledge travelers have concerning alternative lodging experience, and the higher perceived behavioral control travelers will have. As a result, travelers' intention to stay at an alternative hotel increases. The first hypothesis would be:

H₁: *Visibility* of alternative lodging increases travelers' *intention* to choose alternative lodging.

Ease of Use

Ease of use is described as the degree to which travelers believe that they will use no effort to access an alternative hotel. It has been found that if a behavior is perceived as easy to perform, this behavior is considered externally controllable, while at the same time, external control will influence behavioral intention (Kidwell & Jewell, 2003). Therefore, if travelers find it easy to access an alternative hotel, they would be more likely to stay at an alternative lodging. The second hypothesis is as follows:

H₂: *Ease of use* of alternative lodging increases travelers' *intention* to choose alternative lodging.

Prestige

The concept of image is first proposed by Moore and Benbasat (1991), and in this paper, it is defined as the degree to which travelers' image or status in their social system will be strengthened when they use an alternative hotel. Image is first concluded as an aspect of relative advantage by Rogers (1962), but some researchers argue that the impact of image like social approval is quite different from relative advantage (Holloway, 1977;

Tornatzky & Klein, 1982). For alternative hotels, they would be very attractive to those who rate high in image, because owning the experience of alternative hotels would be seemed as a fashionable behavior (Lee, 2013). In this study, this positive image is changed into prestige, since the word, prestige, can describe one's status or image in the eyes of others more specifically. Hence, it is hypothesized that:

H₃: *Prestige* of using alternative lodging increases travelers' *intention* to choose alternative lodging.

Relative Advantage

In the line with Rogers (1962), *relative advantage* refers to the degree to which compared to the traditional hotels, the alternative hotel is considered as a better substitute for travelers. In other words, travelers would consider they could gain more benefits from the alternative lodging if they rank high in *relative advantage*. Some advantages of alternative lodging could be convenient location, cheap price, and unique experience. For instance, Pod 51 (an example of pod hotels), located at the East 51st street in New York City, provides rooms starting at \$89 a night, comparatively a couple hundred dollars cheaper than the other hotels in the same region (Bost, 2012). Its convenient location with cheap price is the relative advantage compared to the traditional hotels. With so many relative advantages, alternative hotels would be more preferred by travelers. Thus, it is predicted that:

H₄: *Relative advantage* of using alternative lodging increases travelers' *intention* to choose alternative lodging.

Compatibility

Compatibility refers to the degree to which potential travelers consider an alternative hotel consistent with the existing values, needs, and past experiences. In other words, high compatibility means this alternative hotel fits the traveler's current situation and environment well. According to Festinger's cognitive dissonance theory (1957), when individuals are experiencing dissonance, they become psychologically uncomfortable, are motivated to decrease this dissonance, and also actively avoid situations to increase it. Undoubtedly, if an alternative hotel is difficult to fit travelers' current situation or environment, travelers may feel tortured to adopt it and will avoid to use it. In contrast, when the compatibility of an alternative hotel is high, travelers would be more likely to choose it. As a result, the following prediction is raised:

H₅: *Compatibility* of using alternative lodging increases travelers' *intention* to choose alternative lodging.

Enjoyment

Perceived enjoyment means travelers consider using an alternative hotel is enjoyable no matter what consequences may come after. If people consider an activity is enjoyable, they will be more motivated to do or repeat this activity (Suki & Suki, 2011). According to the Hedonic information system, a pleasure-oriented information system, *perceived enjoyment* and *perceived ease of use* are stronger determinants of intentions to use than *perceived usefulness* (Van der Heijden, 2004). Davis et al. (1992) also prove the strong positive relationship between *perceived enjoyment* and behavioral intentions. In

terms of lodging, travelers usually expect a relaxing and pleasurable environment to stay during their travel or business. Therefore, this study proposes a hypothesis:

H₆: Travelers' *perceived enjoyment* increases travelers' *intention* to choose alternative lodging.

Risk

Perceived risk refers to travelers' awareness of the possible loss after using an alternative lodging. Travelers would worry about the safety and security problems of an alternative lodging. For example, if travelers book apartment rooms from Airbnb, they would know nothing about the neighbors. Due to different life styles, they may be rudely treated by the neighbors ("Hacker News", 2014). Or if the neighbors are criminals, their lives would be threatened. Based on Popielarz's study (1967), travelers would tolerate more for Type 1 errors, which means people will reject a hypothesis as false when it is actually true. In other words, travelers often do not choose a new product when they feel choosing this new product would potentially bring them problems and risks. Therefore, if travelers feel there would be a lot of risks when staying at an alternative hotel, they would be less likely to choose the alternative hotel. Thus, it is hypothesized that:

H₇: Travelers' *perceived risk* decreases travelers' *intention* to choose alternative lodging.

Openness to Experience

Openness to Experience is one of the dimensions of Big Five (Goldberg, 1981). Big Five refers to the Five Factor Model (FFM) that describes human personality in five dimensions (Costa, 1992). The other four factors are conscientiousness, extraversion, agreeableness, and neuroticism. It is found that open people are creative, sophisticated,

imaginative, complex, refined, and curious (Colquitt & Wesson, 2013). As it discussed before, if travelers perceive more risks of alternative lodging, they will be less likely to choose the lodging. However, the situation will be changed if the travelers are open people. According to Schutte et al. (1998), open individuals are likely to remain confident when facing adversity. Thus, risks have a less influence on intention to choose alternative lodging for open travelers.

It is also found that open people have high motivation to actively look for new and varied experiences (McCrae & Costa, 1997). Hence, when pulled by various new and beneficial attributes of alternative hotels, open travelers will have a stronger intention to try these hotels. In this context, the following hypotheses are raised:

H₈: The relationship between travelers' *perception of alternative lodging (i.e.: visibility, ease of use, prestige, relative advantage, compatibility, and enjoyment)* and travelers' *intention* to choose alternative hotels is stronger when travelers' *openness to experience* increases.

H₉: The relationship between travelers' *perceived risk* and travelers' *intention* to choose alternative hotels is weaker when travelers' *openness to experience* increases.

Table 1 presents the definition of the variables used in hypotheses and the original survey questions or statements in relevant studies.

Table 1:

Original Definitions and Survey Questions From Relevant Literature

Construct	Definition	Items
Visibility	The extent that an innovation can be observed before it is adopted (Moore & Benbasat, 1991)	<ol style="list-style-type: none"> 1. I have seen what others do using their PWS 2. In my organization, one sees PWS on many desks 3. It is easy for me to observe others using PWS in my firm (Moore & Benbasat, 1991)
Perceived Ease of Use	The degree to which a person believes that using a system would be free of effort (Davis, 1989)	<ol style="list-style-type: none"> 1. Using a PC takes too much time from my normal duties 2. Working with PCs is so complicated, it is difficult to understand what is going on 3. Using a PC involves too much time doing mechanical operations (e.g., data input) 4. It takes too long to learn how to use a PC to make it worth the effort (Thompson et al. 1991)
Prestige	The degree to which use of an innovation is perceived to enhance one's image or status in one's social system (Moore & Benbasat, 1991)	<ol style="list-style-type: none"> 1. Using a PWS improves my image within the organization 2. Because of my use of a PWS, others in my organization see me as a more valuable employee 3. People in my organization who use a PWS have more prestige than those who do not 4. People in my organization who use a PWS have a high profile 5. Having a PWS is a status symbol in my organization (Moore & Benbasat, 1991)
Relative Advantage	The degree to which an innovation is perceived as being better than its precursor (Rogers, 1983)	<ol style="list-style-type: none"> 1. Using e-book readers enhances my reading 2. Using e-book readers saves much time 3. Using e-book readers makes reading more effective (Huang & Hsieh, 2012)
Compatibility	The degree to which an innovation is perceived as consistent with the existing values, needs, and past experiences of potential adopters (Rogers, 1983)	<ol style="list-style-type: none"> 1. Using a PWS is compatible with all aspects of my work 2. Using a PWS is completely compatible with my current situation 3. I think that using a PWS fits well with the way I like to work 4. Using a PWS fits into my work style (Moore & Benbasat, 1991)
Perceived Risk	A subjective expectations of loss; the more certain one is of this loss, the greater the risk perceived by the individual (Stone & Gronhaug, 1993)	<ol style="list-style-type: none"> 1. There is a chance that there will be something wrong with this product or that it will not work properly 2. There is a chance that I will stand to lose money either because it won't work at all or costs more than it should to maintain it. 3. This product is extremely risky/not risky in terms of how it would perform

		4. This product is extremely risky/not risky in terms of its long term costs (Sweeney et al. 1999)
Perceived Enjoyment	The extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated (Davis et al., 1992)	<ol style="list-style-type: none"> 1. Using a PWS fits into my work style 2. My superiors expect me to use a PWS 3. My use of a PWS is voluntary (as opposed to required by my superiors or job description) (Davis et al., 1992)
Intension to Use		<ol style="list-style-type: none"> 1. Likelihood to visit HK in next 12 months 2. Intend to visit HK in next 12 months 3. Want to visit HK (Lam & Hsu, 2006)
Openness to Experience	Open people are curious, imaginative, creative, complex, refined, and sophisticated (Colquitt & Wesson, 2013)	<ol style="list-style-type: none"> 1. I have a vivid imagination 2. I am not interested in abstract ideas 3. I have difficulty understanding abstract ideas 4. I do not have a good imagination (Colquitt & Wesson, 2013)

CHAPTER III

METHODS

In order to determine the factors affecting travelers' intentions in choosing alternative lodging, this study conducted a survey with U.S. travelers. Using a convenience sampling, the survey was distributed through Amazon's Mechanical Turk (Mturk) and a Central South University listserv. Mturk is "a marketplace for work" (Amazon Mechanical Turk, 2015). It offers individuals and businesses access to an on-demand, scalable workforce. People (called Workers in Mturk) can choose one survey from thousands of surveys and complete it for a specific period of time assigned by the survey developers. Mturk is an emerging way to conduct online surveys and is a convenient and fast tool to reach people. Additionally, staff, faculty, and students in a Central South University also participated in the survey so that this study could have a large enough sample to detect the relationships hypothesized. Since the data of this study was constructed from two samples collected by using Mturk and University mailing list, an independent T-test was conducted to verify no significant difference in variables between two samples. This study only investigated Millennials since this generation expected more for innovation and creativity. They were the target market for alternative lodging. Sampling size was around 250.

It is difficult to test or estimate the impacts of new products or services since they are relatively new and accordingly are unfamiliar to customers. Scenarios are a good method to identify future needs and generate new product concepts (Ozer, 1999). At the beginning of the survey, a scenario concerning Airbnb was provided to describe what alternative lodging was.

The survey included two sections. The first section was used to collect travelers' responses to their perceptions of alternatives in the lodging industry, the personal trait of openness to experience, and their behavioral intention to choose alternative lodging. The second section asked about the demographic information of respondents. Respondents who aged out of 15 to 35 and who traveled less than once a year were excluded since this study targeted on Millennials and aimed to identify the influential factors on travelers' hotel selections.

The questionnaire was developed based on previous research regarding IDT, TAM and other relevant literature. To be specific, *visibility* was measured by 3 items, *prestige* by 4, and *compatibility* by 4 (See Table 1). All the question items for these three factors were selecting from Moore and Benbasat's (1991) research items. *Relative advantage* was measured by 3 items created by Huang and Hsieh (2012). *Perceived ease of use* was assessed using 4 items developed by Thompson et al. (1991). The measurements for *perceived enjoyment* were adopted from Davis et al. (1992) with 3 items, while the *perceived risk* was developed based on Sweeney, Soutar, and Johnson (1999) with 4 items. However, the items for *perceived risk* were shortened and adapted according to the risks related to innovative alternative lodging. Finally, *openness to experience* was assessed by Colquitt & Wesson (2013) with 4 items, whereas *intention to*

choose alternative lodging was measured by 5 items, three of them were selected from Lam & Hsu's (2006) 3 items, and the remaining two were created by author in order to make this construct more comprehensive and reliable. Adjustments were made to all the phrases in order to adapt their meaning to fit the alternative lodging context. In addition, all items for the constructs were measured by a five-point Likert Scale, ranging from (1) strongly disagree to (5) strongly agree. Table 1 summarized the definitions of the variables used in this study and how they were measured in the previous studies about new and innovative product development.

At the end of the questionnaire, participants answered demographic questions (i.e., gender, ethnic group, education level, annual household income) and overall travel behaviors (i.e., nights stayed in a hotel, frequency of travel, and types of travel).

Before committing to a full data set from a larger sample, a pilot study was carried out with a small group in order to refine the measurement items and validate questionnaire. Based on this preliminary test, the wording of some questions was modified to improve clarity.

The data collected for the main study was analyzed using SPSS 21. Descriptive statistics and inferential statistics were employed to present the profiles of respondents and to test hypotheses. Factor analysis was used to test if question items for the variables of each attribute were grouped well and were representative. Hierarchical multiple regression was employed to test hypotheses 1 to 9. A multiple regression analysis first examined whether travelers' intention to choose alternative lodging were influenced by *visibility, ease of use, prestige, relative advantage, compatibility, risk, and enjoyment*. Then the hierarchical regression was used to examine whether the relationships between

travelers' intention and these seven factors were strengthened or weakened when travelers were more open. Specifically, additional variables (i.e. openness and interaction terms) were included in the regression model to examine whether the moderating effect of OTE significantly increased the explanatory power.

Hierarchical multiple regression equation in this study was:

$$Y = \alpha + \beta_1 * V + \beta_2 * EU + \beta_3 * P + \beta_4 * RA + \beta_5 * C + \beta_6 * R + \beta_7 * E + \beta_8 * OTE + \beta_9 * OTE * V + \beta_{10} * OTE * EU + \beta_{11} * OTE * P + \beta_{12} * OTE * RA + \beta_{13} * OTE * C + \beta_{14} * OTE * R + \beta_{15} * OTE * E + \varepsilon$$

, where α stood for constant, β_i meant regression coefficient, V, EU, P, RA, C, R, and E referred to seven hypothesized factors: *visibility, ease of use, prestige, relative advantage, compatibility, risk, and enjoyment*, OTE referred to *openness to experience*, OTE*factor referred to an interaction term of OTE and a factor, and ε represented error term.

CHAPTER IV

ANALYSIS

Sample Demographics

By distributing the survey to Mturk and a University mailing list, 244 valid responses were obtained. Since the data of this study was constructed from these two samples, an independent T-test was conducted to verify no significant difference in variables between two samples. The majority of the results did not show statistically significant differences between these two groups. Therefore, two samples were combined into one sample.

This study only focused on Millennials, between ages 18 and 35. Hence, with a screening question, the respondents who were out of this age range were filtered out. Descriptive statistics indicated 52% of the respondents were male and 48% of the respondents female. The results showed that 12.3% of the respondents were between 18 and 21 years old, 40.1% were between 22 and 28 years old, 44.1% were between 29 and 35 years old, and 3.4% were more than 35 years old.

In this study, 67.1% of the respondents were white, 11.8% were Hispanic, 6.1% were African American, 1.6% were Native American, 11% were Asian/Pacific Islander,

and 2.4% did not belong to any of the above ethnicities. As for education level, most of the respondents were college graduates (32%), some had master's degrees (28.7%), followed by those who had some college education (19.4%), those who had doctorates (13%), those with high school diplomas (4.5%), those who were post-doctorates (1.2%), and those with less than a high school education (0.8%). The results for the annual household income of the respondents were as follows: less than \$24,999 (19.5%), \$25,000 to \$49,999 (28.5%), \$50,000 to \$99,999 (40.2%), \$100,000 to \$124,999 (8.9%), and \$125,000 or more (2.8%) (See Table 2).

Table 2: Demographics of Respondents: Descriptive Statistics

Gender	N	%
Female	127	52
Male	117	48
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Age		
a. 18-21	40	12.3
b. 22-28	130	40.1
c. 29-35	143	44.1
d. 36 and above	11	3.4
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Ethnicity		
a. White	165	67.1
b. Hispanic	29	11.8
c. African American	15	6.1
d. Native American	4	1.6
e. Asian/Pacific Islander	27	11
f. Other	6	2.4
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Education Level		
a. Less than high school	2	0.8
b. High school graduate	11	4.5
c. Some college	48	19.4
d. College graduate	79	32
e. Masters	71	28.7
f. Doctorate	32	13
g. Post-doctorate	4	1.6

Annual Household Income	N	%
a. Less than \$24,999	48	19.5
b. \$25,000 to \$49,999	70	28.5
c. \$50,000 to \$99,999	99	40.2
d. \$100,000 or \$124,999	22	8.9
e. \$125,000 or more	7	2.8

Table 3 presented respondents' traveling behaviors. Almost half of respondents (52.7%) spent three to five nights on a single trip. 28.6% of them stayed 1-2 nights, 10.6% stayed 16 nights or more, and 8.2% stayed 6-12 nights. Based on data collected, 40.4% of the respondents spent \$400-\$799.99 per night on a typical leisure trip, 34.3% spent \$300-\$399.99, 11.4% spent \$200-\$299.99, 5.7% spent \$800 or more, 5.3% spent \$100-\$199.99, and 2.9% spent \$50-\$99.99. Almost half of the respondents traveled 2-3 times per year for pleasure (47.3%). 22% traveled 4 or more times per year, while 20.8% traveled only once a year. 5.7% traveled at least once per month, 2.9% traveled once every 2-3 years, and 1.2% rarely traveled for pleasure. Besides leisure trip, people traveled for business as well. The top three business travel frequencies for the respondents were 2-3 times per year (21.2%), rarely (20.4%), and never (19.2%). 15.1% of the respondents traveled once a year for business, 13.1% traveled 4 or more times per year, 7.3% traveled at least once per month, and 3.7% traveled once every 2-3 years. From the results of travel frequency for pleasure and business, I found that most of the respondents traveled more for pleasure.

Table 3: Travel Behavior: Descriptive Statistics

Stay nights in a single trip	N	%
a. 1-2 nights	70	28.6
b. 3-5 nights	129	52.7
c. 6-12 nights	20	8.2
d. 16 days or more	26	10.6
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Cost for a typical trip		
b. \$50-\$99.99	7	2.9
c. \$100-\$199.99	13	5.3
d. \$200-\$299.99	28	11.4
e. \$300-\$399.99	84	34.3
f. \$400-\$799.99	99	40.4
g. \$800 and more	14	5.7
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Travel frequency for pleasure		
a. At least once per month	14	5.7
b. 4 or more times per year	54	22
c. 2-3 times per year	116	47.3
d. Once a year	51	20.8
e. Once every 2-3 years	7	2.9
f. Rarely	3	1.2
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Travel frequency for business		
a. At least once per month	18	7.3
b. 4 or more times per year	32	13.1
c. 2-3 times per year	52	21.2
d. Once a year	37	15.1
e. Once every 2-3 years	9	3.7
f. Rarely	50	20.4
g. Never	47	19.2

Descriptive Statistics and Normality Analysis

Table 4 demonstrated the results of descriptive statistics, skewness, and kurtosis for the collected data. This study used five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The standard deviations ranged from .75 to 1.41.

Skewness and kurtosis were used to diagnose data normality. Skewness demonstrated if the data were symmetric around the mean. Kurtosis presented whether the distribution of responses was peak or flat comparing to a normal distribution (Jacobucci & Chirchill, 2003). The kurtosis values for many items were negative, which implied a flatter distribution than normal distribution. But most of the kurtosis values were within the usual cutoff points, inferring proximity to normal distribution. Most skewness and kurtosis had values between -1 and +1. All values of skewness and kurtosis fell within recommended acceptable range of ± 2.0 (George & Mallery, 2001).

Table 4: Item-Specific Descriptive Statistics and Normality Analysis

Variables	Items	Mean	SD	Skewness		Kurtosis	
				Statistic	SE	Statistic	SE
Visibility	1. I see many individuals using Airbnb	3.51	1.03	-0.61	0.15	-0.30	0.31
	2. Airbnb is not visible in my travel destination	3.74	1.21	-0.81	0.15	-0.28	0.31
	3. It is easy for me to observe others' experience at Airbnb	3.25	1.33	-0.71	0.15	-0.84	0.31
Ease of Use	4. My interaction with Airbnb is clear and understandable	3.49	1.41	-0.81	0.15	-0.69	0.31
	5. It would be easy to use Airbnb	3.58	1.40	-0.97	0.15	-0.40	0.31
	6. Learning how to use Airbnb is easy for me	3.79	1.15	-0.93	0.15	0.08	0.31
Prestige	7. Using Airbnb improves my image	2.98	1.01	-0.02	0.15	-0.14	0.31
	8. People who use Airbnb have more prestige than those who do not	2.60	1.11	0.32	0.15	-0.66	0.31
	9. People who use Airbnb have a high profile	2.72	1.09	0.19	0.15	-0.49	0.31
	10. Using Airbnb enhances my social status	2.55	1.02	0.24	0.15	-0.54	0.31
Relative Advantage	11. Using Airbnb enhances my travel experience	3.70	0.85	-0.73	0.15	1.08	0.31
	12. Using Airbnb saves money or time for my travel	3.64	0.96	-0.78	0.15	0.62	0.31
Compatibility	13. Using Airbnb makes my travel more convenient	3.44	0.98	-0.55	0.15	0.17	0.31
	14. Using Airbnb fits well with the way I like to travel	3.72	0.95	-0.81	0.15	0.63	0.31
	15. Using Airbnb fits into my travel style	3.74	0.96	-0.81	0.15	0.51	0.31
Risk	16. There is a chance that there will be something wrong with Airbnb or that it will not work properly	3.32	0.99	-0.44	0.15	-0.37	0.31
	17. There is a chance that I will stand to lose money because an Airbnb room is not acceptable and the owners will only refund limited money	3.00	1.06	-0.30	0.15	-0.73	0.31
	18. Airbnb is extremely risky because of different losses I may experience	3.00	1.14	0.09	0.15	-0.86	0.31
	19. Airbnb is extremely risky because of different problems I may face	2.79	1.00	0.09	0.15	-0.68	0.31

Enjoyment	20. Staying at Airbnb is enjoyable	3.60	0.75	-0.01	0.15	0.31	0.31
	21. Staying at Airbnb is pleasant	3.55	0.77	-0.16	0.15	0.25	0.31
	22. Staying at Airbnb is fun	3.49	0.83	-0.32	0.15	0.49	0.31
Intention	23. I am likely to use Airbnb in my next travel	3.31	1.10	-0.38	0.15	-0.51	0.31
	24. I intend to use Airbnb in the future	3.50	1.06	-0.64	0.15	-0.06	0.31
	25. I want to use Airbnb	3.72	0.89	-0.74	0.15	0.95	0.31
	26. I plan to use Airbnb more for future accommodation needs.	3.64	0.90	-0.76	0.15	0.75	0.31
	27. I will try to use Airbnb when searching for accommodations	3.79	0.90	-1.01	0.15	1.44	0.31
Openness to Experience	28. I have a vivid imagination	4.01	0.95	-1.16	0.15	1.37	0.31
	29. I am not interested in abstract ideas	2.44	1.23	0.47	0.15	-0.95	0.31
	30. I have difficulty understanding abstract ideas	2.31	1.20	0.69	0.15	-0.57	0.31
	31. I do not have a good imagination	2.04	1.17	1.00	0.15	-0.09	0.31

Reliability Analysis

Cronbach's alpha was employed to calculate the reliability of all the variables used in this study (See Table 5, Table 6, and Table 7). The majority of data showed high Cronbach's alpha scores, indicating internal consistency. The Cronbach's alpha of the first factor, *friendliness of use*, was .94, *prestige* was .90, *personal value* was .81, *risk* was .82, *enjoyment* was .87, and *intention* was .89. The Cronbach's alpha of *openness to experience* was relatively low (Cronbach's $\alpha = .59$). Although, a reliability of .70 or higher was typically recommended, the item with Cronbach's alpha lower than .70 was always excluded. But I still kept the items for *openness to experience* since the measurements has been verified and used in many previous studies. Table 5 and 6 presented the results of the reliability analysis for *openness to experience* and *intention*, respectively.

Table 5: Openness to Experience Scale Reliability

Items	Mean	SD	Item-to-total correlations	Cronbach's alpha
28. I have a vivid imagination	4.01	0.95	-0.29	0.59
29. I am not interested in abstract ideas	2.44	1.23	0.69	
30. I have difficulty understanding abstract ideas	2.31	1.20	0.75	
31. I do not have a good imagination	2.04	1.17	0.54	

Table 6: Intention to Alternative Lodging Scale Reliability

Items	Mean	SD	Item-to-total correlations	Cronbach's alpha
23. I am likely to use Airbnb in my next travel	3.31	1.10	0.68	0.89
24. I intend to use Airbnb in the future	3.50	1.06	0.73	
25. I want to use Airbnb	3.72	0.89	0.74	
26. I plan to use Airbnb more for future accommodation needs	3.64	0.90	0.82	
27. I will try to use Airbnb when searching for accommodations	3.79	0.90	0.75	

Factor Analysis

Factor analysis is to represent the variability among observed and correlated variables of a small number of hypothetical variables (Kim & Mueller, 1978). In this study, factor analysis was employed to find the underlying clusters of attributes of alternative lodging. Twenty-two factors were used for factor analysis using principal component analysis and Varimax rotation. Table 7 presented the results of factor analysis. Five clusters were extracted. Four of them were with eigenvalues greater than 1, and one of their eigenvalues equaled .923, very close to 1. Eigenvalues referred to the amount of variance explained by each other (Zikmund, Babin, Carr, & Griffin, 2012). As shown in Table 7, the first cluster included seven items measuring *ease of use*, *visibility*, and *relative advantage* (i.e. EOU5, EOU4, V3, EOU6, V1, V2(recoded), and RA13). In Table 7, V stood for *visibility*, EOU stood for *ease of use*, RA stood for *relative advantage*, P stood for *prestige*, C stood for *compatibility*, E stood for *enjoyment*, and R stood for *risk*. The number next to each abbreviation referred to a question number found in the survey (See Appendix 1). The second cluster included items measuring *prestige*

(i.e. P9, P8, P10, and P7) and the third cluster included *compatibility* and *relative advantage* measures (i.e. C14, C15, RA11, and RA12). The fourth cluster was comprised of four *risk* measures (i.e. R17, R16, R19, and R18) and the last cluster grouped *enjoyment* measures (i.e. E20, E22, and E21).

Table 7: Exploratory Factor Analysis

Variable Name	Items	Rotated factor loadings					Eigenvalue (% of variance)	Cronbach's alpha
		1	2	3	4	5		
Friendliness of use	5. It would be easy to use Airbnb (EOU5)	0.91					7.56 (34.36%)	0.94
	4. My interaction with Airbnb is clear and understandable (EOU4)	0.90						
	3. It is easy for me to observe others' experience at Airbnb (V3)	0.88						
	6. Learning how to use Airbnb is easy for me (EOU6)	0.82						
	1. I see many individuals using Airbnb (V1)	0.81						
	2. Airbnb is not visible in my travel destination (V2(recoded))	0.75						
	13. Using Airbnb makes my travel more convenient (RA13)	0.68						
Prestige	9. People who use Airbnb have a high profile (P9)		0.85				4.97 (22.59%)	0.90
	8. People who use Airbnb have more prestige than those who do not (P8)		0.85					
	10. Using Airbnb enhances my social status (P10)		0.82					
	7. Using Airbnb improves my image (P7)		0.80					
Personal value	14. Using Airbnb fits well with the way I like to travel (C14)			0.83			2.08 (9.45%)	0.81
	15. Using Airbnb fits into my travel style (C15)			0.80				
	11. Using Airbnb enhances my travel experience (RA11)			0.59				
	12. Using Airbnb saves money or time for my travel (RA12)			0.58				
Risk	17. There is a chance that I will stand to lose money because an Airbnb room is not acceptable and the owners will only refund limited money (R17)				0.83		1.33 (6.02%)	0.82
	16. There is a chance that there will be something wrong with Airbnb or that it will not work properly (R16)				0.80			
	19. Airbnb is extremely risky because of different problems I may face (R19)				0.79			
	18. Airbnb is extremely risky because of different losses I may experience (R18)				0.66			
Enjoyment	20. Staying at Airbnb is enjoyable (E20)					0.83	0.92 (4.20%)	0.87
	22. Staying at Airbnb is fun (E22)					0.82		
	21. Staying at Airbnb is pleasant (E21)					0.76		

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; V stands for *visibility*, EOU stands for *ease of use*, RA stands for *relative advantage*, P stands for *prestige*, C stands for *compatibility*, E stands for *enjoyment*, and R stands for *risk*.

This study initially hypothesized there were seven variables that explained the characteristics of new and innovative lodging option. However, principal component factor analysis revealed that the data could be reduced to five hypothetical underlying variables (factors). Based on the factor analysis result, four original variables were re-grouped into two variables. Specifically, *visibility* and *ease of use* came together, while *relative advantage* was divided into two parts. *Compatibility* represented one part, and the other part was *visibility* and *ease of use*. Three variables were also renamed. The group of *visibility*, *ease of use*, and part of *relative advantage* was renamed as *friendliness of use*. The group of *compatibility* and part of *relative advantage* was called *personal value*.

Hierarchical Multiple Regression

The main purpose of this study is to find what factors could affect travelers' intentions in choosing alternative lodging. Correlation was employed to check potential relationships between independent variables and a dependent variable and to possible multicollinearity between independent variables. Hierarchical multiple regression was conducted to test the direct relationships and moderating effects in this study. For independent variables in regression analyses, factor scores were utilized since each variable had multiple items. For moderator, *openness to experience*, the mean score was used in hierarchical regression as recommended in previous literature (Chiaburu, Sawyer, & Thoroughgood, 2010; Ahmed, Rehman, & Amjad, 2013; Zadrán, Tariq, & Ahmed, 2014).

Table 8 showed correlations. It indicated no or little correlations between independent variables, implying low chance of multicollinearity. The correlation matrix showed significant correlations between independent variables and dependent variable, indicating possible relationships.

Table 8: Factors Affecting Travelers' Intentions to Choose Alternative Lodging: Correlations and Descriptive Statistics (N = 244)

Variables	1	2	3	4	5	6	7
1. Friendliness of use	1						
2. Prestige	.000	1					
3. Personal value	.000	.000	1				
4. Risk	.000	.000	.000	1			
5. Enjoyment	.000	.000	.000	.000	1		
6. Openness to experience	-.419**	.318**	.207**	.207**	-.123	1	
7. Intention	.396**	.177**	.547**	-.212**	.320**	-.130*	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Principal component factor analysis revealed that the data could be reduced to five hypothetical underlying variables, while I initially hypothesized seven variables. Accordingly, for further analyses, this study used five variables newly named based on the results of the factor analysis: *friendliness of use*, *prestige*, *personal value*, *enjoyment*, and *risk*. This study still hypothesized the positive relationships between these variables and intention to choose an alternative lodging option, but I combined two hypotheses (i.e. H₁ and H₂) in the initial plan into one single hypothesis and hypothesis 4 has been excluded.

Table 9: Hypotheses and Results

Original hypotheses	Revised hypotheses	Results
H ₁ : <i>Visibility</i> of alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	H ₁ : <i>Friendliness of use</i> of alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	Supported
H ₂ : <i>Ease of use</i> of alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .		
H ₃ : <i>Prestige</i> of using alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	H ₃ : <i>Prestige</i> of using alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	Supported
H ₄ : <i>Relative advantage</i> of using alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	N/A	N/A
H ₅ : <i>Compatibility</i> of using alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	H ₅ : <i>Personal value</i> of using alternative lodging increases travelers' <i>intention to choose alternative lodging</i> .	Supported
H ₆ : Travelers' <i>perceived enjoyment</i> increases travelers' <i>intention to choose alternative lodging</i> .	H ₆ : Travelers' <i>perceived enjoyment</i> increases travelers' <i>intention to choose alternative lodging</i> .	Supported
H ₇ : Travelers' <i>perceived risk</i> decreases travelers' <i>intention to choose alternative lodging</i> .	H ₇ : Travelers' <i>perceived risk</i> decreases travelers' <i>intention to choose alternative lodging</i> .	Supported
H ₈ : The relationship between travelers' <i>perception of alternative lodging (i.e.: visibility, ease of use, prestige, relative advantage, compatibility, and enjoyment)</i> and travelers' <i>intention to choose innovative alternative hotels</i> is stronger when travelers' <i>openness to experience</i> increases.	H ₈ : The relationship between travelers' <i>perception of alternative lodging (i.e.: friendliness of use, prestige, personal value, and enjoyment)</i> and travelers' <i>intention to choose innovative alternative hotels</i> is stronger when travelers' <i>openness to experience</i> increases.	Not Supported
H ₉ : The relationship between travelers' <i>perceived risk</i> and travelers' <i>intention to choose innovative alternative hotels</i> is weaker when travelers' <i>openness to experience</i> increases.	H ₉ : The relationship between travelers' <i>perceived risk</i> and travelers' <i>intention to choose innovative alternative hotels</i> is weaker when travelers' <i>openness to experience</i> increases.	Not Supported

Note: Same numbering of hypotheses were used in the revision

As a result, the regression model was revised as follows:

$$\text{Intention to visit} = \alpha + \beta_1 * \text{FOU} + \beta_2 * \text{P} + \beta_3 * \text{PV} + \beta_4 * \text{R} + \beta_5 * \text{E} + \beta_6 * \text{OTE} + \beta_7 * \text{FOU} * \text{OTE} + \beta_8 * \text{P} * \text{OTE} + \beta_9 * \text{PV} * \text{OTE} + \beta_{10} * \text{R} * \text{OTE} + \beta_{11} * \text{E} * \text{OTE} + \varepsilon$$

, where FOU stood for *friendliness of use*, P stood for *prestige*, PV stood for *personal value*, R stood for *risk*, and E stood for *enjoyment*. OTE meant *openness to experience*. *Factor*OTE* presented an interaction term of a factor and OTE. α stood for constant, β_i meant regression coefficient, and ε presented error term.

Table 10 displayed the result of hierarchical multiple regression. The model's R square was .635, adjusted R square .682. Beta coefficients were all significant at $p = .05$ level in the first hierarchy, indicating that the five factors significantly affect travelers' intentions in choosing alternative hotels. Hierarchical regression included two steps in this study. In the first step, five factors that measured the perceived characteristics of alternative lodging were entered. In the second step, open and interaction terms were included in the regression analysis to examine whether these interaction terms can increase the variance explained by IVs. In the first step of hierarchical regression, it showed that *personal value* ($B = .547$) had the most significant influence on travelers' intentions in choosing alternative lodging, followed by *friendliness of use* ($B = .396$), *enjoyment* ($B = .320$), *risk* ($B = -.212$), and *prestige* ($B = .039$). Among the five factors, only *risk* negatively affected tourists' intentions in choosing alternative hotels. The variance inflation factors (VIF) in step 1 all were lower than 10, so the multicollinearity assumption was not violated (Kutner, Nachtsheim, & Neter, 2004).

The second model tested the moderation effect by entering *openness to experience* variable and its interaction terms with the five factors. However, in the second model, the changed R^2 was only 1.6% and it was not significant ($\Delta F=1.775$, $p = .105$), indicating that the explanatory power did not significantly increase from model 1 to model 2. Thus, the moderator, openness to new experience, was not a good predictor. Moreover, multicollinearity problems were found in the second model. VIFs in step 2 were larger than 10, which violated the multicollinearity assumption. As a result, the inclusion of *openness to experience* as a moderator could not be appropriate to explain the adoption of alternative lodging. The hypotheses 8 and 9 were not supported.

Table 10: Factors Affecting Travelers' Intentions to Choose Alternative Lodging: Hierarchical Multiple Regression

Variable	B	Beta	t	Sig.	VIF	F change	R ² change
Step 1						82.641	0.635
Friendliness of use	.008		.202				
Prestige	.396	.396	10.094	.000	1.000		
Personal value	.177	.177	4.515	.000	1.000		
Risk	.548	.547	13.960	.000	1.000		
Enjoyment	-.213	-.212	-5.415	.000	1.000		
Step 2						1.775	0.016
Friendliness of use	.321	.320	8.169	.000	1.000		
Friendliness of use	.436	.435	2.548	.011	19.360		
Prestige	.494	.494	2.821	.005	20.295		
Personal value	.676	.676	4.287	.000	16.479		
Risk	-.127	-.127	-.769	.443	18.127		
Enjoyment	.644	.643	4.498	.000	13.556		
Openness to experience	-.096	-.072	-1.276	.203	2.139		
Openness to experience*Friendliness of use	-.038	-.123	-.688	.492	21.350		
Openness to experience*Prestige	-.105	-.304	-1.666	.097	22.052		
Openness to experience*Personal value	-.041	-.112	-.685	.494	17.775		
Openness to experience*Risk	-.025	-.066	-.387	.699	19.064		
Openness to experience*Enjoyment	-.119	-.342	-2.380	.018	13.721		

Note: B= Unstandardized beta; Beta=Standardized beta

CHAPTER V

CONCLUSIONS

Summary of the Findings

This study aimed to investigate what factors impacted travelers' intention to adopt alternative lodging. A survey was employed to test each of factors in the model, and demographic questions about respondents were asked at the end of the survey.

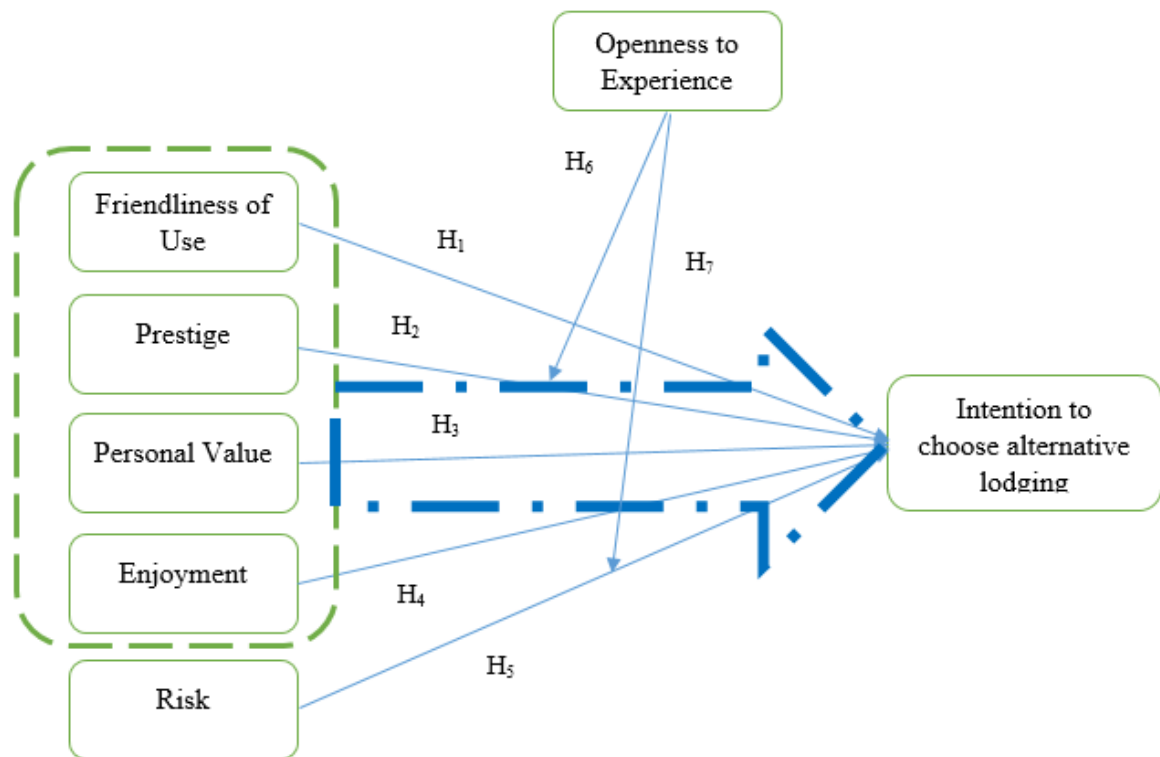
Based on literature, this study initially suggested seven different factors (*visibility, ease of use, prestige, relative advantage, compatibility, risk, and enjoyment*) to describe tourists' perceptions of alternative lodging and expected to influence traveler's intentions in choosing alternative hotels. This study also hypothesized that a personality trait called *openness to experience* moderated the relationships between these seven independent variables.

According to the results of the factor analysis, only five factors, instead of seven, remained. *Visibility* and *ease of use* were combined, and *relative advantage* was separated into two parts. One belonged to *compatibility* and the other belonged to the group of *visibility* and *ease of use*. The group of *visibility, ease of use*, and one part of *relative advantage* was named as *friendliness of use*, and the group of *compatibility* and

the other part of *relative advantage* was named as *personal value*. Figure 2 presented the revised model on the basis of the factor analysis. Although some literature suggested that *visibility*, *ease of use*, *relative advantage*, and *compatibility* should all be different factors, this study found that it was not the case for the lodging context. *Visibility* mainly tested travelers' ability to observe alternative hotels before they used them. If alternative hotels were visible to travelers, it indicated that people around the travelers might have experienced alternative hotels. Under this circumstances, travelers could observe more before they chose alternative hotels, and they could more easily get access to the information about alternative lodging from their friends or family. If travelers had any questions about alternative hotels, they could also ask those who have already experienced them. When I tested *ease of use*, I generally asked if Airbnb was clear and understandable, easy to learn and use, and if it took little time and effort. With more information and easy access to experienced friends, the above conditions could be more easily achieved. Therefore, if alternative hotels were more visible to travelers, travelers would think it is easier to use them. In other words, alternative hotels were friendlier of use. According to literature, *relative advantage* was measured by 3 items, which were adopted from the study by Huang and Hsieh: 1) Using Airbnb enhances my travel experience; 2) Using Airbnb saves money or time for my travel; 3) Using Airbnb makes my travel more convenient. In terms of *relative advantage*, alternative lodging was judged by convenience of location, its price, and whether it offered a unique experience. Convenient location was also one way for travelers to more easily access alternative hotels, while a cheap price and unique experience were what Millennials were seeking; they were compatible with Millennials' current situations. Therefore, these factors were

the reason why the results of the factor analysis showed *relative advantage* as a part from *visibility/ease of use* and *compatibility*.

Figure 2: Revised Model



This study found that all five factors were significant to travelers' intentions in choosing alternative lodging. *Personal value* had the most significant influence among the five factors, followed by *friendliness of use*, *enjoyment*, and *risk*. *Prestige* had the least significant effect on travelers' intentions in choosing alternative lodging. As expected, *risk* was the only factor that had a negative relationship. These results supported hypotheses 1 to 7.

The study found *openness to experience* did not statistically improve the degree of explanation about traveler's choice of an alternative. The model including openness as a moderator also violated a multicollinearity assumption in regression analyses. Therefore, hypotheses 8 and 9 were not supported. This unexpected result may result from possible associations between *openness to experience* and perception about alternative lodging characteristics. For example, for travelers who were open to new experience, the importance of *personal value, enjoyment, and prestige* of lodging could be much emphasized when selecting a place to stay. On the other hand, *friendliness of use* and *risk* could not be of importance for traveler who sought for novel experience.

The findings provide practical implications for managers, developers, or owners of alternative lodging.

First, alternative hotels could use the proposed model as a guide or reference when they plan to improve travelers' intention to choose alternative hotels. The perceived *friendliness of use, prestige, personal value, enjoyment, and risk* were found to play an important role in the positive attitude towards usage. When developing or repositioning an alternative hotel, executives would better find ways to enhance four of the aspects – *friendliness of use, prestige, personal value, and enjoyment* and to reduce *risks*.

Allocating resources in the right places ultimately led to improved economic performance. For example, if a hotel developer wanted to open a new alternative hotel, he or she could start with a few questions: will this hotel be visible to my guests and will my guests feel easy to access my hotel; will this hotel fit well with my target customers and will my guests feel pleasure after they stay at my hotel; how can I help my guests improve their prestige if they have an experience in my hotel; what kinds of risks my

guests may meet in my hotel and how can I reduce these risks? Many hotel businesses often faced financial constraints which prevented many possible projects from being realized. In this context, this study would help alternative hotel executives or owners to prioritize their investments to maximize the benefits with limited financial resources.

Second, developers could pay more attention to *personal value*. This study found travelers consider *personal value* the most important factor when they chose alternative hotels. Hence, if alternative lodging could be more well-matched with tourists' existing needs and skills and a better fit for their travel styles, alternative hotels would attract more travelers. Since personal value also included some relative advantages—cheap price, conservation of time, and difference in travel experience—alternative hotel developers or executives need to maximize these strengths.

Alternative lodging is transforming our modern accommodation and travel. The potential growth of the alternative would be fueled by Millennials who are considered as an adventure-driven generation (Hotel News Resource, 2015). This generation is looking for something extra and different. As millennial families travel significantly increases compared to others (Hotel News Resource, 2015), many growth opportunities related to their needs can arise in the hotel and travel industry. I believe that new, innovative alternative hotels can take advantage of this opportunity when they understand what drive millennial families to select a new option for their night stays. Alternative lodging would be a good fit to them. To attract these travelers, alternative hotels could focus on the aspects I found to be significant and grow striving.

Limitations and Future Study

The limitations of this study stemmed from the specific survey and proposed model.

First, this study chose Airbnb as a representative of alternative lodging. However, Airbnb was less innovative compared to other alternative hotels such as pop-up hotels and pod hotels. Therefore, for extreme novelty seekers, Airbnb may not be considered as an innovative and attractive concept, which may affect their perceptions of alternative hotels. In a future study, researchers can choose pop-up hotels, pod hotels, or any other relatively new alternative hotels as representative if they want to study comparatively new alternative lodging.

Second, all the question items in the survey were collected from previous studies dealing with different products and services. Most previous research studied new technology adoption such as e-banking or e-book, but none of them specifically investigated attitude toward lodging usage. Instead of picking up survey questions from literatures, future studies could create the questions for alternative hotels. Alternative lodging is a relatively fresh topic. There are only limited studies concerning it. More specified-designed survey questions are needed.

Third, this study mainly generated the influential factors from IDT and TAM, however, there could be other potential factors that have not been discussed in this study. Although other factors were not the focus of the current study, the result may provide a limited picture of why travelers select alternative lodging. Researchers could include

more antecedents, moderators, or mediators that may provide a more comprehensive understanding of traveler's choice of a new hotel type.

Fourth, this study collected data through two different ways—Mturk and a Central South University listserv. Although there was no significant difference between these two samples for the majority of variable items, it should be better to use a single method to collect data.

Other limitations in this study were missing validity assessment, limited sampling frame, and convenient sampling method. Given these methodology constraints, the results of the study might have limitation in generalization and inference making about the entire population.

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APPENDIX

Survey on Alternative Lodging Adoption (Airbnb)

Welcome to the survey. This is mainly to study the factors affecting travelers' intention to choose alternative lodging. Participation in the survey is voluntary and confidential. You may stop at any time.

In general, how often do you usually travel?

- a. At least once per month
- b. 4 or more times per year
- c. 2–3 times per year
- d. Once a year
- e. Once every 2–3 years
- f. Rarely

What is your age range?

- a. 18-21
- b. 22-28
- c. 29-35
- d. 36 and above

Scenario (Airbnb)

Airbnb is a world's largest online community marketplace where travelers can book a room from the local hosts. You can browse, list, and book accommodations at Airbnb.com in 192 different countries over the world, either online or through your smartphone, for both short- and long-term stays. The rooms in Airbnb can be the hosts' extra rooms, entire homes, or unique accommodations. Some sample pictures are shown below (pictures are from Airbnb website):







Imagine that you are planning a week vacation over spring break. Among several types of accommodations, you are considering Airbnb for the trip. Please click www.airbnb.com and search for accommodations for your travel in any city you want. Based on all the information you get, please indicate the level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I see many individuals using Airbnb					
2. Airbnb is not visible in my travel destination					
3. It is easy for me to observe others' experience at Airbnb					
4. My interaction with Airbnb is clear and understandable					
5. It would be easy to use Airbnb					
6. Learning how to use Airbnb is easy for me					
7. Using Airbnb improves my image					
8. People who use Airbnb have more prestige than those who do not					
9. People who use Airbnb have a high profile					
10. Using Airbnb enhances my social status					
11. Using Airbnb enhances my travel experience					
12. Using Airbnb saves money or time for my travel					
13. Using Airbnb makes my travel more convenient					
14. Using Airbnb fits well with the way I like to travel					
15. Using Airbnb fits into my travel style					
16. There is a chance that there will be something wrong with Airbnb or that it will not work properly					
17. There is a chance that I will stand to lose money because an Airbnb room is not acceptable and the owners will only refund limited money					
18. Airbnb is extremely risky because of different losses I may experience					
19. Airbnb is extremely risky because of different problems I may face					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
20. Staying at Airbnb is enjoyable					
21. Staying at Airbnb is pleasant					
22. Staying at Airbnb is fun					
23. I am likely to use Airbnb in my next travel					
24. I intend to use Airbnb in the future					
25. I want to use Airbnb					
26. I plan to use Airbnb more for future accommodation needs.					
27. I will try to use Airbnb when searching for accommodations					

Please choose the option next to each statement that indicates the extent to which it accurately describes you					
	Very Inaccurate	Moderately Inaccurate	Neither Inaccurate Nor Accurate	Moderately Accurate	Very Accurate
28. I have a vivid imagination					
29. I am not interested in abstract ideas					
30. I have difficulty understanding abstract ideas					
31. I do not have a good imagination					

32. How many nights do you usually stay in a hotel on a single trip?

- a. 1-2 nights
- b. 3-5 nights
- c. 6-12 nights
- d. 13 nights or more

33. Approximately, how much do you spend per night on your accommodation during atypical leisure trip?

- Less than \$50
- \$50-\$99.99
- \$100-\$199.99
- \$200-\$299.99
- \$300-\$399.99
- \$400-\$799.99
- \$800 and more

34. How often do you travel for pleasure?

- a. At least once per month
- b. 4 or more times per year
- c. 2–3 times per year
- d. Once a year
- e. Once every 2–3 years
- f. Rarely
- e. Never

35. How often do you travel for business?

- a. At least once per month
- b. 4 or more times per year
- c. 2–3 times per year
- d. Once a year
- e. Once every 2–3 years
- f. Rarely
- e. Never

36. What is your gender?

- a. Male
- b. Female

37. What is your ethnicity?

- a. White
- b. Hispanic
- c. African American
- d. Native American
- e. Asian/Pacific Islander
- f. Other

38. What is the highest degree or level of school you have completed?

- a. Less than high school
- b. High school graduate
- c. Some college
- d. College graduate
- e. Masters
- f. Doctorate
- g. Post-doctorate

39. What category best describe your annual household income?
- a. Less than \$24,999
 - b. \$25,000 to \$49,999
 - c. \$50,000 to \$99,999
 - d. \$100,000 or \$124,999
 - e. \$125,000 or more

VITA

Chang Qiu

Candidate for the Degree of

Master of Science

Thesis: FACTORS AFFECTING TRAVELERS' INTENTIONS TO CHOOSE
ALTERNATIVE LODGING: INTEGRATION OF IDT AND TAM

Major Field: Hospitality Administration

Biographical:

Education:

Completed the requirements for the Master of Science in Hospitality
Administration at Oklahoma State University, Stillwater, Oklahoma in
December, 2015.

Completed the requirements for the Bachelor of Science in English at Hohai
University, Nanjing, China in 2013.