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AIRBNB ADOPTION AMONG STUDENTS: INSIGHTS FROM SERBIA

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Abstract: *This research was conducted to investigate the adoption rates and intents towards Airbnb platform among students in Serbia. A total of 201 students and millennials participated in the research. Findings show that only 59.6% used the services of this platform, mostly 1-2 times, predominantly for international travel. The main reasons include lower price. Respondents believed the accommodation's location and surroundings could threaten their safety, but not their hosts. Students mostly find using the platform fun and modern and are willing to recommend it further. In assessing students' future Airbnb involvement, we investigated how location, host, and accommodation safety, along with extra costs, lower quality, and complaints, influenced participation. Unexpectedly, location insecurity positively impacts future platform usage, while poor accommodation safety predictably diminishes it. Our findings highlight the growing popularity of Airbnb among Serbian students for international leisure travel, yet safety and privacy concerns remain. Despite this, most respondents enjoy using Airbnb and intend to continue.*

Keywords: *Sharing economy, shared accommodation, Airbnb, consumer behaviour*

1. INTRODUCTION

The sharing economy involves exchanging material and non-material resources among individuals in both global and local environments. This exchange often utilizes digital platforms instead of intermediaries, reducing user transaction costs. However, the absence of intermediaries can mean that risks are transferred to the individuals exchanging resources instead of the central authority (Felländer, Ingram, & Teigland, 2015).

The sharing economy has emerged as a crucial global market segment, primarily due to its diverse shared accommodation and transportation (Jovanović, Ignjatović, & Jeremić, 2023) options, personalized to users' and service providers' varied needs and preferences (Puschmann & Alt, 2016). Among the numerous manifestations of the sharing economy, such as accommodation, transportation (mobility), goods, skills, food, and clothing sharing, accommodation sharing stands out as one of the most significant, with Airbnb being the most prominent (Andreu et al., 2020; Guttentag, 2019; Negi & Tripathi, 2023; Zervas et al., 2017), subject to further analysis in this study.

In Serbia, the increasing use of accommodation-sharing platforms caters to travellers seeking lodging and hosts offering their spaces. However, despite this rise, research on user perceptions and satisfaction levels is lacking, particularly regarding platforms like Airbnb. Understanding user experiences is crucial to grasping shared accommodation platforms' advantages, drawbacks, and opportunities and identifying critical success factors. Analyzing user adoption factors, such as education level, property status, and travel type, will provide insights into their preferences and concerns when booking accommodation. Examining safety, pricing, amenities, and future usage intentions is essential to tailor services effectively and enhance user satisfaction.

This research culminates in thoroughly investigating Airbnb adoption among students, including previous studies and present-day developments, followed by practical research and its resulting discoveries and conclusions. It carefully delineates the drawbacks, benefits, and prospects of using accommodation-sharing platforms. This research aims to offer substantial insights into the user experience of shared accommodation platforms in the Republic of Serbia.

The following section gives a literature review of the topic. The research methodology employed in this study is presented in Section 3, encompassing details regarding sample collection methods, sample size, and respondents' demographic, economic, and social profiles. Furthermore, insights into the approach taken for processing collected data and correlating the characteristics and preferences of surveyed users with the result findings are provided in Section 4. Finally, concluding remarks are given.

2. FACTORS IMPACTING THE PARTICIPATION IN THE SHARED ACCOMMODATION

As a flexible, crisp concept, the sharing economy paradigm has a transformative potential that tends to affect various industries. Moreover, shared accommodation, as its variant, emerges as a business model that answers to the high demand for accommodation in the market. It provides reliable, neat, good-for-value accommodation for a heterogeneous population with distinctive socio-demographic characteristics. Therefore, to better understand the underlying mechanisms that propelled shared accommodation platforms, carefully scrutinizing the factors influencing participation in shared accommodation is of particular interest. Following the conceivable growth rate of the penetration of shared accommodation in the tourism industry, understanding the consumer behaviour of shared platform users is necessary for academia, practitioners, policymakers, and other interested parties (Aruan & Felicia, 2019).

In essence, it is crucial to demystify consumers' motivations for participation in shared accommodation practice. Numerous authors have navigated the landscape of such behaviour, and here are some of the conclusions. On the one hand, an economic factor, resulting in a significant monetary benefit compared to traditional accommodation services, has an unequivocally predominant influence on the final decision on participation in shared accommodation practice (Maricic et al., 2023b). On the other hand, a substantial effect is generated from an intrinsic and altruistic desire of any individual to try something innovative, different, and undoubtedly beneficial.

A particular research interest related to the segmentation of the participants in shared accommodation, both locally and globally, can signal the factors which impact their decision to participate in the concept. Namely, Maričić and co-authors (2023c) segmented European countries based on shared accommodation users' characteristics, revealing differences in consumer behaviour across socio-economic backgrounds and regions, indicating socio-geographical impacts.

In another study, Wang and Wang (2022) assessed 22 580 reviews left on Airbnb rentals in Beijing, Shanghai, and Hong Kong and observed how geography, environment, human, and housing factors impact user experience. After detailed analysis encompassing multiple regression analysis, DEMATEL method, and Analytic Network Process (ANP), they found that green users have a more apparent emotional tendency to human and geographical factors. Their result signals that the human factor in shared accommodation is highly valued.

Zhang and co-authors (2023) turned to analyzing user behaviour from an interesting perspective. Namely, they observed how hosts' information on online accommodation-sharing platforms determines consumers' booking behaviour. Their in-depth analysis reveals that subject diversity, perspective-taking, and facial attractiveness regarding social distance positively influence guest booking behaviour. At the same time, instant bookability positively impacts booking behaviour in temporal distance. However, response time exhibits a negative effect on booking behaviour.

Drinjak and co-authors (2023) recently conducted an econometric analysis of shared accommodation participation. The authors implied that besides the financial and social components, careful notice should be put on behavioural factors influencing consumers' decision to participate in shared accommodation. Interesting results were derived from the created linear regression model, which signified GDP per capita and participation in online shopping as significantly influential in the rate of shared accommodation usage.

The literature review indicates that participation in shared accommodation is a multidimensional problem, requiring analysis and observation from different angles, encompassing multiple factors.

2.1 Participation in shared accommodation in Serbia

Examination of shared accommodation within regional contexts represents a significant avenue for expanding the current body of knowledge in this domain and understanding regional behavioural differences. Particularly noteworthy in recent discourse is the analysis of data sourced from prominent shared accommodation platforms, notably Airbnb.

Three notable studies have delineated the current state of development in this field within the Republic of Serbia. Specifically, Kuzmanović and Langović (2018) delved into the determinants of online booking intentions and behaviours, motivations behind Airbnb selection, preferences regarding Airbnb properties, and the consequential impacts on the hotel industry and traditional accommodations. This study clarifies the growing influence of Airbnb within the Serbian hospitality industry, along with its implications for stakeholders and policymakers. Remarkably, extant users exhibit high levels of satisfaction and propensity for repeat usage, while the promise of unique experiences and local engagement draws prospective users. Nonetheless,

challenges such as mistrust, uncertainty, and language proficiency warrant serious consideration for future research endeavours.

Furthermore, an additional compelling study underscored the significance of providing an in-depth analysis of shared accommodation within the same geographical locale. Specifically, Kalinić and Novaković (2019) examined the impact of the Internet on travel arrangements, with a specific focus on digital accommodation platforms and the attitudes and behaviours of Serbian consumers toward online travel purchases. Given the popularity of Booking.com and Airbnb among Serbian consumers, the authors propose managerial strategies to bolster trust in local booking websites, particularly when targeting specific demographic segments in digital marketing initiatives. Consequently, this study advocates for concerted efforts to address security apprehensions among female travellers and to cultivate trust in local booking platforms.

Prominent is the report done within the project *PANACEA - Setting foundation for capacity building of sharing community in Serbia* (Živojinović et al., 2022). The mentioned report focused on mapping the sharing community in Serbia and closely observed their level of participation in the shared accommodation. The results indicated that in the observed period, 2017-2019, the overall level of participation in shared accommodation was on the rise, that the populations aged 25-34 and 35-44 were those participating the most, and that the highly educated individuals in Serbia participated in the shared accommodation more than the European average.

3. CONDUCTED SURVEY

As discussed above, our study aimed to investigate the adoption rates of Airbnb among students in Serbia. The research was conducted from December 2023 to March 2024 using Google Forms. The goal populations were millennials and university students. The survey was distributed on LinkedIn profiles of authors and LinkedIn groups related to sharing economy practices. The survey consisted of three main sections: demographic questions, travelling behaviour, and previous experiences and attitudes towards the Airbnb platform. All participants completed the first two sections, while the third segment was designed only for those who have previously used shared accommodation via Airbnb. The questions in the second section encompassed questions like "How often do you travel for work?", "How often do you travel touristically?" and "Which destination do you most commonly travel to?". The questions in the third segment were taken from the study of Golubovic and associates (2023), who explored the experiences of BlaBlaCar users in Serbia. The questions were adapted to shared accommodation.

4. RESULTS

A total of 201 respondents participated, of which 68.3% were female, which was expected considering that women are more prone to participating in surveys (Smith, 2008). The majority of respondents were born between 2000 and 2003; therefore, the mean age of the respondents was 23.174, with a standard deviation of 3.231. Regarding educational attainment, most respondents indicated that they are currently studying (55%), and over 90% of respondents currently reside in Belgrade. Most respondents reported monthly incomes below 25,000 dinars, while 23.2% did not disclose their income. Nearly half of the respondents stated that they frequently travel for leisure annually but rarely for business, with European metropolises such as Paris, Rome, and Barcelona being the most commonly chosen destinations.

Although 87.7% of respondents had heard of the Airbnb platform, only 59.6%, or 80 respondents, used the services of this platform. Most of this cohort used Airbnb one to two times (55.0%) and three to five times (26.3%). The platform has been predominantly used only for international travel (63.7%), with fewer respondents using it to travel within Serbia and internationally (25.0%). The rest of the respondents in Serbia only used Airbnb when travelling. About three-quarters of respondents did not consider becoming a provider and renting their property through the Airbnb platform. This indicates that the respondents are more open to being users than providers in the concept.

We asked the respondents to list the main reasons for choosing Airbnb. The question was defined as a multiple-choice question. Most of the Airbnb users' respondents said that the main reason they opted for shared accommodation was the lower price (37.1%), better-equipped accommodation (22.0%), and larger accommodation capacity (18.9%). Respondents most commonly travelled with one or more accompanying persons (48.8%), while only two said they used the platform's services for solo trips. Over half of the respondents sought hotel accommodation before using shared accommodation services. This indicates that traditional accommodation is the respondent's first choice.

In the next section of the survey, respondents ranked their agreement or disagreement with the statements on a scale of 1 to 5 (1 if they strongly disagree and 5 if they strongly agree). When asked whether they believed that the location and surroundings of the accommodation could pose a threat to their safety, most respondents

agreed with the statement, while for the statement that the host of the accommodation could pose such a threat, most respondents either disagreed or partially agreed. While 28% of respondents claim that privacy in accommodation cannot be compromised due to poor sound isolation or hidden cameras, 35.4% of respondents claim the opposite. Nearly half of the respondents do not believe they will receive lower quality than promised, and a slightly smaller percentage believe that the platform or the host will consider their complaints.

In the next segment, respondents indicated their level of agreement with statements related to their impression of using accommodation-sharing platforms. Most respondents believe that using the Airbnb platform is fun and modern, and more respondents disagree that using this platform is complicated and demanding. On the other hand, 60 respondents claim that using these platforms is not meaningless, and a slightly smaller number of respondents believe that it provides them with new experiences. Finally, we explored the possibilities for further use and recommendations for the Airbnb platform. We found that more than half of the respondents will continue to use this platform, while an equal number are likely to recommend its use to their friends and acquaintances.

Within this research, we strive to explore how perceptions of Airbnb accommodation usage impact future participation in the concept. To do so, a multiple linear regression (MLR) model was created using the backwards method. Backwards regression was used to develop less complex and statistically significant models. The explanatory variables were the following six items: 'The location and surroundings around the accommodation may pose a threat to my personal safety' (Location Safety), 'The accommodation host may pose a threat to my personal safety' (Host Safety), 'My privacy in accommodation may be compromised' (Acc Safety), 'I am afraid that the actual costs of using this type of accommodation will be higher than what the sharing platform showed me' (Additional Costs), 'I believe that I will receive a lower quality of shared accommodation than what was promised to me' (Lower Quality), and 'I believe that my complaints and requests regarding shared accommodation will not be accepted and taken into account by the platform and the host' (Complaints). The final model assessment is given in Table 1.

Table 1: MLR model assessment of the statement 'I will continue to use the services of the Airbnb platform in the future'

Dependent variable	Explanatory variable	Coefficient	t-test	F-test	Adj R square
<i>I will continue to use the services of the Airbnb platform in the future</i>	Constant	4.532	11.360***		
	Location Safety	0.295	2.858***		
	Host Safety	-0.097	-0.944	3.707***	0.121
	Acc Safety	-0.232	-2.474**		
	Complaints	-0.066	-0.781		

Note: ***p<0.001, **p<0.05

Following the SPSS analysis, Table 1 shows that the Adjusted R square is 0.121, meaning 12.1% of the future Airbnb usage variability is explained by location safety, host safety, accommodation safety, and complaints. The relatively modest value of this indicator is likely due to numerous alternative factors that influence future platform usage. It is important to consider the multitude of other factors contributing to the dependent variable's variability, resulting in this small value. The F-test of the MLR confirms the model's significance. A surprising result shows that, even with the potential insecurity of the location, respondents are likely to persist in using this platform in the future, possibly due to lower prices or better-equipped accommodation. Conversely, poor accommodation safety decreases the likelihood of future platform use, highlighting its importance.

5. DISCUSSION AND CONCLUSION

The rising popularity of accommodation-sharing platforms in Serbia adapts travellers searching for lodging and hosts offering their spaces. Understanding user experiences is vital for comprehending the benefits, drawbacks, and opportunities of such platforms, as well as identifying critical factors for success, including analyzing adoption factors such as education level, property status, and travel preferences to tailor services effectively and improve user satisfaction.

This research presents an overview of the adoption rates and intents towards Airbnb platform among students in Serbia. The study, conducted from December 2023 to March 2024, encompasses 201 students and millennials. Most respondents were female, from 20-25 years old, primarily studying and residing in Belgrade. They mainly were leisure travellers to European cities like Paris, Rome, and Barcelona, but no more than once a year.

Even if nearly 90% of respondents knew of Airbnb, only 59.6% had utilized its services, primarily for international travel and typically 1-2 times. Additionally, most respondents had not considered renting their property through the platform. The main draws for using Airbnb were affordability, well-equipped accommodations, and greater capacity, with respondents often travelling with companions and initially considering hotel options before switching to shared accommodation services.

Most respondents expressed concerns about safety regarding the location and surroundings of accommodations, while opinions varied on whether hosts posed threats. There was a split regarding privacy, with 28% believing it could not be compromised due to poor sound isolation or hidden cameras, while 35.4% claimed the opposite. Nearly half did not expect lower quality than promised, but a slightly smaller percentage believed the platform or host would address their complaints. In the subsequent segment, most respondents found using Airbnb enjoyable and modern, with fewer finding it complicated and demanding. A notable group considered it fruitful and appreciated the opportunity for new experiences. More than half of the respondents will continue to use and recommend this platform.

Regarding the respondents' future participation in Airbnb, we examined how it was affected by the safety of the location, host, and accommodation itself, as well as additional costs, lower quality, and complaints. MLR model was statistically significant with a relatively modest coefficient of determination. Safety was an essential factor influencing participation intention, similar to the findings of Mody and his coworkers (2023). Surprisingly, the location's potential insecurity positively affects the future usage of the platform. The most probable reasons may include lower prices (Maričić et al., 2023a) or better-equipped accommodation. The poor accommodation safety, as expected, negatively affects the future usage of the platform. This is in accordance with the findings that trust is an essential factor when talking about the use of shared accommodation, and it is precisely the lack of trust in the providers presented as the critical reason that influenced respondents not to use the services sharing economy (Maričić, Drinjak, & Popović, 2023d). Two other factors included in the model proved not to be individually statistically significant, *Host safety* and *Complaints*. However, the two were left in the model, as they all together with the constant and other two predictors, create a statistically significant model. Both coefficients are negative, indicating that the more the respondent agrees with the statement, the less he/she will continue to use the services of the Airbnb platform in the future.

Our findings have some practical implications. They suggest that accommodation-sharing platforms like Airbnb have gained significant traction among students and millennials in Serbia, particularly for international leisure travel. However, there are notable concerns about safety and privacy among users, indicating a need for platforms to address these issues to enhance user satisfaction. Despite these concerns, most respondents found using Airbnb enjoyable and plan to continue using and recommending the platform, highlighting its enduring appeal despite potential drawbacks. This finding underscores the importance of Airbnb and similar platforms prioritizing safety measures and addressing user concerns to maintain their popularity and trust among users in Serbia and beyond.

The conducted research has several limitations which should be noted. First, is the sample size and its potential bias. Therefore, to obtain more generalisable results, the survey should be disseminated extensively not only in Belgrade, whereas in other regions of Serbia. The second, the survey instrument could be extended by adding aspects of financial risk, physical risk, word of mouth and similar. Future research could focus towards understanding the factors influencing property owners' decisions to list their properties on accommodation-sharing platforms like Airbnb and explore strategies to address safety and privacy concerns among younger users. It could also investigate the long-term implications of shared accommodation services on travel behavior and preferences.

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