



**airbnb**

*A presentation by  
Group 8*





# HYPOTHESIS

**If an Airbnb property has a higher star rating, then it is more likely to be booked**







# INDEPENDENT VARIABLES

**Stimuli: Participants will be exposed to two sets of Airbnb Properties -**

- 1) Featuring Airbnb property with 2.5-star rating**
- 2) Featuring Airbnb property with 4-star rating and a 'Guest favorite' label**

**Randomization Plan: Participants will be randomly assigned to view either of the Airbnb properties.**



# BASELINE (0)



## Serene Cozy Aframe Cabin on Sturgeon River

[Share](#) [Save](#)



~~\$393~~ \$149 night

CHECK-IN 4/25/2024	CHECKOUT 4/26/2024
GUESTS 4 guests	

[Reserve](#)

You won't be charged yet

\$149 x 1 night	\$149
Cleaning fee	\$125
Airbnb service fee	\$39
<b>Total before taxes</b>	<b>\$313</b>

### Entire cabin in Indian River, Michigan

4 guests · 2 bedrooms · 2 beds · 1 bath

2.5  
★★★

346  
[Reviews](#)

# TREATMENT (1)



## Serene Cozy Aframe Cabin on Sturgeon River

[Share](#) [Save](#)



~~\$393~~ \$149 night

CHECK-IN 4/25/2024	CHECKOUT 4/26/2024
GUESTS 4 guests	

[Reserve](#)

You won't be charged yet

\$149 x 1 night \$149

Cleaning fee \$125

Airbnb service fee \$39

Total before taxes \$313

### Entire cabin in Indian River, Michigan

4 guests · 2 bedrooms · 2 beds · 1 bath



Guest favorite

One of the most loved homes on Airbnb, according to guests

4.96  
★★★★★

346  
Reviews





## DEPENDENT VARIABLES

Interest of booking an Airbnb property on the basis of Star ratings.





# DATA COLLECTION

- **Sample Size: 100 participants**
- **Randomization Plan: Randomization plan with a 50/50 equal split amongst participants**
- **Data Collection Time Frame: 1 week**



# SURVEY QUESTIONS



MEASUREMENT OF THE DEPENDENT VARIABLE

Q1 ★ x→

Have you stayed at an Airbnb property before?

Yes

No

Q2 💡 ★ x→

Upon seeing the image of the Airbnb listing, what was your first impression?

Very positive

Somewhat positive

Neutral

Somewhat negative

Very negative

I need more information to decide

Q3 💡 ★ x→ ...

How likely will you consider booking an Airbnb property based on the star rating?

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Depends on other factors (like location, amenities)

Not at all likely

+ Add page break

Q4 💡 ★ x→

How important are customer reviews when selecting an Airbnb property?

Extremely important

Quite important

Moderately important

Slightly important

I prefer other sources of information

Not at all important



# SURVEY QUESTIONS



Q5 💡 ✖️ x→ ...

How much do you trust the accuracy of the star rating for this Airbnb property?

Completely trust       Mostly trust       Neutral       Slightly distrust       Trust depends on the number of reviews       Do not trust at all

[+ Add page break](#)

Q6 💡 ✖️ x→

What star rating threshold do you usually look for when booking an Airbnb property?

5 stars only       4 stars and above       3 stars and above       2 stars and above       I focus more on reviews than star ratings       Any star rating is acceptable

MEASUREMENT OF MODERATORS ...

M1prior\_experience ✖️

What would be the most important amenities you would look for while booking your stay at an Airbnb property? (Select all that apply)

- Cleanliness
- Safety
- Secure Parking
- Location
- Value for money
- Host reliability



# ANALYSIS



# RELIABILITY TEST



## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.673	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Upon seeing the image of the Airbnb listing, what was your first impression?	11.87	13.791	.327	.660
How likely will you consider booking an Airbnb property based on the star rating?	11.67	12.223	.335	.678
How important are customer reviews when selecting an Airbnb property?	12.71	14.915	.395	.638
How much do you trust the accuracy of the star rating for this Airbnb property?	12.19	14.135	.521	.604
What star rating threshold do you usually look for when booking an Airbnb property?	12.22	14.194	.560	.598
What is the lowest star rating you would consider acceptable when booking an Airbnb property?	11.49	12.737	.445	.616

We have a Cronbach's Alpha value of .67, which means that it is a good model.



# INDEPENDENT SAMPLE T-TEST



## Group Statistics

	Treatment	N	Mean	Std. Deviation	Std. Error Mean
estIndex	less rating	50	2.6800	.68084	.09628
	more rating	50	2.1300	.64707	.09151

## Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference
						One-Sided p	Two-Sided p		
estIndex	Equal variances assumed	.019	.892	4.141	98	<.001	<.001	.55000	.13283
	Equal variances not assumed			4.141	97.747	<.001	<.001	.55000	.13283

## Independent Samples Effect Sizes

		Standardizer <sup>a</sup>	Point Estimate	95% Confidence Interval	
				Lower	Upper
estIndex	Cohen's d	.66417	.828	.417	1.235
	Hedges' correction	.66930	.822	.414	1.225
	Glass's delta	.64707	.850	.420	1.273

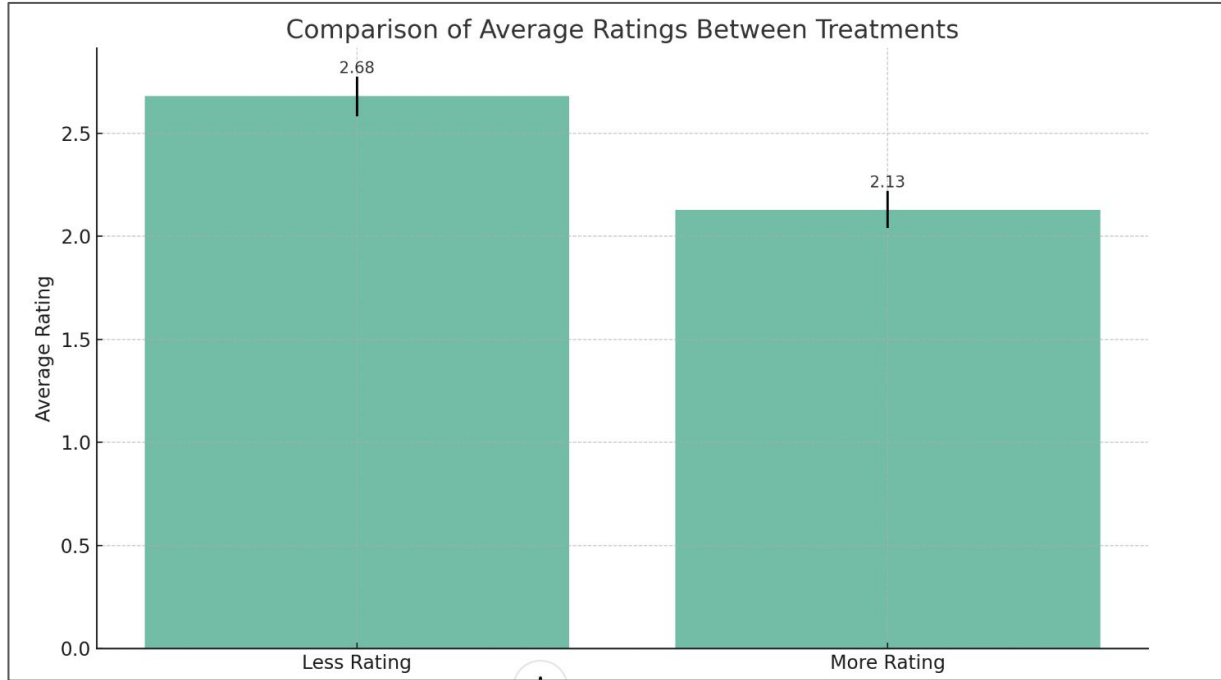
The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

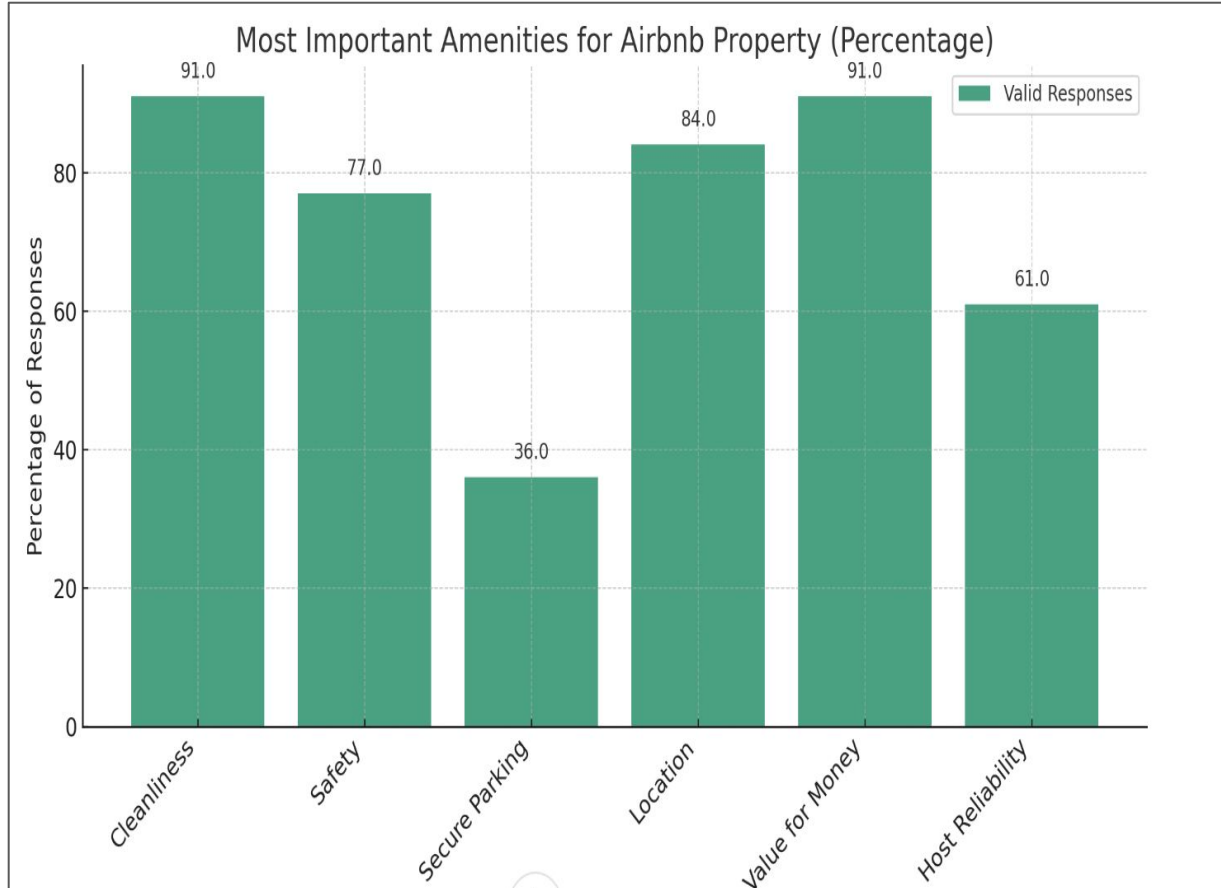
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

# COMPARING MEANS ACROSS 2 GROUPS



**Solid evidence from statistical checks confirms 'more rating' truly outperforms by a significant margin**

# DESCRIPTIVE STATISTICS- FREQUENCIES



**Cleanliness and Value for Money are considered equally crucial by 91% of respondents, making them the top priorities for guests when choosing an Airbnb property.**





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*Thank You!*

*Questions?*