



A Study On Customer Experience And Usage Of Airbnb In India

Author¹ Shravani Kailas Garibe

Jaihind Institute of Management and Research, Kuran, Pune, Maharashtra (MCA)

Author² Akshata Satish Wade

Jaihind Institute of Management and Research, Kuran, Pune, Maharashtra (MCA)

Research Guide- Prof. Shubhangi Pratik Bombale

Prof. Dnyaneshwar Balu Lokhande

ABSTRACT

Airbnb has become a well-known platform for booking homestays, where travelers can find affordable and comfortable places to stay. This paper looks at how Airbnb is being used in the Indian market, mainly focusing on customer satisfaction, booking preferences, and the issues travelers face. The information has been gathered from various secondary sources such as websites, tourism articles, and reports. The findings suggest that young travelers are more attracted to Airbnb because it is budget-friendly and gives a comfortable, home-like experience. At the same time, many customers still worry about safety, cleanliness, and trust. Overall, the study highlights that Airbnb helps boost local tourism in India, but improvements in service quality and security are necessary to draw in more users.

Keywords: Airbnb, Customer Experience, Tourism in India, Accommodation Choices, Hospitality Industry

1. INTRODUCTION

Technology has changed the tourism and hospitality industry in many ways. This study focuses on understanding how customers in India use Airbnb and how satisfied they are with the services provided. Airbnb is now one of the fastest-growing accommodation platform that allows people to rent rooms, or homes for short stays. It came in India with the aim of providing affordable, comfortable, and homely stays for travelers. Airbnb has made Domestic tourism grow faster with the way of digital payments and easy transportations. Travelers who want to experience old cultural things, comfortable homestays where they can cook by themselves in smaller regions usually prefer Airbnb. Which also creates income opportunities for locals in the small regions. Many young people now choose Airbnb instead of hotels because it offers a local and friendly travel experience. Travelers looking for short stays, weekend trips usually go for Airbnb. Whereas Goa is one of most booked destination by travelers looking for cultural experiences, and Bangalore, Hyderabad, Mumbai have the most bookings for worktrip. Technology has played a key role in improving Airbnb's customer experience as travelers usually rely on photos, online ratings and reviews before booking. Despite the advantages many travelers still hesitate due to safety and trust issues. Understanding customers satisfaction is very important to improve growth of Airbnb in Indian market.

2. LITERATURE REVIEW

Many studies highlight that online travel platforms have made booking easier and help people find cheaper stay options. Researches state that customer reviews, locations and also affordability plays quite a big role. Airbnb provides experiences which traditional hotels cannot offer. Researchers have found that online booking platforms make booking easier and affordable for travelers. Airbnb also provides a chance for cultural communication between hosts and guests.

According to tourism research, Airbnb provides unique options for accommodation like village cottages, tree houses, beach villas. Creative options like this help to grow tourism in less developed areas where many hotels are not available. Therefore, Airbnb plays quite a role in increasing small businesses by supporting local economies. However, some research also shows concerns about safety, incorrect information shown in listings, and no good service. Only few studies can analyze customer satisfaction and services in the Indian markets, which shows there should be more research on Indian Airbnb as there are limited studies about the Indian market.

3. RESEARCH METHODOLOGY

Type of Research

This research is based on a descriptive method using secondary data. Information has been collected from online articles, tourism blogs, and industry reports related to Airbnb. Where we have focused on understanding the current situation of Airbnb use and customer experience in India. The research is based on quality and quantitative observation as it focuses on user options, Airbnb services and market reports. The data is analyzed to understand general experience and satisfaction levels of Airbnb users in India. The main aim is to describe how customers in India use Airbnb.

Data source and collection method

We have mainly used secondary data from multiple sources like online tourism, hospitality reports, travel blogs, customers reviews, articles. Data was collected by using keywords like Airbnb in India, Tourism in India, Customer Experience. And then the data was sorted by identifying common themes like satisfaction factors, behavior, problems faced by travelers.

Scope Of Research

This research focuses on Indian market including travel destinations like Goa, Hyderabad, Bangalore, Mumbai, Delhi where Airbnb is used in high range. The scope includes analysis of customer satisfaction, key factors that influence booking decisions like price, reviews, location. Benefits of choosing Airbnb such as comfort and affordability. Also, role of Airbnb in increasing local tourism in small regions. This Research highlights travelers who prefer home stays and shared living spaces rather than hotels.

4. RESULTS AND DISCUSSION

Through the study we have found that Airbnb has become well-liked accommodation choice for Indian travelers especially young tourists like us and working professionals. It is preferred by customers because of its affordable pricing and comfortable stay options that gives home like experience. The results show that online feedbacks, ratings, pictures play a quite important role in customers booking decision because the customers feel confident when the reviews are positive and have well pictures of the property which helps in building trust.

However, through the discussion, it reveals that there are still some problems faced by users. As many customers have complained about the safety issues, cleanliness and unexpected charges that are hidden in some areas. Some travelers also faced problems because the pictures did not match with actual property which affects in trust issues.

Also, the important point is about the contribution of Airbnb in local tourism has developed in smaller regions. Where hosts get the chance to have an income through the homestays, through which travelers get to explore places nearer to nature and unique culture in both urban and rural areas. This supports to increase tourism business in small scale such as local food and transportations.

Overall, the results says that Airbnb has a strong and great future in Indian market, but there needs to be improvement in quality checks and services, also the security issues for the safety of customers to offer customer satisfaction and build trust.

5. CONCLUSION

This research says that Airbnb has now created a new way of travelling in India by offering comfortable and affordable stays. Local tourism has increased by allowing people to stay closer to nature, culture and real-life experiences.

It also highlights that locations, pricing, online booking, digital payments are the main reasons behind Airbnb's growth in Indian market. Customers really appreciate the reviews, pictures and opportunity to interact with hosts personally. However, research also reveals some concerns related to safety, miscommunication and cleanliness. To overcome these challenges Airbnb should focus on verification of hosts and improve quality checks for guests.

Overall, Airbnb has a good future in the Indian market as travel demand is increasing says that Airbnb is becoming a popular choice for domestic travelers in India. It provides affordable stays, supports local hosts, and encourages tourism in new areas. With better quality control and safety standards, Airbnb has the potential to become stronger in the Indian hospitality market. Future studies can include surveys and interviews with actual users to get more accurate insights about behavior and expectations.

6. REFERENCES

1. Botsman, R., & Rogers, R. (2011). What's Mine is Yours: The Rise of Collaborative Consumption. Harper Collins.
2. Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192–1217.
3. Liu, S., & Mattila, A. (2017). Airbnb: Online reviews and consumer trust in peer-to-peer hospitality services. *International Journal of Hospitality Management*, 67, 123–131.
4. Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022–1040.
5. Varma, A., Jukic, N., Pestek, A., Shultz, C., & Nestorov, S. (2016). Airbnb: Consumer insights and market opportunities. *Journal of Tourism and Hospitality*, 5(4), 1–9.
6. Official Airbnb India Website. (2024). Retrieved from Airbnb platform content and host listings in India.

7. Statista. (2024). Growth of Online Travel Accommodation in India Report.
8. Ministry of Tourism, Government of India. (2023). Tourism Statistics of India. New Delhi.
9. Belarmino, A., & Koh, Y. (2020). A critical review of peer-to-peer accommodation platforms and future research directions. *International Journal of Hospitality Management*, 89, 102558.
10. Ert, E., Fleischer, A., & Magen, N. (2016). Trust and reputation in the sharing economy: The role of reviews and ratings in Airbnb. *Tourism Management*, 55, 62–73.
11. Zervas, G., Proserpio, D., & Byers, J. (2017). The rise of Airbnb and its impact on the hotel industry. *Journal of Marketing Research*, 54(5), 687–705.
12. Xu, F., Tian, F., & Law, R. (2022). Consumer behavior towards online accommodation in developing markets. *Journal of Hospitality and Tourism Technology*, 13(4), 733–748.
13. Airbnb Press. (2024). Company statistics and global performance reports. Retrieved from Airbnb newsroom content.
14. Economic Times Travel. (2024). Airbnb creating opportunities for local hosts in India.
15. NITI Aayog. (2023). Digital economy and platform-based tourism in India — Government Report.

