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AWARENESS AND MOTIVATION OF MALAYSIAN'S
CONSUMER TOWARDS THE USE OF AIRBNB

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DECLARATION

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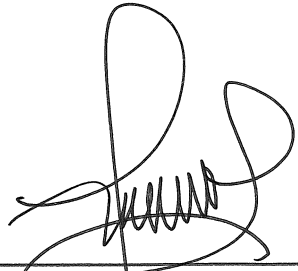
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ABSTRACT

The purpose of this research is to study on the awareness and motivation of Malaysian's consumer towards the use of Airbnb. Research design for this research is a descriptive study and the approach for this study is collect data by using online survey questionnaire. Researchers has used primary data to collect the data on awareness and motivation of Malaysian's consumer towards the use of Airbnb. The literature review had shown that there are various motivation factor of Malaysian's consumer toward the use of Airbnb. The most prominent motivation that motivate consumer to choose Airbnb because of interaction experience that they got upon their stay, but other motivation factors also have their own roles to be a part of motivation to use this Airbnb medium. The finding will make the marketers to change their strategy to make their accommodation more fun and enjoyable for the consumer to use.

TABLE OF CONTENTS

CHAPTER 3: RESEARCH METHODOLOGY

CHAPTER 4: DATA ANALYSIS, FINDING AND DISSCUSSION

CHAPTER 5: LIMITATION, RECOMMENDATION & CONCLUSION