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Research Article

AN EXAMINATION OF AIRBNB TOURIST CONSUMER EXPERIENCES IN TERMS OF HOFSTEDE'S CULTURAL DIMENSIONS: DO EXPERIENCES DIFFER ACROSS CULTURES?**

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Abstract

Airbnb has been facilitating the rental of unused rooms and homes in destinations by residents to tourists via an internet-based platform since 2008. The innovative concept introduced by Airbnb and its style of service mediation is referred to as the sharing economy. The sharing economy signifies an understanding of mutual benefit between individuals. Airbnb's proposition to its users, offering the opportunity to stay under the same roof as a local host and experience authentic experiences, represents the experience economy, which comes after the service economy as the fourth economic dimension. On the other hand, tourists' travel preferences vary. The motivations behind these differences can stem from the cultural diversity of nations. Culture influences not only the destiny of a nation from general to specific aspects but also individual behaviors. In this context, examining the differences in tourists' Airbnb experiences from a cultural perspective and determining whether there are differences among groups constitute the purpose of the study. The study population consists of individuals who have experienced staying with Airbnb at least once in their lives. The sample is composed of participants selected through convenience sampling, which is a non-probability sampling method. In this context, the data for the study were obtained through survey forms from 485 participants representing 43 different nationalities, with 286 collected online and 199 collected face-to-face. Multiple regression analyses with dummy variables were conducted to test the research hypothesis. As a result of the analyses, it was understood that in each dimension of the Airbnb experience - including entertainment, education, aesthetics, escapism, communitas, serendipity, localness, and personalization - the experiences of tourists associated with dimensions of culture, such as power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity, long-term vs. short-term orientation, as well as indulgence vs. restraint, differed from each other. The impact of cultural differences on Airbnb experiences is critical for both managing the experience presentation and determining marketing strategies correctly. This study provides sectoral contributions that will guide accommodation infrastructure, product development, and target market strategies according to the experience perceptions of different cultures.

Keywords: Experience, Culture, Airbnb, Sharing Economy, Experience Economy

Introduction

As a commercial platform, Airbnb does not own hotel rooms or any other accommodation facilities where tourists spend their holidays. On the contrary, it is an online-based intermediary that enables local residents to rent out rooms or entire apartments to tourists. This fee-based and internet-based collaborative business model is referred to as the sharing economy (Zervas, Proserpio, and Byers, 2016). The most crucial idea underlying this business model is the belief that sharing products is often more efficient than owning them individually (Benjaafar, Kong, Li, and Courcoubetis, 2018). Therefore, the sharing economy generally refers to the use of internet platforms for the rental of goods and services through peer-to-peer exchanges (Ganapati and Reddick, 2018). As a sharing economy platform, Airbnb facilitated accommodation for millions of travelers at every price range, from its inception in 2008 until 2019. It operated in approximately 100,000 cities across about 191 countries, with 6 million listings worldwide. Airbnb's platform, which it describes as "peer-to-peer," provides

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benefits to all stakeholders, including hosts, guests, and employees involved at every stage. Airbnb offers access to over 30,000 unique and authentic experiences, communities, and interest areas worldwide, led by hosts in over 1000 markets globally (Airbnb, 2017). With this feature, Airbnb defines itself as a "trusted community marketplace for people to list, discover, and book unique accommodations worldwide" (Airbnb, 2016a). Due to its cosmopolitan nature comprising diverse cultures, this community marketplace accommodates a wide range of preferences and needs. Therefore, when tourism stakeholders create experiential products and strategies, it is essential to consider the cultures of the target market. Since culture can vary from one country to another, making inter-country comparisons becomes necessary (Chang, 2018). Therefore, the research aims to investigate the question, "Are there differences among groups based on culture in the experiences tourists have during their stays using Airbnb?".

The purpose of the study is to examine and understand cultural differences among groups based on the experiences tourists have had using Airbnb, by analyzing the emergence of Airbnb and the experiences it offers to tourists through participants' responses. Understanding consumers' tendencies and purchasing behaviors, along with emerging trends and needs in tourism due to evolving technology, aims to better meet consumer expectations and be pioneering in the field. This underscores the significance of the study. Additionally, Airbnb is directly or indirectly related to key stakeholders in the tourism industry, including tourists, local residents, tourism bureaus, hotels, and destination management organizations (Guttentag, 2015: 1209). It is believed that identifying the user base of Airbnb through cultures and foreseeing the potential future impacts of tourists can be important for local governments, sector representatives, and local residents in guiding them to determine the effects on the traditional accommodation sector. Therefore, it is thought that the findings obtained within the scope of the study will provide strategic guidance to Airbnb platform managers in terms of customizing accommodation experiences offered in markets with different cultural characteristics and developing culturally sensitive experience design. In addition, more effective guest hosting practices can be developed by differentiating service offerings according to the cultural characteristics of the guests in terms of local hosts and micro-level suppliers. Thus, positive evaluation rates and competitive advantages on the platform can be increased. In terms of local tourism managers and policy makers, it is expected that the study will provide important inputs in terms of sector practices in terms of developing accommodation infrastructure, diversifying touristic products, target market selection and reshaping strategies related to destination marketing within the framework of cultural sensitivities and positioning with more effective marketing communication.

Literature Review and Hypotesis Development

Experience

Experiences are individualized emotions that arise as a result of the acquisition of goods and services (Pine and Gilmore, 1999). Schmitt (1999:57) defines experience as "experiences occur as a result of encountering, undergoing or living through things. Experiences provide sensory, emotional, cognitive, behavioural, and relational values that replace functional values." In this context, tourist experience, which emerged as a significant research topic in the early 2000s (Chang, 2018), is described as the moment when tourism consumption and tourism production intersect (Andersson, 2007), or as an uncertain and diverse phenomenon created by the individual tourist at the moment (Uriely, 2005). Therefore, tourism experience entails the establishment of hospitable relationships that will interact with emotions to create memories between the host and the guest (Lashley, 2008). Sthapit and Jiménez-Barreto (2018) concluded that the social communication between Airbnb hosts and guests, as well as the attitude of the host, are dominant factors in shaping positive or negative Airbnb experiences. On the other hand, Mody, Suess, and Lehto (2017) investigated guest experiences in the sharing economy and competition between the sharing economy and the hotel industry. According to the researchers, studies related to experiences in the hospitality sector and tourism literature inadequately address the issue of hospitality. In order to better understand the phenomenon of Airbnb in the accommodation industry, they developed an experience-based consumption model and tested the model. In doing so, they expanded upon the structure of the experience economy outlined in Pine and Gilmore's (1999) work. Pine and Gilmore (1999) categorize the dimensions of experience under four headings: Entertainment, Education, Escapism, and Aesthetics. They also describe these dimensions on two levels: the degree of consumer participation (passive or active participation) and the degree of customer attachment/engagement with the activity or performance (absorption or immersion) (Hosany and Witham, 2010).

Mody et al. (2017) examined accommodation experiences from the perspective of behavioral intentions in order to expand Pine and Gilmore's (1999) influential structure of the experience economy within the context of the accommodation industry. However, according to Mody et al. (2017), sharing economy providers offer

their customers more than the four dimensions outlined by Pine and Gilmore (1999) in their experiential value propositions. Walls, Okumuş, Wang, and Kwun, as cited by Mody et al. (2017), emphasized the necessity of identifying "special dimensions existing in both daily and touristic experiences" (2011:19) among other researchers. Therefore, building upon the findings and recommendations previously contributed to the literature by other researchers, Mody et al. (2017) added four dimensions to the experiential dimensions outlined by Pine and Gilmore (1999): Serendipity (Tung and Ritchie, 2011; Arsenault and Gale, 2004; Vanhamme, 2000), Localness (Tsai, 2016; Mkono, 2013), Communitias (Arnould and Price, 1993; Lugosi, 2008), and Personalization (Shen and Ball, 2009; Nyheim, Xu, Zhang, and Mattila, 2015). The model, built upon a total of 8 dimensions, is named "Accommodation Experiencescape."

The hospitality and tourism industry is increasingly focusing on creating and managing experiences for customers (Pine and Gilmore, 1999). On the other hand, Mo, Howard, and Havitz (1993) emphasize the need for stakeholders to be educated about cultural differences to meet tourists' expectations and enhance relationships and experiences between tourism stakeholders and tourists.

Culture

Culture, which is highly influential on tourists' behaviors (Gnoth and Zins, 2011), is a comprehensive phenomenon. Therefore, expressing culture with a general definition is quite challenging. Hofstede (1980: 43) defines culture as “the shared mental programming of individuals in a given environment,” while on the other hand, Hofstede and Bond (1988) emphasize the necessity of an approach that enables comparison between countries in terms of cultural diversity, rather than making further definitions of culture to understand its role in shaping the destinies of nations, as suggested by Herman Kahn (1979).

According to Hofstede and Bond (1988: 8), a country's level of prosperity and income distribution, accessibility from one social class to another, levels of political violence, labor conflicts, traffic accidents, and suicides provide indirect outputs regarding the culture of that country. However, the concept of national culture or national character is susceptible to uncertainty (Hofstede, 1980). Because these outputs are not always correctly interpreted. Therefore, Hofstede and Bond (1988: 9) argue that clear and generalizable interpretations will be made with information obtained directly from well-designed scales that ask individuals about their beliefs and values in society. Based on this idea, Hofstede conducted a culture classification by using IBM infrastructure between 1967 and 1973, administering a questionnaire translated into 20 languages to employees from 40 different countries, with a total number of surveys exceeding 116,000 (Hofstede, 1980:44; Hofstede and Bond, 1988:9). Hofstede identified four dimensions regarding culture in his research (Hofstede, 1980). These are listed as "Power Distance," "Uncertainty Avoidance," "Individualism-Collectivism," and "Masculinity-Femininity." Later, a fifth dimension called "Long-Term Orientation" was added to these four dimensions (Hofstede and Bond, 1988; Hofstede, 2011: 8). Following the fifth dimension, by the 2000s, Hofstede and Minkov (2010) conducted a cultural study where the fifth dimension was updated, and the dimension of Indulgence versus Restraint was added, resulting in the emergence of the sixth dimension (Hofstede, 2011:15).

Hofstede's studies have served as a reference for many researchers in the literature. For example, Minelgaite and Liobikiene (2019), in their study on individuals' recycling behavior concerning Hofstede's six cultural dimensions, found that Power Distance and Uncertainty Avoidance dimensions had a positive influence on individuals' behaviors, while the Indulgence versus Restraint dimension had a negative impact on these behaviors. In another study examining the relationship between Hofstede's 6 cultural dimensions and tourist satisfaction (Huang and Crotts, 2019), it was found that 5 of Hofstede's 6 cultural dimensions (Power Distance, Individualism-Collectivism, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint, and to some extent, Uncertainty Avoidance) were significantly associated with tourist satisfaction. Yacout and Hefny (2015) found differences among groups regarding tourists' acquisition of destination-related information concerning Hofstede's cultural dimensions of Power Distance, Uncertainty Avoidance, and Individualism-Collectivism.

Another significant paradigm regarding cultural dimensions was developed by Shalom Schwartz (1992) (Hofstede, 2011:17). Schwartz (1992, 1994) utilized Rokeach's (1979) values survey to administer a questionnaire consisting of 56 value items to a sample group comprising elementary school students and teachers. He subjected the responses obtained to both individual and country-level Smallest Space Analysis (Hofstede and McCrae, 2004; Hofstede, 2011). As a result of the analysis, seven dimensions were identified at the country level (Hofstede and McCrae, 2004:60; Kolesnik, 2013:37): Conservatism (later renamed as Embeddedness), Hierarchy, Mastery, Affective Autonomy, Intellectual Autonomy, Egalitarian Commitment (later renamed as Egalitarianism), and Harmony. According to these dimensions, it has been understood that

the country scores of teachers published by Schwartz (1994) significantly correlated with the country scores included in Hofstede's (1980, 1988) IBM study in terms of the dimensions of Uncertainty Avoidance, Masculinity-Femininity, and Individualism-Collectivism (Hofstede, 2001:265). Therefore, according to Ng, Lee, and Soutar (2007:166), the fact that the cultural dimensions frameworks proposed by Schwartz (1992, 1994) and Hofstede (1980, 1988) share the same fundamental dimensions implies that the findings are also consistent. Accordingly, Schwartz's (1994) cultural distance scores at the country level do not provide an additional advantage over Hofstede's (1980, 1988) study. On the other hand, Hofstede's country scores at the cultural level are more prominent (Kwok and Tadesse, 2006:244) because they have been used in many studies (Sornes, Stephens, Saetre and Browning, 2004). In addition, Schwartz initially assumed that the same dimensions could be applied to individuals and countries, but the data of the study revealed that different classifications were needed at different levels (Hofstede, 2011:17). In Schwart's study, only scores for some of the countries surveyed are accessible, and the dataset has not yet been made available to everyone but, on the other hand, Hofstede's country scores provide more observation opportunities in terms of research analysis by covering more countries (Kwok and Tadesse, 2006:244). Because of all these reasons, it has been deemed appropriate to use the cultural dimensions of Hofstede in the research. On the other hand, Trompenaars (1993) has developed a questionnaire about culture, inspired by the theories of Parsons and Shils (1951) and Kluckhohn and Strodtbeck (1961). Trompenaars (1993), who applied his questionnaire to the personnel of his customers, claimed to have found 7 dimensions in the theories, but the data he obtained did not statistically verify these dimensions (Smith, Trompenaars and Dugan, 1995; Hofstede and McCrae, 2004).

Another research idea regarding the dimensions of culture was proposed in the early 1990s by Prof. Robert J. House. This idea encompasses a comprehensive study aimed at cultural, leadership, and organizational practices. This study is the GLOBE project conducted by House and his colleagues. The project was conducted with more than 200 researchers from 62 countries (GLOBE, 2017). GLOBE empirically constructed nine cultural dimensions based on findings from the works of Hofstede (1980), Schwartz (1994), Smith and Peterson (1995), Inglehart et. al. (1997), aiming to capture similarities and/or differences in norms, values, beliefs, and practices among societies (Hoppe, 2007). However, according to Hofstede (2011:18), although the results are different in terms of approach, most of the structure that constitutes the GLOBE still reflects the original Hofstede structure. According to him, GLOBE has increased the 5 Hofstede dimensions to 9 for conceptual reasons, but Power Distance and Uncertainty Avoidance has remained the same while doing this. They have divided Collectivism into Institutional Collectivism and In-group Collectivism, the Masculinity-Femininity dimension as Assertiveness and Gender Egalitarianism, and they have named Long-Term vs. Short-Term Orientation as Future Orientation (Hofstede, 2011:18). They have added two more dimensions: "Humane Orientation and Performance Orientation" (Hofstede, 2011:18).

In another study, Gnoth and Zins (2010) have reached significant findings in terms of Individualism-Collectivism dimension (Hofstede, 1980) and Novelty-Seeking (Cohen, 1972; Plog, 1974; V.L. Smith, 1989) at the level of Destination-Oriented and Socio-Cultural dimensions of ITR (International Tourist Role Scale) (Mo, Howard and Havitz, 1993; Jiang, Havitz and O'Brian, 2000). They have determined the existence of a positive relationship between the Masculanity-Femininity dimension (Hofstede, 1980) and the Socio-Cultural and Destination-Oriented dimensions (Mo et al., 1993; Jiang et al., 2000) in terms of the search for Familiarity. In addition, Schoefer, Wappling, and Blut (2019) investigated the mediating role of cultural differences on negative service experiences and they have found that cultural value orientations of individuals, which consist of Individualism-Collectivism, Power Distance, Masculinity-Femininity, Uncertainty Avoidance and Long-Term vs. Short-Term Orientation put forward by Hofstede, played a mediating role on negative service experiences and negative word-of-mouth communication behaviours of customers. On the other hand, Chang (2018:62) has stated that monetary values based on detailed experiental components can be influenced by cultures. According to Xi et al. (2022), cultural differences between tourists from different countries lead to differences in the way tourists think and behave and the way they evaluate the services they receive. Therefore, it is possible to mention that culture is effective on the experiences of individuals (Mo et al., 1993:332) in line with the results of previous researchers. As can be seen from the literature discussed so far, cultural values and norms have attracted great attention both in academia and industry (Li and Gao, 2024). In this context, the following hypothesis is intended to be tested in the study:

H_1: Evaluations of tourists' Airbnb experiences vary according to their cultures.

Methods

The Population and Sample Desing

Airbnb facilitated over 750 million stays since its establishment in 2008, including the year 2019 (www.news.airbnb.com). This means an average of 62.5 million stays annually. Furthermore, it is known that Airbnb has approximately 150 million users, consisting of hosts and guests (www.muchneeded.com). Among these users, those who have experienced at least one stay with Airbnb constitute the population of the research. In quantitative research, the sample is attempted to be generalized to the entire population (Dooley, 1995:133). This limitation arises from the inability to study the phenomenon of interest from its inception or from the difficulties in reaching the entire population. Therefore, every scientific research endeavor seeks to make the results of the study applicable to certain types by working on samples accepted as generalizable (Becker, 1998: 67).

In the study, a sample of 485 participants who are older than 18 years old were reached using the convenience sampling method, which is a non-probabilistic sampling technique. The reason for this choice is the difficulty or impossibility of reaching all Airbnb users worldwide who could represent the cultural dimensions of Hofstede adequately in terms of both quality and quantity. Therefore, convenience sampling, also known as accidental sampling, is used in situations where access to the studied population is difficult or limited, the target audience is difficult to define or very specific, and the research topic is challenging. This method allows for obtaining quick results with a lower budget (Rozalia, 2007).

According to Krejcie and Morgan, with the increase in demand for research, the need for an efficient calculation method to determine the sample size that can accurately represent the population being studied arose, and the following formula was put forward by Krejcie and Morgan to be used in calculating the sufficient sample size to represent the relevant population (1970:607):

$$s = \frac{x^2 NP(1-P)}{d^2(N-1) + x^2 P(1-P)}$$

s= Required sample size.

X^2= The table value of Chi-square for 1 degree of freedom at the desired confidence level (3,841(Harter, 1964:234)).

N= The population size.

P= The population proportion (assumed to be 0,50 since this would provide the maximum sample size).

d= The degree of accuracy expressed as a proportion (0,05).

$$s = \frac{(3{,}841)x(150000000)x(0{,}5)x(1-0{,}5)}{(0{,}05)^2x(150000000-1) + (3{,}841)x(0{,}5)x(1-0{,}5)}$$

$$s = \frac{144037500}{(0{,}0025)^2x(149999999) + 0{,}96025}$$

$$s = \frac{144037500}{375000{,}95775} = 384{,}099$$

Krejcie and Morgan (1970:610) found that as the size of the population increases, the sample size also increases at a decreasing rate, and the sample size stabilizes when it reaches a little over 380 cases. Therefore, it is assumed that a sample size of 485 is sufficient to represent the population of ±150 million Airbnb users.

Data Collection

The study is a descriptive research according to its purpose. In the study, in which quantitative research design was adopted, a questionnaire was used to collect the data required to represent the universe. The questionnaire form used consists of 2 parts. Accommodation Experiencescape scale consisting of total 24 items, 8 dimensions represented by 3 items for each on the experience economy, which Mody et al., (2017) adapted from other studies such as “entertainment” (Oh, Fiore and Jeung, 2007); “education” (Oh et al., 2007); “escapism” (Oh et

al., 2007; "esthetics" (Oh et al., 2007); "serendipity" (Chandralal and Valenzuela, 2013; Kim, Ritchie and Tung, 2010; Neal,Uysal and Sirgy, 2007); "localness" (Chesky, 2014; Richards, 2010; Ting, 2016a, Ting, 2016b); "communitas" (Arnould and Price, 1993; Chesky, 2014); "personalization" (Nyheim et al., 2015), took part in the first part of the questionnaire. Accommodation experiencescape adapted to this study in order to measure Airbnb experiences, all 8 dimensions of the scale were included in the study because they coincided with the dimensions of the Airbnb experiences that were intended to be measured in the study.

In the second part of the questionnaire, questions related to the demographic characteristics of the participants (gender, marital status, education level, age, income, occupation, nationality) were included and from these, nationality was used to determine the cultural dimensions. In order to examine cultural differences according to nationalities, the model introduced by Hofstede (1980, 2011) was adopted. Hofstede (1980, 2011) has adopted an approach that allows culture to be compared between countries in order to understand cultures, and in this model he created 6 dimensions related to culture and gave countries scores between 0-100 empirically for each dimension (www.hofstede-insights.com). In this study, Hofstede's (1980, 2011) model was used in order to examine the differences between cultures and the participants were included only in the culture dimension where the relevant country recieved the highest score according to their nationalities. Data were collected from relevant nationalities so that each dimension was represented by at least 30 samples.

Participants were asked to respond to items regarding their Airbnb experiences using a 5-point Likert scale (1=Strongly Disagree, 5=Strongly Agree). The questionnaires were presented in two language options: Turkish and English. They were initially translated from English to Turkish by experts in the field and then translated back from Turkish to English by other experts to ensure that there was no loss or shift in meaning.

The initial 40 questionnaires received were evaluated in the pilot study, and no revisions were made to the questionnaire, which was then shared with users in its original form. The researcher personally collected face-to-face questionnaire responses from participants in the city of Faro, Portugal. Data collection in Portugal was conducted between October 13, 2018, and January 7, 2019. Online questionnaires were responded to until January 23, 2020, when the researcher terminated data collection. A total of 494 questionnaires were collected, with 295 of them being online questionnaires. However, 9 questionnaires were eliminated due to being incomplete or containing errors, leaving 485 valid questionnaires to be included in the analysis for the research.

During the data collection period, ethics committee approval was not required in social sciences. Therefore, ethics committee approval was not required for this study.

Results

Analysis of Data

Three different statistical software packages were utilized for data analysis. The first program was used for coding the data, creating the dataset, examining percentage and frequency distributions, calculating arithmetic means, and conducting reliability and normality analyses. Another statistical software package was employed to perform confirmatory factor analysis for testing the construct validity of the scales used. Finally, the third statistical software package was used to create dummy variables and conduct regression analyses necessary for testing H_1. The findings obtained from the analyses are presented under relevant tables.

Common Method Bias

Harman's Single Factor Analysis was applied to determine the presence of common method bias in the study where data was collected through a questionnaire. As a result of the analysis, the total variance rate explained was found to be 45.451%. Therefore, since this value is below 50%, it is assumed that there is no common method bias in the current data set (Aguirre-Urreta and Hu, 2019).

Tests of Normality

Before proceeding to reliability and validity analyses, a normality test (Kolmogorov-Smirnov) was conducted to assess the distribution normality of the data dimensions of the scale. The findings from the normality test are presented in Table 1.

Table 1. Normality Test Regarding Data Of Airbnb Experiences (n=485)

Dimensions	Kolmogorov-Smirnov[a]		Kurtosis	Skewness
	df	*sig.*		
Entertainment	485	,000	*,803*	*-,866*
Education	485	,000	*-,546*	*-,420*
Escapism	485	,000	*-,683*	*-,108*
Esthetics	485	,000	*,062*	*-,418*
Serendipity	485	,000	*,053*	*-,415*
Localness	485	,000	*,525*	*-,880*
Communitas	485	,000	*-,567*	*-,237*
Personalization	485	,000	*,124*	*-,484*

a: Lilliefors Significance Correction

To speak of normal distribution, p-values from the Kolmogorov-Smirnov test are expected to be greater than 0.05 (Ghasemi and Zahediasl, 2012). However, in the social sciences, for normal distribution to be assumed, kurtosis and skewness values should fall within the range of +1.5 to -1.5 (Tabachnick and Fidell, 2013), or according to another researcher (George, 2011), within the range of +2.0 to -2.0. Therefore, it is considered that the data in the study follow a normal distribution.

Validity and Reliability

To assess and confirm the construct validity of the Accommodation Experiencescape scale, consisting of 8 dimensions and 24 items, used to measure Airbnb experiences in the study, Confirmatory Factor Analysis (CFA) was conducted. The findings obtained from the analysis of the scale model are presented in Figure 1.

Figure 1. Accommodation Experiencescape Scale CFA Model

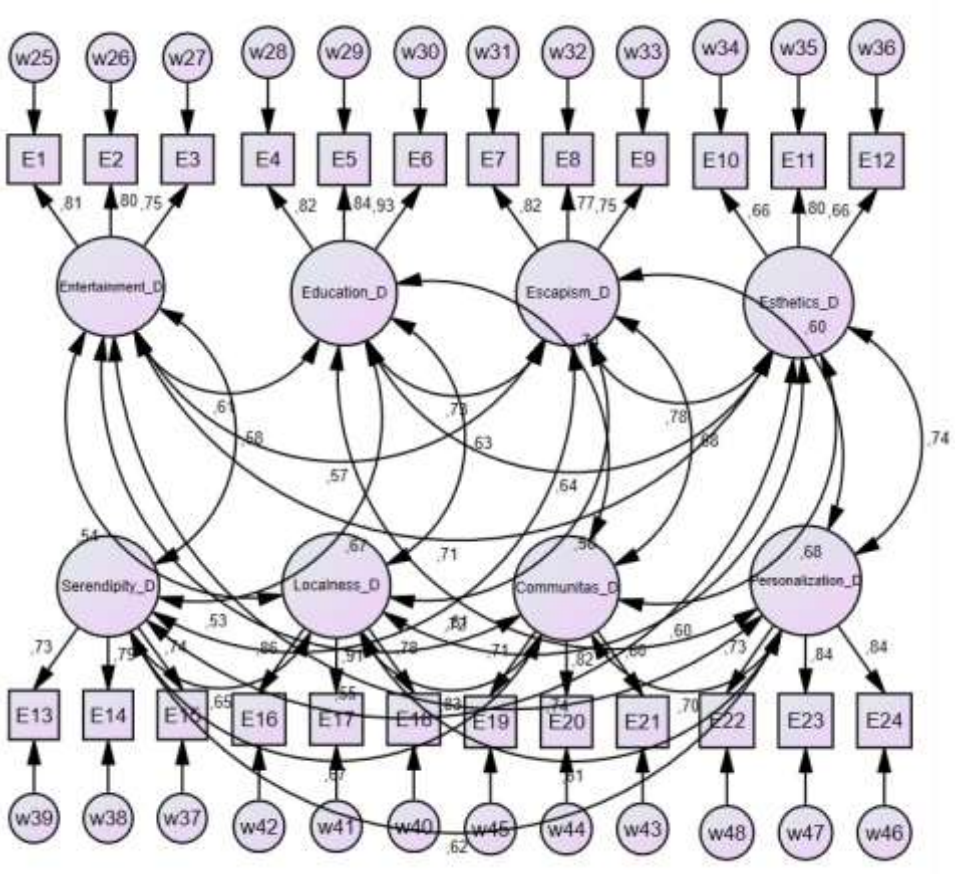

Table 2. Accommodation Experiencescape CFA (n=485)

Fit Measure	Good Fit	Acceptable Fit	CFA Index Values of the Study
CMIN/DF (X^2/DF)	$0 \leq X^2 / DF \leq 3$	$2 \leq X^2 / DF \leq 3$	2,370
GFI	$0,95 \leq GFI \leq 1$	$0,90 \leq GFI \leq 0,95$	0,913
NFI	$0,95 \leq NFI \leq 1$	$0,90 \leq NFI \leq 0,95$	0,928
CFI	$0,97 \leq CFI \leq 1$	$0,95 \leq CFI \leq 0,97$	0,957
RMSEA	$0 \leq RMSEA \leq 0,05$	$0,05 \leq RMSEA \leq 0,10$	0,053

Source: Schermelleh-Engel, K., Moosbrugger, H., and Müller, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. *Methods of Psychological Research Online*, *8*(2), 23-74.

Based on the Confirmatory Factor Analysis (CFA) applied to the Accommodation Experiencescape scale, derived from Mody et al.'s (2017) study and presented in Table 2, it was found that the model was highly consistent, and no modifications were made to the model. Following the confirmatory factor analysis, the reliability of the scale was tested by subjecting the statements to reliability analysis. The analysis revealed a Cronbach's Alpha coefficient of 0.947 for the Accommodation Experiencescape scale, which consists of 24 items aimed at measuring Airbnb experiences. Taber (2016:1278) defines scales with Cronbach's Alpha coefficients ranging from 0.93 to 0.94 as excellent in terms of reliability. Therefore, it can be concluded that the scale used in this study exhibits no reliability issues and demonstrates excellent reliability.

Findings

Descriptive Statistics

A total of 485 Airbnb users participated in the study (individuals who have stayed at least once with Airbnb). Findings regarding the demographic characteristics of the participants are presented in Table 3 and Table 4.

Table 3. Demographic Variables (n=485)

Gender	n	%	*Marital Status*	n	%
Female	304	62,7	Married	114	23,5
Male	181	37,3	Single	371	76,5
Education Level	n	%	*Age*	n	%
Primary School	2	0,4	18-25	163	33,6
High School	43	8,9	26-35	239	49,3
Associate Degree	35	7,2	36-45	48	9,9
Undergraduate	161	33,2	46-55	21	4,3
Graduate	244	50,3	56-65	8	1,6
Occupation	n	**%**	65+	6	1,2
Self-Employment	70	14,4			
Public Employee	105	21,6			
Private Sector	180	37,1			
Not Working	121	24,9			
Retired	9	1,9			

When examined by gender, it is observed that more than half of the Airbnb users participating in the study (62.7%) are female, and approximately half (49.3%) are individuals aged 26-35. In terms of marital status, three-quarters of the participants (76.5%) are single. A quarter of the participants (24.9%) are unemployed, with the majority of the employed participants (37.1%) working in the private sector. In terms of education, half of the participants (50.3%) have postgraduate education.

Table 4. Nationalities (n=485)

Nationality	n	%	Nationality	n	%
American (U.S.A.)	9	1,9	Iranian	6	1,2
Australian	3	0,6	Latvian	1	0,2
Austrian	31	6,4	Lithuanian	7	1,4
Belgian	3	0,6	Malaysian	2	0,4
Brazilian	27	5,6	Mexican	30	6,2
British	25	5,2	Moroccan	11	2,3
Bulgarian	1	0,2	Nepalese	2	0,4
Canadian	5	1,0	New Zealander	2	0,4
Cape Verdean	1	0,2	Nigerian	1	0,2
Chilean	2	0,4	Polish	11	2,3
Chinese	5	1,0	Portuguese	37	7,6
Dutch	11	2,3	Romanian	9	1,9
Estonian	1	0,2	Russian	6	1,2
Finnish	2	0,4	Saudi Arabian	1	0,2
French	21	4,3	Singaporean	2	0,4
German	29	6,0	Slovakian	5	1,0
Greek	8	1,6	Slovenian	1	0,2
Honduran	1	0,2	Spanish	6	1,2
Hungarian	16	3,3	Swiss	4	0,8
Indian	1	0,2	Turkish	115	23,7
Irish	3	0,6	Ukrainian	7	1,4
Italian	14	2,9			

When examined by nationality, Airbnb users from 43 different nationalities participated in the study, with approximately one-fourth of the participants (23.7%) being Turkish. Following Turkish participants, the top 10 nationalities include Portuguese (7.6%), Austrian (6.4%), Mexican (6.2%), German (6.0%), Brazilian (5.6%), British (5.2%), French (4.3%), Hungarian (3.3%), and Italian (2.9%) participants, respectively. Moreover, due to easier access to the sample during data collection, the number of Turkish participants is predominant. This situation is within the limitations of the study.

In order to represent Hofstede's (2011) 6 cultural dimensions, participants from various nationalities were included in the study to examine cultural differences. Each dimension of culture is represented by at least 30 participants. According to Mooney and Duval (1993:21), in preloaded approaches to parameter estimates and confidence intervals, sampling procedures are considered relatively high-quality when the sample size ranges between 30 and 50 and when the sampling is genuinely random. Therefore, this minimum sample size of 30 samples has been deemed reasonable for confidence intervals, and in the study, each dimension is represented by at least 30 samples.

The distribution of sample sizes representing the cultural dimensions according to Hofstede's (www.hofstede-insights.com) 6 cultural dimensions (Power Distance, Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term Orientation, Indulgence versus Restraint) (Hofstede, 2011) by countries is presented in Table 5.

Table 5. Distribution Of Sample Sizes Representing Cultural Dimensions By Country (Cumulative) (n=485)

Power Distance		Individualism-Collectivism		Uncertainty Avoidance	
Country	*n*	*Country*	*n*	*Country*	*n*
Honduras	1	Australia	3	Belgium	3
India	1	Canada	5	Brazil	27
Malaysia	2	England	25	Bulgaria	1
Morocco	11	Finland	2	Chile	2
Nepal	2	Ireland	3	France	21
Romania	9	Italy	14	Greece	8
Saudi Arabia	1	Latvia	1	Iran	6
Singapore	2	Netherland	11	Poland	11
Slovakia	5	New Zeland	2	Portugal	37
		U.S.A.	9	Russia	6
				Slovenia	1
				Spain	6

				Türkiye	115
				Ukraine	7
Total	34	Total	75	Total	251

Masculinity-Femininity		Long-Term vs. Short-Term Orientation		Indulgence vs. Restraint	
Country	*n*	*Country*	*n*	*Country*	*n*
Austria	31	China	5	Cape Verde	1
Hungary	16	Estonia	1	Mexico	30
		Germany	29	Nigeria	1
		Lithuania	7		
		Switzerland	4		
Total	47	Total	46	Total	32

Hypothesis Testing

In order to examine differences in Airbnb experiences based on cultural dimensions, a regression model was constructed. Considering that each individual is associated with only one cultural dimension in the regression model, it is observed that the cultural variable is categorical and consists of six categories. Therefore, in order to investigate differences in experiences based on cultures, dummy variables were first generated for each of the six categories. To create the regression model for examining cultural dimensions on the experience variable and to avoid multicollinearity issues, one of the cultural dimensions was considered as the reference class and sequentially omitted. Subsequently, separate analyses were conducted for each of the eight dimensions of Airbnb experience. The tables presenting the findings of the analyses are provided below.

Table 6. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Education) (n=485)

Education	M1	M2	M3	M4	M5	M6
Power Distance	**X**	0,0555255	-0,3295746	0,2531227	0,1918414	***-0,8060662***
Individualism-Collectivism	-0,0555255	**X**	***-0,3851001***	0,1975972	0,1363159	***-0,8615917***
Uncertainty Avoidance	0,3295746	***0,3851001***	**X**	***0,5826973***	***0,5214161***	***-0,4764915***
Masculinity-Femininity	-0,2531227	-0,1975972	***-0,5826973***	**X**	-0,0612812	***-1,059189***
Long-Term vs. Short-Term Orientation	-0,1918414	-0,1363159	***-0,5214161***	0,0612812	**X**	***-0,9979076***
Indulgence vs. Restraint	***0,8060662***	***0,8615917***	***0,4764915***	***1,059189***	***0,9979076***	**X**
Constant	***3,40259***	***3,346533***	***3,731633***	**3,148936**	**3,210217**	**4,208125**
n	485	485	485	485	485	485
R^2	0,0788	0,0788	0,0788	0,0788	0,0788	0,0788
F[prob]	8,19 [***0,0000***]	8,19 [***0,0000***]	8,19 [***0,0000***]	8,19 [***0,0000***]	8,19 [***0,0000***]	8,19 [***0,0000***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

It is observed that the regression model (M1) consisting of the dependent variable (Education), the base category (Power Distance), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) from Table 6 is significant (F[prob]=8.19 [0.0000]). Regarding the dependent variable (Education), it is understood that Indulgence vs. Restraint from the dummy variables show a positive difference compared to the base category (Power Distance) (p<0.005/coefficient=0.8060662).

In the model (M2) where Individualism-Collectivism cultural dimension serves as the base category, it is understood that the dimensions of Uncertainty Avoidance (p<0.005/coefficient=0.3851001) and Indulgence

vs. Restraint (p<0.005/coefficient=0.8615917) from the dummy variables show positive differentiation on the Education dimension compared to the base category, Individualism-Collectivism.

In the model (M3) where Uncertainty Avoidance is the base category among cultural dimensions, it is observed that the dummy variables for Individualism-Collectivism (p<0.05/coefficient=-0.3851001), Masculinity-Femininity (p<0.05/coefficient=-0.5826973), and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.5214161) show negative differentiation on the dependent variable compared to Uncertainty Avoidance. Additionally, in the dimensions of Indulgence vs. Restraint (p<0.05/coefficient=0.4764915), this differentiation is observed to be positive.

In model M4, where Masculinity-Femininity serves as the base category among cultural dimensions, it is evident from the findings that the dummy variables for Uncertainty Avoidance (p<0.05/coefficient=0.5826973) and Indulgence vs. Restraint (p<0.05/coefficient=1.059189) show positive differentiation on the dependent variable compared to Masculinity-Femininity.

In model M5, where Long-Term Orientation serves as the base category among cultural dimensions, it is observed that the dummy variables for Uncertainty Avoidance (p<0.05/coefficient=0.5214161) and Indulgence vs. Restraint (p<0.05/coefficient=0.9979076) exhibit positive differentiation on the dependent variable compared to Long-Term vs. Short-Term Orientation.

In the model where Indulgence vs. Restraint is the base category (M6), Airbnb experiences show negative differentiation in the Education dimension concerning all other cultural dimensions: Power Distance (p<0.05/coefficient=-0.8060662), Individualism-Collectivism (p<0.05/coefficient=-0.8615917), Uncertainty Avoidance (p<0.05/coefficient=-0.4764915), Masculinity-Femininity (p<0.05/coefficient=-1.059189), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.9979076).

Table 7. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Entertainment) (n=485)

Entertainment	M1	M2	M3	M4	M5	M6
Power Distance	**X**	-0,2080235	-0,2406562	0,0773467	-0,0499105	***-0,371011***
Individualism-Collectivism	0,2080235	**X**	-0,326327	***0,2853702***	0,158113	-0,1629875
Uncertainty Avoidance	0,2406562	0,0326327	**X**	***0,3180029***	0,1907457	-0,1303548
Masculinity-Femininity	-0,0773467	***-0,2853702***	***-0,3180029***	**X**	-0,1272572	***-0,4483577***
Long-Term vs. Short-Term Orientation	0,0499105	-0,158113	-0,1907457	0,1272572	**X**	-0,3211005
Indulgence vs. Restraint	***0,371011***	0,1629875	0,1303548	***0,4483577***	0,3211005	**X**
Constant	***3,921176***	***4,1292***	***4,161833***	***3,84383***	***3,971087***	***4,292187***
n	485	485	485	485	485	485
R^2	0,0249	0,0249	0,0249	0,0249	0,0249	0,0249
F[prob]	2,44 [***0,0334***]	2,44 [***0,0334***]	2,44 [***0,0334***]	2,44 [***0,0334***]	2,44 [***0,0334***]	2,44 [***0,0334***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 7, it is understood that the regression model (M1), consisting of the dependent variable (Entertainment), the base category (Power Distance), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint), is significant (F[prob]=2.44 [0.0334]). It is observed that the cultural dimension of Indulgence vs. Restraint from the dummy variables shows a positive difference compared to the base category (Power Distance) on the dependent variable (Entertainment) (p<0.005/coefficient=0.371011).

In model M2, where Individualism-Collectivism cultural dimension serves as the base category, it is understood that, except for the Masculinity-Femininity dimension, all other dimensions included as dummy variables in the model do not exhibit statistically significant differentiation on the dependent variable compared to the base class. It is observed that the Masculinity-Femininity dimension shows differentiation in a negative direction.

In model M3, where Uncertainty Avoidance is the base category, it is determined that statistically only the Masculinity-Femininity dimension (p<0.05/coefficient=-0.3180029) among the dummy variables shows differentiation in a negative direction on the dependent variable compared to Uncertainty Avoidance.

Findings from the model (M4) where the Masculinity-Femininity dimension forms the base category of cultural dimensions indicate that the variables of Individualism-Collectivism (p<0.05/coefficient=0.2853702), Uncertainty Avoidance (p<0.05/coefficient=0.3180029), and Indulgence vs. Restraint (p<0.05/coefficient=0.4483577) exhibit positive differences on the dependent variable compared to the fundamental class.

Findings from the model (M5), where Long-Term vs. Short-Term Orientation forms the base category of cultural dimensions, reveal that among the cultural dimensions forming the dummy variables compared to the base category, there are no differences observed regarding the dependent variable.

In the model (M6) where Indulgence vs. Restraint dimension regarding culture is included as the base category, it is observed that compared to the base category, the Power Distance (p<0.05/coefficient=-0.371011) and Masculinity-Femininity (p<0.05/coefficient=-0.4483577) dimensions of Airbnb experiences differ negatively on the Entertainment dimension.

Table 8. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Esthetics) (n=485)

Esthetics	M1	M2	M3	M4	M5	M6
Power Distance	**X**	-0,1607451	-0,2173002	0,0873967	0,2016752	***-0,5500368***
Individualism-Collectivism	0,1607451	**X**	-0,0565551	0,2481418	***0,3624203***	***-0,3892917***
Uncertainty Avoidance	0,2173002	0,0565551	**X**	***0,304697***	***0,4189754***	***-0,3327366***
Masculinity-Femininity	-0,0873967	-0,2481418	***-0,304697***	**X**	0,1142784	***-0,6374335***
Long-Term vs. Short-Term Orientation	-0,2016752	***-0,3624203***	***-0,4189754***	-0,1142784	**X**	***-0,751712***
Indulgence vs. Restraint	***0,5500368***	***0,3892917***	***0,3327366***	***0,6374335***	***0,751712***	**X**
Constant	***3,470588***	***3,631333***	***3,687888***	***3,383191***	***3,268913***	***4,020625***
n	485	485	485	485	485	485
R^2	0,0460	0,0460	0,0460	0,0460	0,0460	0,0460
F[prob]	4,62 [***0,0004***]	4,62 [***0,0004***]	4,62 [***0,0004***]	4,62 [***0,0004***]	4,62 [***0,0004***]	4,62 [***0,0004***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 8, it is understood that the regression model (M1) consisting of the dependent variable (Aesthetic), the base category (Power Distance), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=4.62 [0.0004]). It is understood that Indulgence vs. Restraint among the dummy variables differ positively on the dependent variable (Esthetics) compared to the base category (Power Distance) (p<0.005/coefficient=0.5500368).

From the findings of the model (M2) where Individualism-Collectivism cultural dimension is included as the base category, it is understood that the Long-Term vs. Short-Term Orientation dimension related to culture, included in the model as a dummy variable, differs negatively on the Esthetics dimension (p<0.005/coefficient=-0.3624203) compared to the base category. It is also understood that the Indulgence vs. Restraint dimension (p<0.005/coefficient=0.3892917) differs positively on the dependent variable compared to the base category, which is Individualism-Collectivism.

In the model (M3) where Uncertainty Avoidance is the base category, statistically, it is observed that the Indulgence vs. Restraint dimension (p<0.05/coefficient=0.3327366) differs positively on the dependent variable compared to Uncertainty Avoidance. Furthermore, it is understood that this difference is negatively

oriented in terms of the Masculinity-Femininity dimension (p<0.05/coefficient=-0.304697) and the Long-Term vs. Short-Term Orientation dimension (p<0.05/coefficient=-0.4189754).

Findings from the regression model (M4) where the Masculinity-Femininity dimension forms the base category of cultural dimensions indicate that among the dummy variables, Uncertainty Avoidance (p<0.05/coefficient=0.304697) and Indulgence vs. Restraint (p<0.05/coefficient=0.6374335) dimensions exhibit positive differentiation on the dependent variable compared to the base category.

In model (M5) where Long-Term vs. Short-Term Orientation forms the base category, it is observed that among the cultural dimensions forming the dummy variables compared to the base category, Individualism-Collectivism (p<0.05/coefficient=0.3624203), Uncertainty Avoidance (p<0.05/coefficient=0.4189754), and Indulgence vs. Restraint (p<0.05/coefficient=0.751712) differentiate positively on the dependent variable.

In model (M6) where Indulgence vs. Restraint form the base category, it is observed that on the dependent variable, all other cultural dimensions (Power Distance (p<0.05/coefficient=-0.5500368), Individualism-Collectivism (p<0.05/coefficient=-0.3892917), Uncertainty Avoidance (p<0.05/coefficient=-0.3327366), Masculinity-Femininity (p<0.05/coefficient=-0.6374335), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.751712)) differentiate negatively compared to the base category.

Table 9. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Escapism) (n=485)

Escapism	M1	M2	M3	M4	M5	M6
Power Distance	**X**	0,0553059	-0,2859913	0,3884293	0,3097059	***-0,8862316***
Individualism-Collectivism	-0,0553059	**X**	***-0,3412972***	0,3331234	0,2544	***-0,9415375***
Uncertainty Avoidance	0,2859913	***0,3412972***	**X**	***0,6744206***	***0,5956972***	***-0,6002403***
Masculinity-Femininity	-0,3884293	-0,3331234	***-0,6744206***	**X**	-0,787234	***-1,274661***
Long-Term vs. Short-Term Orientation	-0,3097059	-0,2544	***-0,5956972***	0,0787234	**X**	***-1,195937***
Indulgence vs. Restraint	***0,8862316***	***0,9415375***	***0,6002403***	***1,274661***	***1,195938***	**X**
Constant	***3,019706***	***2,9644***	***3,305697***	***2,631277***	***2,71***	***3,905937***
n	485	485	485	485	485	485
R^2	0,0930	0,0930	0,0930	0,0930	0,0930	0,0930
F[prob]	9,83 [***0,0000***]	9,83 [***0,0000***]	9,83 [***0,0000***]	9,83 [***0,0000***]	9,83 [***0,0000***]	9,83 [***0,0000***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 9, it is evident that the regression model (M1) comprising the dependent variable (Escapism), the base category (Power Distance), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=9.83 [0.0000]). It is understood that Indulgence vs. Restraint among the dummy variables differ positively on the dependent variable (Escapism) compared to the base category (Power Distance) (p<0.005/coefficient=0.8862316).

In model (M2) where Individualism-Collectivism cultural dimension serves as the base category, it is understood that among the dummy variables, Uncertainty Avoidance (p<0.005/coefficient=0.3412972) and Indulgence vs. Restraint (p<0.005/coefficient=0.9415375) dimensions differentiate positively on the Escapism dimension compared to the base category, which is Individualism-Collectivism.

According to the model (M3) where Uncertainty Avoidance serves as the base category, it is statistically observed that among the dummy variables, Individualism-Collectivism (p<0.05/coefficient=-0.3412972), Masculinity-Femininity (p<0.05/coefficient=-0.6744206), and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.5956972) differentiate negatively on the dependent variable compared to Uncertainty Avoidance. However, in the case of Indulgence vs. Restraint (p<0.05/coefficient=0.6002403), this differentiation is positive.

In model (M4) where the Masculinity-Femininity dimension serves as the base category, it is understood that among the dummy variables, Uncertainty Avoidance (p<0.05/coefficient=0.6744206) and Indulgence vs. Restraint (p<0.05/coefficient=1.274661) dimensions exhibit positive differentiation on the dependent variable (Escapism) compared to the base category (Masculinity-Femininity).

In model (M5) where Long-Term vs. Short-Term Orientation cultural dimension serves as the base category, it is observed that among the dummy variables, Uncertainty Avoidance (p<0.05/coefficient=0.5956972) and Indulgence vs. Restraint (p<0.05/coefficient=1.195938) differentiate positively compared to the base category.

In model (M6) where the base category is represented by the cultural dimension of Indulgence vs. Restraint, it is observed that in comparison to the base category, all other cultural dimensions exhibit negative differentiation on the dimension of Escapism concerning Airbnb experiences: Power Distance (p<0.05/coefficient=-0.8862316), Individualism-Collectivism (p<0.05/coefficient=-0.9415375), Uncertainty Avoidance (p<0.05/coefficient=-0.6002403), Masculinity-Femininity (p<0.05/coefficient=-1.274661), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-1.195937).

Table 10. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Serendipity) (n=485)

Serendipity	M1	M2	M3	M4	M5	M6
Power Distance	**X**	-0,2473059	-0,1615386	0,128592	0,1783376	***-0,6450184***
Individualism-Collectivism	0,2473059	**X**	0,0857673	***0,3758979***	***0,4256435***	***-0,3977125***
Uncertainty Avoidance	0,1615386	-0,0857673	**X**	***0,2901305***	***0,3398761***	***-0,4834798***
Masculinity-Femininity	-0,128592	***-0,3758979***	***-0,2901305***	**X**	0,0497456	***-0,7736104***
Long-Term vs. Short-Term Orientation	-0,1783376	***-0,4256435***	***-0,3398761***	-0,0497456	**X**	***-0,823356***
Indulgence vs. Restraint	***0,6450184***	***0,3977125***	***0,4834798***	***0,7736104***	***0,823356***	**X**
Constant	***3,490294***	***3,7376***	***3,651833***	***3,361702***	***3,311957***	***4,135312***
n	485	485	485	485	485	485
R^2	0,0471	0,0471	0,0471	0,0471	0,0471	0,0471
F[prob]	4,73 [***0,0003***]	4,73 [***0,0003***]	4,73 [***0,0003***]	4,73 [***0,0003***]	4,73 [***0,0003***]	4,73 [***0,0003***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 10, it is evident that the regression model (M1) comprising the dependent variable (Serendipity), the base category (Power Distance), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=4.73 [0.0003]). It is understood that Indulgence vs. Restraint among the dummy variables differ positively on the dependent variable (Serendipity) compared to the base category (Power Distance) (p<0.005/coefficient=0.6450184).

From the findings of model (M2) where Individualism-Collectivism cultural dimension serves as the base category, it is understood that among the dummy variables, Masculinity-Femininity (p<0.005/coefficient=-0.3758979) and Long-Term vs. Short-Term Orientation (p<0.005/coefficient=-0.4256435) dimensions differentiate negatively on the dependent variable (Serendipity) compared to the base category, Individualism-Collectivism. However, Indulgence vs. Restraint dimension (p<0.005/coefficient=0.3977125) differentiates positively.

According to model (M3) where Uncertainty Avoidance forms the base category, it is statistically observed that among the dummy variables, Masculinity-Femininity (p<0.05/coefficient=-0.2901305) and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.3398761) dimensions differentiate negatively on the dependent variable (Serendipity) compared to Uncertainty Avoidance. However, in the case of Indulgence vs. Restraint (p<0.05/coefficient=0.4834798), this differentiation is positive.

From the findings of model (M4) where the Masculinity-Femininity dimension forms the base category and Serendipity is the dependent variable concerning Airbnb experiences, it is understood that among the dummy variables, Individualism-Collectivism (p<0.05/coefficient=0.3758979), Uncertainty Avoidance (p<0.05/coefficient=0.2901305), and Indulgence vs. Restraint (p<0.05/coefficient=0.7736104) dimensions exhibit positive differentiation on the dependent variable (Serendipity) compared to the base category, Masculinity-Femininity.

In model (M5) where Long-Term vs. Short-Term Orientation forms the base category of cultural dimensions, it is observed that among the dummy variables, Individualism-Collectivism (p<0.05/coefficient=0.4256435), Uncertainty Avoidance (p<0.05/coefficient=0.3398761), and Indulgence vs. Restraint (p<0.05/coefficient=0.823356) differentiate positively on the dependent variable Serendipity compared to the base category.

In model (M6) where Indulgence vs. Restraint represents the base category, it is observed that concerning the dimension of Serendipity in Airbnb experiences, all other dimensions of culture exhibit negative differentiation compared to Indulgence vs. Restraint: Power Distance (p<0.05/coefficient=-0.6450184), Individualism-Collectivism (p<0.05/coefficient=-0.3977125), Uncertainty Avoidance (p<0.05/coefficient=-0.4834798), Masculinity-Femininity (p<0.05/coefficient=-0.7736104), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.823356).

Table 11. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Personalization) (n=485)

Personalization	M1	M2	M3	M4	M5	M6
Power Distance	**X**	-0,2648941	-0,2151348	-0,1093367	0,2655754	***-0,6424816***
Individualism-Collectivism	0,2648941	**X**	0,0497594	0,1555574	***0,5304696***	***-0,3775875***
Uncertainty Avoidance	0,2151348	-0,0497594	**X**	0,1057981	***0,4807102***	***-0,4273469***
Masculinity-Femininity	0,1093367	-0,1555574	-0,1057981	**X**	***0,3749121***	***-0,5331449***
Long-Term vs. Short-Term Orientation	-0,2655754	***-0,5304696***	***-0,4807102***	***-0,3749121***	**X**	***-0,9080571***
Indulgence vs. Restraint	***0,6424816***	***0,3775875***	***0,4273469***	***0,5331449***	***0,9080571***	**X**
Constant	***3,294706***	***3,5596***	***3,509841***	***3,404043***	***3,02913***	***3,937187***
n	485	485	485	485	485	485
R^2	0,0438	0,0438	0,0438	0,0438	0,0438	0,0438
F[prob]	4,39 [***0,0006***]	4,39 [***0,0006***]	4,39 [***0,0006***]	4,39 [***0,0006***]	4,39 [***0,0006***]	4,39 [***0,0006***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 11, it is evident that the regression model comprising the dependent variable (Personalization), the base category (Power Distance) (M1), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=4.39 [0.0006]). It is understood that only Indulgence vs. Restraint among the dummy variables differ positively on the dependent variable (Personalization) compared to the base category (Power Distance) (p<0.005/coefficient=0.6424816).

In model (M2) where Individualism-Collectivism cultural dimension is included as the base category, it is understood that among the dummy variables, Long-Term vs. Short-Term Orientation dimension (p<0.005/coefficient=-0.5304696) differentiates negatively on the dependent variable (Personalization) compared to the base category, Individualism-Collectivism. Conversely, Indulgence vs. Restraint dimension (p<0.005/coefficient=0.3775875) differentiates positively on the dependent variable (Personalization) compared to the base category, Individualism-Collectivism.

In model (M3) where Uncertainty Avoidance serves as the base category, it is observed statistically that Indulgence vs. Restraint dimension (p<0.05/coefficient=0.4273469) differentiates positively on the dependent variable (Personalization) compared to Uncertainty Avoidance. However, this differentiation is negative concerning Long-Term vs. Short-Term Orientation dimension (p<0.05/coefficient=-0.4807102).

In model (M4) where Masculinity-Femininity cultural dimension forms the base category, it is observed statistically that the Long-Term vs. Short-Term Orientation dimension (p<0.05/coefficient=-0.3749121)

differentiates negatively on the dependent variable (Personalization) compared to the base category, Masculinity-Femininity. Conversely, Indulgence vs. Restraint dimension dimension (p<0.05/coefficient=0.5331449) differentiates positively on the dependent variable (Personalization) compared to the base category, Masculinity-Femininity.

On the dependent variable Personalization, concerning the base category Long-Term vs. Short-Term Orientation (M5), it is observed that among the cultural dimensions forming the dummy variables, Individualism-Collectivism (p<0.05/coefficient=0.5304696), Uncertainty Avoidance (p<0.05/coefficient=0.4807102), Masculinity-Femininity (p<0.05/coefficient=0.3749121), and Indulgence vs. Restraint (p<0.05/coefficient=0.9080571) differentiate positively.

In model (M6) where Indulgence vs. Restraint represent the base category, it is observed that concerning the dimension of Personalization in Airbnb experiences, all other cultural dimensions (Power Distance (p<0.05/coefficient=-0.6424816), Individualism-Collectivism (p<0.05/coefficient=-0.3775875), Uncertainty Avoidance (p<0.05/coefficient=-0.4273469), Masculinity-Femininity (p<0.05/coefficient=-0.5331449), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.9080571)) differentiate negatively.

Table 12. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Communitas) (n=485)

Communitas	M1	M2	M3	M4	M5	M6
Power Distance	**X**	0,2587765	-0,0344012	***0,6777722***	***0,677046***	-0,2444485
Individualism-Collectivism	-0,2587765	**X**	***-0,2931777***	***0,4189957***	***0,4182696***	***-0,503225***
Uncertainty Avoidance	0,0344012	***0,2931777***	**X**	***0,7121734***	***0,7114473***	-0,2100473
Masculinity-Femininity	***-0,6777722***	***-0,4189957***	***-0,7121734***	**X**	-0,0007262	***-0,9222207***
Long-Term vs. Short-Term Orientation	***-0,677046***	***-0,4182696***	***-0,7114473***	0,0007262	**X**	***-0,9214946***
Indulgence vs. Restraint	0,2444485	***0,503225***	0,2100473	***0,9222207***	***0,9214946***	**X**
Constant	***3,401176***	***3,1424***	***3,435578***	***2,723404***	***2,72413***	***3,645625***
n	485	485	485	485	485	485
R^2	0,0818	0,0818	0,0818	0,0818	0,0818	0,0818
F[prob]	8,53 [***0,0000***]	8,53 [***0,0000***]	8,53 [***0,0000***]	8,53 [***0,0000***]	8,53 [***0,0000***]	8,53 [***0,0000***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 12, it is evident that the regression model comprising the dependent variable (Communitas), the base category (Power Distance) (M1), and dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=8.53 [0.0000]). It is understood that on the dependent variable (Communitas), the dummy variables Masculinity-Femininity (p<0.05/coefficient=-0.6777722) and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.2444485) differentiate negatively compared to the base category, Power Distance.

In model (M2) where Individualism-Collectivism cultural dimension serves as the base category, it is understood that statistically, all cultural dimensions except Power Distance differentiate on the dependent variable (Communitas) compared to the base category. Among these, Uncertainty Avoidance (p<0.05/coefficient=0.2931777) and Indulgence vs. Restraint (p<0.05/coefficient=0.503225) differentiate positively, while Masculinity-Femininity (p<0.05/coefficient=-0.4189957) and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=0.4182696) differentiate negatively from each other.

In model (M3) where Uncertainty Avoidance serves as the base category, it has been observed that statistically, Individualism-Collectivism (p<0.05/coefficient=-0.2931777), Masculinity-Femininity (p<0.05/coefficient=-0.7121734), and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.7114473) dimensions differentiate negatively on the dependent variable (Communitas) compared to the base category.

In model (M4) where Masculinity-Femininity dimension serves as the base category, it is understood that statistically, all cultural dimensions except Long-Term vs. Short-Term Orientation (Power Distance (p<0.05/coefficient=0.6777722), Individualism-Collectivism (p<0.05/coefficient=0.4189957), Uncertainty Avoidance (p<0.05/coefficient=0.7121734), and Indulgence vs. Restraint (p<0.05/coefficient=0.9222207)) differentiate positively on the dependent variable (Communitas) compared to the base category.

In model (M5) where Long-Term vs. Short-Term Orientation dimension serves as the base category, it is observed that, with the exception of Masculinity-Femininity, other cultural dimensions (Power Distance, Individualism-Collectivism, Uncertainty Avoidance, Indulgence vs. Restraint) positively differentiate on the dependent variable, Communitas, compared to the base category.

In model (M6) where Indulgence vs. Restraint dimension serves as the base category, it is observed that, on the Communitas dimension of Airbnb experiences, the dimensions of Individualism-Collectivism (p<0.05/coefficient=-0.503225), Masculinity-Femininity (p<0.05/coefficient=-0.9222207), and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.9214946) differentiate negatively compared to the base category.

Table 13. The İmpact Of Cultural Differences On Tourists' Perceptions Of Airbnb Experiences (Localness) (n=485)

Localness	M1	M2	M3	M4	M5	M6
Power Distance	**X**	0,1180314	0,0273026	0,3928285	0,3589386	-0,3504228
Individualism-Collectivism	-0,1180314	**X**	-0,0907288	0,2747972	0,2409072	***-0,4684542***
Uncertainty Avoidance	-0,0273026	0,0907288	**X**	***0,365526***	***0,3316361***	***-0,3777253***
Masculinity-Femininity	-0,3928285	-0,2747972	***-0,365526***	**X**	-0,0338899	***-0,7432513***
Long-Term vs. Short-Term Orientation	-0,3589386	-0,2409072	***-0,3316361***	0,0338899	**X**	***-0,7093614***
Indulgence vs. Restraint	0,3504228	***0,4684542***	***0,3777253***	***0,7432513***	***0,7093614***	**X**
Constant	***3,931765***	***3,813733***	***3,904462***	***3,538936***	***3,572826***	***4,282187***
n	485	485	485	485	485	485
R^2	0,0330	0,0330	0,0330	0,0330	0,0330	0,0330
F[prob]	3,27 [***0,0065***]	3,27 [***0,0065***]	3,27 [***0,0065***]	3,27 [***0,0065***]	3,27 [***0,0065***]	3,27 [***0,0065***]

X: Base Category

*Values shown in italics and bold indicate that p<0.05

From Table 13, it is evident that the regression model comprising the dependent variable (Localness), the base category (Power Distance) (M1), and the dummy variables (Individualism-Collectivism, Uncertainty Avoidance, Masculinity-Femininity, Long-Term vs. Short-Term Orientation, Indulgence vs. Restraint) is significant (F[prob]=3.27 [0.0065]). It is understood that regarding the dependent variable (Localness), there is no statistically significant difference among the dummy variables concerning the base category (Power Distance) (p>0.005).

In Model (M2), where Individualism-Collectivism culture dimension serves as the base category, it is understood that the dummy variable included in the model, Indulgence vs. Restraint, exhibits a positive difference concerning the dependent variable, Localness, in relation to the base category (p<0.005/coefficient=0.4684542).

According to Model (M3), where Uncertainty Avoidance is the base category, statistically, it can be observed that the Indulgence vs. Restraint dimension (p<0.05/coefficient=0.3777253) shows a positive difference concerning the dependent variable, Localness, compared to Uncertainty Avoidance. However, this difference is negative in the dimensions of Masculinity-Femininity (p<0.05/coefficient=-0.365526) and Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.3316361).

In Model (M4), where Masculinity-Femininity is the base category, it is understood that among the dummy variables, Uncertainty Avoidance (p<0.05/coefficient=-0.365526) and Indulgence vs. Restraint

(p<0.05/coefficient=0.7432513) dimensions exhibit a positive difference in comparison to the base category concerning the dependent variable, Localness.

In Model (M5), where Long-Term vs. Short-Term Orientation constitutes the base category, it is observed that among the dummy variables, Uncertainty Avoidance (p<0.05/coefficient=0.3316361) and Indulgence vs. Restraint (p<0.05/coefficient=0.7093614) dimensions show a positive differentiation compared to the base category concerning the dependent variable, Localness.

According to Model (M6), where Indulgence vs. Restraint represents the base category, it is observed that, except for Power Distance, all other cultural dimensions (Individualism-Collectivism (p<0.05/coefficient=-0.4684542), Uncertainty Avoidance (p<0.05/coefficient=-0.3777253), Masculinity-Femininity (p<0.05/coefficient=-0.7432513), Long-Term vs. Short-Term Orientation (p<0.05/coefficient=-0.7093614)) exhibit negative differentiation concerning the dependent variable, Localness, compared to the base category.

As can be understood from the findings, the hypothesis $\mathbf{H_1}$ to be tested in the study was supported.

Conclusion and Discussion

Airbnb distinguishes itself from traditional accommodation services by offering the opportunity to "experience local life." However, the cultural differences among nationalities can motivate tourists to seek alternative accommodation experiences beyond the "traditional." This is because culture influences not only the destiny of a nation from macro to micro levels but also individual behaviors. In this context, findings from the study indicate that perceptions and significance levels regarding Airbnb experiences vary across groups from different cultures, based on Hofstede's cultural dimensions. Therefore, it is observed that the hypothesis tested in line with the research objective is supported.

Theoretical Implications

It has been observed that perceptions and levels of importance regarding the education dimension of accommodation experiences through Airbnb vary across nationalities, based on different cultural dimensions. Similarly, Eldridge and Cranston (2009) identified differences in international education among national cultures in their studies, examining disparities in education among groups based on different cultural dimensions according to Hofstede's cultural dimensions.

It has been understood that the perception and importance of Airbnb stays as an entertainment experience vary among nationalities based on different cultural dimensions. Such a difference was also observed in the study conducted by Trepte (2008). In his study on students (2008), Trepte compared the narratives of entertainment programs aired during peak television viewing hours across cultures, revealing significant variations according to Hofstede's cultural dimensions among the United States, Asia, and European countries. Therefore, Trepte's findings (2008) regarding the differences in perception and importance levels of entertainment according to cultures exhibit similarities with the findings of this study.

It has been observed that individuals' esthetics perception and the importance they place on esthetics regarding Airbnb accommodation experiences vary among nationalities based on different cultures. Reviewing the literature, Singh, Zhao, and Hu (2005) found in their studies examining websites according to cultural contents that esthetics perception regarding content varies across cultures. On the other hand, Jung, Lee, and Chung (2015) identified cultural differences in augmented reality and the experience economy in their studies, particularly in entertainment and esthetics perceptions. They mentioned that Eastern cultures are guided by long-term goals, whereas Western cultures are more focused on satisfaction. In this context, they attributed the high perception of escapism in Western culture to this aspect. In the present study, it has been determined that the Airbnb accommodation experience is perceived as an escape from reality, and the perception of this experience and its importance vary among nationalities based on different cultural dimensions. Therefore, the findings of Jung et al. (2015) support the existence of differences in cultural dimensions regarding the dimension of escapism experience identified in this study.

In their study, Brown, Efstratiou, Leontiadis, Quercia, and Mascolo (2014) demonstrated that the likelihood of individuals interacting with individuals from different groups due to serendipity varies according to cultures. In line with this finding, the present study also revealed that individuals' perceptions and the importance they attach to the dimension of serendipity from Airbnb accommodation experiences vary among nationalities based on different cultural dimensions.

Mattila (1999) suggests that although personalized service is inherent in a top-tier accommodation experience, tourists' preferences may vary depending on their individual cultural orientations. Additionally, Cui, Chipchase, and Ichikawa (2007) compared how individuals carry their mobile phones and engage in physical personalization practices on phones across cultures, finding differences among cultures. Therefore, the finding in this study that the level of perception and importance attached to the personalization experience during accommodation with Airbnb varies according to cultures is supported by existing literature.

In his study examining religious experiences in terms of Islam, materialism, and communitas, Taheri (2016) explains the influence of communitas on Umrah experiences by Iran's inclination towards group cohesion, long-term relationships, and collectivist culture according to Hofstede's cultural dimensions. Therefore, Taheri (2016) explains the relationship between communitas and experiences with reference to a specific cultural dimension, unlike other cultures. The findings of this study are consistent with Taheri's (2016) study, indicating differences among nationalities from different cultural dimensions in terms of perception and importance levels regarding communitas experiences during accommodation with Airbnb.

In the present study, it was found that individuals' perceptions and importance levels regarding the localness experience offered by Airbnb accommodation vary according to cultural dimensions. Similarly, Yamada et al. (1996) examined two different local cultures from the same country in terms of dietary habits and found that despite being within the same country borders, local cultures differ, leading to variations in local dietary habits parallel to culture. Therefore, the findings of Yamada et al. (1996) align with the findings obtained in this study.

Practical Implications

The findings obtained from the research contribute significantly to various stakeholders in the tourism sector, including local communities, local governments, tourism professionals, Airbnb platform managers and hosts engaged in marketing activities. Understanding cultural differences in the context of Airbnb experiences is crucial for managing demand and marketing activities effectively. Because tourists from different cultures have different preferences regarding Airbnb accommodation (Li and Gao, 2024; Xi et al., 2022). The recognition and consideration of the variation in Airbnb experiences among different cultures, as indicated by the findings, can provide valuable guidance for Airbnb management to avoid potential unsuccessful growth strategies. Airbnb managers should also take cultural differences into account and develop culturally sensitive strategies when planning experience offerings (Li and Gao, 2024). For example, in cultures where perceptions of entertainment experiences are high, more lively and social experiences may be emphasized, while in cultures where perceptions of aesthetic or personalization experiences are high, visuality and individual attention may be prioritized. Therefore, by understanding which dimensions of Airbnb experiences are perceived as significant and important in different cultures, tailored experience offerings can be managed effectively. Moreover, from the perspective of local tourism stakeholders, the study is expected to contribute to sectoral practices by facilitating the shaping of accommodation infrastructures and the development of efficient and successful tourism product presentations. This includes product development, diversification, target market selection, market segmentation, and the adoption of appropriate marketing and competitive strategies. In this way, the destination can be positioned according to the importance levels of the experience dimensions of the cultures, and marketing communications can be redesigned within this framework. The competitive advantage of the destination can be increased with the product design and positioning to be designed in this way.

Limitations and Future Research Directions

Considering the limitations of the study, there are several recommendations for future research. Firstly, due to the difficulty in data collection, only a portion of the data was collected face-to-face, and the face-to-face data was obtained only from Portugal. For future studies, researchers are advised to obtain data from different destinations if possible. Another suggestion is that data was collected using a questionnaire, which was administered in only two languages, Turkish and English. Future researchers can enrich the language options of the data collection tool according to the nationalities of the respondents to make the data collection instrument more understandable. Additionally, future researchers can expand the study by examining it from the perspectives of behavioral intention and satisfaction. Finally, in subsequent research, quantitative data can be complemented with qualitative data.

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