Understanding the Importance of Interaction between Tourist and Landlord on Tourists' Re-Stay in Homestay

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Abstract: Some scholars have studied the influencing factors of the home stay sales, and the previous studies ignored the influence of online interaction on the second occupancy of tourists. This paper divides the online interaction between the landlord and the tourist into one-way communication and two-way communication, taking into account the introduction, comment length, Comment rating and reply length, etc., in order to reveal the impact of the online interaction between the landlord and the tourist on the tourist's secondary occupancy, and grab 96814 pieces of data from tujia.com for empirical analysis. The results show that the introduction and comment length have a negative impact on the second occupancy, and the comment rating and reply length have a positive impact on the second occupancy. The results show that the online interaction between the tourist and the landlord plays an important role in the second occupancy of the tourist.

Introduction

Homestay originated in the UK in 1960s. At the beginning, it refers to the breakfast and bed services provided to increase income. With the rapid development of Internet technology, home stay also ushered in rapid development. In 2019, the domestic shared home stay industry reached 20.94 billion yuan, with 325000 landlords and 1072000 houses. With the rapid development of Internet technology, people increasingly rely on the Internet for shopping. It makes the transaction between customers and sellers from the traditional face-to-face way, to online communication after the transaction, the completion of the transaction does not need the buyer and the seller face-to-face transaction. The existing research also shows that people are affected by the risk and uncertainty in online shopping. The change of interaction mode also brings a series of problems. Online interaction can help consumers make purchase decisions, and online interaction between buyers and sellers can enhance consumers' shopping experience.

Although there are also some scholars through the perspective of online reviews, but the above research still has the following shortcomings. Most of the previous studies focused on the research of online product information on consumers' purchase intention, and the research of consumer comment information on purchase intention, rarely from the perspective of response. In fact, online interaction can be divided into two categories: one-way communication and two-way communication. Most of the previous studies are from the perspective of one-way communication, ignoring the role of two-way communication of online interaction.

In order to make up for the shortcomings of the above research, this paper takes the homestay as the research object, divides the online interaction between the landlord and the tourist into two parts: one-way communication and two-way communication, takes the house profile information released by the landlord in the information release area as the measurement index of one-way communication, and takes the tourist's Comment rating, comment length and landlord's reply length as the measurement index of two-way communication Mark [1,2]. More comprehensive exploration of the impact of online interaction between landlord and tourist on tourist's second occupancy. The results of this study show that tourist's comments and landlord's reply have an important impact on tourist's second stay.

Theoretical Development

Homestay. Homestay originated in the UK in 1960s. The existing research on homestay mainly focuses on overview, model analysis, policy and user behavior, which is still in the stage of theoretical exploration. In the field of homestay research, there is no research on online interaction between landlords and tourists.

Online interaction. The essence of online interaction is two-way communication of information. The information sender sends a message to the information receiver, and the information receiver gives feedback to the received information to complete a complete information exchange. According to the feedback process with or without information, interaction can be divided into one-way communication and two-way communication. For example, TV, radio and so on are typical one-way communication, and telephone and chat are typical two-way communication.

In online shopping, online interaction affects the purchase intention of consumers. Compared with two-way communication, single communication is faster and the sender needs less time and energy. But because the receiver can't participate in it, the receiver's participation is not high, so it can't produce a sense of identity. It is not conducive to the emotional exchange between the two sides. Although the two-way communication requires more time and energy from the sender, it is more conducive to the emotional communication between the two sides, and it is more conducive to the two sides to understand each others intention and information more accurately [3]. Reduce the adverse effects on information misreading.

Research shows that people will first search for information about the goods they want to buy before online shopping. Therefore, at present, many accommodation platforms provide the landlord housing information release area and tourist comment area. In the housing information release area, the landlord will unilaterally release the relevant housing information. Tourists can learn about the information of the house, so the interaction between the landlord and the tourist in the house information release area can be seen as a one-way communication. In the tourist comment area, the tourist can comment on the accommodation and express his / her experience. After receiving the comments, the landlord can also respond to the comments, express gratitude or explain. Therefore, the interaction between the landlord and the tourist in the comment area is two-way: the comment from the tourist (sender) to the landlord (receiver) and the response from the landlord (sender) to the tourist (receiver). Therefore, the communication between the tourist and the landlord in the comment area is a two-way communication process, which helps the landlord and the tourist to better communicate, reduce the misreading of information, improve the understanding of information, thus affecting the tourist's willingness to move in again [4].

Good perception interaction can help consumers make better decisions [5]. The more interactive the tenant's perception of the landlord, the better the quality of communication. At the same time, when the tenant comments, especially negative comments, the more detailed the landlord's reply, the more clearly the reasons, reduce the tenant's dissatisfaction, and the longer the reply also shows the landlord's intention. Most studies have proved that online interaction has a significant impact on consumers' purchase behavior, and the degree of interaction between websites and consumers' virtual experience is directly proportional to their shopping desire [6,7]. Compared with the first time shopping, the two-way communication between the second stay landlord and the tenant is more important. The tenant's comments are about his or her actual stay experience. The existing occupancy experience will affect the satisfaction of the tenants. By commenting in the comment area, the tenants not only provide information to the people who have not yet purchased, but also express their emotions. The landlord can reply, not only expressing gratitude for some comments, but also explaining the comments with negative emotions. The response also indicates the landlord's enthusiasm and efforts to the tenant, which can improve the tenant's satisfaction and have an impact on the tenant's decision to make a second stay.

Research Model and Hypotheses

In view of the important influence of the online interaction between the tourist and the landlord on the second occupancy of the tourist, this paper takes the online interaction as the research object, divides the online interaction into two parts: one-way communication and two-way communication, and studies the influence of one-way communication and two-way communication on the second occupancy of the tourist. The research model is shown in Figure 1. The introduction of house information is regarded as a measure of one-way communication, and the tourist comments and landlord replies are regarded as two-way communication indicators. Considering the comment length, Comment rating and reply length, this paper comprehensively studies the influence of online interaction between tourists and landlords on tourists' second occupancy. In addition, this paper takes the landlord's sales experience, response experience, whether the tourist can take the pet and the house area as the control variables, because the existing research shows that these variables have a significant impact on the tourist's willingness to move in.
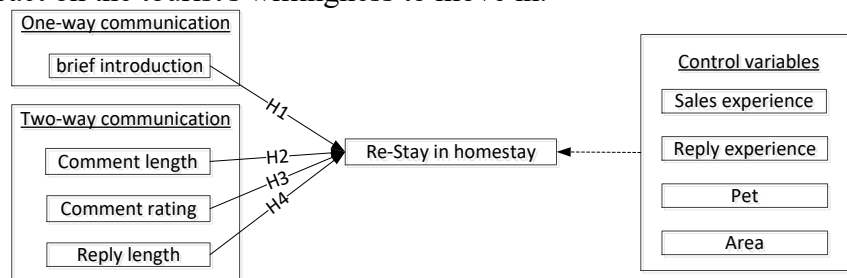

Fig. 1 Research model

One-way communication brief introduction. When people browse the web information, they only spend a little time. People want to see the information they need quickly. The short and orderly information can attract the attention of consumers more. Too long profile will make people lack of interest in reading. At the same time, because the profile is issued by the landlord, the tourist can not communicate through two-way communication, too long profile information is easy to cause the wrong understanding of the consumer, resulting in the actual experience decline. we propose:

H1: the longer the house profile information is, the less likely the tourist is to move in again

Two-way communication tourist comments. The comment length is the number of words in the consumption, and the tourist will post his experience after checking in [8]. There is an important relationship between the number of words in online reviews and the experience of renters. Some studies have shown that the motivation of consumers' reviews is related to their satisfaction. In general, the more negative experience consumers are, the more likely they are to release their real experience. Release their emotions by issuing long comments, while general consumers will receive the influence of previous shopping when they buy the same goods again. The better the previous experience, the more likely they are to buy again [9]. Based on these, we propose:

H2: the longer the comment length of the tourist is, the less likely the tourist is to move in again

H3: the higher the tourist's Comment rating, the more likely the tourist is to move in again

Two-way communication landlord's reply. Poor communication will reduce the quality of communication. When a tourist makes a comment, the landlord's failure to respond to the comment will create a communication barrier with the tourist. Studies have shown that consumers expect landlords to respond to comments and landlords don't respond to tourists, which will make tourists feel emotionally frustrated. Secondly, the landlord's detailed reply can not only welcome the tourist's stay, but also alleviate the communication barrier, eliminate misunderstanding and save the service to a certain extent. When the tourist comments and explains the experience, the landlord's detailed and considerate reply can strengthen the tourist's sense of participation. The longer the reply, the more the landlord's attention to the tourist, let the tourist see the landlord's sincerity and enthusiasm for himself, and improve the tourist's willingness to move in for the second time [10]. Based on these, we propose:

H4: the more words the landlord replies, the more likely the tourist is to move in again

Data and Method

This paper is based on China's home stay market and grabs data from Tujia online. Tujia is the largest home stay website in China. This paper uses octopus to grab data from tujia.com. Including consumer comments, ratings, house profiles, landlord response information, sales experience, response experience, house area, whether to carry pets, etc.

Variable definition. The main variables involved in this paper are shown in Table1.

Table 1. Variables and their measures

Variables	Measures
Dependent variable	
Re-Stay in Homestay(SH)	Tourists stay in the same home for the second time
Control variables	
Sales experience(SE)	Landlord's sales experience
Reply experience(RE)	Landlord's response experience
Pet(Pet)	Can tourists bring pets
Area(Area)	Residential area of the house
Independent variables	
Brief introduction(BI)	About the house information
Comment length(CL)	Number of words posted when tourist comments
Comment rating(CR)	Tourist's rating for this stay
Reply length(RL)	Number of responses from landlord to comments

Descriptive statistics. This paper grabs 10000 sets of homestays from January 1, 2016 to September 30, 2019 on tujia.com, with a total of 96814 comments, as shown in Table 2, showing the descriptive statistics on the second stay of homestays.

Table 2. Descriptive statistics

Variables	Max	Min	Mean	SD
Re-Stay in Homestay(SH)	1	0	.0748239	.2631083
Brief introduction(BI)	1000	3	108.9225	143.6425
Comment length(CL)	417	1	68.41568	51.33886
Comment rating(CR)	5	1	4.91219	.3711477
Reply length(RL)	1000	0	43.9482	48.68473
Sales experience(SE)	1182	1	72.99214	116.407
Reply experience(RE)	197	0	11.95185	16.31275
Pet(PET)	1	0	.2338309	.4232681
Area(AREA)	2000	5	86.51453	73.91264

Results

Multicollinearity analysis. It can be seen from table 3 that the VIF value of all variables is far less than 10, indicating that there is no multicollinearity between variables.

Table 3. Correlations between variables

	VIF	SH	BI	CL	CR	RL	SE	RE	PET	AREA
SH		1								
BI	1.11	.0240**	1							
CL	1.06	-.0177**	.0471**	1						
CR	1.13	.0302**	.0328**	-.0798**	1					
RL	1.23	.0557**	.1233**	.2175**	-.3171**	1				
SE	1.59	.1477**	.2771**	.0175**	.0342**	.2005**	1			
RE	1.44	.0867**	.1743**	-.0057*	.0197**	.0937**	.4647**	1		
PET	1.02	.0550**	.0202**	.0147**	.0031	.0138**	.0639**	-.0157**	1	

| AREA | 1.03 | -.0141** | .0165** | .0847** | .0294** | .0488** | .0187** | -.0234** | .1351** | 1 |

Note: * p≤0.05, ** p≤0.01

Binary logistic regression. Considering that the dependent variable is a binary variable, this paper adopts the method of binary logistic regression analysis. In this paper, whether the secondary occupancy is taken as the dependent variable, the binary logistic regression results of the collected data are shown in Table 5.

Table 4. Results of influencing factors of re-stay in homestay

	Model 1		Model 2	
Variable	Coef.	Signif.	Coef.	Signif.
_cons	-2.816513	0.000	-5.597876	0.000
Control variables				
Brief introduction(BI)	.0027222	0.000	.0019351	0.000
Comment length(CL)	.0047848	0.000	.0086786	0.000
Comment rating(CR)	.4247525	0.000	.3172331	0.000
Reply length(RL)	-.0016034	0.000	-.0012587	0.000
Independent variables				
Sales experience(SE)			-.0003069	0.004
Reply experience(RE)			-.0012025	0.000
Pet(PET)			.53704	0.000
Area(AREA)			.0036311	0.000

In model 1, only control variables are added. In this paper, sales experience, reply experience, whether to carry pets and residential area are taken as control variables. The results show that these control variables have significant impact on the second occupancy of tourists, which is consistent with the existing research.

In model 2, in addition to control variables, independent variables are added, mainly including introduction, comment length, Comment rating and reply length. After the introduction of independent variables, the explanatory degree of the model is improved, R^2 is increased from 0.0301 to 0.0359. From the table, it can be seen that introduction (-.0003069, P = 0.004), comment length (-.0012025, P = 0.000) are negatively correlated with secondary check-in, H1 and H2 are established; Comment rating (.53704, P = 0.000), reply length (0.0036311, P = 0.000) are positively correlated with secondary check-in, H3 and H4 are established.

Discussion and Conclusion

The main research results of this paper show that the online interaction between tourists and landlords has an impact on tourists' re-entry. Table 5 summarizes the summary of assumptions.

Table 5. Summary of findings

Hypothesis		Results
H1	the longer the house profile information is, the less likely the tourist is to move in again	Support
H2	the longer comment length of the tourist is, the less likely the tourist is to move in again	Support
H3	the higher the tourist's Comment rating, the more likely the tourist is to move in again	Support
H4	the more words the landlord replies, the more likely the tourist is to move in again	Support

First, online communication has a significant impact on tourists' second stay. The research shows that the length of house introduction and comments has a negative impact on the second occupancy of tourists. Some studies have shown that when people browse the web information, they often only spend a little time to take a look at it in a hurry. The more information they publish, the more likely it is for tourists to misread when they view it. After tourists actually check in, misreading information will have a negative impact on tourists' senses. Tourists who have more negative impressions at check-in will post more emotional comments. The lower the general satisfaction is,

the longer the comments will be. Therefore, the length of introduction and comment has a negative impact on tourists' second stay.

Second, the Comment rating and reply length have a positive impact on tourists' second stay. The results show that the review score and response length have a significant impact on the second occupancy of tourists, because the higher score of tourist review shows that tourists have higher satisfaction, and higher satisfaction can improve the willingness of tourists to move in again. The longer the landlord's response length is, the more explanatory information it can contain, the better thanks or service recovery, the better the quality of communication, the lower the degree of Misreading and asymmetry of information, and the stronger the tourist's willingness to move in for the second time.

Theoretical significance. This paper has the following theoretical contributions to the study of home stay. First, this paper systematically studies the influence of online interaction between tourists and landlords on tourists' second occupancy. Most of the existing studies only consider the impact of comment information (that is, only from the perspective of one-way communication) on the first purchase intention of tourists, ignoring the role of landlord response. Second, most of the previous studies are on the first buyer, ignoring the influence of online interaction on the second buyer. Research shows that not only one-way communication has an impact, but also two-way communication has an impact.

Practical significance. The research of this paper has the following two practical significance. First of all, the landlord in the release of housing information to be simple and clear, to avoid excessive information on tourists have a negative impact. Secondly, the landlord should pay more attention to low score comments and more text comments, and make more detailed responses, which will help better service recovery. So as to increase the number of repeat customers and make the homestay more net.

Limitations and future research directions. There are still some limitations in this paper, which is worth further study. First of all, this paper takes tujia.com as an example to do empirical research, and the conclusions and findings may not be universal. In the follow-up, more and more home stay websites in different countries are used for research. Second, this paper uses cross-sectional data, which is difficult to reveal the causal relationship between the previous online interaction between the tourist and the landlord on the tourist's second occupancy.

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