

TD1. Section2. Quantitative Research Process

Article 1

The antecedents of perceived value in the Airbnb context (Stollery and Jun, 2017).

Work to do : Read the article and answer to the questions below

Applied research Project –Practical works (PW)

Exercise 1 The antecedents of perceived value in the Airbnb context (Stollery and Jun, 2017).

1. What is the Field/Area/Context of this research (Hospitality? Tourism?, Restaurant?, etc.)?
2. What is the disciplinary field of this research (marketing?, general management?, Human Resource management?, information technology, accounting, etc.)?
3. What is the initial observation of this research (problematic, & research questions)?
4. What is the main objective of this research?
5. What is the main theory (or theories) and framework of this research (Willingness to pay theory? Work commitment theory? Value theory? Turnover theory)?
6. Identify and explain all the main concepts that are studied in the article.
7. Identify and explain all the main measurement scales that are studied in the article.
8. Identify and explain all the hypothesis that are studied in the article.
9. Identify and explain the data collection methods (interview, questionnaire, panel, web, etc.) and data analysis methods that are used in the article.
10. What are the main findings and the originality/value of this research?
11. Propose a few key words that will make it easy to find this article on the Internet or in a library.

Exercise 2. Presentation of your own research project

Use the same questions grid (questions above) to present your own research. 1. What is the Field/Area/Context of you own research (Hospitality? Tourism? Sport?, etc.)? 2. What is the disciplinary field of your research (marketing, HRM, strategy)? 3. What is the initial observation of your research (problematic and research questions)? Etc

Quantitative Research Process

Initial observation (problematic,) : **Airbnb as a competitor and a disruptor for the traditional hospitality.**

=> RQ : What are the antecedents of perceived value in the Airbnb context ?

Field/thema:

Accommodation, Hospitality,
Sharing Economy

Theory

Consumption Value Theories

Hirschman, E & Holbrook, B(1949). Hedonic consumption: emerging concepts, methods and propositions. J Mark 1982;46:92-101

Holbrook, B (1994). The nature of customer value: an axiology of services in the consumption experience.

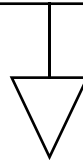
Conceptual Framwork and variables

Quantitative Research Process

Theory : **Consumption Value Theories**

Conceptual framwork (base on littérature and theory used) :

- Perceived Value
- Perceived benefits
- Perceived risk



Hypothesis formulation

Hypothesis :

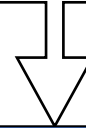
Model : antecedents of perceived value of AirB&B

H1. Monetary saving (MS) **positively influences** perceived value (PV).

H2. Hedonic benefit (HB) **positively influences** perceived value.

H3. Novelty (N) **positively influences** perceived value.

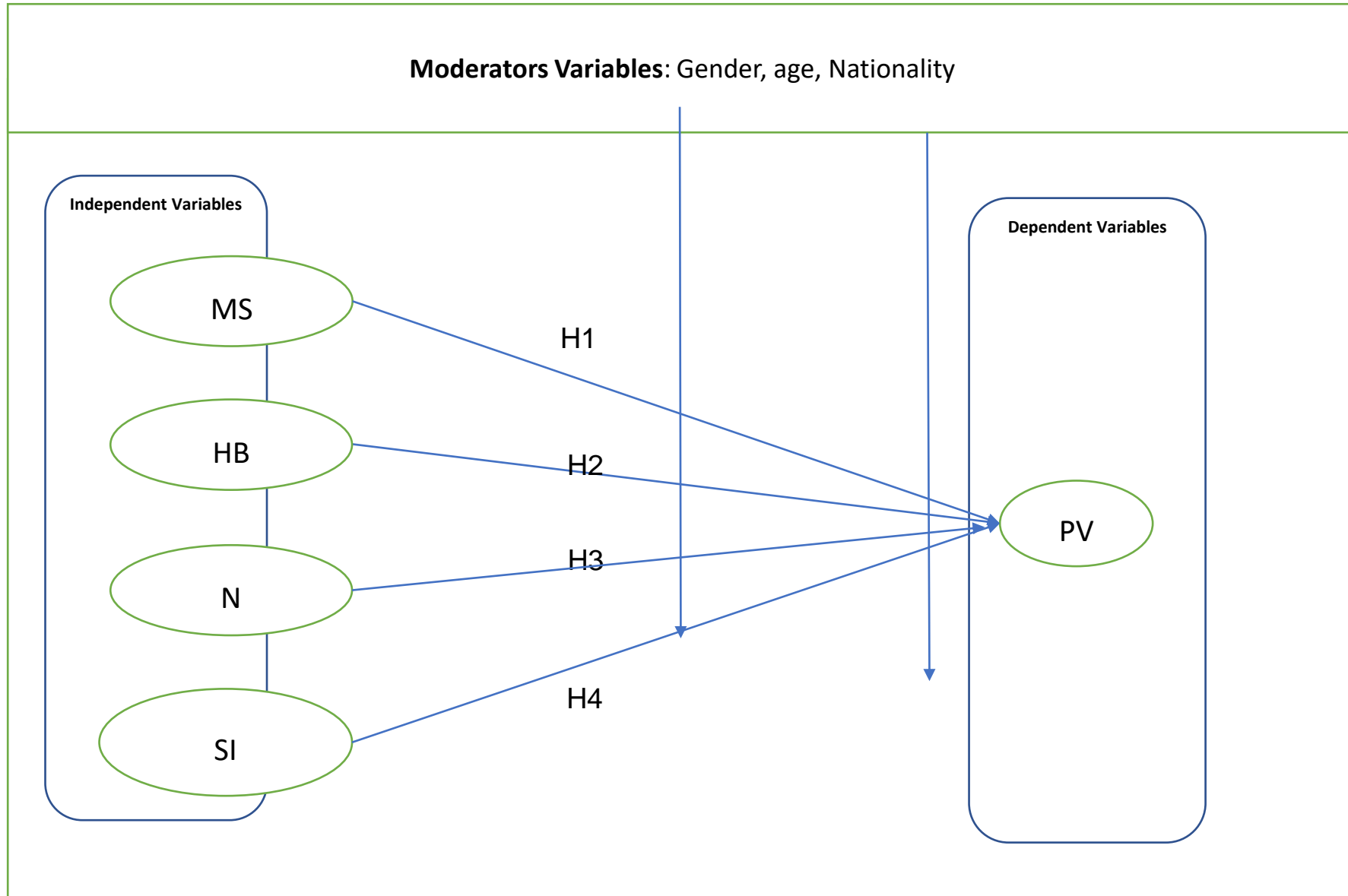
H4. Social interaction (SI) **positively influences** perceived value.



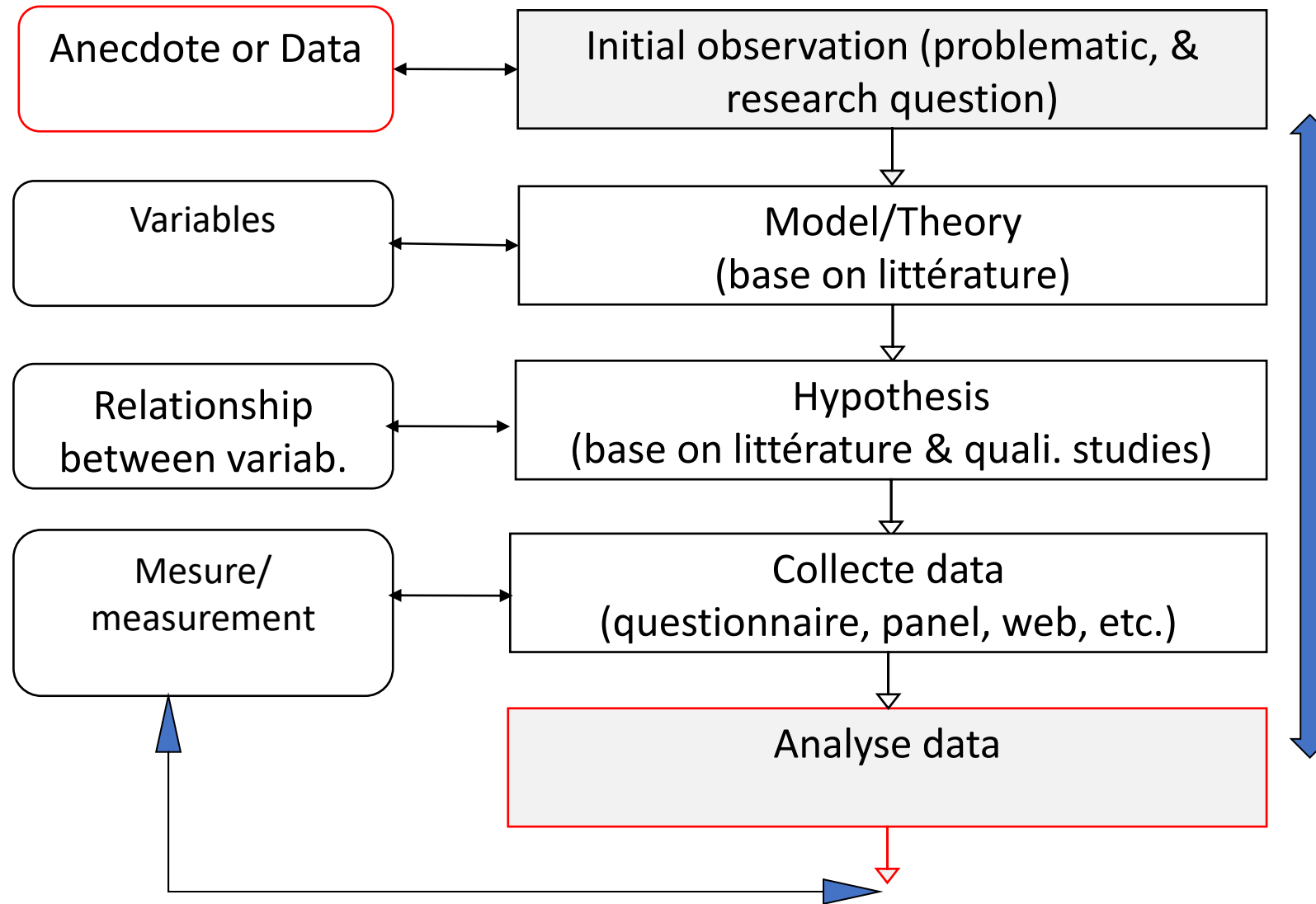
Test your Hypothesis => Collecte data
(interview, questionnaire, panel, web, etc.)

Other exemples : HRM

Theoretical model



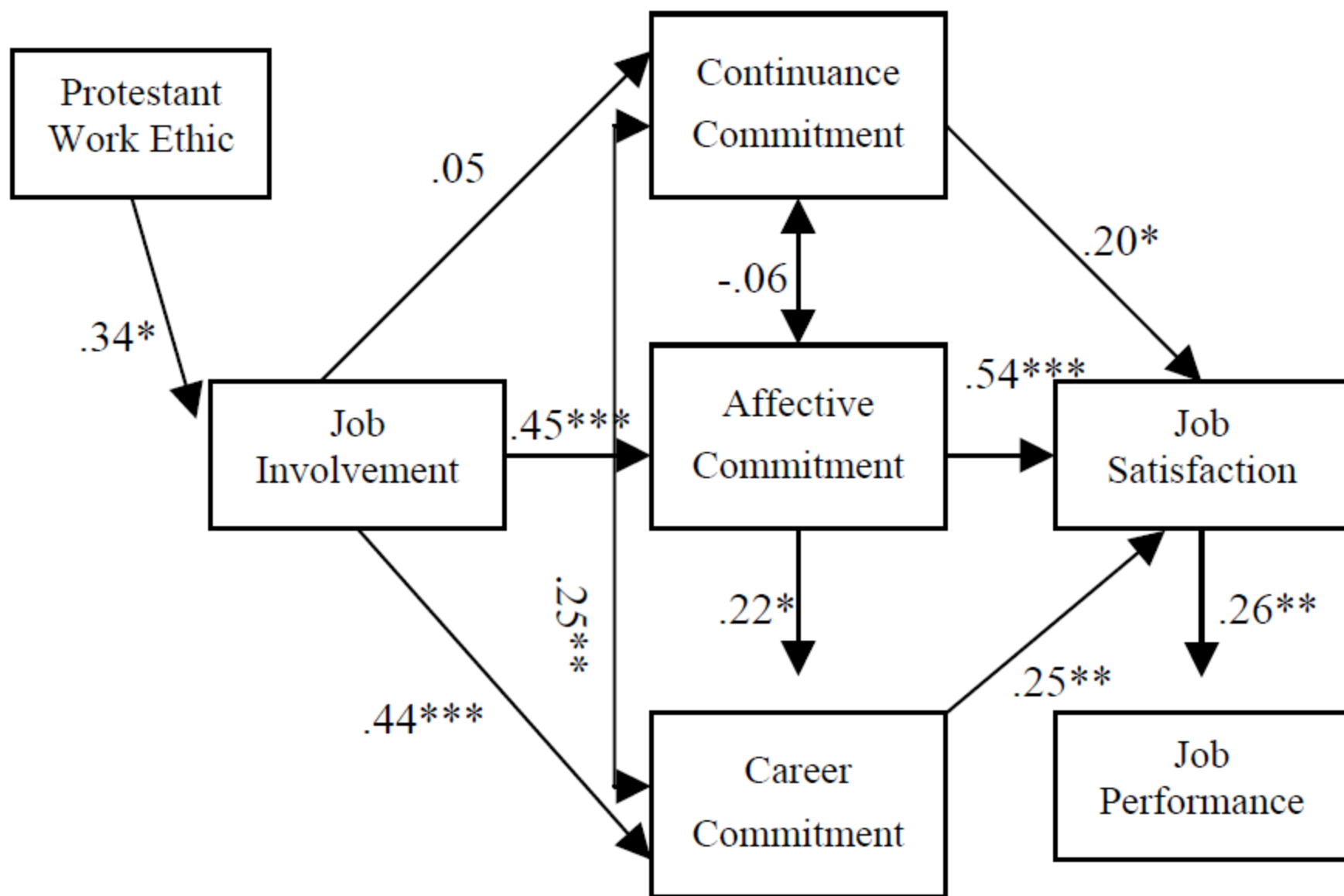
Quantitative Research Process



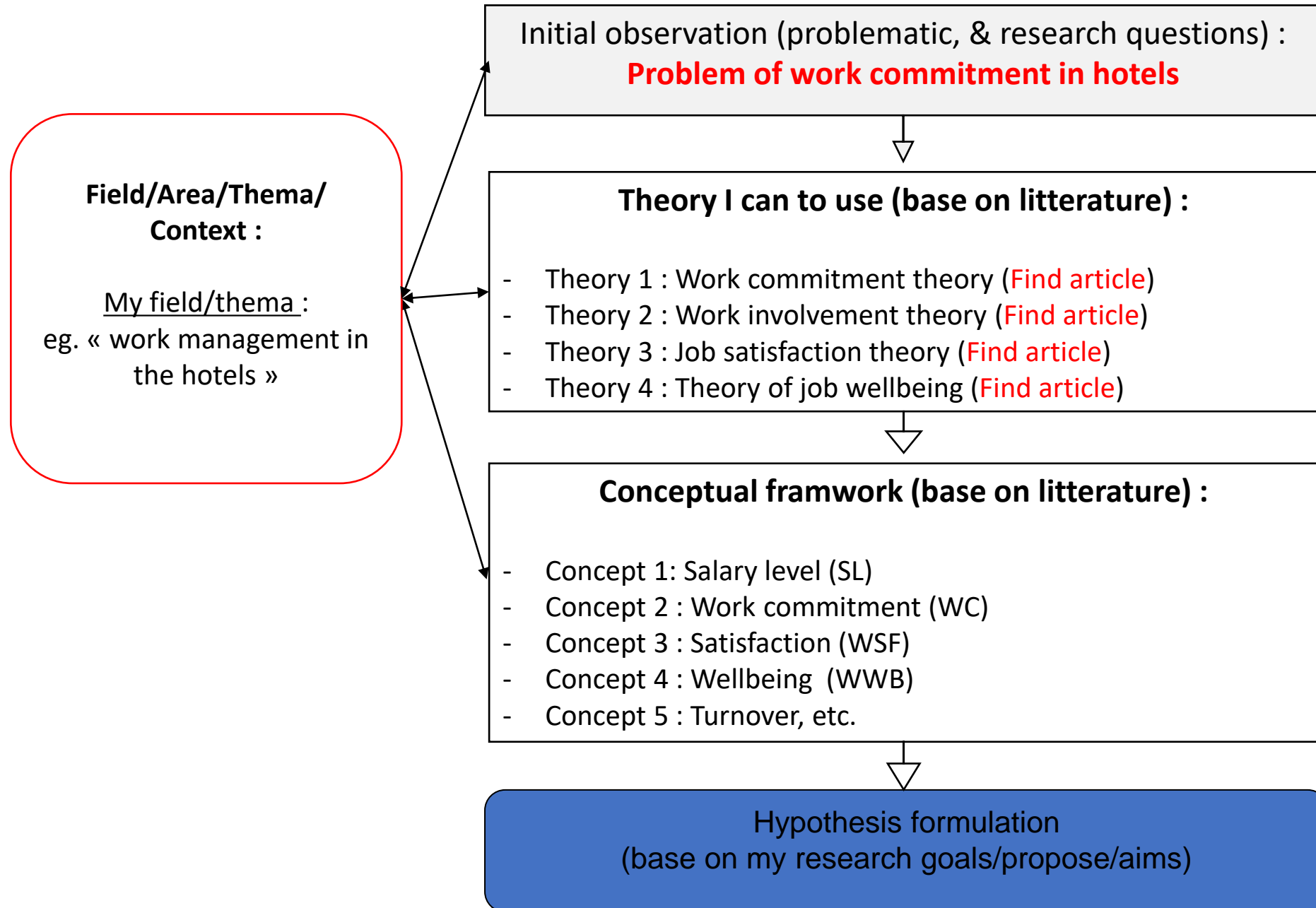
Article 2.

**WORK COMMITMENT, JOB SATISFACTION, AND JOB
PERFORMANCE: AN EMPIRICAL INVESTIGATION**

Abraham Carmeli and Anat Freund*



Quantitative Research Process



Quantitative Research Process

Hypothesis :

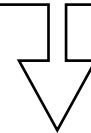
Model : effet of salary level on WC and WI

H1. The LS influence the level of Work commitment (WC) (Yes or No ?)

H2. The LS influence the level of Work Satisfaction (WS) (Yes or No ?)

H3. The LS has a positive effect on Work Wellbeing (WWB) (Yes or No ?)

H4. The LS has a positive effect on the Turnovers (WT) (Yes or No ?)



Test your Hypothesis => Collecte data
(interview, questionnaire, panel, web, etc.)

Theoretical model / Relationship between variables

