

Perspectives of Consumers on Electronic Commerce

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Introduction

The brand personality of Airbnb is investigated in regard to how it affects institutional trust and customer participation. By establishing a firm knowledge of the link between those components in the context of hospitality brands, this study seeks to close a gap in the literature on marketing. The study's findings showed that enthusiasm, genuineness and competence are the three traits most closely related with Airbnb's brand identity. Brand personality was shown to have an impact on institutional trust as well as consumer participation, with competence having the greatest effect on consumer involvement and sincerity having the greatest impact on institutional trust [1].

Description

One of the top companies in the hospitality sector, Airbnb is also one of the sharing economy's fastest-growing companies. The company links guests with hosts all around the world through a marketplace platform. For purchase intents, especially online, trust is crucial and the level of engagement shows how devoted a business is to keeping its promises. In the case of Airbnb, customers may pay for their services online and provide recommendations for other potential guests. In contrast to other business models, Airbnb must maintain its reputation by offering creative and high-quality services to tourists, particularly in the hotel sector, where the product qualities are quite similar [2].

Due to Airbnb's rapid expansion, brand personality traits are now crucial for building a favourable corporate image and positioning the business as a platform that offers distinctive experiences to its consumers and has a unique identity. In addition, by using open innovation techniques, an analysis of Airbnb's brand personality and other behavioural aspects may help to uphold the brand's reputation and improve the calibre of its services. A hedonic brand image influences behavioural engagement on social media and brand equity mediates the relationship between the functional brand image, consumption, contribution and creation of social media brand-related content, according to Schivinski case study of Airbnb about social media brand engagement in the context of collaborative consumption.

One of the rapidly expanding hospitality businesses, Airbnb uses the sharing economy to run its operations and link hosts and guests. One of the top businesses in this sector, Airbnb acts as a middleman to meet visitor demands through an innovative marketplace platform. According to a prior research on the company, Airbnb "describes itself as a trusted community marketplace for travellers to publish, find and book unique lodgings all around the world." Research has been done in the past to describe the effects of engagement on brand personality and to understand how passengers view Airbnb [3].

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According to the survey, "Travelers' engagement in accommodations affects how the Airbnb brand identity is regarded." The study also showed that the degree of engagement impacts consumers' perceptions and purchase tendencies, which are the key elements in the success of the Airbnb business plan. Trust may have a significant impact on customers and revenue for the business because it primarily communicates with people online. Trust has both direct and indirect benefits on consumer happiness and repurchases intention, according to a piece about Airbnb. Over time, several more research has investigated the mediating impact of brand trust on customers; it has been demonstrated to be especially important for a firm that works on a marketplace platform. The group of human traits that customers associate with a particular brand is referred to as its brand personality. Marketing professionals believe that controlling brand personality is crucial since it impacts customer reactions. Consumers frequently see brands as well-known public individuals with human-like features. Consequently, brand personality is created in a manner that is comparable to how human personality is created. Brands may develop solid, enduring relationships with customers by being given human traits. A research showed that brand personality affects customers' emotions and purchasing behaviour. Similar research revealed a number of other potential brand personality impacts that are significant to marketers, including: For instance, brand attachment increases when customer personality and brand personality are consistent [4,5].

Conclusion

The brand personality measure used by Aaker may also have certain limitations. The theoretical foundation explained how imperfect Aaker's brand personality scale is. Using several brand personality dimensions, future study might examine the brand personality of Airbnb. Future studies should examine how the brand personality of Airbnb relates to other behavioural variables, including customer happiness and brand loyalty. To further our knowledge of the significance of brand personality in companies like Airbnb, we should also do research on other brands in the hospitality industries, as well as brands that rely on the sharing economy and community-based services.

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Conflict of Interest

None.

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