

Public Policy and Institutional Quality in ECOWAS and Worker Productivity

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Introduction

The impact of Airbnb's brand personality on institutional trust and customer participation is the subject of this study. This study aims to fill a void in the marketing literature by establishing a solid understanding of the connection between those components in the context of hospitality brands. According to the findings of the study, the three characteristics that are most closely associated with Airbnb's brand identity are competence, genuineness, and enthusiasm. Both consumer participation and institutional trust were found to be influenced by a brand's personality. Competence had the greatest impact on consumer involvement, while sincerity had the greatest impact on institutional trust [1].

The ability of countries to generate strong and inclusive growth depends, among other things, on the productive capacity of their labour force. Increasing labour productivity lowers production costs, increases the competitiveness of economies and improves people's welfare by raising incomes and giving initially excluded groups easier access to goods whose prices have fallen relatively. Many studies rightly show that increasing labour productivity in developing countries, particularly in agriculture, can substantially reduce poverty. Others point to the extent to which sectorial changes in labour productivity reduce income inequalities between workers in the primary sector and those in other sectors. Some studies also highlight the contribution of productivity growth in improving the competitiveness of economies in international markets. On the African continent, the performance of countries in terms of labour productivity appears quite heterogeneous. While countries in the West, East and Central African sub-regions perform modestly, those in North and Southern Africa perform better. For example, in 2016, labour productivities were 11,408.8 and 10,577.7 US dollars per worker per year in North and Southern Africa respectively, while they were much lower in East, Central and West Africa, at 1,512.8; 5,019.8 and 5,355.9 US dollars per worker per year respectively [1,2].

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].

Discussion

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

There may also be limitations to the Aaker brand personality test. The theoretical foundation provided an explanation for the brand personality scale's flaws. Future research may examine Airbnb's brand personality using a variety of brand personality dimensions. The relationship between Airbnb's brand personality and other behavioral variables, such as customer satisfaction and brand loyalty, should be the subject of future research. We should conduct research on other brands in the hospitality industry, as well as brands that rely on the sharing economy and community-based services, in order to expand our understanding of the significance of brand personality in companies like Airbnb.

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Conflict of Interest

None.

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