

The Influence of Brand Personality on Consumer Engagement and Institutional Trust

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Introduction

This research delves into an investigation of the influence of brand personality on both institutional trust and consumer engagement, aiming to bridge a gap in the marketing literature by establishing a comprehensive understanding of the relationship between these components within the context of hospitality brands. The study's findings illuminate the role of three brand traits: enthusiasm, genuineness and competence, which are closely linked to brand identity. These traits significantly shape consumer perceptions and behaviors toward the platform. Regarding institutional trust, the research reveals that sincerity, one of the identified brand traits, holds the greatest sway in building trust in the organization. When consumers perceive the organization as competent in delivering quality services, they are more likely to actively engage with the platform, participating in activities such as bookings, providing reviews and recommending it to others. The results of this study contribute to our understanding of the interplay between the brand personality of the organization, institutional trust and consumer participation. By pinpointing the specific brand traits with the most substantial impact on these factors, it offers valuable insights for marketing practitioners and researchers in the hospitality industry [1].

Description

In conclusion, this analysis underscores the significance of cultivating a brand personality characterized by enthusiasm, genuineness and competence to foster institutional trust and encourage active customer engagement within the context. The examination focuses on understanding how distinct brand attributes impact consumer behavior and the level of trust placed in the company. In recent years, has emerged as a prominent player in the hospitality industry, providing a unique platform for individuals to rent out their properties or find accommodations worldwide. The company has carefully nurtured a brand personality defined by essential traits such as innovation, community and authenticity. Consumer engagement, a critical factor for success, encompasses various aspects such as bookings, reviews, social media interactions and word-of-mouth recommendations. The study aims to explore how brand personality influences consumers' propensity to actively engage with the platform and participate in its community-driven ecosystem [2].

The findings suggest that when consumers perceive as genuine and sincere in its dealings, they are more likely to place their trust in the company, considering it reliable and ethical. Furthermore, the study uncovers the influence of brand personality on customer participation. Competence, another key brand trait, emerges as the most significant driver of consumer involvement. Institutional trust, on the other hand, pertains to the confidence and reliance placed by consumers in

as an organization. It involves aspects such as reliability, transparency and ethical conduct. The analysis aims to assess how brand personality shapes consumers' perceptions of the company's trustworthiness, thereby influencing their decision to transact and establish long-term relationships with the platform. By examining the impact of brand personality on both consumer engagement and institutional trust, this analysis strives to uncover valuable insights that can assist in understanding the dynamics of consumer behavior within the context of the sharing economy [3].

The company connects guests with hosts worldwide through its innovative marketplace platform. Trust plays a pivotal role in purchase intentions, especially in online transactions and the level of engagement reflects how committed a company is to fulfilling its promises. In the case of, customers may pay for services online and provide recommendations for other potential guests. Unlike many other business models, must maintain its reputation by delivering creative and high-quality services to travelers, particularly in the hotel sector, where product qualities are quite similar. This rapidly expanding hospitality business leverages the sharing economy to connect hosts and guests. This prominent company in the sector operates as an intermediary to fulfill the accommodation needs of travelers through its innovative marketplace platform. As described in previous research, is positioned as a trusted community marketplace where travelers can discover, book and share unique accommodations worldwide. Prior research has explored the effects of engagement on brand personality and delved into how travelers perceive the company [4,5].

Conclusion

The theoretical underpinning suggests that the brand personality scale is not without imperfections. Future research could explore in more depth the brand personality of. Subsequent studies should also investigate the connections between brand personality and other behavioral variables, such as customer satisfaction and brand loyalty. To enhance our understanding of the role of brand personality in companies like, it is advisable to conduct research on other brands in the hospitality sector, as well as brands operating within the sharing economy and community-based service industries. This broader approach will provide a more comprehensive view of the significance and impact of brand personality in various business contexts.

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Conflict of Interest

The authors declare that there is no conflict of interest associated with this manuscript.

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