

Consumer Interest and Institutional Confidence Effects

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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].

Airbnb is one of the fastest-growing businesses in the sharing economy and one of the leading hospitality companies. Through a marketplace platform, the company connects guests and hosts worldwide. Trust is essential for online purchases, and a company's level of engagement demonstrates how committed it is to keeping its promises. Customers of Airbnb are able to pay for their services and make recommendations for other potential guests online. In contrast to other business models, Airbnb must maintain its reputation by providing tourists with innovative and high-quality services, especially in the hotel industry, where the product qualities are quite comparable [2].

Description

Brand personality traits are now crucial for building a favorable corporate image and positioning Airbnb as a platform that offers distinct experiences to its customers and has a distinct identity due to the company's rapid expansion. An analysis of Airbnb's brand personality and other behavioral aspects may also help to maintain the brand's reputation and raise the quality of its services by employing open innovation methods. According to Schivinski's case study of Airbnb regarding social media brand engagement in the context of collaborative consumption, a hedonic brand image influences behavioural engagement on social media, and brand equity mediates the relationship between the functional brand image and consumption, contribution, and creation of social media brand-related content.

Airbnb is one of the hospitality businesses that is growing quickly. It uses the sharing economy to run its business and connect hosts and guests. Airbnb, one of the most successful businesses in this industry, uses an innovative marketplace platform as a middleman to meet the needs of visitors. "Describes itself as a trusted community marketplace for travelers to publish, find, and book unique lodgings all over the world," according to a previous study on the company. "In the past, research has been conducted to understand how passengers view Airbnb and to describe the effects of engagement on brand personality [3].

"Travelers' engagement in accommodations affects how the Airbnb brand identity is regarded," states the survey. The study also demonstrated that the degree of engagement has an effect on consumers' perceptions and purchasing habits, which are crucial to the Airbnb business plan's success. Because the company primarily communicates with individuals online, trust may have a

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significant impact on the company's customers as well as revenue. According to a piece about Airbnb, trust has both direct and indirect effects on consumer happiness and intention to repurchase. Several additional studies have examined the mediating effect of customer trust in brands over time; It has been shown to be especially crucial for a business that operates on a marketplace platform.

A brand's personality is the collection of human characteristics that customers associate with it. Because it affects how customers react, marketing professionals believe that controlling a brand's personality is essential. Brands are frequently perceived by customers as well-known public figures with human-like characteristics. As a result, brand personality is developed in a manner that is comparable to the development of human personality. Giving brands human traits can help them build lasting relationships with customers. Customers' emotions and purchasing decisions are influenced by brand personality, according to a study. Similar studies revealed a number of additional potential brand personality effects that marketers should be aware of, including: For instance, when both the brand personality and the personality of the customer are consistent, brand loyalty grows [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 hospitality brands, as well as brands that rely on the sharing economy and community-based services, in order to increase our understanding of the significance of brand personality in companies like Airbnb.

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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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