

WHAT IF AIRBNB WERE A PERSON

A Brand Personality Study on the Shared Economy

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This study verifies the perception of the Airbnb brand personality from the perspective of its users (hosts) based on the Brand Personality Scale (BPS) developed by Aaker (1997). In parallel, it examines the applicability of the variables and dimensions of this scale to generalizable measurements of Shared Economy brands. It consists of a quantitative study through the application of survey to 82 Brazilian users, descriptive analysis and exploratory factorial analysis. Results shown the presence of the five brand personality dimensions in the perception of the participants regarding Airbnb in corroboration with the Aaker model. The dimensions Competence, Sincerity and Excitement, in the perception of the participants hosts. It was also indicated little significance of the dimension Ruggedness for the case. From the theoretical point of view, it extends the knowledge about brand personality in the field of tourism and in the context of Shared Economy. From the managerial perspective, it shows the perceptions of the users regarding the brand, giving inputs for strategic adjustments and for the brand management.

KEY WORDS: brand personality, hospitality, Airbnb, shared economy, hosts.