

# **HOSPITALITY BRAND TRANSPARENCY AND AUTHENTICITY: CO-CREATION ANTECEDENTS AFFECTING LOYALTY AND TRUST**

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## **ABSTRACT**

Brand trust, authenticity, and access to information through online transparency are the factors influencing traveler's decision-making in digital environments. This study examined the role of brand transparency and authenticity in building loyalty and trust among customers and a company through value co-creation, specifically co-creating a marketing campaign for a well-known coffee-shop brand. US residents (n=510) participated in an online scenario-based survey. Results revealed that brand transparency served as an antecedent to customers' perceptions of brand authenticity. Transparency positively influenced customers' involvement in co-creating of marketing campaigns and improved brand trust, but not brand loyalty. The findings contribute to both theory and practice.

**Keywords:** Brand authenticity, transparency, consumer-generated advertising, loyalty, trust