


# Chapter 2

## Brand Identity and Image Management in Peer-to-Peer Platforms: Navigating Crisis in Digital Environments

**Ayushi Agrawal**


 <https://orcid.org/0009-0004-2388-8513>

*Christ University, Bengaluru, India*

**Vedha Balaji**


*Christ University, Bengaluru, India*

**Ganesh Lakshmanan**

 <https://orcid.org/0000-0003-1114-2461>

*Christ University, Bengaluru, India*

**Manish Kumar Srivastava**

 <https://orcid.org/0000-0002-9238-9767>

*Christ University, Bengaluru, India*

### ABSTRACT

*The peer-to-peer economy is experiencing remarkable growth in a short span of time, showcasing a wide variety of platforms, dynamic business models and transactions. It is essential to gain a thorough understanding of how these platforms maintain brand image and their identity in this digital age. Despite the importance of the concept, and the rapid need to know how brand image is co-created in peer-to-peer platforms, literature lacks a theoretical understanding of the concept. This*

DOI: 10.4018/979-8-3373-2367-1.ch002

*book chapter develops a brand image conceptualization and how platforms as a company, service providers and consumers play a crucial role in creating and maintaining brand image. This study will decisively examine how brand image is created, communicated and protected by stakeholders in these technology-driven environments. Also, the chapter emphasizes that effectively managing brand image in P2P environments requires a comprehensive approach. This approach should integrate technological solutions, safety protocols, and a deep understanding of the dynamic interactions among all the stakeholders.*

## **1. INTRODUCTION**

In recent years, after COVID-19, the sharing economy has grown rapidly and has revolutionized marketing approaches and is poised to significantly disrupt a wide range of industries from fashion to hotels and from transportation to accommodations, self-storage, and many others (Sutherland & Jarrahi, 2018). In this ecosystem, peer-to-peer digital brands such as Uber and Airbnb have changed the way services are delivered by eliminating the need for physical locations, and neither of these platforms provides services in person. Instead, peer-to-peer brands provide a digital platform for service providers and service users to get connected, and these platforms play a powerful role and act as economic and technical bridges (Hamari et al., 2015). The peer-to-peer digital platforms offer flexible job opportunities and level-off market prices that are beneficial for everyone involved. These platforms create a win-win environment for both service providers and service users (Einav et al., 2016; Ernst and Young LLP, 2015). Due to the convenience and easy accessibility, markets have responded in a positive way to these platforms, and peer-to-peer has grown in a relatively short span of time. Moreover, since these platforms do not offer or produce their own services, they cannot guarantee the quality of the services and consistency in the service provisions (Eckhardt et al., 2019).

In traditional services, brands have complete control over the services they offer. Here, in peer-to-peer platforms, due to the decentralized network, it is difficult to maintain the Quality offerings. Hence, building brand image and maintaining it is the biggest challenge for these platforms, as the customers build brand image on the basis of the services, behavior, and performance of individual service providers. These factors are not in direct control of the platforms and thus, maintaining brand image is one of the major challenges faced by the peer-to-peer platforms.

In the current digital age, the sudden rise of peer-to-peer platforms has raised significant ethical concerns that demand our attention. Customers who are taking services demand safety, comfort and trust while using services offered by these platforms. However, maintaining brand image challenges is not easy as the services

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/brand-identity-and-image-management-in-peer-to-peer-platforms/396898](http://www.igi-global.com/chapter/brand-identity-and-image-management-in-peer-to-peer-platforms/396898)

## Related Content

---

### The Future of Digital Learning in the Era of Misinformation

Subharthi Das, Santu Karmakarand Tapash Das (2026). *Effects of Education Communication in Digital Learning Environments* (pp. 385-408).

[www.irma-international.org/chapter/the-future-of-digital-learning-in-the-era-of-misinformation/388201](http://www.irma-international.org/chapter/the-future-of-digital-learning-in-the-era-of-misinformation/388201)

### Productivity Enhancements from Digital Synthetic Data

S. Ida Evangeline (2026). *Digital Synthetic Data and Outputs* (pp. 183-204).

[www.irma-international.org/chapter/productivity-enhancements-from-digital-synthetic-data/394961](http://www.irma-international.org/chapter/productivity-enhancements-from-digital-synthetic-data/394961)

### Italian Undergraduates Join Facebook, but Keep a Critical Distance: "It is Useless, but I'm Using It"

Paolo Ferri, Nicola Cavalli, Andrea Mangiatordi, Marina Micheli, Andrea Pozzali, Francesca Sceniniand Fabio Serenelli (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 1349-1359).

[www.irma-international.org/chapter/italian-undergraduates-join-facebook-but-keep-a-critical-distance/115077](http://www.irma-international.org/chapter/italian-undergraduates-join-facebook-but-keep-a-critical-distance/115077)

### Digital Transformation in Accounting Effect on Public Sector Accountability Through Digital Innovations in the Public Sector in the Horn of Africa

Shashi Kant, Darara Anbesa Balami, Zerihun Kinde Alemuand Gebre Sorsa Takaro (2025). *Enhancing Public Sector Accountability and Services Through Digital Innovation* (pp. 237-264).

[www.irma-international.org/chapter/digital-transformation-in-accounting-effect-on-public-sector-accountability-through-digital-innovations-in-the-public-sector-in-the-horn-of-africa/381765](http://www.irma-international.org/chapter/digital-transformation-in-accounting-effect-on-public-sector-accountability-through-digital-innovations-in-the-public-sector-in-the-horn-of-africa/381765)

### Time Management and Wellbeing for Educators and Students

Satya Subrahmanyamand Fleur C. Khalil (2026). *Adaptation and Challenges of Remote Teaching and Digital Tools* (pp. 357-386).

[www.irma-international.org/chapter/time-management-and-wellbeing-for-educators-and-students/394436](http://www.irma-international.org/chapter/time-management-and-wellbeing-for-educators-and-students/394436)