

Match them, if you can!
**The similarity between brand personality
and endorser personality as determinant of
perceived fit and purchase intentions**

Magdalena Bekk
Matthias Spörrle
Georg Felser





- Match-up hypothesis: Endorsements are more effective in advertisements when there is congruence between endorser (i.e., a celebrity) and endorsed product
- Demonstrated for attractiveness:
Attractive endorser + attractiveness related product = higher purchase intention (Till & Busler, 2000)
- **What about the personality of a person and a brand?**
- **Does congruence matter?**



- Set of human characteristics one consistently associates with a brand (cf. Aaker, 1997)
- 5 Dimensions of brand personality:
 - Sincerity
 - Excitement
 - Sophistication
 - Competence
 - Ruggedness
- Only three cross-culturally stable dimensions (Aaker, Benet-Martínez, & Garolera, 2001)



- Hypothesis 1:
A low distance between the endorser's and the brand's personality on each personality dimension will lead to a higher perceived fit between these two entities
- Hypothesis 2:
A higher perceived fit between endorser and brand will lead to higher purchase intentions



- 360 participants (50% female, mean age 25.82 years, $SD = 8.01$)
- 3 brands (Apple, Mercedes, Nike)
- 2 celebrity endorsers (Julia Roberts, George Clooney)
- Personality dimensions (Alphas from .69 to .87, mean Alpha .82)
Derived predictors: Distance between endorser and brand (i.e., absolute personality difference score)
- Dependent 1: Perceived fit (Alpha .91)
- Dependent 2: Purchase intention (Alpha .84)



Regression 1: Prediction of perceived fit between endorser and brand personality

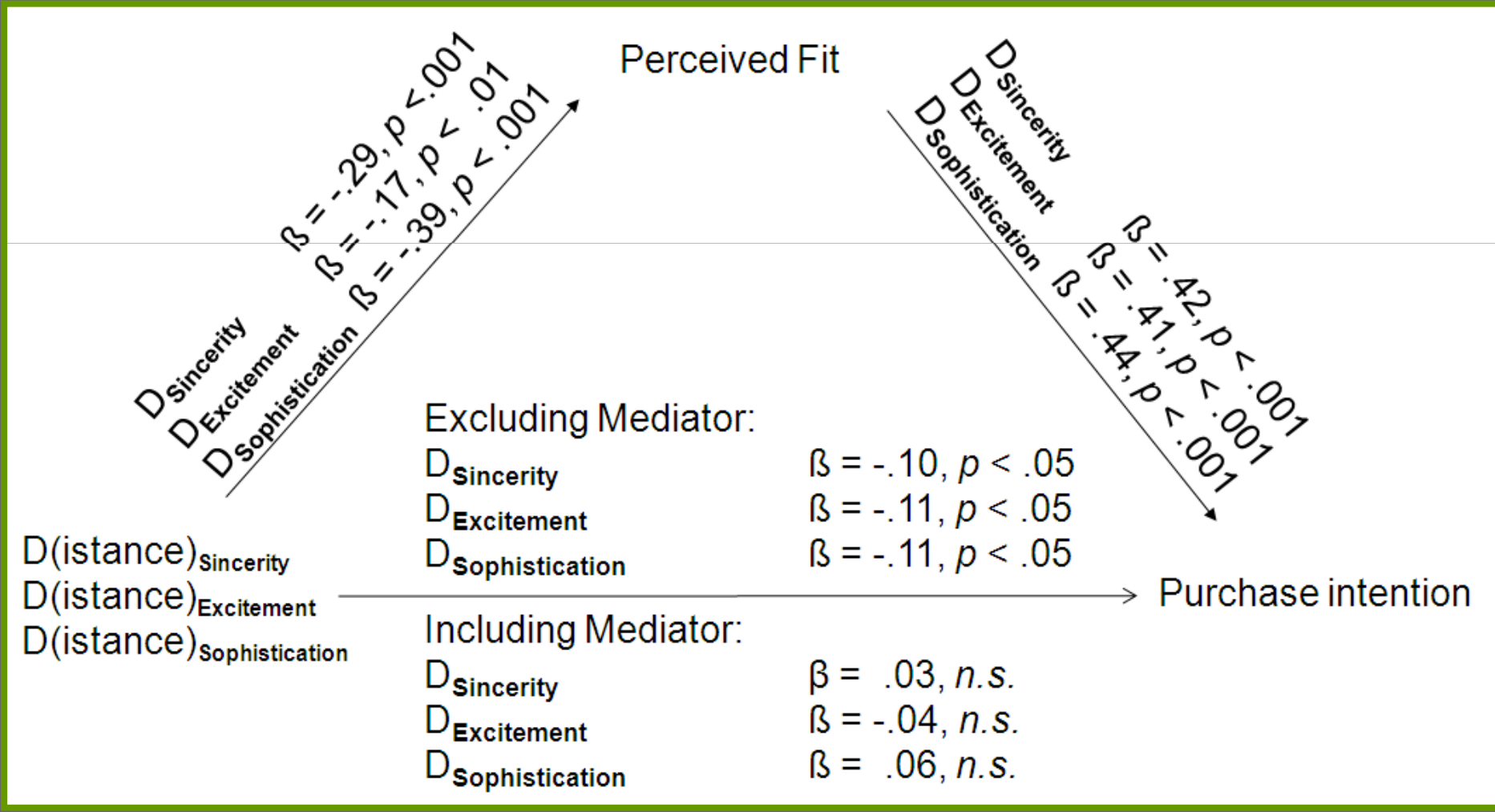
Predictors		β	SE
	Endorser	-.08*	.09
	Dummy 1	-.39***	.13
	Dummy 2	-.25***	.11
	Age	.09*	.01
	Sex	.03	.09
Distance	Sincerity	-.18***	.05
	Excitement	-.17***	.05
	Sophistication	-.14***	.06
R^2_{adj}		.26	

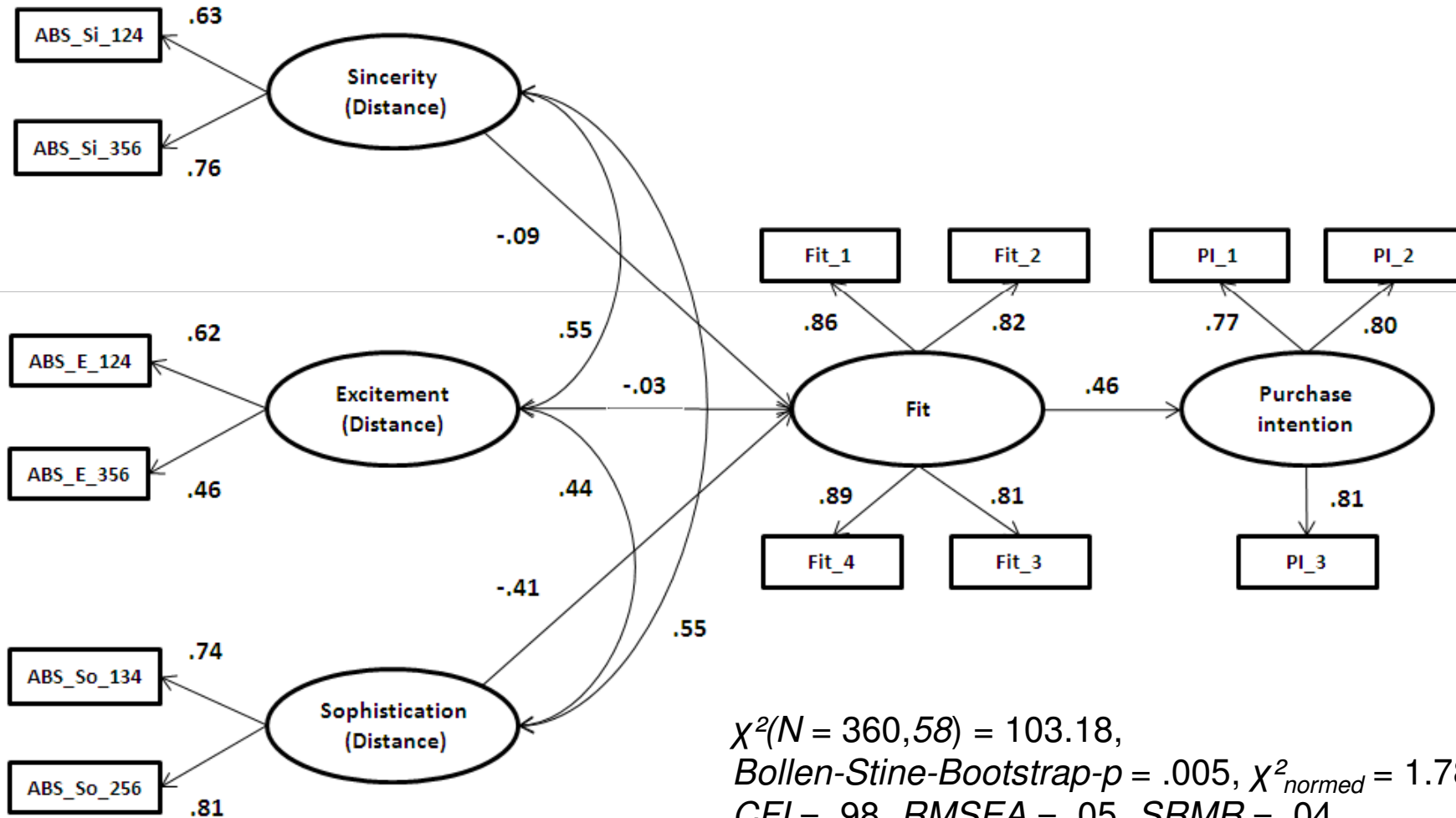
Regression 2: Prediction of purchase intention (including perceived fit)

Predictors		β	<i>SE</i>
Endorser		-.07	.05
Dummy 1		.14*	.07
Dummy 2		.16**	.06
Age		-.08	.05
Sex		-.06	.05
Distance	Sincerity	.03	.05
	Excitement	-.02	.05
	Sophistication	.02	.06
Perceived Fit		.47***	.06
R^2_{adj}		.19	



Mediations of personality based distances on purchase intentions through perceived fit





$\chi^2(N = 360, 58) = 103.18,$
Bollen-Stine-Bootstrap-p = .005, $\chi^2_{normed} = 1.78,$
CFI = .98, *RMSEA* = .05, *SRMR* = .04.



- The lower the distance between endorser and brand based on personality dimensions the higher the perceived fit between the two entities
- The higher the perceived fit between the endorser and the brand the higher the purchase intention
- The distance between endorser and brand based on personality dimensions predicts purchase intentions indirectly



- Theoretical contribution: The perceived personality of conceptually different entities can be assessed by homologous scales reliably and validly
- Applied contribution: Match-up hypothesis can be transferred into the context of personality
- Practical contribution: Advertisements might be more effective if personalities of brand and endorser are congruent based on their personality dimensions



- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347–356.
- Aaker, J. L., Benet-Martinez, V. & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81, 492–508.
- Bekk, M., Spörrle, M., & Felser, G. (2009). Match me, if you can – Zum Einfluss von persönlichkeitsbasierter Ähnlichkeit zwischen Marke und Testimonial auf die wahrgenommene Passung und die Kaufwahrscheinlichkeit [Abstract]. In A. B. Eder, K. Rothermund, S. R. Schweinberger, M. C. Steffens & H. Wiese (Hrsg.), 51. *Tagung experimentell arbeitender Psycholog/innen in Jena* (S. 145). Lengerich: Pabst Science Publishers.
- Fanderl, H. S. (2005). *Prominente in der Werbung. Empirische Untersuchungen zur Messung, Rezeption und Wirkung auf Basis der Markenpersönlichkeit*. Wiesbaden: Deutscher Universitäts Verlag.
- Kamins, M. A. (1990). An investigation into the "match-up" hypothesis in celebrity advertising: When beauty may be only skin deep. *Journal of Advertising*, 19, 4–13.
- Mäder, R. (2005). *Messung und Steuerung von Markenpersönlichkeit: Entwicklung eines Messinstruments und Anwendung in der Werbung mit prominenten Testimonials*. Wiesbaden: Deutscher Universitäts Verlag.
- Till, B. D. & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29, 1–13.

Thank you for your attention