

Match them, if you can!

The similarity between brand personality and endorser personality as determinant of perceived fit and purchase intentions

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- 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 Excitement Sophistication	.05 .05 .06

$$R^2_{adj} \quad .26$$



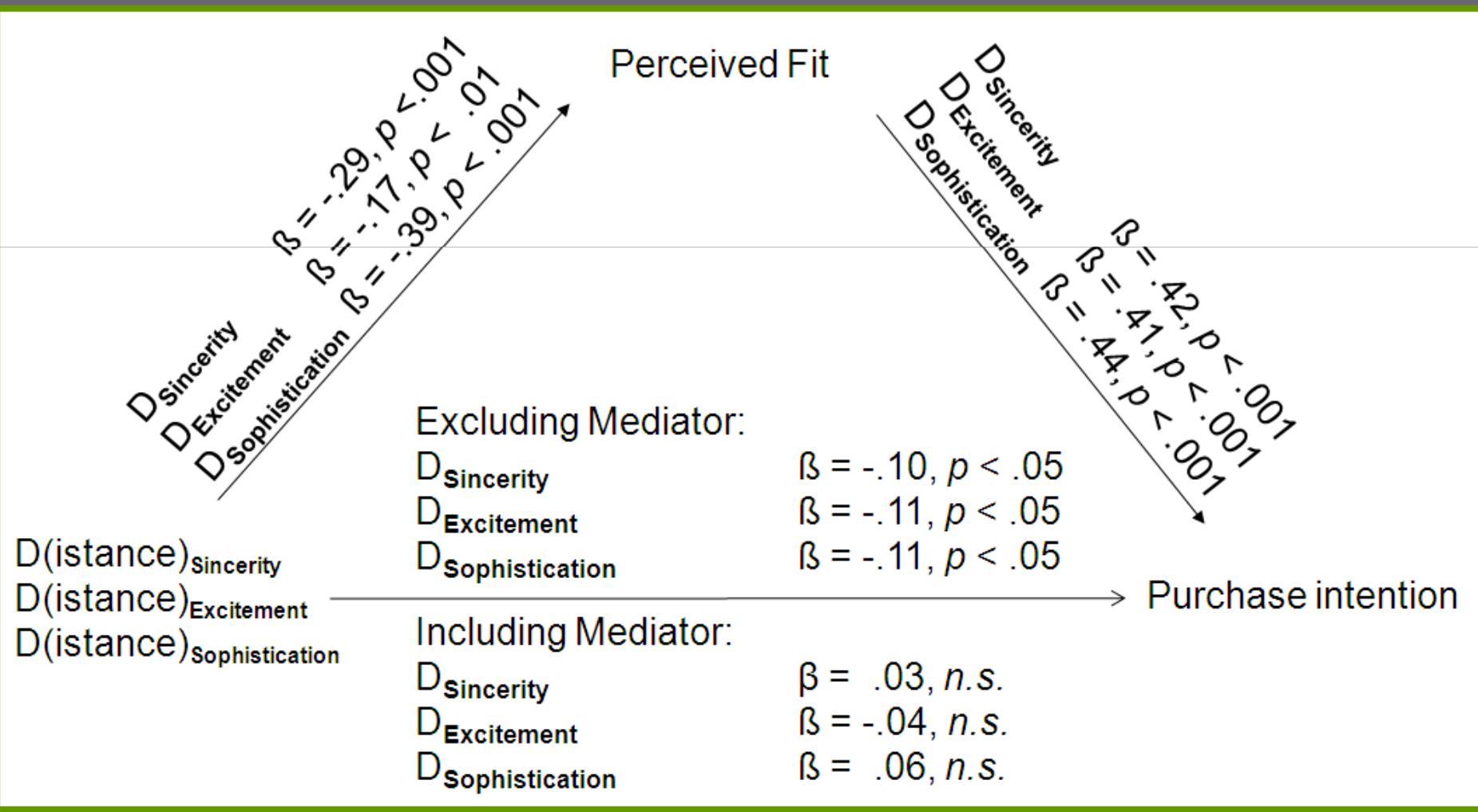
Regression 2: Prediction of purchase intention (including perceived fit)

Predictors		β	SE
	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

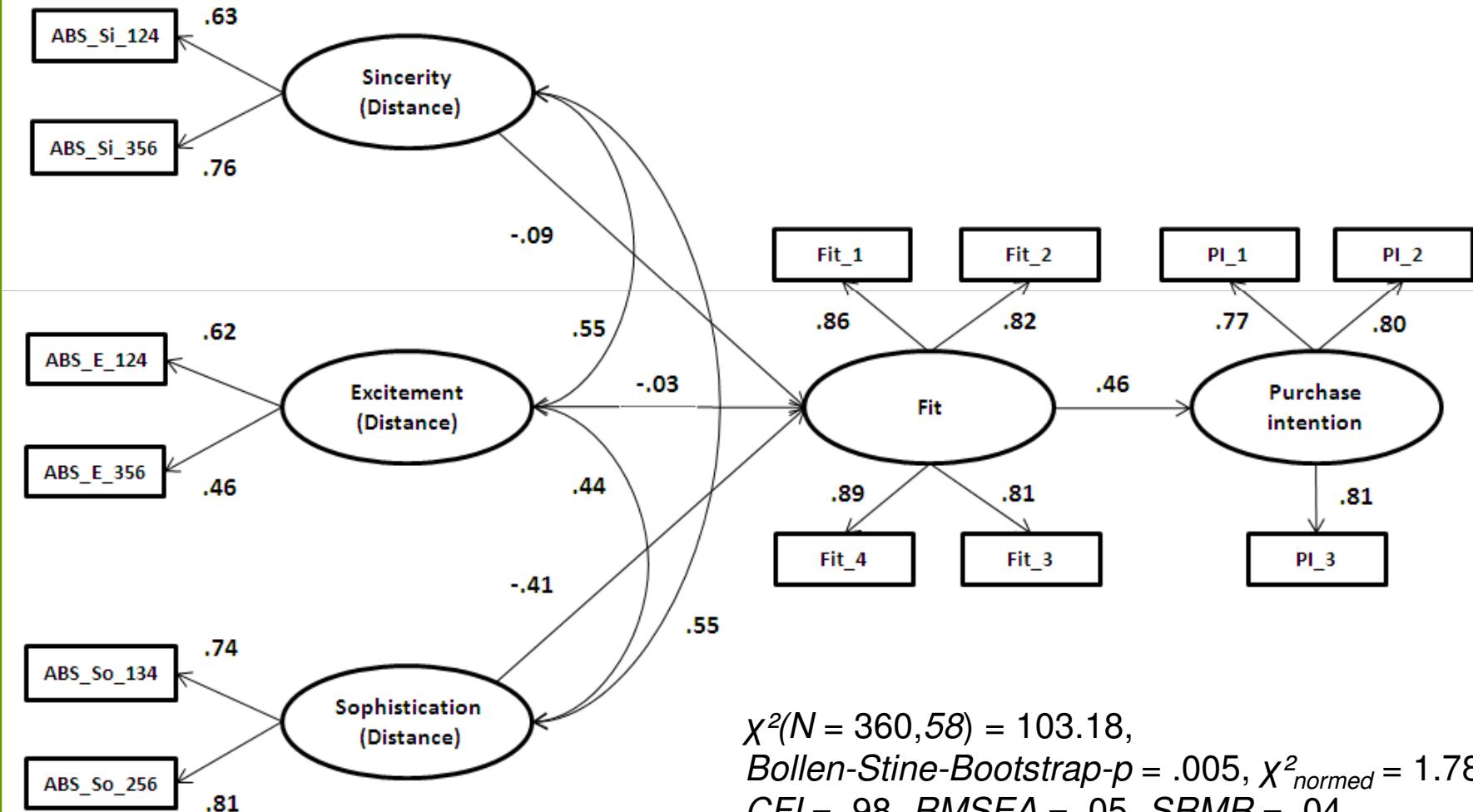
$$R^2_{adj} .19$$



Mediations of personality based distances on purchase intentions through perceived fit



Results





- 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



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Thank you for your attention