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?
Brand personality

• 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)
Hypotheses

• 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

<table>
<thead>
<tr>
<th>Predictors</th>
<th>β</th>
<th>SE</th>
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<tbody>
<tr>
<td>Endorser</td>
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<td>.09</td>
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<tr>
<td>Dummy 1</td>
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<tr>
<td>Sincerity</td>
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<td>Sophistication</td>
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$R^2_{adj}$ = .26
Regression 2: Prediction of purchase intention (including perceived fit)

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<td>.06</td>
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<tr>
<td>Perceived Fit</td>
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</table>

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

Mediations of personality based distances on purchase intentions through perceived fit

Excluding Mediator:
- $D_{\text{Sincerity}}$: $\beta = .29, p < .001$
- $D_{\text{Excitement}}$: $\beta = .17, p < .01$
- $D_{\text{Sophistication}}$: $\beta = .39, p < .001$

Including Mediator:
- $D_{\text{Sincerity}}$: $\beta = .10, p < .05$
- $D_{\text{Excitement}}$: $\beta = .11, p < .05$
- $D_{\text{Sophistication}}$: $\beta = .11, p < .05$
\[ \chi^2(N = 360, 58) = 103.18, \]

*Bollen-Stine-Bootstrap-p* = .005, \( \chi^2_{\text{normed}} = 1.78, \)

*CFI* = .98, *RMSEA* = .05, *SRMR* = .04.
Discussion

• 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.
Discussion

• 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.


Thank you for your attention