Significance of Celebrity Personality on Brand Personality

Lakshika Yapa [a], W.M.Rohan Laksiri [b]

Department of Marketing, Faculty of Management & Finance, University of Ruhuna.Matara,Sri Lanka
yapalakshika@gmail.com
[b] *Department of Marketing, Faculty of Management & Finance, University of Ruhuna.Matara,Sri Lanka*
rohan.laksiri@gmail.com

Abstract

Celebrities enjoy with the public recognition. The usage of the celebrities in the advertisements has been significantly increasing. The advertisers spent large amounts of money for the celebrities for their appearing as the brand ambassadors in advertisements. Due to inconsistencies of the findings of literature and lack of substantial number of studies, conduct in the Sri Lankan context, significance of celebrity personality on brand personality is unclear. Hence, the main objectives of this study are to analyze the significance of celebrity personality on brand personality and identify the relationship between celebrity personalities with brand personality. The research was carried out in Matara District, Sri Lanka and primary data were collected from a sample of 200 undergraduates by using a structured questionnaire. The sample was selected on the basis of criteria that they are watching television. The celebrity personality was measured based on three indicators namely: expertise, trustworthiness and attractiveness and brand personality was measured based on sincerity, excitement, competence, sophistication and ruggedness. As per the findings of the study it was found that brand personality is positively and significantly correlated with celebrity expertise, trustworthiness and attractiveness. It was also found that celebrity personality and brand personality correlation is strong, and positive.

Keywords : Advertising, Brand image, Brand personality, Celebrity endorsement, celebrity personality

1.Introduction

1.1 Introduction to the celebrity personality and to brand personality

Celebrity endorsement is one of the main constructs in marketing litereature, that has been studied, and used in promotion strategies for several decades. It was found that celebrity endorsement is higher among youngsters and application of celibrity endorsement for marketing strategies are higher today comapred to the past.

Celebrity endorsement is one of most popular advertising tool in the moderate world. The advertisers use celebrities such as sports personnel, actresses, actors etc. as the model of their advertisements to get closer to the viewer, by using the popularity and personality of the person. In these days' within the Sri Lankan context, sports personals have appered more in adverteesements.

The advertising use to make awareness about a specific brand, and to build a better brand imageso it is being considered as an investment. In order to be an investment advertising should be guided with the proper strategy, which will lead the brand to go to the ultimate objective. From the advertiser's point of view the strongest brand will sustain in the market place and to achieve that the brand will have to build the customer awareness towards their brand. To fulfil this, Most of the advertisers use popular personalities as their brand ambassadors, whose personality combines with the brand image. So, advertisers would be accurate to pick the suitable person for their advertisement. The celebrity's characteristics must always match with brand to build a better combination. If the celebrity personality couldn't match with the brand image, then expected results cannot derive. It will be harmful to the brand. This study is attempted to identify the significance of the celebrity personality on the brand personality. Simply it's about how the brand endorser's personality causes to build or harm the brand personality and what is the consumer's thought about the celebrity personality and how that thought engage with the brand that they endorse. They can expand their thinking of the usage of celebrities to build strong brand personalities. This study is a quantitative research tha uses four advertisements which are more popular in these days to assess the influence of celebrity endoresement over on brand personality. Also these advertisements are representing most popular celebrities of the Sri Lanka and these all advertisements focus on young generation of the Sri Lanka. These four advertisements were rationally selected by considering the gender of the celebrities and advertisement of same product category of Food and Beverage. Maggie Devilled is the recently released advertisement and Jackline Ferdinance, the Bollywood actress who have Sri Lankan genesis represent this advertisement.

Figure I Maggie Devilled TV Commercial

Figure ii Koththumee TV Commercial

Figure iii Nestomalt TV Commercial

Figure iv VIVA TV Commercial

2. Research Problem

According to the (Mukherjee, 2009), a research gap exsists on the relationship propasitions between celebrity personality and brand personality. Although some researchers has attemted to assess the relationship between celebrity endorsement and brand personality, only few of researchers have done personality characteristics of celebrity impact on brand personality. But in the Sri Lankan context research regarding the brand and it personality and celebrity personality is less. But branding and the brand management and celebrity endorsement have growing trend, and most of the marketers highly concern on it. Therefore companies should have a deep understanding about the celebrity endorsement in order to have competitive advantages. Therefore this study is an attempt to fill the research gap with better solutions to the research problem of whether the Celebrity personality impact on brand personality.

Research Questions

- Is there a relationship between celebrity personality and brand personality?
- Is there a relationship between of celebrity with brand personality?
- Is there a relationship between consciousnesses of the celebrity with brand personality?
- Is there a relationship between neuroticism of the celebrity with brand personality?
- Is there a relationship between openness to experience of the celebrity with brand personality?

Objectives of the study

Primary objective of the research is to identify the relationship between celebrity personality and Brand personality. At present celebrity endorsement has become very critical strategy in the consumer market. In addition to that the study's specific objectives are to:

- identify the relationship between trustworthiness of celebrity with brand personality.
- identify the relationship between expertise of celebrity with brand personality.
- identify the relationship between attractiveness of the celebrity with the brand personality.

Setting Hypothesis

To achieve the overall and specific objectives of this research study the researcher developed a set of hypothesis. These hypotheses were then tested with the resulted obtained from the correlation analysis between "Independent Variables and Dependent Variables".

H1: There is a strong positive relationship between celebrity personality and crand personality
H2: There is a positive relationship between of celebrity trustworthiness and brand personality.
H3: There is a posiive relationship between celebrity expertise and brand personality.
H4: There is a relationship between celebrity attractiveness with Brand personality.

Significance of the study

To the advertisers

Among the vast competition between companies on the market every company who practice large scale marketing activities use different and latest marketing strategies to acquire bigger market share than their competitors. Here companies try to do attractive advertising in order to enhance the recall ability of the advertisement, so for the advertisements marketers use celebrities who have a good recognition in the society and in the targeted customer segment. Therefore this study helps to companies who highly concern about the brand, to create better advertisement which helps company to entwine its target market.

To the Society

Most of the companies who apply brand management have to consider the personality of the brand they are going to develop. Then the marketers apply the associations which enhance the brand personality. One of these associations is functional quality. In order to enhance the experience consumer receive through paying higher prices for the brand, marketers enrich the brand. According to Baisya (2013), brand becomes a part of consumers' life style.

To the Academically

Here practical approach of marketing plays significant role in formulating marketing strategies and decision than the theoretical approach. As successful marketing graduates, we should have a possibility to apply theoretical marketing knowledge in to practical scenario. So, this study attempts to know how to apply theoretical knowledge in to a practical scenario. This research study covers the some of core of brand management theories, therefore the researcher able to have a good knowledge about the brand.

3. Literature Review

3.1 Theories of Celebrity endorsement and Brand Personality

3.1.1 Marketing Communication

Communication is the process which delivers information from a sender to a receiver with the use of selected media. Speaking, singing, tone of voice and nonverbal, physical languages such a body language, paralanguage, touch, eye contact or writings can be used to communicate but it always needs a presenter. Through these communications process marketers and all the other people try to convey a message which has a meaning and its effort to create shared understanding or better understanding among the society.

3.1.2 Advertising

Advertising is a non-personal communication process which disseminates information about the product to the customer. According to Agrawal and Kamakura (1995), Celebrity endorsement is a valuable investment in advertising, and it helps to enhance the trust towards the product and improve the recall ability of the advertisement. Jones (1999) noted that the marketing communication makes brand more strength and advertising plays the most vital role in the brand strengthening process, but in the modern marketing world advertising share only a small part of making strong brand personality in the consumer's mind. According to Ouwersloot and Tudorica (2001), advertisng plays the most important role in creating personality and also

advertisement contains information about the brand personality which advertiser proposed to communicate to consumers and also advertisement do not deliver the brand personality but consumer create the personality and customer has to connect the personality of the endorser in the advertisement.

3.1.3 Personality

According to the Guilford (1973), depicted trais as any distinguishable and comparatively bearable way which one person differs from other and Anderson and Reuben (1986) defict that human personality is a set of traits.According to McCrae and John (1992), Personalities of a person differ in their emotional, interpersonal, experiential, attitudinal and motivational styles.

3.1.4 Brand

According to Welch, the former CEO of General Electric, said that their most valuable assets and intangible assets are among those assets brand is a powerful asset they have. According to Aaker (1991), Brand provides signals about product source.According to Unodeswr (2008), a strong brand can derive more advantages and it leads to premium price charges, loyal customers and it is another advantage for launch new products and service company must get clear ideas about customer's beliefs their behaviour pattern, competitive position produce features in market place.

3.1.5 Brand Personality

A Brand personality is the set of human characteristics associated with a brand (Aaker, 1997).According to Wee and Ming (2003), found that the brand personality level point out the needed movements which every brand do not keep in the consumer mind, if marketer communicate unwanted information with the consumer ,then consumer feel some doubts in brand communication.

3.1.6 Celebrity Personality

Celebrity is also a human being who has great recognition from the society.Acording to Choi et al.(2005),celebrities are the people who act as cultural symbols and reproduce the beliefs and philosophies and of specific cultures.According to Hung,Chan and Tse (2011), celebrity relationship with the consumer is a salient dimension and it should have a positive relationship.According to Ali, Mazhar and Aslam (2012),celebrity endorsement strongly impact on building brand personality. Research by Blech and Blech (2013) revealed that celebrity endorsement is used to make attention to advertisement.

3.1.8 Celebrity Endorsement and Brand Image

A research by Ajzen (1992) emphasized that different consumers have different personality traits and they respond the message of celebrity is different. Brand image is what consumers perceive about the brand or what consumers actually request from the brand. According to Mukherjee (2009), celebrity and the product should strongly associate.Accoording to Mukherejee (2009), celebrity and the product should strongly associate.

4. Research Methodology

4.1 Study Design

This research was attempted to find out the impact of celebrity personality on brand personality. Here in Sri Lankan context only less number of researches has done regarding this topic and celebrity endorsement has

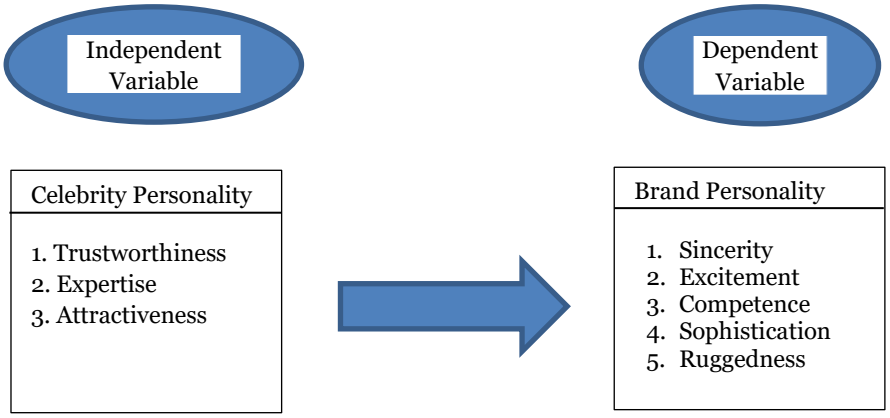
become a vital aspect of the advertising. So, to fulfill this research gap researcher selected this topic. The framework selected is presented in figure 1 and it consists of celebrity personality dimensions and indicators as independent variable and brand personality as dependent variable. This research is a conclusive descriptive research design and quantitative. Furthermore a pilot survey and a secondary data gathered before entering in to this study, information was gathered from extensive searching of internet sites, published articles and informal talking with undergraduates, to understand the scope of the research and to identify the variables that respondents are highly concerned.

4.2 Pilot Study

Based on the information collected from the secondary data sources, a pilot study was carried out to assess the practicability of the research. For this purpose 20 undergraduates are interviewed at randomly to collect data

Through the pilot survey responses validity of the variables taken to measure celebrity personality was identified. Charts and histograms were used to analyze the pilot survey data.

Table 1 : Conceptual Framework



Independent variables of this framework represent the celebrity personality characteristics and it is composed with the three sub dimensions of credibility. Trustworthiness includes eight dimensions, expertise includes eleven dimensions and attractiveness includes eight dimensions. In the dependent variable brand personality dimensions was measured. Composition of the brand personality dimensions are includes five variables; those are sincerity, Excitement, Competence, Sophistication, Ruggedness. Sincerity includes four dimensions, excitement includes four sub dimensions and competences include four dimensions and sophistication includes four dimensions, ruggedness includes four dimensions.

4.3 Data Collection

To execute this research, secondary and primary data needed. Therefore secondary data sources were facilitated by search engines such as warc, google scholar and J- store articles and primary data was collected through structured questionnaire and interviewing the target audience of the research. When collecting the sample the researcher facilitated to watch the relevant four Tv commercials, after that

4.4 Research Instruments

Survey based questionnaire was developed to collect primary data from a sample of 200 undergraduates. When developing the questionnaire four Tv commercials used, which are the advertisement that use celebrities currently. Basically, questions were designed with special consideration given to several demographic variables such as age, gender and Tv watching hours, and to measure the impact of celebrity personality on brand personality, a twelve point positively ranked semantic differential scale was used by giving 11 very important, 0 Not important. The questionnaire has partitioned in to three parts, first part questioned the about the demographic factors of the respondents and second part questioned about the perceived characteristics of celebrity personality and it has divided in to three sub parts. Part (A) includes eleven dimension of expertness of the celebrity. Part (B) includes eight dimensions of trustworthiness of the celebrity and part (C) includes eight dimensions of attractiveness of the celebrity. In the third part includes questions about brand personality and it has divided in to five parts. Part (D) of the category three includes sincerity, Part (E) includes excitements dimensions and part (F) includes competence and part (G) includes sophistication and part (H) includes ruggedness.

4.5 Sample

The population of the research is Sri Lankan young generation who addicted to watch Tv and it is approximately five million. The 200 University of Ruhuna students were selected to get data for the study. This sample consists with undergraduates from both urban and rural areas these undergraduates are from different subject areas.

4.6 Data Analysis Tools

This research is an endeavor to identify the impact of celebrity personality on brand personality. Therefore frequencies and descriptive statistics such as mean and standard deviations were used to measure the respondents generalized idea about the impact of celebrity personality and brand personality. Furthermore regression analysis was used to test the hypothesis and to obtain the objectives of the study.

5 Data Analysis

5.1 Reliability Analysis

To execute this study,data were gathered by filling the questionnaire from the respondents. Therefore questionnaire must be most accurate, complete and consistent. By using Cronbach's coefficient Alpha test, reliability of the each variable of a study is examined and Cronbach recommends analysis of Alpha values for each variable should be more than 0.6. All the variables were reliables as the Cronbach Alpha value was more than 0.6.

6. Results and Discussion

6.1 Correlation Analysis

Table 6.1 Correlation Table For Celebrity Personality And Brand Personality

		Overall Brand Personality
Overall Celebrity Personality	Pearson Correlation	.719(**)
	Sig.(2-tailed)	.000
	N	200

** Correlation is significant at the 0.01 level (2- tailed).(Source: Field Survey data 2014)

According to the table (6.1), Pearson correlation coefficient analysis to measure the relationship between independent variable and defendant variables. If the correlation value is more than 0.5 and P – value less than 0.01, there has positive relationship between independent variable and defendant variable.When analysing celebrity personality, it presents that there has a positive correlation between celebrity personality and brand personality.The correlation value is 0.719(71.9%) at the 0.000significance level (r= 0.719, P<0.000) According to that, between celebrity personality and brand personality have strong correlation.This means that a celebrity personality may influence to bvuild better brand personality.

Table 6.2 Correlation Table

		Brand Personality
Expertise	Pearson Correlation	.814(**)
	Sig(.2-tailed)	.000
	N	200
Trustworthiness	Pearson Correlation	.597(**)
	Sig(.2-tailed)	.000
	N	200
Attractiveness	Pearson Correlation	.523(**)
	Sig(.2-tailed)	.000
	N	200

** Correlation is significant at the 0.01 level (2- tailed).

(Source: Field Survey data 2014)

At here, use the Pearson correlation coefficient analysis to measure the relationship between independent variable and defendant variables. If the correlation value is more than 0.5 and P value less than 0.01, there has positive relationship between independent variable and dependent variable.The correlation table (Table 6.2) presents the relationship between dimensions of celebrity personality measured by expert, trustworthiness, attractiveness against brand personality measured by sincerity, excitement, Competence, Sophistication, ruggedness. Firstly analysing expert, it presents that there has a strong positive correlation between celebrity expertise and brand personality. The correlation value is 0.814 (81.4%) at the 0.000 significance level. According to that, between celebrity expertise and brand personality have strong correlation. This means that a better celebrity expertise may affect in to build better brand personality. When considering trustworthiness, it has a strong positive relationship with brand personality. The correlation value is 0.597 (59.7%) at the 0.000 significance level. According to that, between trustworthiness and brand personality have strong relationship. This means that may better celebrity trustworthiness can influence to build brand personality. According to the above table (Table 6.2), attractiveness has a strong positive relationship with brand personality. The correlation value is 0.523 (52.3%) at the 0.01 significance level. According to that, between attractiveness and brand personality have strong correlation. This means that better celebrity attractiveness may influence to build brand personality.

6.2 Calculate the Significant of the Variables (Hypothesis Test)

First Hypothesis

H1 : There is a positive relationship between of celebrity personality with brand personality.

According to the correlation table (Table 6.1) correlation of celebrity personality and brand personality is greater than decision value of 0.5 and the P value is less than the 0.05. Celebity personality has a relationship with brand

personality by 0.719 correlation value. Therefore null hypothesis of the study is rejected and H1 accepted. There is significant strong relationship between celebrity personalities with brand personality.

Second Hypothesis

H2 : There is a positive relationship between of celebrity expertise with brand personality.
According to the correlation table (Table 6.2) correlation of celebrity expertise with brand personality is greater than decision value of 0.5 and the P value is less than the 0.05. Celebrity expertise has a relationship with brand personality by 0.814 correlation value. Therefore null hypothesis of the study is rejected and H1 accepted. There is a significant strong relationship between celebrity expertise with brand personality.

Third Hypothesis

H3: There is a positive relationship between of celebrity trustworthiness with brand personality.

According to the correlation table (Table 6.2) correlation of celebrity trustworthiness with brand personality is grater than decision value of 0.5 and the P value is less than the 0.05. Celebrity trustworthiness has a significance strong relationship with brand personality by 0.597 correlation value. Therefore null hypothesis of the study is rejected and H1 accepted. There is a significant strong relationship between celebrity trustworthiness with brand personality.

Fourth Hypothesis

H4 : There is a positive relationship between of celebrity attractiveness with brand personality.

According to the correlation table (Table 6.2) correlation of celebrity attractiveness with brand personality is greater than decision value of 0.5 and the P value is less than the 0.05. Celebrity attractiveness has a significance strong relationship with brand personality by 0.523 correlation value. Therefore null hypothesis of the study is rejected and H1 accepted. There is a significant strong relationship between celebrity trustworthiness with brand personality.

7. Conclusions

Today dynamic market, consumers are exposed to thousands of advertisements. These voices and images send to the consumers through the TV commercials. Celebrities have to be considered as appropriate tool to reach consumer mind set. Basically, the celebrity personality was measured by using three variables as expertise, trustworthiness and attractiveness. Brand personality was measured by using five variables such as sincerity, excitement, competence, sophistication and ruggedness. According to the study results, expertise of the celebrity not much important factor and authoritative, expert and compatible characteristics of the expertise characteristics of the celebrity is also not much important but informative, experienced, intelligent, informed, knowledgeable, qualified, familiar and skilled characteristics are important characteristics. However, the sub dimensions of the expert characteristics trot out the facts about expertise of celebrity, according to the product they perform is impact on brand personality and that is a positive impact. According to the study results, trustworthiness of the celebrity is important factor and dependable, reliable,t rustworthy,truthful,honest and ethical characteristics of the celebrity also much important but fair and sincere characteristics are important. The trustworthiness of celebritycan be differ according to the product they perform. That would be impact on brand personality and it is a positive impact. Attractiveness of the celebrity is important factor and attractive, classy, sophisticated, handsome/beautiful, glamorous, elegant, sexy and charming characteristics of the celebrity

important. The attractiveness of celebrity, according to the product that they perform is impact on brand personality and that is a positive impact. Based on the analysis results of 200 undergraduates, it was found that brand personality has positive impact from celebrity personality. This conclusion was based on the mean and correlation analysis.Based on the major findings of the research, the celebrity and endorsed brand should be match to derive expected results.

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