THE HERO

VERSUS

THE OUTLAW?

The Hero versus the Outlaw?

Archetypical Brand-Testimonial Congruence and its Influence on Brand Attitude, Purchase Intention and Retrieval

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Abstract

This thesis revolves around the influence of personality based brand-testimonial congruence on brand attitude, purchase intention and (aided vs. unaided) retrieval. The study investigates the concept of archetypes as means of brand and testimonial personality assessment.

Four online studies of quantitative nature were conducted, two preliminary and two experimental studies. Altogether, 354 undergraduate and graduate students took part.

Firstly, the study shows that archetypes can successfully be applied to brand personalities and testimonials. Secondly, the results revealed that a higher level of congruence between brands and testimonials leads to a higher brand attitude and purchase intention. Thirdly, the processing fluency plays a vital role with its full mediation in the brand attitude formation. Fourthly, the relationship between actual self and brand attitude could not be proven. Finally, the results prove that a higher congruence increases the ease of retrieval, while an aid generates higher retrieval scores of brand-testimonial couples.

This study underlines the importance of congruent brand-testimonial personalities for the marketing world, because they increase the brand attitude, purchase intention and ease of retrieval. Furthermore, it proves that archetypes serve as means of assessing brand and testimonial personalities in order to find suitable matches and get insight into the heart of the brand.

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With these things said, I can only quote Asher Roth:

Do I really have to graduate?

Or can I just stay here for the rest of my life?

Contents

1. Introduction

153.285.000.000 Dollar is the incredible as well as abstract value of the most popular brand Apple, which makes Steve Job's oeuvre the most valuable brand of the globe. The well-liked underdog from California increased its brand value within a year by 84 %. Even brands of worldwide renown such as Google, IBM, McDonalds, Microsoft and Coca Cola could not nearly reach such an incline. But what do 153.285.000.000 Dollars actually stand for? The value is generated by the brand equity database BrandZ and the research organization Millward Brown Optimor. The worth (153.285.000.000) is based on the branded earnings as well as the intensity of the customer's bond with the brand. The fact, that it is hardly possible to give a clear definition of what brand equity actually stands for, makes this high value even more fascinating. Although not widely accepted, the definition of the American Marketing Association gives a good idea of what all the fuss about the so-called brand is about: "A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers".

Apparently, brands have a tremendous value for humans. Although there are an infinite number of benefits, there is one key advantage that is probably the most important of them all: self-expression (Aaker, 1991). In order to do so, brand personalities serve as means to express one's actual self (Malär, Krohmer, Hoyer and Nyffenegger, 2011). This study aims to shed more light on the new approach of assessing brand personalities with the concept of archetypes. These are 12 basic personality dimensions divided on the four orientations freedom, social, order and ego. These are for instance called Outlaw, Caregiver or Hero. They can be used to describe human personalities as well as brand personalities (Jansen, 2006).

To help customers use a brand for self-expressive purposes, companies invest millions to create a strong and clear personality that sets it apart from other similar brands. One of the most popular ways to achieve this is to let a celebrity testimonial with its distinct personality

stand for the brand in order to raise awareness and achieve the desired brand identity. But is the influence of a brand personality really as wide as marketing people want us to believe?

1.1 Scientific and Practical Importance

The scientific community has shown great interest in the exploration of the brand construct since the early days of its emergence. While brands were viewed as mere products, services and companies until the late 20th century, scientists like Levy (1985) and Aaker (1997) shifted the focus from the "brand as a product" to the "brand personality". Research in this field shed more light on the relationship and congruence between the brand personality and the consumer's personality. Most of the studies used personality characteristics like the Big Five. A new interesting aspect is the personality characterization by Jung's so-called archetypes, 12 universal types of personalities (e.g. the Creator, Hero, Explorer etc). This new approach to brand personalities will thus form the focus of this present study in order to shed more light on this field of research. Additionally, the influence of testimonial personalities will be investigated, too.

Companies annually spend millions of euros to present their brands in the proper light. To do so, expensive celebrity testimonials are hired to lend credence to the brand. However, the decisions are usually made by experienced advertising men, merely going by their guts. A well-conceived and scientifically proven choice of strategy is quite often missing. With such a rational choice, corporations could save plenty of expenses and avoid wrong decisions in the first place.

1.2 Research Questions

This study tries to shed more light on the exploration of the archetypical personality influence. Therefore, the main research question is the following:

- **What is the influence of archetypical personality congruence between brands and testimonials on ease of retrieval and in turn on purchase intention and brand attitude, in relation to consumer's actual self?**

The research questions of study 1 are:

- Which archetypes stand for a brand?

- Which archetypes characterize a testimonial?

- Which brands and testimonials have a high, neutral and low congruence?

Study 2 investigates these questions:

- How wide is the influence of a personality match-up between brand- and testimonial personality?

- What is the influence on purchase intention, brand attitude and processing fluency?

- What is the influence of one's actual self?

Study 3 has one main goal:

- Which brand-testimonial couples show a high and low level of congruence?

Study 4 sheds light on this question:

- How does the level of congruence between brands and testimonials influence the ease of retrieval (aided vs. unaided)?

1.3 Outline

The first chapter gave a brief overview of this thesis, its incentive as well as scientific and practical importance. Chapter 2 continues with the theoretical background of this study from brand equity, branding, via brands as personalities through to testimonials. The third chapter deals with the development of study 1, while chapter 4 describes the methodology behind study 2. The fifth chapter discusses the results of study 2 and draws first conclusions with crucial input for study 3 (chapter 6) and study 4 (chapter 7). Then, chapter 8 deals with the results of study 4 and chapter 9 draws general conclusions, offers advise for brand managers and gives input for future research.

2. Theoretical framework

2.1 Brand Equity

Strong and successful brands have a high value for their owners. Their services and products usually command higher prices, achieve sustainable profits and create a bond between costumer and brand. The companies behind good brands can also increase returns while lowering the risk associated with these returns. Furthermore, strong brands enhance shareholder wealth via higher firm stock values (Rego, Billett & Morgan, 2009).

Brand equity can generally be assessed on three levels: the customer mind-set, product market or financial market level. The financial market measures the current and future brand potential based on subjective judgments (Simon & Sullivan, 1993). Product-market measures are, however, more related to the marketing activities (Kamakura & Russel, 1993). The third approach is the customer mind-set analysis, which focuses on the differential effect of brand knowledge or customer response to the marketing of the brand. The value is based on several factors such as a higher awareness, consideration, quality perception and willingness to pay (Keller, 1993).

In short, brand equity deals with the value of a brand. Although the assessment of a brand's value obviously demands numerous approaches, the economy has come up with a number of measures. Young & Rubicam's Brand Asset Valuator, Milward Brown's BrandZ or Research International's Equity Engine measure four to five of the major facets of brand perception (Stahl, Heitmann, Lehmann & Neslin, 2011). However, through its accurate and critical view on things, the scientific community still tries to give a conclusive definition of what brands actually are.

2.2 The abstract Concept of Brands

Brands do not only cover specific products, they also refer to a larger range of products, goods, services, names and companies. As one can see, the brands have expanded from simply covering products to other entities (e.g. cities, celebrities, organizations) that are in need of identification and differentiation (Popescu, 2009). Therefore, even people, slogans and cities can be seen as brands (Okonkwo, 2007).

In order to give a definition of brands, Adjouri (2004) asked a large group of marketing experts about their associations of a brand. Due to the fact that the opinions, associations and explanations showed more dissent than consensus, he wasn't able to give a definition. Therefore, Lury (2004) takes a rather abstract approach to the concept of brands. She claims that brands are objects of information that objectify information. More importantly, she underlines that brands are not fixed objects in space and time, but open, changing constructs that merely exist in the minds of the target group.

However, the literature also contains more narrow definitions that make the brand construct more tangible. O'Malley (1991) for instance tries to approach brands in a more visual way by stating that brands are defined through a certain design, name, symbol or a combination. Popescu (2009) claims that it can be characterized as a combination of a certain number of values and elements that a consumer associates with the brand. These associations are mostly based on the functional features of what the brand offers (Popescu, 2009). At a deeper level, they refer to the emotional relationship and the self-expressive bonds that make the brand an integral part of the target's self image (Aaker, 1991). Similar to Popescu (2009), Aaker (1991) also describes the identity of a brand with the concept of additional values. These values can be of emotional, self-expressive or functional nature. An emotional attachment for instance could be the feeling of freedom or inspiration while using the brand. Self-expression as a value could mean that a person sees the brand as a statement that

communicates something about him. A functional value could be that a brand offers a promise or guarantee to a customer such as being the fastest car or having the best taste.

Besides offering the customer different kinds of values, brands simply facilitate product identification at the most basic level (Popescu, 2009; O'Malley 1991). Furthermore, they reflect the whole experience that consumers shared with it and reduce risk (Keller & Lehmann, 2006).

As the literature suggests, the concept of brands seems to have more in it than meets the eye. Regardless of whether a brand refers to a product, a company or simply an abstract entity, it certainly serves one primary goal: it aims to build up a unique identity and increases distinction. The underlying process to accomplish this goal is called branding.

2.3 Branding Strategies

Nowadays, supply usually overtakes demand. There are more brands than ever before. Therefore, merely focusing on functional benefits is in most cases not enough to convince a target group. There are simply too many brands with similar benefits and features. In order to achieve the desired differentiation, an efficient marketing strategy is needed (Floor & Van Raaij, 2002, Popescu, 2009). A successful marketing strategy adds meaning to a brand such as a lifestyle, ambition or pleasure (Sartain, 2005) that serve as self-expressive and emotional benefits (Aaker, 1991) and exceed the mere communicative function (Burmann, Hegner & Riley, 2009). These additional symbolic and psychosocial functions help a person to express his actual or ideal self. Driving a BMW Mini could give him the feeling of being trendy, using an Apple product might communicate his high expectations about technology and wearing a Lacoste shirt might help him to become the sophisticated and ambitious personality he wants to be. There are many ways to shape brands and add crucial values across all the

four P's (product, price, place, and promotion) of the marketing mix (Armstrong, Kotler & Wong, 2010). They range from sponsoring, packaging, personal selling to events to point-of-sale. However, the most intense channels in the field of branding are sales-promotion, public relations (PR) and advertising (Murphy, 1992). The goal of sales-promotion is simply stimulate sales through giveaways, special offers, merchandising, point-of-sale displays, discounts and demonstrations. Although this strategy might raise awareness for the brand and increase the market share, it contributes less to the creation of additional emotional values. As far as that is concerned, PR is certainly more effective. It is responsible for the brand's image of the various stakeholders such as the customer, the media, the government or the press. Through PR activities like events, press releases, media coverage and social media, the core of the brand becomes more tangible for the target group. The most frequent method to express a brand's value is advertising (Popescu, 2009). This is for the simple reason that television spots, billboards and print ads enable the customer to experience the brand in a very visual and appealing way that can easily be remembered. Nevertheless, all elements of the marketing mix shape the brand personality through a high degree of synergy (Hatch & Schultz, 2001, Plummer, 1985; Ouwerslott & Tudorica, 2001).

2.3.1 Testimonials

Testimonials respectively endorsers can be either fictional or real persons that lend credence to the advertised product or company. There are basically four kinds of endorsers: typical costumers, members of the company, experts and celebrities. A typical satisfied customer could basically be everybody belonging to the respective target group, thus for instance a caring mother for healthy candy, an ambitious man for a car, a child for a toy or a trendy adolescent for a clothing line. Members of the product's company are for example employees like assemblers or employers such as CEO's that stand for their products. Experts are persons

that have lots of experience, knowledge or an expertise regarding the product in question. Celebrity endorsers are famous persons known through movies, radio, sports, theater, music, politics and business. In general, their goal is to lend credence, raise awareness, vouch for the product with their "good name" or just show the high quality and usefulness (Sadowski, 2007).

2.4 Match-up Hypothesis

The match-up hypothesis states that the testimonial of a product is only highly effective in case the image of the testimonial fits the characteristics of the product or company (Baker & Churchill, 1977; Joseph, 1982; Kahle & Homer, 1985; Till & Busler, 2000). This means for instance that a celebrity that stands for elegance should promote an elegance-related product. According to the theory, congruence between the testimonial and the brand is thus more desirable than incongruity. In the past decennia, a range of research has been conducted in order to confirm the match-up hypothesis.

Kamins (1990) investigated the influence of attractive celebrity endorsers on attractiveness-related products and came to the conclusion that a fit is more effective. Also Koernig and Page (2002) arrived at this result, because their study revealed that people have more trust in a highly attractive hairdresser than in a beautiful dentist. Moreover, Bower & Landreth (2001) found out that highly attractive models are not the most effective choice for all categories of attractiveness-relevant products. While most match-up studies focused on attractiveness and expertise of the testimonial (Till & Busler, 2000) in the past, new studies aim to shed light on a less explored field: the brand's personality.

2.5 Brands as Personalities

Through a successful brand that exceeds mere functional values, a customer can express himself, because individuals can easily assign human personality traits to a brand. They are able to think of brands in terms of human beings (Levy, 1985; Aaker, Fournier, Allen & Olson, 1995; Sung & Kim, 2010). Attributes such as modern, smart, sophisticated or funny shift the traditional perception of a "brand as a product" to a "brand personality", which is a basic requirement for a strong brand (Aaker, 1997).

While there is a broad range of strategies to improve and create a great brand personality, there is one classical means that has been used since the beginning of advertising: testimonials. Since testimonials have certain personalities of their own, they are often used to lend their image to the brand and its personality (Aaker 1997; Ouwersloot & Tudorica, 2001).

2.6.1 Brand Personality Congruence

Belk (1988) found out that the actual self-concept of a consumer has a strong influence on the brand preference. Consumers prefer products and brands with an image that fits their own self-concept (Kressmann, 2006). The reason is that it helps maintaining and improving one's self-concept. Identifying with a product has a positive influence on the evaluation of the product brand (Riezebos, 1994; Govers & Mugges, 2004; Govers & Schoormans, 2005).

Grohmann (2009) examined the general personality traits masculinity and femininity and their relevance towards brands. Her research showed that brand personality-self concept congruence in terms of masculine and feminine brand personality and consumer's sex role identity positively influence affective, attitudinal, and behavioral brand-related consumer responses. In addition she showed that spokespeople in advertising shape masculine and feminine brand personality perceptions.

Bekk, Spörrle and Felser (2009) analyzed the influence of a personality-based congruence on the perceived fit, purchase intention and brand attitude. They analyzed the three intercultural and stable brand personality dimensions sincerity, excitement and sophistication. The results showed that the perceived fit is higher, the more the personality dimensions match. Moreover, a higher fit leads to an increase in purchase intention. The following hypothesis is formulated:

H1: A higher congruence of the brand-testimonial match leads to a higher processing fluency, which in turn causes a better brand attitude and higher purchase intention.

Malär, Krohmer, Hoyer and Nyffenegger (2011), shifted their focus to another aspect of personalities. They studied whether it is better if the brand's personality matches the consumers's actual self or the ideal self. They concluded that on a general level, actual self-congruence has a bigger impact on brand attachment than ideal self-congruence. Thus, the following hypothesis is put forth:

H2: A higher congruence between the actual self and the brand's personality leads to a higher brand attitude and purchase intention.

Faber and Mayer (2009) introduced the concept of archetypes and its influence on media choice to the marketing research field. Roberts (2010) investigated the influence of these personality dimensions on brands.

2.7 Archetypes

In order to describe the concept of archetypes as means of identifying brands, the roots of the archetypical thought have to be explained first.

The idea of archetypes was developed by Carl Gustav Jung in 1919, who was a student of Freud. Jung was convinced that human behavior rather arises from instinctive urges instead of being driven by pure rational thoughts. While Freud claimed that our behavior is driven by unconscious ambitions and aspirations, Jung developed this idea further. He stated that there is a collective unconscious that can be accessed by every person and contains the so-called archetypes. They are representations of the general aspirations and ambitions of an individual. These meaningful constructs are triggered as soon as they are recognized in persons and certain situations. As a consequence, they arouse strong feelings (Jansen, 2006). Jung outlined five main archetypes. The first archetype is the Self. It is the regulating center of the psyche and facilitator of individuation. Secondly, there is the so-called Shadow, which is the opposite of the ego image. It often contains qualities with which the ego does not identify, but which it possesses nonetheless. The third archetype is the Anima, the feminine image in a man's psyche. Needless to say, this also exists vise versa called the Animus, which is the masculine image in a woman's psyche. The fifth and last archetype is the Persona. It contains how we present to the world the complexes and usually protects the Ego from negative images (Stein, 1998).

Jansen (2006) takes a more modern approach to the concept of archetypes based on the twelve archetypes by Pearson (1991). As Jung already described, there are ambitions and aspirations. While he stated that there are an infinite number of archetypes, Pearson (1991) narrowed them down to a number of twelve. These are plotted on two axes. The horizontal axis indicates the extent to which someone is more individually or socially oriented. The vertical axis relates to the level of structure or adventure a person desires.
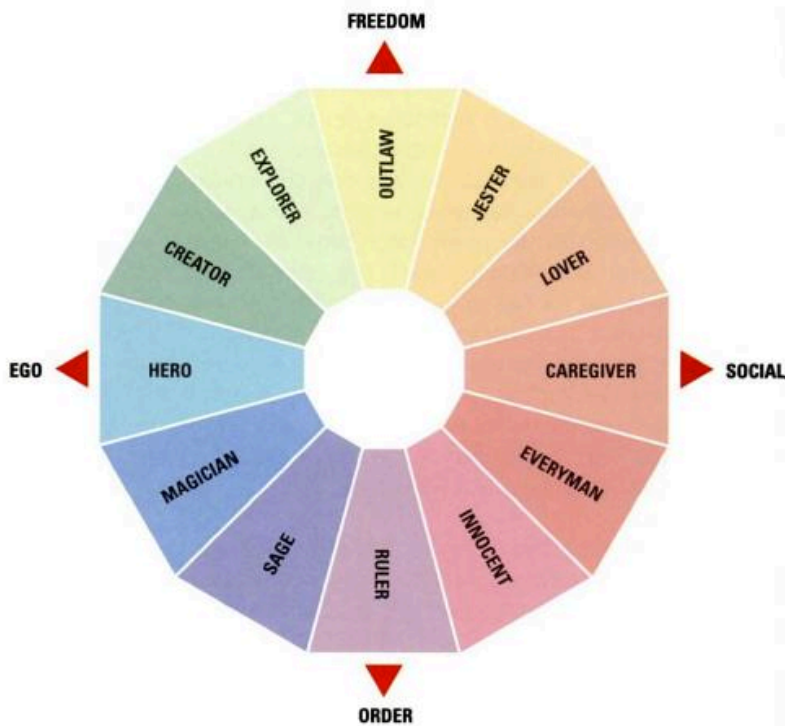
Figure 1: The twelve archetypes (Pearson, 1991)

These twelve archetypes are universal, which means that every individual possibly has access to all of them. Due to their uneven representation, certain archetypes are more dominant than others, which generally leads to one prevalent archetype. This orientation is next to its genetic origin also influenced by the environment in which the person was raised or lives now. Furthermore, an orientation can be changed through events or a change in situation such as a marriage or an accident.

2.7.1 The 12 Archetypes

As figure 1 shows, there are 12 archetypes divided on the four orientations Freedom, Social, Order and Ego. These are the Outlaw, Explorer and Jester for Freedom, Caregiver, Lover and Everyman for Social, Ruler, Innocent and Sage for the Order orientation and Hero, Magician and Creator for the Ego oriented archetypes. These will be explained in the following.

The Outlaw

The Outlaw is the strongest of all freedom-oriented archetypes. He usually demands a high level of freedom and is therefore also called the rebel (Gramma, 2010). Typical characteristics are breaking the rules, being attractively bad (Mark & Pearson, 2001) and being a lone wolf. Mini, Linux and Harley Davidson are typical brands that embody the Outlaw archetype (Jansen, 2006).

The Explorer

Although the Explorer can be seen as a freedom oriented archetype, its ego orientation cannot be overlooked. It is thus more individually oriented and independent (Jansen, 2006). Furthermore, authenticity seems to be fairly important characteristic (Mark & Pearson, 2001). The main difference between the Outlaw and the Explorer is that the latter strives to explore new things due to his curious nature. The Outlaw simply wants to stand out. There are several brands that pursue this image such as Land Rover, National Geographic, Marlboro, Jack Wolfskin and Northface.

The Jester

As the name already suggests, the Jester can be seen as a joker or wisecracker. He lives life to the fullest (Jansen, 2006) and tries to maintain a life without trouble. Everything is basically about having a good time (Mark & Pearson, 2001). That's the reason for tending to the social orientation. Typical brands are Ben & Jerry's, Fanta and Pringles (Jansen, 2006).

The Lover

The archetype Lover is even more socially oriented and appreciates lust, beauty and seduction (Jansen, 2006). People use brands based on this archetype to make them feel better with their sex role (Mark & Pearson, 2001). Usually, the products have an appealing design to underline

this notion. Magnum for instance is a Lover brand, but also Bacardi and Bruno Banani (Jansen, 2006).

The Caregiver

The strongest social archetype is the Caregiver. Compassion and the need to help others are key features of this orientation (Jansen, 2006). Moreover, Caregiver brands such as Nivea and Dove give people the feeling of appreciation.

The Everyman

The so-called Everyman archetype stands for all the Jon Does respectively regular people. It stands for a down-to-earth attitude and common sense. Brands of this field give people the impression that they are good as they are (Mark & Pearson, 2001). A good example of such a brand is IKEA.

The Innocent

The Innocent is more in need of order than social life. People with this archetype love to indulge in reminiscence and hope for a bright future (Mark & Pearson, 2001). A perfect example of such a brand is Coca Cola with its happiness campaign.

The Ruler

The Ruler is the archetype with the deepest need for order. Individuals with this archetype want to rule groups, have a clear vision and seem to know the answers (Jansen, 2006). Ruler brands are ordinarily the best of the category and stand for success. Hugo Boss, BMW, Audi, Mercedes, Rolex and Luis Vitton are typical brands.

The Sage

Wisdom, knowledge and insight are typical features of the Sage world (Mark & Pearson, 2001). Consumers of such a brand want to reflect, come over as smart and bring the world into question. Sage brands are Philips, Sony and the Economist.

The Magician

The Magician archetype is more self-oriented than in need of order. They want change and everything has to be special (Jansen, 2006). Brands like Red Bull, Axe and Disney give consumers the feeling that they can do magic.

The Hero

This is the core archetype of the ego orientation. With this archetype it's all about winning, being the best, achieving new goals and becoming better (Jansen, 2006). Heroes want to change the world and that is exactly what famous brands of this field such as BMW and Nike tell them.

The Creator

The Creator is a little bit more in need of Freedom. He stands for innovation, clear visions, creativity and originality (Jansen, 2006). The slogan of this orientation might be "The sky is the limit". Typical brands are Lego and especially Apple.

2.8 Processing Fluency

The process of forming an opinion about a brand is not merely based on the brand's and testimonial's personality. While aspects such as appearance, former advertisements and

current involvements for other brands have been the focus of other studies, this research will investigate two core factors: the processing fluency and the preference for consistency.

Processing fluency is the ease with which information is processed in the mind (Labroo & Lee, 2006). According to Reber, Schwarz and Winkelman, (2004), processing information with ease is experienced as intrinsically pleasant. For instance, if an article is logical and easy to follow, users enjoy it more than a text that is illogical and difficult to understand. As far as this research is concerned, congruence between testimonial and brand personality should promote a higher level of processing fluency. Research indeed has proven that congruent stimuli cause a better ease of processing (Lee & Aker, 2004). Furthermore, a growing body of research indicates that processing fluency has a positive influence on the evaluations made by individuals (Labroo & Lee, 2006; Unkelbach, 2007). Incongruent brand and testimonial pairs should therefore have a more negative impact on judgments than neutral or congruent pairs. Processing fluency will thus be analyzed as a possible mediator and dependent variable. The following hypothesis is tested:

H3: The influence of the brand-testimonial match on the brand attitude and purchase intention is mediated by the processing fluency.

2.9 Preference for Consistency

This research investigates the influence of congruent respectively incongruent brand-testimonial couples. Therefore preference for consistency seems to be a crucial variable in the research model.

The assumption that individuals always prefer attitudes and behaviors that are in line with their former attitudes and behaviors (Festinger, 1957; Heider, 1958) has been refuted for quite a while. Cialdini, Trost and Newsom (1995) showed that there are individual differences

as far as the need for consistency is concerned with their preference for consistency (PFC) scale. It measured the variation in the desire to be consistent with one's personality. Low scores on the PFC have a high preference for unpredictable events, change and spontaneity instead of congruence with their former responses of actions. However, a high score resembles a high appreciation for a high consistency, thus aligning most situations with their previous commitments and behavior. According to Guadagno, Asher, Demaine and Cialdini (2001), the impact of one's PFC level is likely to be the strongest when consistency issues are relatively prominent in consciousness. This experimental research certainly meets this criterion, which makes the construct preference for consistency an essential part of the conceptual model. Therefore, the following hypothesis is put forth:

H4: The influence of brand-testimonial congruence is moderated by preference for consistency.

2.10 Research model

The research model with all its independent and dependent variables is described in figure 2. It is developed on the basis of the literature review. The independent variables of the model are the actual self, based on the archetypical model, and the brand-testimonial match as the manipulation of this 3 x 2 factor between-participants design. Moreover, the need for consistency is also independent and is expected to play a moderating role. The dependent variables are the brand attitude, purchase intention, processing fluency and perceived fit.
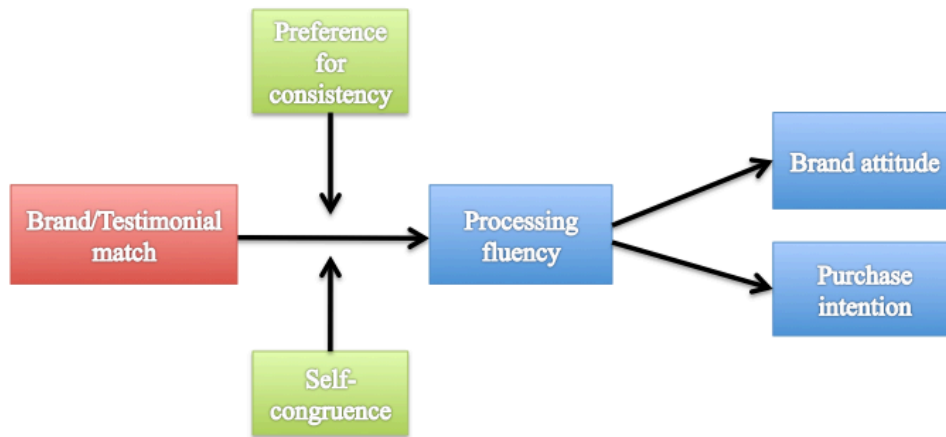
Figure 2: Conceptual research model study 2

2.11 Conclusion Literature Review

This chapter dealt with the theoretical background and foundation of this experimental research. While the concept of brand personalities has been investigated thoroughly in the past, the idea of archetypes is fairly new to the field. Therefore, this study revolves around the archetypical congruence between brands and testimonials and its influence on the brand attitude, purchase intention, processing fluency and perceived fit. The influence of the actual self of the participants is also investigated to give the research a broader scope. Moreover, the preference for consistency is evaluated as a moderator.

3. Study 1

The preliminary research lays the groundwork for the main research. It has three main goals:

1. Characterize international brands in terms of the 12 archetypes

2. Characterize well-known celebrities in terms of the 12 archetypes

3. Find brand-celebrity couples with a low, neutral and high fit

In order to achieve these aims, a quantitative research consisting of two questionnaires has been developed. Participants had to rate either brands or testimonials in order to keep it as short as possible. Based on the ratings of the participants, suitable matches between celebrities and brands can be found. The following brands and testimonials were used:

Table 3.1: International brands and celebrities

Brands	Celebrities
Rolex	Eddie Murphy
IKEA	Angelina Jolie
Harley Davidson	Steven Spielberg
Apple	David Copperfield
Nike	Oprah Winfrey
Pringles	Harrison Ford
Magnum	Christiano Ronaldo
Nivea	Eminem
Coca Cola	Bill Gates
Red Bull	Charlie Sheen

3.1 Method

3.1.1 Sample and Data Collection

The initial sample consisted of 42 undergraduate and graduate students. While 22 participants (45.5 % male, 55.5 % female; median age 23.5) filled out the questionnaire about brands, 20 (55 % male, 45 % female, median age 23.5) filled out the testimonial questionnaire. During a period of one week all 42 participants were approached and asked to fill out the questionnaire. It took approximately five to ten minutes to finish the survey. According to the participants, there were no problems or unclear instructions. After all research data was assembled, the scores were analyzed with SPSS.

3.1.2 Instrument

The preliminary research consists of an online survey with a 7-point Likert scales ranging from "*totally disagree*" (1) to "*completely agree*" (7). The advantage is not only that it can be spread quite easily, but also that the underlying research data is saved digitally. Therefore, no further copying is needed. Moreover, a structured questionnaire gives every participant the same questions. In order to get stronger characterizations of the brands and testimonials in question, a 7-point scale was chosen over a 5-point scale due to the fact that the latter tend to give more or less average scores.

Both questionnaires begin with a short introductory text about the goal of the study and some instructions. Participants of the brand questionnaire have to rate ten international and well-known brands, participants of the testimonial questionnaire ten international and popular celebrities. While a larger number of brands could offer a broader range of results, it also increases the risk of participant fatigue respectively response bias (Aaker, 1997). Thus the number of brands and testimonials was each limited to ten. Every brand and testimonial has to be rated with twelve items, which makes it 120 items a survey. Each of the twelve

items represents one of the twelve archetypes. The brand item for the archetype Outlaw is for instance "*This brand stands for freedom and disregards conventions*" while the testimonial item says "*...only lives by his own rules*". Items of the same archetype are always as similar as possible in order to keep the comparable. At the end of the survey, participants are asked to name their sex and age.

3.2 Results

3.2.1 Brand Archetypes

Every brand was rated on all twelve archetypes. A score of 1 means that the brand doesn't fit the brand and 7 means the exact opposite. The scores of the most and least fitting archetypes are listed below:

Table 3.2: Archetypical brand personalities (n=22)

Brand	Highest fit	Lowest fit
Rolex	**Ruler (6.14)**	Magician (1.86)
Ikea	**Creator (5.81)**	Ruler (2.24)
Harley Davidson	**Explorer (6.33)**	Sage (2.76)
Apple	Creator (5.71)	Caregiver (3.14)
Nike	Hero (4.90)	Cargegiver: (3.05)
Pringles	Jester (4.81)	Sage (1.86)
Nivea	Innocent (5.76)	Magician (2.67)
Magnum	Lover (5.65)	Sage (2.50)
Cola	Jester (5.55)	Sage (2.45)
Red Bull	Explorer (5.15)	Sage (2.00)

Rolex, Ikea and Harley Davidson seem to be the brands with the strongest character. With a score of 6.33, Harley Davidson seems to represent the Explorer archetype fairly good. The second strongest brand seems to be Rolex. The participants characterized the most famous watch manufacturer as a Ruler with a score of (6.14). The third strongest brand seems to be Ikea as a Creator (5.81).

3.2.2 Celebrity Archetypes

The ten celebrities were also rated on all of the twelve archetypes. The scores of the most and least fitting archetypes can be seen below:

Table 3.3: Archetypical celebrity personalities (n=20)

Celebrity	Highest fit	Lowest fit
Eddie Murphy	Jester (6.10)	Ruler (2.10)
Angelina Jolie	**Innocent (6.45)**	Sage (3.50)
Steven Spielberg	**Creator (6.45)**	Outlaw (3.90)
Eminem	Ruler (1.85)	Outlaw (5.80)
David Copperfield	Magician (5.10)	Caregiver (3.00)
Harrison Ford	Everyman (5.40)	Outlaw (3.70)
Christiano Ronaldo	Hero (5.00)	Everyman (2.35)
Bill Gates	Hero (6.00)	Jester (2.85)
Charlie Sheen	**Jester (6.95)**	Ruler (1.30)
Oprah Winfrey	Hero (5.10)	Outlaw (2.80)

According to the participants, Charlie Sheen, Angelina Jolie and Steven Spielberg seem to have a distinct reputation. Charlie Sheen as the Jester (6.95), Angelina Jolie with her Innocent

archetype (6.45) and Steven Spielberg as the Creator (6.45). All of them have higher scores than 6 and Charlie Sheen almost represents the perfect Jester.

3.2.3 Brand and Celebrity Matches

The ultimate goal of the preliminary research is to find three kinds of matches between brands and celebrities: good matches, mediocre matches and bad matches. While the calculation of the archetypical scores is merely based on the mean score, the development of suitable matches demands a more complex procedure.

Firstly, a good match has to be found. There are basically three factors that influence the suitability of a match: the position on the archetypes diagram by Pearson (1991), the score on the 7-point Likert scale and the least fitting archetype. For a high fit between brand and celebrity, the archetype with the highest fit ought to be the same. Ikea and Steven Spielberg both share the archetype Creator, which is a good premise. Furthermore, they both have a score higher than 5.5. Another positive aspect of this match is that both counterparts (lowest fit archetypes) ruler and outlaw have more or less neutral scores. No other pair could reach such a high level of similarity.

In order to find the worst match, the positions on the archetypical diagram have to be as wide apart as possible, thus six positions. Harley Davidson as the Explorer (6.33) and Angelina Jolie as the Innocent (6.45) share this distance. They both also have a fairly high score on their personal archetype. Although a different counterpart (both have a low fit on Sage) would be better, they form the most dissimilar pair.

Next to the good and bad match, there has to be a neutral pair. This is logically the middle between the two extreme, thus a distance of three positions is required. Moreover, the scores should be around the mean score (4) and about the same score. Hence, the brand

Pringles with its archetype Jester (4.81) and the celebrity Harrison Ford as an Everyman (5.40) are the most suitable neutral couple. The distance between both is three positions.

These three matches seem to be the best according to the statistical data. Nevertheless, common sense should not be fully ignored. While Steven Spielberg appears to be a good choice for a high fit and Harrison Ford and Pringles for a neutral fit, Angelina Jolie seems to be not the best choice. Although the participants rated her as an innocent person, she also stands for figures like Lara Croft and other action movie characters. Therefore, an equally known celebrity has to be found, that might fill out the Innocent archetype even better. One that suits fairly well is the American Israeli actress Nathalie Portman, who gained worldwide renown through the Star Wars saga. She incorporates innocence as well as femininity. Her small frame and her cordial disposition make her the exact opposite of the manly, rough brand Harley Davidson. Based on these 3 brand-celebrity matches, the influence of an archetypical personality match-up can be analyzed through the main research. For reasons of clarity, the three pairs are listed below:

Table 3.4: Pairs with high, neutral and low fit

Fit	Brand	Archetype	Celebrity	Archetype
High	IKEA	Creator	Spielberg	Creator
Mediocre	Pringles	Jester	Harrison Ford	Everyman
Low	Harley Davidson	Explorer	Nathalie Portman	Innocent

4. Study 2

This chapter describes the methodology behind the first main experiment. It consists of a 3 x 2 factor between participants design. The experiment is developed in order to answer the main research question from chapter 1:

What is the influence of archetypical personality congruence between brands and testimonials?

The main research will evaluate the influence of the three brand-testimonial couples of the preliminary research. Paragraph 4.1 deals with the procedure, 4.2 with the operationalization and 4.3 with the pretest.

4.1 Sampling and Data Collection

Due to the fact that this research is of experimental nature, finding a representative sample is not an issue. While other studies aim to give a clear image of a brand among the general population, this research tries to explore causal relations. A random sample was used. The selection of participants is restricted to a randomized sample of undergraduate and graduate students from the University of Twente and other Universities in the area.

186 participants took part in the main research. Nevertheless, only 176 filled in the whole survey while 10 participants only completed half, nothing or stopped somewhere in-between. There is an even number of female (88; 50 %) and male (88; 50 %) participants. The average age of the women is 22.8 years (SD=2.41) and the average male participant is 23.8 years (SD=2.30). The reason for the high homogeneity is that this experiment was mainly conducted among college students. As far as the education is concerned, 75.50 %

(n=135) are attending a university and 24.50 % (n=41) a University of Applied Sciences.

4.2 Operationalization

The data for the main research is gathered via a quantitative method, i.e. a digital questionnaire with a 3 x 2 between participants design. The data will be analyzed with SPSS. The analysis of interaction effects contains median splits.

4.2.1 Measures

The questionnaire consists of a number of statements that can be rated from "*totally disagree*" (1) to "*fully agree*" (7) on a 7-Point Likert scale. The single constructs and their theoretical origin are described in the following. In order to give an impression of the items, every construct contains a couple of examples.

Actual self (Independent variable)

The actual self represents the personality of an individual based on the archetypical model. The items are basically the same as the brand and testimonial items from the preliminary research, but regard one's own personality. The twelve items resemble the twelve archetypes. The items are based on the research of Jansen (2006) and Mark and Pearson (2001). The archetype Caregiver is for instance measured with the item "*I like to take care of others*", while "*I am creative*" measures the Creator archetype.

Brand attitude (Dependent variable)

The brand attitude is largely measured on the basis of the research of Jansen (2006) and Mark & Pearson (2001). The main construct brand attitude consists of two sub constructs: brand competitiveness and brand impression. The brand impression is being analyzed with four

items. "*I love this brand*" or "*It is a good brand*" are typical items. Three items are measuring the competitiveness ("*The brand is better than most other similar brands*"). Altogether, seven items assess this construct with a Cronbach's coefficient alpha of 0.85.

Brand purchase intention (Dependent variable)

The intention to purchase is measured by three items. "*I would never purchase that brand*" is an example for the intention to purchase. The internal consistency is 0.64 (α), which is sufficient.

Processing fluency (Mediator)

Processing fluency is the ease with which the brand-testimonial matches are processed in the mind. The scale is based on the research of Ellen and Bone (1991). This scale also uses a 7-Point scale. The processing fluency is merely measured by adjectives that either stand for or against processing fluency. Typical adjectives that indicate a high ease are "*clear*" and "*detailed*", while "*chaotic*" and "*vague*" represent the opposite. Furthermore, there are four statements that say for instance "*The advertisement was logical*" or "*The advertisement makes sense*" (α=0.85).

Perceived fit (Manipulation check)

The construct serves as a manipulation check in this experiment. The perceived fit resembles the suitability of both match partners, i.e. how good the brand and the testimonial match. If they don't fit at all, the perceived fit score is fairly low. The four items for this construct are specially developed for this research. Items are for instance "*Testimonial and brand belong together*" and "*The testimonial lends credence to the brand*". The Cronbach's alpha of the scale is 0.91, which is fairly high.

Preference for consistency (Moderator)

Some individuals prefer attitudes and behaviors that are in line with their former attitudes and behaviors while others, however, don't. This construct is measured, because the incongruence of a match could be experienced as pleasant as well as annoying. The items stem from the study of Cialdini, Trost & Newsom (1995). Altogether, there are 18 items. "*I make an effort to appear consistent to others*", "*I dislike people who are constantly changing their opinion*" and "*I don't like to appear as if I am inconsistent*" are among them. The reliability of the scale is good with a Cronbach's alpha of 0.89.

4.2.2 Stimulus Material

The manipulation of this experiment exists of three brand-testimonial matches with different congruence levels. They are based on the results of the preliminary research. However, as described in the previous chapter, the incongruent couple has been changed slightly. The stimulus material consists of three print ads. They all have a headline that says: "*Wenn ich etwas genial finde, dann MARKENNAME.*" ("*If there's something ingenius, than it's BRAND NAME.*"). Under the headline is the name of the celebrity, indicating that the line is a quote. The background is a gradient from grey to white. At the bottom of the page, a portrait of the celebrity can be seen. The brand logo is next to the person. There are three version of the ad which all share this structure. Nevertheless, they all have different brands and testimonials. The high congruence version shows Steven Spielberg and IKEA, the neutral match depicts Harrison Ford and Pringles, and the incongruent pair consists of Nathalie Portman and Harley Davidson. An example of a match can be seen in figure 3, while the rest of the stimulus material is listed in Appendix B.

Figure 3: Low congruence brand-testimonial couple

4.3 Pretest of the Questionnaire

The latest version of the questionnaire was pretested in order to decrease uncertainties, enhance usability and improve the quality of the experiment. Five students were asked to fill out the questionnaire in presence of the researcher thinking aloud. This method is well suited to evaluate a concept version on mistakes and usability of a questionnaire (Babbie, 2004). Based on these sessions, issues were erased and suggestions implemented. The changes after the pretest can be viewed in Appendix A.

5. Results Study 2

This chapter presents the results of the first main experiment. Paragraph 5.1 describes the main- and interaction effects and 5.2 draws conclusions with crucial input for study 3 and 4.

5.1 Main- and Interaction Effects

Manipulation Check

First of all, a manipulation check is performed to see whether the three congruence levels differ significantly. There was a statistically significant difference between the congruence groups as determined by a one-way ANOVA $(F(2,174)=5.77, p=0.00)$. A Tukey HSD post-hoc test revealed that the low congruence and high congruence group differ significantly (M=1.83, SD=0.90 versus M=2.61, SD=1.38, p=0.00). The neutral group shows a marginally significant difference (M=2.18, SD=1.27 versus M=2.61, SD=1.40, p=0.0) with the high group and a nonsignificant difference (M=2.18, SD=1.27 versus M=1.83, SD=0.90, ns.) with the low group.

Congruence Level

Additionally, a positive main effect $(F(2,174)=4,02, p=0.00)$ of the congruence group on brand attitude was found. This confirms H1. The univariate analysis of variance revealed that the congruence has a positive main effect on the brand purchase intention $(F(2,174)=6,63, p=0.01)$, which supports H1. However, neither a significant main effect of processing fluency $(F(114, 62)=0.73, ns.)$ nor an interaction effect of group and processing fluency $(F(36, 140)=0.76, ns.)$ on brand attitude was found.

Processing Fluency

Another analysis of variance was performed to investigate the main- and interaction effects of the processing fluency on brand purchase intention. There seem to be a marginally significant main effect of the processing fluency ($F_{(114, 62)}=1.57$, $p=0.10$).

In line with hypothesis H3, a mediation analysis is performed. First of all, it was tested whether processing fluency mediates the influence of congruence on brand attitude. The influence of congruence on brand attitude was found nonsignificant ($\beta=0.06$; $t=0.85$; ns.). The brand purchase intention, however, shows significance ($\beta=0.18$; $t=2.36$, ns.). Next, the effect of congruence on processing fluency was evaluated and yielded significant results ($\beta=0.58$; $t=9.31$, $p=0.00$). Another regression analysis was performed afterwards between processing fluency and brand purchase intention. It showed a significant relationship ($\beta=0.32$; $t=4.39$, $p=0.00$). In order to prove that processing fluency is in fact mediating the influence of congruence on brand purchase intention, both processing fluency and congruence are evaluated as independent variables. The results show a full mediation of processing fluency ($\beta=0.32$; $t=3.64$, $p=0.00$), while the congruence stays nonsignificant ($\beta=-0.01$; $t=-0.10$, ns.). Hypothesis H3 is thus proven. The results of the mediation analysis can be seen in figure 4:

$\beta = 0.18*$

Perceived fit → Purchase intention

$\beta = -0.01$

Perceived fit → Purchase intention

$\beta = 0.58***$

$\beta = 0.32***$

Processing fluency

* $p < 0.05$
** $p < 0.01$
*** $p < 0.001$
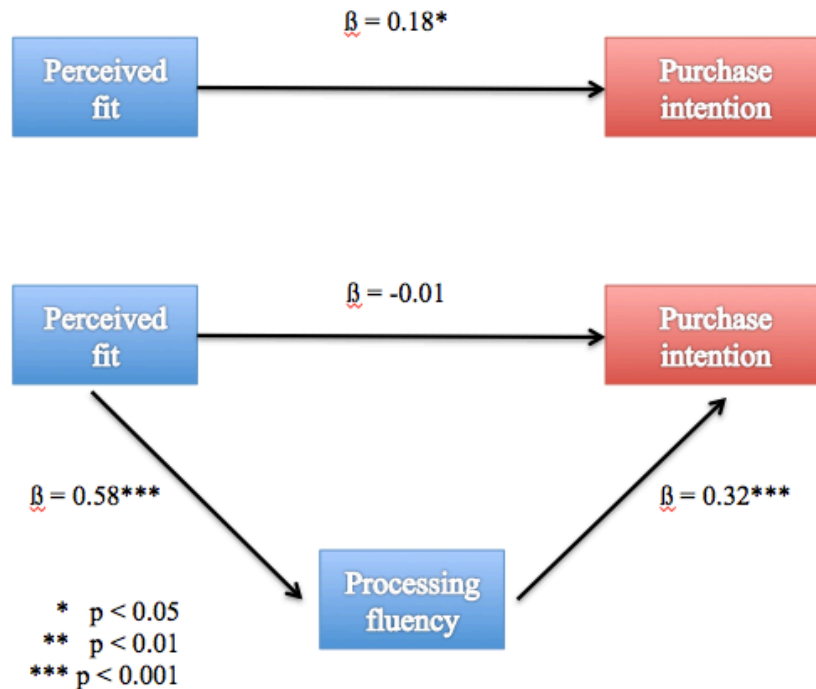
Figure 4: Mediation analysis of processing fluency

Preference for Consistency

Furthermore, the preference for consistency has no main effect ($F(110, 66)=0.80$, ns.) on the brand purchase intention. However, the ANOVA showed that there is an interaction effect ($F(48, 128)=1.57$, $p=0.04$) between congruence and preference for consistency that influences the brand purchase intention positively.

While the preference for consistency does not play a crucial role in the neutral and high congruency groups, the low congruency groups shows the expected effect. Only for individuals high in preference for consistency, congruence has an effect. For these people, a low level of congruence decreases the purchase intention significantly (figure 5). These participants value logical behavior and attitudes. Therefore, a bad match lowers their purchase intention. The figure also indicates (ns.) the opposite effect. In the high congruence version, the brand purchase intention is higher for participants that value consistency. The ANOVA

also shown that there is no main (F(60, 116)=0.89, ns.) or interaction effect (F(48, 128)=1.17, ns.) of preference for consistency on brand attitude.
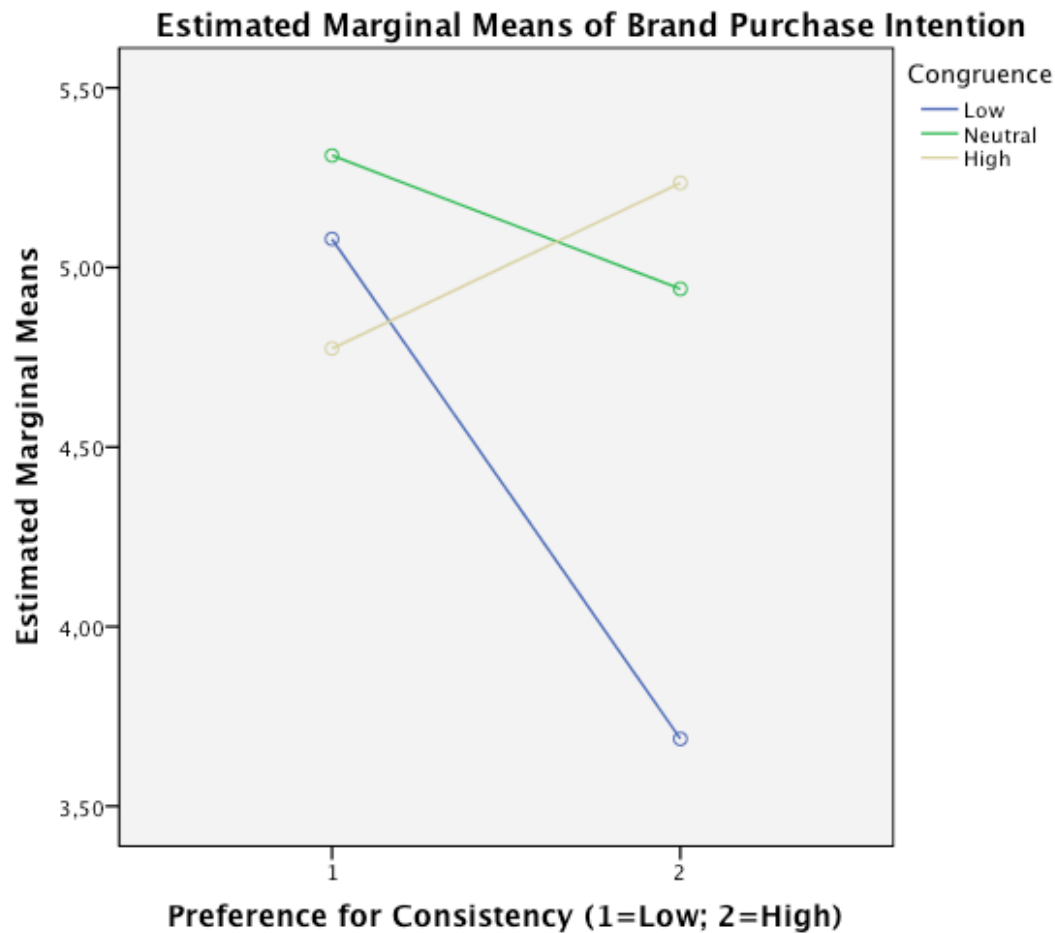
Figure 5: Interaction effects between congruence and preference for consistency

In order to test hypothesis 4 that states that the preference for consistency moderates the relationship between congruence and brand purchase intention, another regression analysis is performed. According to the P-value (Perceived fit * Preference for consistency; β=0.10; t=1.27; ns.), preference for consistency does not moderate the relationship between congruence and brand purchase intention. As a consequence, H4 has to be rejected. Moreover, a moderator analysis was performed for actual self. It does not moderate the relationship

between perceived fit and brand purchase intention (β =-0.05; t=-0.68; ns.), Therefore, no evidence can be found for hypothesis H4.

Actual Self

Hypothesis 2 states that a higher congruence between the actual self and brand personality leads to a better brand attitude. In order to assess this, the three experimental groups are evaluated separately by a univariate analysis of variance. A median split is performed.

First of all, the low congruence match of Harley Davidson and Natalie Portman does not show an interaction effect between the congruence group and the archetype explorer ($F(2, 174)=0.30$, ns.). Furthermore, neither the Jester archetype shows an interaction with the Pringles-Harrison Ford match ($F(2, 174)=0.10$, ns.) nor the Creator archetype with the IKEA-Steven Spielberg match ($F(2, 174)=0.57$, ns.) H2 thus has to be rejected.

5.2 Conclusion

In order to get more insight in the relationship between brand-testimonial congruence and brand attitude, a first experiment was performed. Due to a high internal validity, a successful manipulation check and no bias among the experimental groups, all hypotheses could be evaluated properly.

Firstly, the experiment revealed that a higher congruence leads to a higher processing fluency. This statistically proven hypothesis seems logical, considering the lower ease of processing that it requires. Secondly, the brand purchase intention and brand attitude are highly influenced, due to the fact that a higher congruence increases them. Thirdly, it was expected that a higher congruence between one's actual personality and the brand's personality causes a higher brand attitude. This could not be proven. Fourthly, a mediation analysis was conducted in order to see whether the processing fluency influences the relationship between congruence and brand attitude. As a matter of fact, it plays a rather crucial role as a strong mediator that has more influence than the congruence. Fifthly, neither the actual self nor the preference for consistency moderates the relationship between congruence and brand attitude.

The first experiment shed light on the relationship between brand and testimonial personality congruence on the brand attitude. The experiment revealed that a higher congruence causes a higher intention to purchase a particular brand. However, it merely leads to a higher intention, but not a purchase guarantee per se. That means that the brand in question will probably be in the consumer's brand consideration set before a purchase in this category. However, there is generally a certain period of time between the exposure to an advertising stimulus such as the conceptual print ad and the moment of purchase. Therefore, not only the increase in purchase intention seems essential, but also the influence on the memory of that brand. A higher

purchase intention is quite useless unless there is no real memory left before the purchase.

Hence, the retrieval of a brand-testimonial couple should be the focus of a second experiment in order to investigate this issue. Remembering an advertisement respectively a brand-testimonial couple is generally measured by the two aspects of brand awareness: brand recognition and brand recall (Keller, 1993). The brand recognition relates to the ability to confirm a prior exposure with the brand, when given a cue. This cue is mostly the brand's name or logo. While the brand recognition tends to be more implicit, the recall happens on a more explicit level. The consumer has to remember the brand merely with the product category, a similar abstract cue or no cue at all (Keller, 1993).

Due to the fact that the neutral condition did not differ significantly from the low and high congruence version, study 4 will only have brand-testimonial couples with low and high congruence. Furthermore, the need for consistency will not be a part of the second main experiment, since it already played a minor role in the first experiment. The processing fluency will also be part of the second experiment because of its high influence. However, it will be operationalized as ease of retrieval. The whole operationalization of the second main experiment (study 4) will be described in chapter 7.

6. Study 3

In order to evaluate the influence of brand-testimonial congruence on recognition and recall, it is first of all necessary to lay the groundwork for the second experiment. Therefore, another preliminary research is performed. The preliminary research has one goal:

1. Identify brand-testimonial couples with high and low congruence levels.

While the brand-testimonial couples in the first experiment were put together based on their strongest archetypical personality dimension, this preliminary study takes a more direct approach. Participants are simply asked to rate the fit of brand-testimonial couples on a scale. The couples with the lowest and highest fit are considered for the second main experiment.

6.1 Method

6.1.1 Sample and Data Collection

The sample consisted of 20 college students. Participants were approached online and asked to take part in a short online survey about brands and testimonials.

6.1.2 Instrument

The congruence of the brand-testimonial couples will be assessed with an online survey. The 80 couples were put together by the researcher and are rated on a 7-point Likert scale ranging from "*Does not fit at all*" (1) to "*Fits perfectly*" (7). Again, the 7-point Likert scale was preferred over the 5-point version due to its tendency to the middle score. Among the 80 brand-testimonial pairs are 40 (20 male, 20 female) expected to be incongruent and 40 (20 male, 20 female) congruent. Altogether, there are 40 different brands and testimonials which all have a congruent and an incongruent partner. The survey starts with a brief introduction.

The 80 pairs then have to be rated by the participants.

6.2 Results

The fourth study revolves around the retrieval of brand-testimonial couples. In order to get pairs with high and low congruence a pretest was performed. The fourth study needs seven highly congruent couples, seven incongruent couples and seven couples with mixed congruence. The high and low congruence couples can be seen in table 6.1. Due to the fact that Adidas and Nike are both sport brands, the Adidas – David Beckham couple will be removed to avoid confusion. Instead, the couple Rolex – Robert De Niro (5.91) will be added.

Additionally, this study confirmed the low congruence of the Harley Davidson and Natalie Portman couple that has been used in study 2.

Table 6.1: Congruent and incongruent brand-testimonial couples – means (n=22)

Highest congruency	Lowest congruency
Nike – Ronaldo (6.56)	Rolex – Justin Bieber (1.45)
Adidas – David Beckham (6.55)	Chupa Chups – Arnold Schwarzenegger (1.45)
Hugo Boss – George Clooney (6.55	Ed Hardy – Steven Spielberg (1.50)
Viagra – Hugh Hefner (6.55)	Adidas – Pamela Anderson (1.60)
MTV – Pink (6.41)	Bacardi – Michelle Obama (1.68)
Disney Channel – Justin Bieber (6.27)	Harley Davidson – Natalie Portman (1.73)
Comedy Central – Eddie Murphy (6.12)	Absolut Vodka – Oprah Winfrey (1.73)

7. Study 4

The second main research shifts the focus from the influence on brand attitude to retrieval. Again, a 3 x 2 factor design is applied:

Table 7.1: Factorial design study 4

	High congruence	Low congruence	Mixed congruence
Aided retrieval	Group 1 average	Group 2 average	Group 3 average
Unaided retrieval	Group 4 average	Group 5 average	Group 6 average

The main research question is as following:

What is the influence of brand-testimonial congruence on retrieval?

In order to explore this question, a quantitative instrument is developed. Paragraph 7.1 deals with the sample and data collection, 7.2 the instrument and 7.3 the pretest.

7.1 Sample and Data Collection

Just like the first experiment, no representative sample has to be drawn. Yet it is essential that the sample with its two groups (aided and unaided retrieval) is still homogenous and similar to the sample of the first experiment. Otherwise, other factors such as age or intellect could influence the results. The participants are mainly undergraduate and graduate students from Universities and Universities of Applied Sciences. Altogether, 106 participants took part in the experiment. 61 (57.5 %) were male, while 45 (42.5%) were female. The average age was 23.5 years (SD=2.52).

7.2 Instrument

In order to analyze the retrieval of the brand-testimonial couples, a quantitative method with a digital questionnaire is chosen. The experiment consists of a 3 x 2 between subjects design.

The experiment involves two groups. The first group has to recall the pairs without any cues, thus unaided. According to Rossiter and Percy (1997), brand recall consists of the ability to retrieve a brand (in this case a brand-testimonial couple) without any cues. Brand recognition, however, demands a cue such as a brand element. Therefore, the second group gets the brand name as a cue and has to write down the name of the celebrity, thus aided. Furthermore, the two experimental groups are split in three subgroups. The first subgroup has to remember highly congruent pairs, the second one barely congruent pairs and the third one a combination of congruent and incongruent pairs (two incongruent, five congruent).

7.2.1 Measures

The questionnaire is based on two related constructs and two memorization tasks. The statements are always rated from "*Totally disagree*" (1) to "*Fully agree*" (7) on a 7-Point Likert Scale. The single parts of the experiment are explained below.

Aided/Unaided (Dependent Variable; Manipulation Check)

The level of retrieval will simply be measured by the number of correct answers. The amount of right answers (e.g. 4 of 7) will be used in the data analysis to indicate the level of memory.

Ease of Retrieval (Dependent variable)

The Ease of Retrieval serves as a manipulation check and dependent variable in this study. It is expected that the aided retrieval task as well as the congruent couples reach a higher ease. This is checked with one item: "*How difficult did you find it to generate the requested number*

of pairs?" (Rothman & Schwarz, 1998). The item is rated on a 7-point Likert scale ranging from "*Not at all difficult*" to "*Extremely difficult*".

Need for Cognition (Moderator)

The Need for Cognition (NFC) is a personality variable reflecting the extent to which people engage in effortful cognitive activities (Cacioppo & Petty, 1982). It is expected to play a moderating role in this experiment. Altogether, this construct consists of 18 statements such as "*I would prefer complex to simple problems*" and "*I only think as hard as I have to*". In order to evaluate the influence of the need for cognition, a median split is performed for the analysis. The Cronbach's alpha is sufficient (0.76).

7.2.2 Stimulus Material

Each of the two experimental groups sees a video clip, where 7 brand-testimonial pairs are showed one after another. The video has a plain white background and a black text. One sub group sees congruent, one incongruent pairs and a third a combination of both. Then, the participants of the unaided group have to write down all the pairs that they can remember. The aided group gets to see the brand name as a cue and has to write down the celebrity. To make matters not to complicated, it's no problem to misspell the name of the brand or celebrity. The retrieval rate is simply measured by the number of correct answers. The list of couples can be seen in Appendix C, a screenshot of one of the videos in Appendix D.

3.

An welche Paare kannst du dich erinnern? (Rechtschreibung ist unwichtig!)

Bacardi

Adidas

Absolut Vodka

Rolex

Chupa Cups

Ed Hardy

Harley Davidson

Figure 6: Retrieval of brand-testimonial couples with aid

7.2.3 Hypotheses

First of all, the manipulation/stimulus material serves as the central independent variable in this experiment. The congruence as well as level of retrieval (aided vs. unaided) is expected to influence the outcome. The hypotheses are:

H1a: A higher congruence causes a higher retrieval.

H1b: An aid generates a higher number of correct answers than unaided retrieval.

The need for cognition will probably influence the ease of retrieval and the number of correct answers. The hypotheses are:

H2: NFC will moderate the relationship between brand-testimonial congruence and retrieval.

7.2.4 Research Model
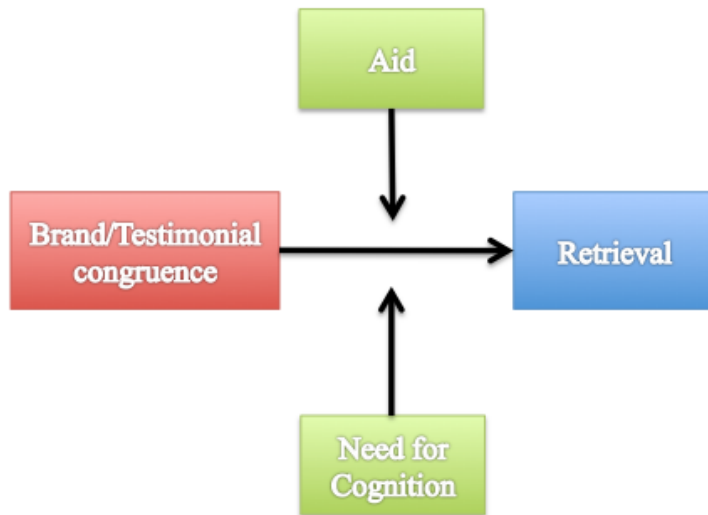
Figure 7: Conceptual research model study 4

7.3 Pretest of the Questionnaire

In order to improve the quality and usability of the experiment, a pretest was conducted with seven participants. Again, the think-aloud method was used to identify problems. The changes after the pretest can be viewed in Appendix E.

8. Results Study 4

This chapter presents the results of the second main experiment. Paragraph 8.1 discusses the main- and interaction effects and 8.2 the conclusions.

8.1 Main- and Interaction Effects

Level of Congruence

The univariate analysis of variance shows that the level of congruence ($F_{(2, 176)}=11.76$, $p=0.00$) is highly significant. It has a positive influence on the retrieval score. Yet there is no interaction effect between the congruence and group (aided vs. unaided) ($F_{(2, 174)}=0.31$, $p=0.734$). The low and the high congruence group show significant differences as far as the score is concerned. The higher the congruence, the better the retrieval (M=4.66, SD=0.22 versus M=5.86, SD=0.23, p=0.00). This offers evidence for H1a. Interestingly, the mixed congruence group (2 incongruent, 5 congruent) reaches even higher retrieval scores among the aided and the unaided group. However, the difference is not significant (M=5.86, SD=0.23 versus M=6.11, SD=0.24, ns.).

Group (unaided vs. aided)

As expected, the aided retrieval generates better scores than the unaided one ($F_{(1, 175)}=13.59$, $p=0.00$), which proves H1b. The significant main effects can be seen in figure 8:
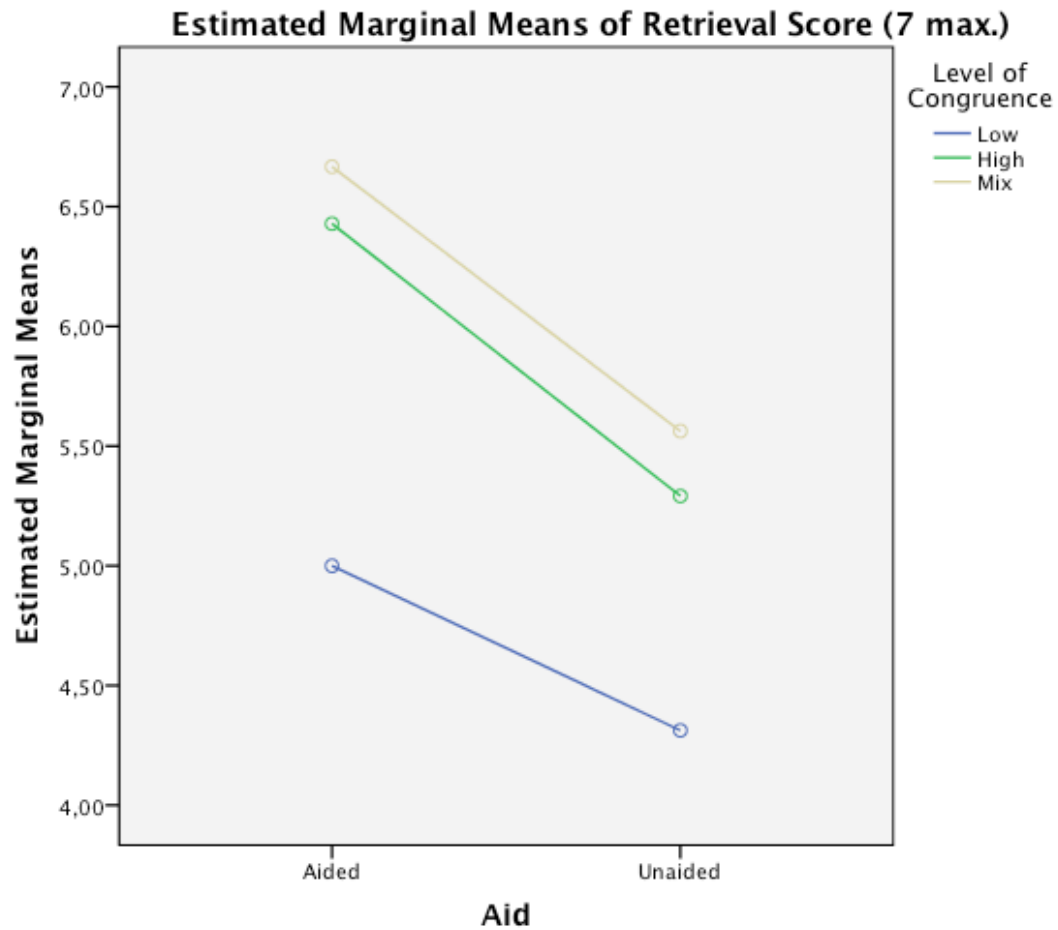
Figure 8: Main effects of congruence and group (aided vs. unaided) on retrieval score

Need for Cognition

The main effect of need for cognition on the retrieval score seems to be nonsignificant ($F_{(41, 135)}=1.19$, ns.). Furthermore, a moderator analysis of need for cognition was conducted. Hypothesis H2 stated that NFC would moderate the relationship between brand-testimonial congruence and memory score. However, the P-value (Congruence * Need for cognition; $\beta= 0.05$; $t=0.54$; ns.) is nonsignificant.

Processing fluency

The processing fluency has a positive main effect on the retrieval score ($F(7, 169)=13.43$, $p=0.00$). The low congruence group differs significantly from the high congruence group ($M=3.73$, $SD=1.63$ versus $M=2.71$, $SD=1.43$, $p=0.01$). The scale was reversed, so that low scores stand for a higher ease. The mixed congruence group showed the highest processing fluency, yet it does not differ significantly from the high group ($M=2.71$, $SD=1.43$ versus $M=2.39$, $SD=1.50$, ns.).

8.2 Conclusion

The fourth experiment investigated another crucial effect of the congruence between brand and testimonials: the memory. First of all, the study confirmed the hypothesis, that an aid generates better retrieval of brand-testimonial pairs than no aid. This seems logical due to the fact that unaided retrieval demands more cognitive effort than aided retrieval. Secondly, the study provides insight into the influence of brand-testimonial couples with different levels of congruence on retrieval. Although surprising brand-testimonial matches seem to be fairly popular in today's unconventional advertising world, couples with a higher fit have a better chance of being remembered. However, the experiment revealed a rather interesting insight: a congruent group of brand-testimonial couples that contains some incongruent surprising couples scores even better on retrieval. Although the difference is not significant, there is still a conspicuous tendency. A possible reason might be that the two incongruent couples among the normal foster retrieval through surprise. It can be stated though that the mixed group shows a higher processing fluency than the other ones, although the differences is nonsignificant. However, this insight has to be investigated within the scope of future research.

9. Discussion

With its new archetypical approach to brand and testimonial personalities, this study contributes several new findings to the field of brand research.

Firstly, this study shows that the archetype concept can successfully be applied to brand personalities and testimonials. Instead of rating well-known personality dimensions like the Big Five, participants easily assigned suitable archetypes to brands and testimonials. The brand-testimonial couples with different levels of congruence were put together on the basis of archetypical personality ratings. Study 2 and 3 clearly showed that the archetype concept can and should be used for personality assessment on a personal and commercial level.

Secondly, the studies revealed that personality based congruence of brand-testimonial couples is highly influential. According to the study, a higher level of congruence not only increases the brand purchase intention, but also the brand attitude. This also underlines the ability of archetypes to differentiate personalities.

Thirdly, the crucial role of processing fluency as a mediator in the brand attitude formation has been proven. Study 2 revealed that a higher ease of processing leads to a higher purchase intention. The full mediation, however, could not be found for the brand attitude. Nevertheless, brand-testimonials couples with a high level of congruence not only increase the ease with which information is processed in the mind, but also the intention to purchase this brand later on.

Fourthly, the conceptual research model of study 2 contained the preference for consistency, thus the need for logical behavior and attitudes. The results show that this construct does not play a vital role in the brand attitude formation.

Fifthly, the study shed light on another crucial factor: the ease of retrieval. It was tested whether congruent, incongruent and a combination of both leads to a higher rate of retrieval. Results of this study also show the importance of congruence for brand-testimonial

couples. The retrieval scores of the participants clearly showed that congruent couples are better remembered than incongruent couples. However, this experiment revealed an interesting tendency: a combination of congruent and incongruent couples causes an even higher rate of retrieval. Moreover, the experiment confirmed the expectation that retrieval with an aid generates better scores than without.

9.1 Managerial Implications

The results of this study do not only contribute to the field of brand personality research, but also give numerous useful implications for the professional marketing world.

Firstly, the crucial role of congruence between brand and testimonial personalities should be considered in the choice of suitable testimonials. As shown, a lower congruence has a negative impact on the brand attitude and purchase intention. Thus, not only the popularity of a celebrity endorser should be considered, but also the personality in the eyes of the customers. As a consequence, a well-considered choice of endorsers with respect to the brand's and testimonial's personality is highly advised.

Secondly, this study shows a successful way to come up with suitable brand-testimonial couples. These 12 archetypes not only help to understand the true personality of a brand and its competitors, but also of possible endorsers and the target group. Furthermore, archetypes offer a better and easier assessment of brand personalities than general personality dimensions. They cover the whole range of personalities from ego to social as well as freedom to order oriented characters. Moreover, archetypes like Hero, Magician, Caregiver or Ruler give a better impression of what a brand actually stands for than single personality dimensions like openness, agreeableness or friendliness. It is certainly a more simplified approach to assess brand personalities, but a more tangible and practical way as well.

The processing fluency also played a vital role in the brand attitude formation in this study. Highly congruent couples are easier to process than incongruent couples. As a consequence, processing fluency even increases the purchase intention. Brand managers should be aware of the fact that in a fast moving advertising world customers only have a limited amount of time to be confronted with an advertising message. Brand-testimonial couples with a low congruence take too much effort to process and will thus mostly be ignored. Even if customers take the time to process these incongruent couples, they will not have an effect on the purchase intention. Brand-testimonial couples have to be matched based on their personality, otherwise marketing budget gets spend with no impact.

This study also examined the effect of congruence on the ease of retrieval, thus how good people remember a brand-testimonial match. The study showed that highly congruent couples are better remembered than incongruent couples. This has to be taken into account, because a higher purchase intention does not help a company if the customer can't remember the brand before a possible purchase. The brand has to stay in the relevant mind set to be considered for a purchase. However, study 4 revealed an interesting notion. Participants could remember a combination of incongruent and congruent couples even better. Although this notion does not reach significant levels, it can't be ignored. Brand managers should evaluate other competing brands and their testimonials before making a choice. If all competing brands use highly suitable testimonials, one might consider a surprising testimonial in order to set the brand apart from the rest. However, it is important that the testimonial shares a personality trait with the brand in order to increase congruence. The untypical fit will create a higher rate of retrieval in the first place, but the mutual personality trait will promote a long-term commitment. While other personal care brands might pick a testimonial that incorporates the Caregiver archetype, it might be good to choose a testimonial that is also associated with the Everyman or Hero archetype. As a consequence, the brand might set itself apart from the

competing brands, but also shows a high congruence with the testimonial that in turn leads to a higher purchase intention and higher ease of retrieval.

9.2 Study Limitations and Future research

This study operationalized the brand-testimonial couple in the form of a print ad. Today's ad campaigns are much more complex. The integrated marketing mix consists of print, TV, Internet, radio and other advertisements. These other aspects of the marketing mix should be investigated as well as the synergy between them and their influence on the brand attitude and purchase intention.

Future research in this field should take more background variables into account. It has to be evaluated whether previous purchases, the sympathy for the testimonial and the brand have any influence on the results. Moreover, this study focused on undergraduate and graduate students. This small group does not represent the target group of Harley Davidson. Another study might look for a sample that is drawn from real target groups.

The study findings suggest a noteworthy influence of a combination between incongruent and congruent brand-testimonial couples on the ease of retrieval. Future research should investigate the influence of the number of congruent and incongruent couples. This study had two incongruent and five congruent couples. A lower or higher number of incongruent pairs could stimulate the retrieval even more. Additionally, it has to be analyzed which of the couples are remembered. Are the congruent couples again remembered better or maybe the incongruent couples. If the incongruent couples generate better scores than it might indeed be wise to use a surprising brand-testimonial match, when competing brands use congruent couples. But this has to be further evaluated.

This study did not differentiate between brand categories. While Pringles is a fast moving consumer good (FMCG), IKEA largely offers durable goods and Harley Davidson

only sells expensive goods with a high involvement. These are different types of brands that cause a different level of involvement. Future research should consider this as a factor. It should be evaluated whether the strong impact of congruence applies to FMCGs and durable goods equally. Besides, the sort of product should also be taken into consideration for future research. While Harley Davidson sells motorbikes, IKEA does generally sell furniture and Pringles chips. It might be possible that the sort of the product might have an influence on the importance of congruence and its impact on brand attitude and purchase intention. In short, future research has to choose brands on the basis of these categories in order to prevent bias.

Moreover, the need for cognition did not play a vital role in the conceptual model of the fourth study. A reason might be that participants were asked to remember the brand-testimonial couples. As a consequence, they will try to solve the task as well as they can. In real life, people do not remember brand-testimonial couples on purpose. They either do it or not without having to retrieve them afterwards. It might be interesting to investigate the retrieval of brand-testimonial couples in a more realistic setting without being informed about the retrieval task.

The archetype concept has been applied to celebrity testimonials in this study. It might be interesting to evaluate how it applies to ordinary testimonials that represent the typical customers. Although these testimonials don't have a well-known personality like celebrities, stereotypical customers usually stand for certain archetypes. One could analyze how important the congruence between brand and testimonial personality is in this case is. Additionally, it should be evaluated whether a match between the customer-testimonial and the real customer personality has any influence.

The processing fluency was operationalized with two scales. Future research should take a more direct approach. A possible indicator for the processing fluency could be the duration of exposure. The study could show participants a number of print ads and analyze via eye tracking how long they look at the single ads. When told that understanding of the ads is

crucial for a later task, participants will probably look longer at the ones that have a lower ease of processing.

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Appendices

Appendix A

Pretest study 2

Situation before the pretest	Issue	Situation after the pretest
All statements end with a dot except the adjectives measuring the processing fluency.	Unnecessary confusion	All statements end with a dot.
The resolution of the print ad extends the usual monitor solution	If the print ad is too big for the participant's screen, ease of processing is unintentionally higher	Smaller solution that can be displayed on every common screen
Statements have a few typos	More difficult to read and lower quality	Typos are removed
The whole questionnaire consists of 3 pages	Too many scales on one page frustrate the participant and lower his motivation to fill out the rest	The questionnaire is divided into 5 pages
De instructions contain different forms of address	Either formal or informal. Different salutations confuse the participants	Due to the fact that this is an experiment among students, salutations are changed to informal
Nathalie Portman is written with an H	The name is misspelled	Changed to Natalie Portman

Appendix B

Low congruence level

"Wenn ich etwas genial finde, dann Harley Davidson."

Natalie Portman

Neutral congruence level

"Wenn ich etwas genial finde, dann Pringles."

Harrison Ford

Neutral congruence level

High congruence level

"Wenn ich etwas genial finde, dann IKEA."

Steven Spielberg

High congruence level

Appendix C

Congruent, incongruent and mixed couples of study 4

Low congruency version	High congruency version	Mixed version
Bacardi – Michelle Obama	Nike - Christiano Ronaldo	MTV – Pink
Adidas – Pamela Anderson	Disney Channel - Justin Bieber	Ed Hardy – Steven Spielberg
Absolut Vodka – Oprah Winfrey	MTV - Pink	Disney Channel – Justin Bieber
	Hugo Boss - George Clooney	
Rolex – Justin Bieber	Rolex - Robert De Niro	Viagra – Hugh Hefner
Chupa Chups – Arnold Schwarzenegger	Viagra - Hugh Hefner	Chupa Chups – Arnold Schwarzenegger
	Comedy Central - Eddie Murphy	
Ed Hardy – Steven Spielberg		Hugo Boss – George Clooney
Harley Davidson		Nike – Christiano Ronaldo

Appendix D

Embedded stimulus video (YouTube)

Appendix E

Pretest study 4

Situation before the pretest	Issue	Situation after the pretest
YouTube Video in 720p	Slow Internet connections might cause buffering. As a consequence, exposure is prolonged (bias)	Video Quality set to standard
Processing fluency scale has 5-Point Likert scale	7-Point scale is used everywhere else	Changed to 7-Point scale
Statements have a few typos	More difficult to read and lower quality	Typos are removed