A Study On The Brand Personality And Its Impact On Human Personality Of Perfumes

Sudhanshu Pattnaik

Abstract: At present, perfumes are the basic need of every person because sweat odour is something no one wants to carry and it is symbolic of freshness and cleanliness. Perfumes attract people and oneself as well as give confidence to interact. Perfumes are either made of the extracts of wood, citrus or floral. The aim of this paper is to investigate the impact of celebrity endorsement in luxury perfumes that is the popularity of the perfume is spicy or floral fragrance like plants, herbs or spices), gender neutral (masculine, feminine or unisex fragrances) and innovative ones (the fragrant jewellery, scented powders etc. that brings multisensory experience(Abdin, 2014)(Sindhu, Upma, Kumar, & Arora, 2010). For the promotions now-a-days celebrities’ endorsements are done so to attract people that are attracted towards the celebrities. The huge fan club of the celebrities help the brand to develop and grow. It is difficult to beat Bollywood actors in grooming themselves.

1 INTRODUCTION
Perfumes are the blend of aroma oils and other fragrances that rejuvenates the body smell and let the body fragrant. The scent directly gets into our 5 senses. The fragrances are of different types and for different nature and purposes. Taking the case of Nivea perfumes that has different variants from men, women, sports, sweet, hard etc.(Logan & Rumbaugh, 2012). At present, perfumes are the basic need of every person because sweat odour is something no one wants to carry and it is symbolic of freshness and cleanliness. Perfumes attract people and oneself as well as give confidence to interact. Perfumes are either made of the extracts of wood, citrus or floral. There are 6 types of perfumes with different types of dilution quantity namely 1- Parfum or extrait (pure perfume) 2- espirit de Parfum (15-30% of aroma) 3- eau de parfum or parfum de toilette (sold as ‘perfume’ and with 10-20% aroma) 4- eau de toilette (5-15% of aroma) 5- eau de cologne (3-8% of aromatic compound) 6- eau fraiche (less than 3% aroma and popularly known as ‘mist’)(Chen, Begnoud, Chaintreau, & Pawliszyn, 2006). At present, perfume industries of India are ready to compete with that of the global industries. The perfumes of India available at the cheapest rates are too expensive in the foreign market. The international market of perfumes had worth of 2615.21 billion rupees and estimated to be approx. (Das, 2015). 4517.19 billion rupees by 2023. The perfume industries haveranges of perfumes as per different personalities. The perfumes includes vegan perfumes (100% botanical ingredients and animal extracted products), personalization (according to personality, time to use, mood, ingredients etc.), fresh and green (the fresh smell like marine, aqueous or floral fragrance or vegetable fragrance like plants, herbs or spices), gender neutral (masculine, feminine or unisex fragrances) and innovative ones (the fragrant jewellery, scented powders etc. that brings multisensory experience(Abdin, 2014)(Sindhu, Upma, Kumar, & Arora, 2010). For the promotions now-a-days celebrities’ endorsements are done so to attract people that are attracted towards the celebrities. The huge fan club of the celebrities help the brand to develop and grow. It is difficult to beat Bollywood actors in grooming themselves.

2 REVIEW OF LITERATURE
Endorsing a brand is not easy, choosing the right person for the right product is important. The personality of the endorser should be depicted in the product like if the product has sweet feminist fragrance it should be endorsed and promoted by a lady with soft features not by SRK or Amitabh Bachchan. The endorser must have the similar features like that of the brand they are endorsing and also a huge fan following that would attract the people to definitely use the brand(Tantiseneepong, Gorton, & White, 2009). Brand personality refers to the set of traits or characteristics of human that adds value to the product while endorsing. The brand personality could be defined as the traits of the personality that are easily visible in the brand quality (Aaker, 2006). Brand personality has certain facets that defines it well i.e.

1. Sincerity
Sincerity could be defined as the trustfulness and honesty of the individual towards the brand. When the individual is oriented towards the brand then they are sincere towards the brand(Jackson Jr., 2010). For example- Victoria secret lady sincerely concentrated on the feminine population. The products designed especially for ladies are coloured red, pink and purple and the shape decides that the product belongs to the ladies whereas, if the smell of the perfume is spicy or floral

Index Terms: Celebrity endorsement, Brand personality, Human personality.
it is designed for women segment(Grieve, 2011).

2. Excitement

Excitement could be defined as the daring and free-spirited individual that would love to play with the personality or with the mind of the people. For example- Ranveer Singh’s brand of set wet my can perfume tells that the perfume carries the same aura or traits Ranveer does(Bonwell & Eison, 1991). The funky and colourful looks of the bottle define the similar enthusiastic personality of Ranveer that attracts people towards him. The exciting and enthusiastic behaviour of Ranveer Singh will be well defined in the product as well as advertisement(Aaker, 2006).

3. Competence

Competent could be defined as the reliable as well as successful personality of the individual. When an individual is knowledgeable about the product very well it is sent to be competent(Le Deist & Winterton, 2005).

4. Sophistication

The celeb must have the sophisticated behaviour i.e. to have a charming personality that adds value to the product. For example Aishwarya Rai’s favourite perfume of Clinique happy that has a fruity smell and also not so costly(Amaldoss & Jain, 2005). But Aishwaryaarai endorsing or advertising about the product adds a value of royalty to the product and that is not the product that makes a difference but the actress that adds value to it(Elby & Hammer, 2001).

5. Ruggedness

Ruggedness could be defined as the tough and hard personality of the endorser towards the product while endorsing. For example- while endorsing a strong and hard fragrance that would last long even with the maximum level of sweat will be endorsed by an athlete or football player that tells their hard behaviour as well as the theme would be well described(Nunn & Puga, 2012).

3 HUMAN PERSONALITY

The attitude or the behaviour an individual carries with himself is said to be human personality and it could not be better defined but could be felt easily. It will take years to understand about the personality of an individual (Ajzen, 2005) because of their complicated behaviour but could be defined in 2 ways- the extrovert and the introvert.

1- Extrovert

The friendly, outspoken and socializing type of person that loves to be partying and socializing as well as making friends. These type of people are not boring and quiet. They love to talk to new people, approachable and easy to talk with(Freyd, 1924). A celeb must be chosen that is extrovert and according to the brand needs like Ranveer Singh doing advertisement of funky and cool perfume that attracts people around him(Farrell, 2017).

2- Introvert

Introvert kind of people are those type of people who are shy and not so outspoken. They love to be alone or at places where people don’t talk to them much. They don’t like much interaction and socializing(Helgoe, 2010). An introvert person is more focused on his internal and mind thoughts and is moody to talk or do something. These types of people are specially quiet and reserved in themselves(Gray, 1970).

4 RESEARCH METHODOLOGY

A conceptual framework is proposed to predict the impact of celebrity endorsement on buyers attitudes and intentions to purchase a luxury brand of perfume endorsed by a celebrity(Carvalho & Azevedo, 2018). The data was be collected from the buyers at the perfume outlet from a well-drafted questionnaire. A sample of 401 will considered for the data analysis as 330 sample size is adequate for conducting factor analysis(Nunnally, 1967). There were 283 males and 118 females who participated in the survey. The age group of 21-30 had the maximum respondents with 250 respondents 31-40 age groups had 140 respondents and 41-50 and 50 and above had nine and two respondents respectively. One hundred and fifty eight respondent have earning less than 25000 rupees, 164 respondents were earning 25000-50000, 47 respondents were earning rupees 51000-75000 and 32 respondent were earning more than 75000 rupees. 216 respondents said that they have been buying perfumes from last five years, 106 respondents said that they have been buying perfumes 5 to 10 years, 72 respondents revealed that they have been investing on perfumes from 11 to 15 years and seven respondents said that they have been buying perfumes from more than fifteen years. According to their educational qualification, there were around 131 under-graduates 109 graduates and 161 post graduates in the survey. 100 respondents were in government jobs, 102 respondents were in private jobs, 110 respondents were business class and 89 were dependents. The Structural equation modeling was be used to find out the relationships between the variables and to prove the proposed hypotheses.

5 DATA ANALYSIS

The hypotheses were estimated by the structural model. The results showed an acceptable fit of the proposed structural model. The model fit indices found from the results were chi-square/df = 3.24, GFI = 0.87, CFI = 0.94, NFI = 0.91 and RMSEA = 0.07. The values indicated an acceptable fit for the structural model.
All the hypotheses drawn were accepted at 95% confidence level.

5 DISCUSSIONS
The research was done with an intention to see the impact of celebrity brand personality on the dimensions of human personality. And it found that brand personality of a celebrity is significantly impacting the two major dimensions of human personality (Escalas & Bettman, 2009; Neuman, 2018; Newbury, 2011; Sonwalkar, Kapse, & Pathak, 2011). It has been found that all the dimension of brand personality namely sincerity (De La, Toldos-Romero, & Orozco-Gomez, 2015; de la Paz Toldos-Romero & Margarita Orozco-Gomez, 2015; Shakil & Majeed, 2018), excitement (Gupta, Schivinski, & Brzozowska-Wos, 2017; Muhamad Fazil, 2015; Santini, Ladeira, Vieira, Araujo, & Sampaio, 2019), competence (Groza & Gordon, 2016; Kang, Tang, & Lee, 2015; Klipfel, Barclay, & Bockorny, 2014; Maehle, Ottes, & Supphellen, 2011), sophistication (Langner, Esch, & Rossiter, 2006; Lewandowski, Co-investigator, & Lewandowski, 2015; Sherman & Moran, 2011; Wu, Klink, & Guo, 2013) and ruggedness (Ryazanov & Christenfeld, 2018; Sargeant, Ford, & Hudson, 2008; Stebbins & Hartman, 2013) have been found that all the dimension of brand personality namely sincerity (De La, Toldos-Romero, & Orozco-Gomez, 2015; de la Paz Toldos-Romero & Margarita Orozco-Gomez, 2015; Shakil & Majeed, 2018), excitement (Gupta, Schivinski, & Brzozowska-Wos, 2017; Muhamad Fazil, 2015; Santini, Ladeira, Vieira, Araujo, & Sampaio, 2019), competence (Groza & Gordon, 2016; Kang, Tang, & Lee, 2015; Klipfel, Barclay, & Bockorny, 2014; Maehle, Ottes, & Supphellen, 2011), sophistication (Langner, Esch, & Rossiter, 2006; Lewandowski, Co-investigator, & Lewandowski, 2015; Sherman & Moran, 2011; Wu, Klink, & Guo, 2013) and ruggedness (Ryazanov & Christenfeld, 2018; Sargeant, Ford, & Hudson, 2008; Stebbins & Hartman, 2013) have been found significant on introvert (Carvalho & Azevedo, 2018; Cervellon, Chailan, & Ricard, 2010; Jain, Bhandari, & B.E., 2018) and extrovert (AR, 2012; Radon, 2012; Radon, 2012) human personalities.

REFERENCES

\[
\begin{array}{cccccc}
\text{Estimate} & \text{S.E.} & \text{C.R.} & \text{P} & \text{Label} \\
\text{EX} & \text{BP} & -.501 & .238 & -.210 & .035 \text{ Accepted} \\
\text{IN} & \text{BP} & .702 & .299 & 2.348 & .019 \text{ Accepted} \\
\end{array}
\]
Competition, 8(3), 130–143.


