

## The impact of brand personality on customer engagement. Case study of L'Oreal .

تأثير أبعاد شخصية العلامة التجارية على مشاركة الزبون . دراسة حالة علامة لوريال .

Benali Amina\*

Department of Management, University of Bechar, Algeria

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### Abstract:

This study attempts to exam dimensions of Brand Personality on consumers engagement of L'Oréal's brand in Algerian market; and to show the most important measures that women focuses on.

This study is based on the random sample method, where 95 samples distributed to women .

This study found that there is a high degree of correlation between brand personality and women's engagement in the cosmetic market ; but in a random frame .

The brand sincerity's role is very important in the cosmetic market for the Algerian women . It is a major reason to develop an effective marketing strategy.

**Keywords:** Brand personality; women ; Consumer engagement; cosmetic market .

**Résumé :** Ce travail est un examen des dimensions de la personnalité de la marque sur l'engagement des consommatrices algériennes des produits L'Oreal . L'étude est basée sur la méthode d'échantillonnage aléatoire, où 95 femmes ont été interviewées. l'examen confirme qu'il existe une forte corrélation entre la personnalité de la marque et l'engagement des femmes sur le marché des cosmétiques; mais dans un cadre aléatoire, non organisé .

Le rôle de la sincérité de la marque est très important sur le marché des cosmétiques en Algérie. C'est une raison majeure pour développer une stratégie marketing efficace.

**Mots-clés :** La personnalité de la marque ; L'engagement-consommateur; La femme ; Marché des cosmétiques .

**ملخص:** المقال هو دراسة لأبعاد شخصية العلامة التجارية حول التزام المستهلكين الجزائريين بمنتجات لوريال. و تعتمد الدراسة على طريقة أخذ العينات العشوائية، حيث تمت مقابلة 95 امرأة. تؤكد الدراسة على وجود علاقة قوية بين شخصية العلامة التجارية ومشاركة المرأة في سوق مستحضرات التجميل؛ ولكن في بيئة عشوائية غير منظمة. كما أن دور إخلاص العلامة التجارية مهم للغاية في سوق مستحضرات التجميل في الجزائر. مما يجعلها سبب أساسي لتطوير استراتيجية تسويقية فعالة.

**الكلمات المفتاح :** شخصية العلامة، مشاركة الزبون؛ المرأة؛ سوق مستحضرات التجميل؛ المرأة.

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\*Benali Amina .

## **I- Introduction :**

The cosmetic market under the present conditions characterized by a series of rapid changes that are mainly due to the intense competition between a range of organizations which seeking to impose their brand on national and global markets . And To face this competition, marketers have paid attention to the value that customer attached to the brand, which distinguishes its competitors from the market and enables them to face different risks . Marketers call this value the term " brand personality " .

This study puts the brand personality under the microscope to check the level of its impact on the engagement of lust consumer .

At present, organizations are well aware of the role that brand personality plays in the success of their policies and in achieving their market goals. Therefore, this study required to question brand personality and the role that it plays in the consumer's mind. The following general question be suggested: What is the effect of the dimensions of brand personality on customer engagement.?This question breaks down in the following sub questions :

How do women perceive the cosmetic product provided?

- What is the most effective criterion on the engagement of women in terms of personality of the L'Oreal? .

In addition to trying to solve the problem described above, this study seeks to clarify the concepts of the brand personality and develop indicators to measure it .

And in order to take note of the aspects of the subject of this paper, we will use the descriptive analytical method in this study in which we seek to answer the most important questions of the problem, using statically methods .

### **I.1. Key concept .**

#### **The brand personality:**

A number of studies have been focusing on the the topic of brand personality, so a great deal of scholarly attention in recent years and arguably will be even more the next few years .

Brand personality is a set of characteristics that describe a brand. Brand managers are interested in promoting a brand personality that attracts consumers 'attention such that they may form a preference for a brand. Consumer preferences are a pivotal concept in marketing, as they underpin customer choice among alternatives. (Mulyanegara RC, 2009). Brand personality has been ratified as a key topic in marketing sciences for decades. Starting in the 1950s, the anthropomorphic and hedonic aspects of brands emerged as central notions for brand management. But brand personality goes beyond establishing brand equity, in that it constitutes the compagnis's adaptive response to turbulent business environments . (Lara-Rodríguez, 2019, p. 1)

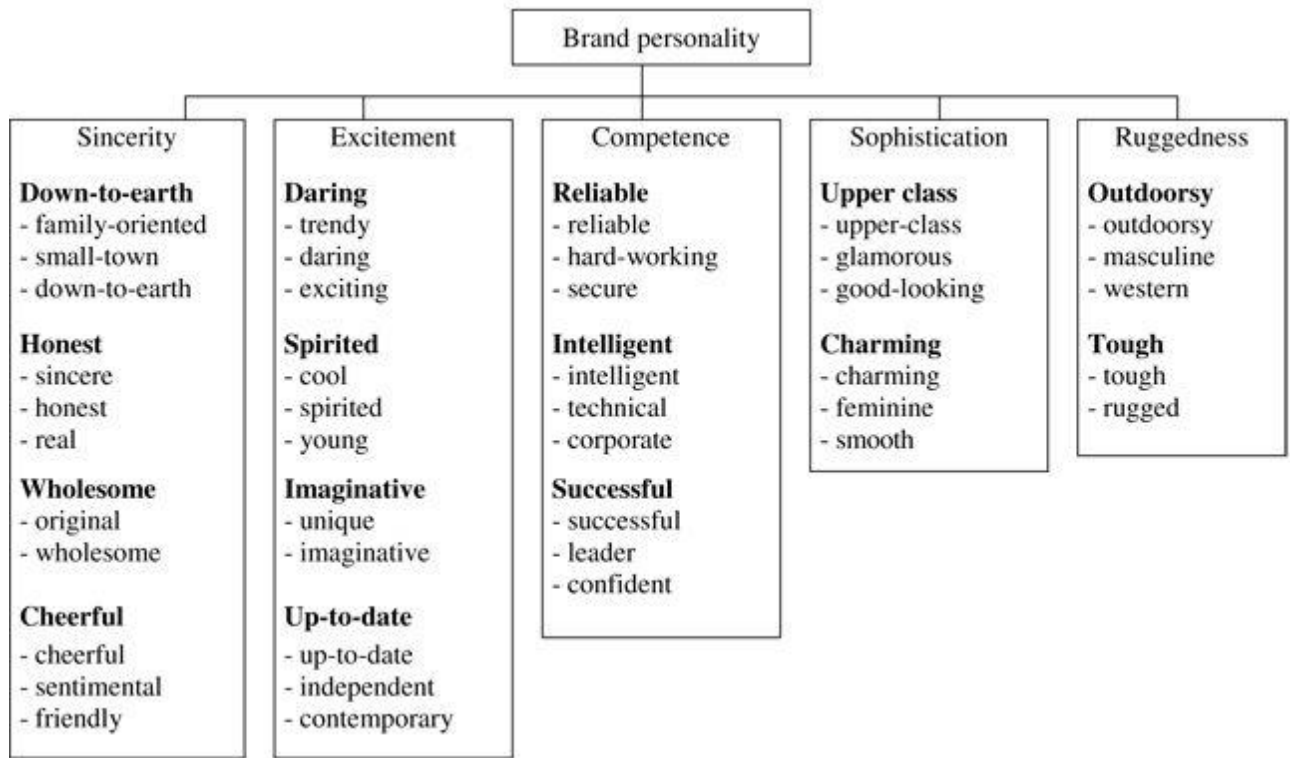
The concept of brand personality has received a considerable amount of attention by consumer behavior and branding research (Aaker, 1997)

In her study, Aaker (1997) finds 42 traits of brand personality, which build five personality dimensions (Sincerity, Excitement, Competence, Sophistication, Ruggedness): ( fig.1)

- Sincerity:down-to-earth, honest, wholesome, and cheerful;
- excitement :daring, spirited, imaginative, up-to-date;

- competence :reliable, intelligent, successful;
- sophistication :upper class, charming;
- ruggedness (outdoorsy, charming).

**Figure 1: Aaker model**



**Source :** (Aaker, 1997, p. 352)

Even though Aaker's conceptualization of brand personality has been the basis for a lot of further studies for many years, some criticism of her scale has arisen.

### **Consumer engagement :**

Reflects a consumer's motivational state, which then manifests itself in behaviors that go beyond purchase or purchase-related activities (Van Doorn, 2010, p. 253) Customer brand engagement into value creation; according to Prahalad & Ramaswamy (Prahalad, 2004), in the traditional market, consumers do not play active role in value creation. Value is created within a company through different processes and activities. Company and its customers play different roles – those of producer or user respectively. Thus, consumer is only a receiver of created value. Interaction among company and its customers is not conceived as a way of value creation. Recent studies and practice show that the role of consumer has changed. Value creation process with consumers engaged into value creation, as active participants, has been analysed from the perspectives of Relationship Marketing and Service Dominant Logic (S-D). (Kuvykaite, 2014, p. 480)

Also, in terms of exploring this concept from an academic point of view, many studies have provided the foundation and direction for customer engagement. The foundation of this construct can be viewed in social exchange theory. In this theory, a company provides consumers with certain favors with the main motivation of future outcomes and returns (customer loyalty and profitability). Again, this cost/reward perspective corresponds to the interactive nature of customer engagement (Hollebeek, 2014, p. 149)

Other researchers have attributed this concept to relationship marketing theory and service-dominant logic because it relates to the establishment of a long term mutual beneficial relationship in which consumers can co-create their marketing experiences . (Vinerean, 2014, p. 622)

## **II– Methods and Materials:**

### **II. 1. Research Framework and Hypothesis Development:**

This study based on the Aaker model (Aaker, 1997) in constructing the basic variables that can answer the question presented . And the following figure resume this model .

This study focused on five independent variables and a dependent variable (they will referred to in the study model); and conducted in the period between 23-02-2019 and 16-04-2019. The questionnaire was distributed to women consumers of the L'Oréal brand .

Based on the basic problem posed by the research, the general hypothesis is as follows:  
"There is a significant relationship between brand personality and women engagement."

The following hypotheses divided:

H1: Brand sincerity has a positive and direct effect on women engagement ;

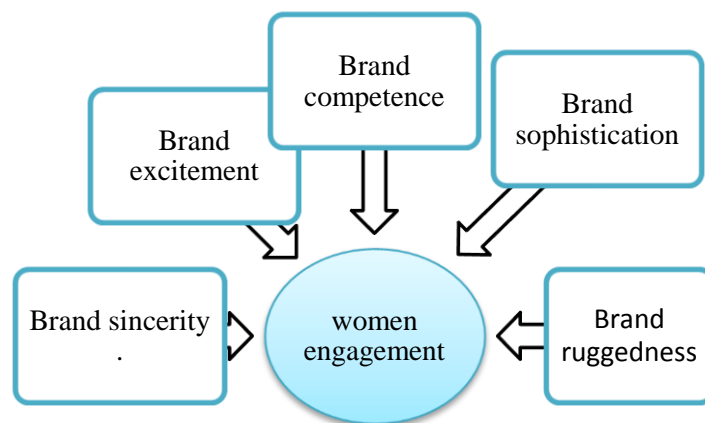
H2: Brand excitement has a positive and direct effect on women engagement ;

H3: Brand competence has a positive and direct effect on women engagement ;

H4: Brand sophistication has a positive and direct effect on women engagement ;

H5: Brand ruggedness has a positive and direct effect on women engagement ;

**Figure. 2:** Study model.



**Source:** Elaborated by the author.

### **II. 2. Sampling:**

The sampling method used in this study was non-probability sampling, ,this study used the appropriate sampling method, a sampling method that collects information from the part of the population (women ) who intends to share the information requested.

This study was conducted in Bechar, and was collected data from 100 women ,and 5 questionnaires were excluded as they did not meet the intent .

### **III- Results and discussion :**

#### **III. 1. Results :**

The descriptive analysis showed that 57.9 % of participants were within the age group of [ 18-26] years old, with an average age of 30 year and a deviation standard of 19.66 . The following table provides the complete details.

**Table 1.** Summary of descriptive analysis

	Total(n)	%
<b>Age</b>		
18-26	55	57,9
27-36	24	25,3
36 years and more	16	16,8
<b>Education</b>		
Associate degree	11	11,6
Bachelor's degree	24	25,3
Master's/ doctoral degree	60	63,2
<b>Martial status</b>		
Single	67	70,5
Married	20	21,1
Divorced	6	6,3
Widowed	2	2,1

**Source:** Elaborated by the author, adapted from SPSS

Adopt the following decision base for hypothesis testing:

- Acceptance H0: If the significance level is greater than the level of significance (0.05).
- Reject H0: If the significance level is less than the accepted significance level (0.05).

The first hypothesis : There is no relationship between the L'Oréal brand sincerity and women engagement ;From the table we observed that the significance level (0.00) is less than (0.05). Therefore, we reject  $H_{01}$  and accept the alternative hypothesis  $H_{11}$ . This means that there is a relationship between the L'Oréal Brand sincerity and women engagement; And the relationship strength stood at 52% and this is based on the value of the correlation coefficient.

The second hypothesis: There is no significant relationship between L'Oréal brand excitement has a positive and direct effect on women engagement. This study show that :

-The level of significance (0.00) is less than (0.05). Therefore, we reject  $H_{02}$  and accept the alternative hypothesis  $H_{12}$ . This means that there is a relationship between the L'Oréal excitement and women engagement;

- And the strength of the relationship reached 71.1%, and this high correlation coefficient displays that the Brand excitement has a significant impact on women engagement.

The third hypothesis: There is no statistically significant relationship between the L'Oréal brand competence and women engagement .According to the data of the following table we find that the level of significance (0.00) is less than (0.05). Therefore, we reject  $H_{03}$  and accept the alternative hypothesis  $H_{13}$ . This means that there is a relationship between the brand competence and women engagement .According to the high coefficient of correlation ( 69.3%) we end that the reliance on of the L'Oréal brand competence has also an evident significant impact on women engagement .

The fourth hypothesis: There is no statistically significant relationship between L'Oréal brand sophistication and women engagement .From the table we find that the significance level (0.001) is less than (0.05). Therefore, we reject  $H_{04}$  and accept the alternative hypothesis  $H_{14}$ . This means that there is a relationship between brand sophistication and women engagement. And through the high coefficient of correlation (55.9%) we conclude that the L'Oréal brand sophistication has a significant impact on the women engagement in Bechar .

The fifth hypothesis :There is no relationship between L'Oréal Brand ruggedness and women engagement .From the table we observed that the significance level (0.00) is less than (0.05). Therefore, we reject  $H_{05}$  and accept the alternative hypothesis  $H_{15}$ . This means that there is a relationship between L'Oréal brand ruggedness and women engagement ;And the relationship strength stood at 69 , 5% and this is based on the value of the correlation coefficient

**Table II** : Correlation between brand personality and women engagement.

Personality L'Oréal brand						women engagement
	Brand sincerity	Brand excitement	Brand competence	Brand sophistication	Brand ruggedness	
Correlation coefficient	0.520**	0.711**	0.693**	0.559**	0.695**	
Level of significance	0.000	0.000	0.001	0.000	0.000	

**Source:** Elaborated by the author, adapted from SPSS

### III. 2. Discussion :

From study hypothesis' testing ,we find:

- The L'Oreal's brand personality attracts more women consumers through brand sincerity and competence quality . it also the same results of Eisend studies (Eisend, 2013).

This also indicates that L'Oreal's has a positive brand's personality through the lasting sophistication that it creates in the cosmetic industry.

- There is insufficient correlation between the L'Oreal's personality brand and women engagement in order the price perceive . This may due to absence of private relationship between the L'Oreal's institution and women customer and this firm may not focus on attracting the customer to reduce the cost further. Is different to study (Radler, 2018).

- There is a strong relationship between the L'Oreal's personality and women engagement mainly in the side of sincerity, and this is due to the quality 's products provided by L'Oreal company .

- A strong relationship between L'Oreal's personality and the brand ruggedness, and this is due to the strategies adopted by the L'Oreal's company and which the service quality promoted.

- There is a relatively strong relationship between L'Oreal's personality and brand competence due to cope with changes and modernity in the beauty world of women .

#### **IV- Conclusion:**

Through this research paper, we tried to drop part of the Aaker model on the L'Oreal personality in the cosmetic market . Using our results, we concluded that the brand personality of L'Oreal has a great role in the engagement women consumer in Algerian Market. Where this study showed that :

- There is a relationship between the brand personality and the consumer engagement , which confirms that L'Oreal recognizes the role of brand personality and the impact of its exploitation in strengthening the status of the brand in the target market and increase their competitiveness in light of the rapid changes;

- There is a relationship between the dimensions of brand personality (Brand sincerity, Brand excitement, Brand competence, Brand sophistication and Brand ruggedness) and the consumer engagement , and this confirms the importance of each dimension and the obligation to work each one individually.

In brief, the contribution of the study to academic literature is as follows:

First, its results have shown that the projected brand personality characteristics go beyond the Aaker model. Apart from the dimensions consistent with that model (Excitement, Sincerity, Competence and Sophistication), brand personality projected by cosmetic's companies attribute classified to two additional dimensions: attractiveness and organization .

Second, this dimensions had already been identified in previous studies; it corresponds to the Organizational Attractiveness dimension from the study by Esra Alniaçık et al (Alniaçık, 2014).

Third, the study identifies attractiveness and organization as dimensions of the gender brand personality , especially for pink marketing .Also the relation brand personality / gender dimensions had already been identified in previous studies; from the study by Sylvia Paersch (2018).

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