

competence, sophistication, and ruggedness. Sincerity is comprised of brand personality characteristics like domestic, honest, and genuine (Farhat & Khan, 2011). The Excitement consists of characteristics like exciting, trendy, spirited, and up-to-date. Competence includes characteristics such as reliable, responsible, and efficient. Sophistication is characterized by pretentious, glamorous and charming. Ruggedness incorporates characteristics of tough, strong, and outdoorsy. (Farhat et al., 2011).

In consumer buying behaviour, the congruity between the self-concept and brand image is a frequently studied area. According to Sirgy et al. (1982), self-congruity subject is used to explain product use and ownership, predict brand attitude, brand loyalty and purchase intention (Farhat et al., 2011). The purpose of congruency is to assess the appropriateness between the brand and the other entity. As explained by Hawkins, Best & Coney (1983), a good matchup between celebrity image and product images will receive high effectiveness score, in terms of advertisement and celebrity effectiveness measures. Further, Mowen (1980) also emphasizes the need for endorser-product congruence in the context of a balance model approach to product endorser effectiveness (Farhat et al., 2011). The fitness related to celebrity spokesperson and product endorsement has been examined by De Sabo & Harshman (1985) and has introduced factor-analytic procedure to uncover the perception-cognitive overtones of both product and spokesperson. McCracken (1989) also states that the effectiveness of the endorser depends, in part, upon the meaning he or she brings to the endorsement process (Kaputa, 2013). Thus, it seems a rational that the congruence between the celebrity and the brand endorsed should have to be a positive impact on the brand's image (Dissanayaka, & Weerasiri, 2017).

3. Case Reviews on Entrepreneur Celebrity Endorsement and Brand Personality Congruity

Most successful entrepreneurs not only brand their organizations, they tie them to personal brands, infusing their business brands with their personalities, values and leadership styles (Kaputa, 2013). They are visionaries who know that branding's soft power trumps the hard power of credentials and quantifiable things listed on a balance sheet, the soft power encompasses the image, intellectual property, reputation network and relationship of the company, the intangible assets that attract people to brand(Kaputa,2013). Consider Richard Branson at Virgin and the late Steve Jobs from Apple, each has masterfully leveraged his story, philosophies, interest and personality to brand the company in tandem with himself (Kaputa, 2013).

According to Kaputa (2013) brand entrepreneurs have the ability to see the big picture, connect with people emotionally, and embrace change. Also,entrepreneurs are not shy away from visibilityand they work to be the “human embodiment” of their companies. Brand entrepreneurs always think about the outside, because they do not start by examining their companies in particular. Kaputa (2013) further explains entrepreneurs first consider the larger industry, their customers and competitors. Finally, brand entrepreneurs are challenging the status quo without fear to experiment and always attentive to what can be fixed or improved where there are gaps.

According to the above different characteristics of the brand entrepreneurs, the author has strived to discuss the relevant brand personality trait related to the practical applications in order to the different cases.According to Joshi (2017) the billionaire business magnate in United Kingdom, Richard Branson is a shining example of what well-nurtured personal brand can do for professional fortune. Branson has been showcased as a champion for innovation and disruption. He runs about 400 companies countingairline, mobile, financial services, music and more. If Richard Branson's personal brand association is removed, it would have been appearedless

identical lesser-known businesses doing the same thing. However, Branson has taken them to a different level, all because of his personal branding has been transferred to the corporate brand of Virgin as an entrepreneur celebrity endorser. According to Joshi (2007) on social media, Richard Branson is a top draw. More people follow him on LinkedIn (more than 10.9 million) than anybody else on that platform. He has about 03 million followers on Facebook, and another 10.4 million on Twitter. According to Aaker (1997), dimensions of brand personality, the Excitement & Competence characteristics are more relevant to the personality brand trait that has been transferred by Richard Branson to the corporate brand of Virgin to create its brand personality. It consists of exciting, trendy, spirited and efficient characteristics. Branson always believes that authentic value you create that makes impact to the world in a positive way. It denotes that fun, adventure and a dare-devil attitude (Joshi, 2007).

Steve Job from Apple is also one of the cases that can be discussed under the concept of entrepreneur celebrity endorsement towards brand personality development. As stated by Hak (2016), Jobs developed a cohesive aesthetic identity that made his products stand out from all of the other consumer electronics. He also developed a unique visual identity for himself; his jeans and turtleneck uniform conveyed the message that he was interested simple, effective approaches. Steve Jobs turned Apple into a powerhouse of a brand through effective brand endorsement in different media. Steve Jobs wasn't just a tech guru; he was a renaissance man with the knowledge in literature and the art at Berkeley, and he brought that expertise to bear on his work at Apple (Hal, 2016). Thus, the personal brand uniqueness of Steve Job has effectively transferred to the corporate brand of Apple creating a unique brand personality through cohesive and aesthetic look. Alan Michael Sugar is also a British business magnate and founder of

Amstrad, media personality, politician and political adviser who transferred his self-brand personality to his business as an entrepreneur celebrity endorser in creating a brand personality (Sullivan, 2016). Jennifer Lopez, the famous singer, actress, and model, the sportswear brand named JLO has been recently launched by Jennifer Lopez. To the media and public she bills as an entrepreneur. The Sweet face Fashion is the partnering company of Jennifer Lopez for the business purpose is the joint venture, where the company designs, markets, manufactures, and sells Jennifer Lopez's sportswear collection. Although by licensing out her name Lopez could be considered as engaging in entrepreneurial behaviour that "drives the market process" (Davidsson, 2004). Further explaining the activities, she performed for the company are more similar to what is normally considered an endorsement (Kamen et al., 1975).

In the Sri Lankan context, there are cases that can be taken out to discuss how entrepreneurs brand personality has been transferred to corporate brands. Otara Gunawardene is a female entrepreneur who converted the retail sector in Sri Lanka with ODEL. Initially, she has formulated the concept of CSR to raise funds to assist animals, development into a lifestyle brand that is renowned for its international attraction and standard (Business today, 2017). According to Business Today (2017) Otara is a fashion icon and a trendsetter who is the first to introduce the department store concept to Sri Lanka. Otara expanded Odel's corporate social responsibility (CSR) operations toward the rescue, rehabilitation and empowerment of the neglected street dogs of Sri Lanka. Odel's CSR had already made a significant impact with environmental campaigns, beach clean ups, tree planting and funding of wildlife conservation projects creating positive change and awareness throughout the island (Business Today, 2017). Thus, she knew that to align public perception towards a compassionate outcome for 'pets' would not be easy when

conceptualising the Embark vision as a brand personality creator. According to the integrity personality characteristic, anything-is-possible attitude has been transferred by Otara as an entrepreneur celebrity endorser to her corporate business using an effective media platform. Kumar Sangakkara & Mahela Jayawardana are former legends of Sri Lankan Cricket who are running a successful business under the brand name of the Ministry of Crabs. The Ministry of crabs is an exclusive sea food restaurant chain which has expanded its business horizons to the global market, as an effective business (www.ministryofcrab.com). Thus, the personal brand uniqueness of Kumar & Mahela has been effectively transferred to the corporate brand of the Ministry of Crabs in creating a unique brand personality through exclusive and credible look.

The theoretical and practical implications of this study also provides managerial implications. The result of this case analysis help to understand the different application in the effective use of the celebrity entrepreneur endorsement towards the brand personality development of the business brands.

4. Conclusion and Further Research Directions

This concept paper has scope for researches as well as marketers through conceptual and case reviews such as brand personality scale developed by Aaker (1997) which was found out to be reliable and valid for the celebrity and brand. Thus it supports the Brand Personality Contrast and its use in marketing research. Also the review found an effect on celebrity personality on brand personality. This review supports the meaning transfer model of McCracken (1989) which proves that personality is a part of the meaning which is transferred to a brand. For marketers, this

concept paper reinstates that there will be an impact of the entrepreneur celebrity personality on the brand personality. Thus, in case of brand personality, care should have been taken before going for the celebrity endorsement, since there may be a transfer of some personality attributes of the celebrity to the brand. According to Cialdini (2001) consumers who are aware of and understand this potential source influence will be in a better position to fight its effects (Hunter, 2009). Thus organizations will be more concerned to investigate that celebrity entrepreneur could be a more effective communicator rather than the unrelated celebrity endorser. However, to influence this, it is important that they should have understood the source of a credibility's effectiveness in communication. In this regard, empirical reviews have shown the importance of a celebrity's expertise, trustworthiness and attractiveness (Erdogan, 1999). In this effect, the study contributes both to the celebrity endorsement and brand personality subject and directs for more future research in this area related to analysis of the congruity of multiple entrepreneur celebrity endorsers and multiple brands to develop brand a personality index to identify right personality traits for brand development. This paper made a specific attention on Sri Lankan practises on celebrities in the use of branding strategies. Alongside, we do propose to examine the overall effectiveness of the use of entrepreneur endorsements towards brand performances rather limiting to marketing promotional effect.



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