



Influences of Virtual Spokespersons' Characteristics on Brand Personality

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INTRODUCTION

Since the 21st century, the global market has gradually moved towards the era of brand economy. In order to enhance the competitiveness of brands, it has become a very important way for brands to use spokespersons to publicize their brands. Brand spokespersons are mainly divided into two types: celebrity spokespersons and virtual spokespersons. The celebrity spokesman is a kind of spokesman image which is commonly used in various enterprises. Because stars have certain popularity and social influence, enterprises can quickly expand the popularity of brands and products with the help of these, so as to narrow the distance between brands and consumers, and win the trust of consumers. Enterprises often encounter some problems when they adopt celebrity spokespersons. Therefore, the advantages of customized virtual spokesperson strategies in terms of economic costs and brand promotion risks are gradually recognized by many enterprises. Virtual spokesmen do not have the problem of celebrity spokesmen, and the continuous development of technology provides broad space for virtual spokesmen. However, even though many companies have put virtual spokespersons into use and the effect is very good, there are still many brands that do not pay enough attention to the importance of virtual spokespersons to the expression of brand personality. Therefore, the virtual spokespersons developed by many brands are not attractive enough, so they are quickly forgotten by people. In today's highly competitive market for virtual spokespersons, many brands try to highlight their own brand personality through virtual spokespersons, so what kind of design can stand out among the numerous images is a problem. This paper studies the influence of the characteristics of brand virtual spokespersons on the expression of brand personality. Firstly, the brand personality dimensions are classified as Ren, Zhi, Yong, Ya and Le and then the characteristics of virtual spokespersons are identified as likability, expertise and relevance. After that, the interaction between brand personality and virtual spokesman characteristics is confirmed, and the dimensions of the two are combined. Finally, some opinions on the design of virtual spokespersons are given.

MAIN PROCESS

For revealing the relationship between the characteristics of brand virtual spokespersons and the expression of brand personality, this paper conducts an empirical analysis by using "Likability, Expertise, Relevance" as the variables indicating the characteristics of brand virtual spokespersons, and using "Ren, Zhi, Yong, Ya, Le" as the ones indicating brand personality. The items in the questionnaire were determined on the basis of combing existing literature. The characteristics of brand virtual spokespersons were classified into likability, expertise and relevance. Among them, the measurement of the likability of the virtual spokespersons is derived from the study of Mize and Kinney. The expertise test items of virtual spokespersons are mainly derived from Ohanian, Garretson and Niedrich, Mize and Kinney. The relevance of virtual spokespersons was derived from the study of Sengupta et al., Garretson and Niedrich, with four items.

RESULTS AND ANALYSIS

Results show that the expertise of virtual spokespersons has a significant impact on the Le dimension of brand personality, while expertise has a significant positive correlation with the Ren, Zhi, Yong, Ya dimensions of brand personality, and a significant negative correlation with the Le dimension. However, the relevance of virtual spokespersons cannot express brand personality. This study believes that the likability of virtual spokespersons mainly reflects the cuteness of the brand, namely the popularity, and is not related to the brand personality. Wisdom: composed, rigorous and other related; Nor does it have anything to do with the brand's personality as a kind of moral courage, and the brand's character as a personal image, such as strength and roughness. It also has nothing to do with elegant brand personality, that is, elegant words and deeds, romantic, ideal personality and beautiful, dignified features, or reflect the respect of others for their own. Data according to the above knowable virtual spokesperson likability and joy of the brand personality dimensions were positively significant relationship, therefore this study thinks that because of the sweet degree is the main performance of the brand of lovely the popular degree, the representative of humor in a virtual likability has the very important role, investigation and research, the subjects mentioned types include humor and lovely, happy, lively, uncoordinated, and human nature, etc. It is positively correlated with the brand personality dimension of joy, optimism, self-confidence and fashion. Based on the above data, it can be seen that the expertise of virtual spokespersons is significantly positively correlated with the dimensions of benevolence, wisdom, courage and elegance in their brand personality, and significantly negatively correlated with joy. Therefore, this study believes that specialization is a perception that information source is effective or has product knowledge. Information credibility is determined by the reliability (reliability) and expertise of the information source. The higher the expertise and reliability of the spokespersons, the better the advertising effect. The advertising effect represents the characteristics and personality of a brand. Therefore, the higher the expertise of the virtual spokespersons, the better the advertising effect, and the better the benevolence, wisdom, courage and elegance of the virtual spokespersons, which can make consumers feel that the brand has these attributes. But for this dimension is concerned, in the case of virtual spokesperson professional enhancement, due to the virtual spokesperson to express more specialized information, the representative of the virtual image is bound to more formal and serious, it will inhibit expression of properties, make consumers think the brand is serious, rather than a relaxed and happy.

CONCLUSION

Since marketing in the 21st century is brand competition and numerous brands come into existing in various fields, there is fierce competition among brands. As shown in this study, it can be concluded that because relevance is virtual spokesperson its products in the promotion of suitable degree, it is the precondition of virtual spokesperson to express brand personality, but the relevance is stronger and cannot explain what virtual spokesperson expressed the attributes of the brand. The expertise of virtual spokespersons has a significant impact on the Le dimension of brand personality, while expertise has a significant positive correlation with the Ren, Zhi, Yong, Ya dimensions of brand personality, and a significant negative correlation with the Le dimension. However, the relevance of virtual spokespersons cannot express brand personality. Therefore, when designing virtual spokespersons for enterprises in the future, when brand personality can be included in several dimensions, such as benevolence, wisdom, courage and joy, we can pay attention to the expertise of virtual spokespersons, making them knowledgeable and skilled in spokespersons' design. When the brand personality can be summarized by Le, we can pay attention to the cuteness of the virtual spokesmen and design the spokesmen to be cute and likable. In the design of virtual spokesmen, in order to highlight the likability of virtual spokesmen, we can combine popular animation language to improve the cuteness of virtual spokesmen. Results show that the expertise of virtual spokespersons has a significant impact on the Le dimension of brand personality, while expertise has a significant positive correlation with the Ren, Zhi, Yong, Ya dimensions of brand personality, and a significant negative correlation with the Le dimension. However, the relevance of virtual spokespersons cannot express brand personality.