

Application of Big Five Model in Brand Personality Shaping

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Keywords: “big five” model, Brand personality, Shaping

Abstract: With the development of social economy, the consumption level and consumer demand of the people will increase accordingly, and people seek to highlight individuality and manifest their own value. However, the phenomenon of brand homogeneity is extremely common, which is not conducive to the creation of a differentiated image of the brand. Therefore, the theory of brand personality has attracted more and more attention from marketing research scholars and companies. This article uses the “Big Five” model to discuss the strategy of brand personality shaping.

1. Introduction

In the era of economic prosperity and development, the material level has been continuously improved, and the consumer needs and consumer psychology of the people have changed accordingly. From the beginning, we have focused on the quality and use of products. Up to now, focusing on the combination of tangible products and intangible value, consumers pay more attention to “emotional” consumption, and the demand for individualization and self-value realization is becoming stronger.

Therefore, academia and companies have proposed that shaping the brand's individual performance will enable companies to overcome homogeneity in the business war, stand out among many brands, and improve brand recognition and identity. Brand personality marketing strategies are being valued by more and more companies and marketers. Enterprises refine brand value by shaping brand personality and promote the mature development of brands, thereby enhancing brand equity. How to successfully create a distinctive brand or personal image has become a major problem for enterprises.

2. Use the Big Five Model to Shape Brand Personality

As early as 1997, Professor Aaker used inductive research to study brand personality dimensions, analyzed Western brands from the perspective of Western psychology and marketing research, and proposed brand personality dimensions and the “big five” model. Professor Aaker divided the brand personality into five dimensions: sincerity, excitement, competence, sophistication and ruggedness, and subdivided these five dimensions into 15 aspects. A total of 42 indicators. This article will focus on the “Big Five” model and propose strategies to shape brand personality.

2.1 Sincerity Dimension

The sincerity dimension is mainly to express the down-to-earth, honest, healthy, and pleasant personality of the brand. The corporate brand builds brand personality and sincerity through brand products and related services. There are many well-known brands that create brand personality as sincerity. For example, the Shufujia soap of Procter & Gamble, in addition to the functions of ordinary soaps, puts a special emphasis on bactericidal cleansing, so special adjustments have been made to the formula, with completely different fragrance, foam and functions. Shufujia soap takes the family route, protects the family, and acts like a mother to protect the healthy growth of family and children. Shufujia has established a brand personality of caring for the family and caring for the healthy growth of children.

To give another example, when it comes to eliminating homesickness by drinking, people will

think of Confucian House Wine, a “house wine”. A “Confucian House Wine, Homesickness” advertisement aroused the resonance and association of consumers, and was moved by it. Confucian House Wine has successfully created sincere emotions and a nostalgic wandering image, increased brand recognition and popularity, enhanced the brand's status, and made the brand image unique.

2.2 Exciting Dimension

This personality dimension means: inspiring people, igniting enthusiasm, keeping up with the pace of the times, attracting the attention of consumers with a unique style and way, and highlighting a unique personality.

For example, when you mention Bingchun Carlsberg, you will think of one of its slogans “Bingchun Carlsberg, don't be happy”. The main focus of its brand is happiness. It finds a creative balance between seriousness and dark humor, making its brand personable, open-minded, humorous, and occasionally bad. It has its own unique personality charm that makes young consumers feel good. Involuntarily resonating with the personalization of its brand, it seems that there is a kind of magic in it “unspeakable, but it makes people feel dark and refreshing.” With the promotion of Bingchun Carlsberg’s “Happy Asset Test”, “Happy Bus Shelter” and other marketing activities and cooperation with major new media platforms[13]It is inseparable from the implementation of the “happy” personality, which personalizes the brand to a subtle effect, closes the relationship with consumers, increases the attraction of people's interest and charm, and promotes consumption.

Jiang Xiaobai, who speaks for and speaks for young people, is not to be outdone. The image of the brand is a cartoon character formed with young people as a template, with its unique quotations from Jiang Xiaobai. “I am Jiang Xiaobai, life is very simple.” The sentence tells how many young people struggle in society and their pursuit of a simple and beautiful life. It is also the feelings of Jiang Xiaobai's brand. Jiang Xiaobai is innovating in the name of youth, has unconstrained creativity because of youth, relies on youth to subvert tradition, has a youthful attitude, and delivers positive energy to consumers. There is nothing to worry about that can be left to tomorrow. Drunk, tomorrow will still be full of passion to face life and challenges.

2.3 Ability Dimension

How to judge a person's ability usually comes down to three points: reliability, wisdom and success, as well as ability in brand personality. As the world's No. 1 brand of large home appliances, Haier's brand personality all highlights the word “ability”. In the past, Haier smashed the refrigerator angrily, smashing fame and fortune. This move validated Haier's “sincere forever” philosophy, and realized the company's commitment to customers with high quality and integrity. Looking at the current situation, Haier has successfully acquired Fisher & Paykel, a New Zealand home appliance brand in one fell swoop, and implemented a dual-brand strategy to achieve a new market leadership and raise the brand to a higher level. For consumers, Haier provides consumers with high-quality, high-quality and high-service guarantees and reliability; for the industry and the market, Haier is a leader with the confidence and confidence to grasp the development of its own brand. How to better develop the brand's wisdom and make it the world's number one brand of large household appliances.

2.4 Exquisite Dimension

Sophistication is a kind of soft personality charm with a feminine color. For example, Chanel's noble self-confidence, Spanish women's shoes Patricia's elegance and romance, and MAC's sexy naughty, etc., these brands have shaped their exquisite personality under the dual effects of their product design, packaging and their contracted spokesperson.

For another example, Taiwan's Taishin Bank is an excellent player in “playing with exquisiteness and marketing romance”. The rose card launched by the bank has established its feminine and sonorous rose independent brand personality and a clear market positioning with a unique rose positioning. Integrating marketing resources, producing a series of women's inspirational and successful advertisements, has established a reputation among women, and has become the leading brand of female credit cards in Taiwan.

2.5 Rough Dimensions

Roughness is a brand personality that is strong and masculine compared to refinement.

Men have to own their own Harley motorcycles, wear cool helmets, and ride Harleys assembled by themselves. This is the dream of every man. The texture of the cold metal of Harley motorcycle, smooth lines and free color matching, the wonderful combination of electroplating and black paint, with excellent, “blockbuster” exhaust pipes, unignorable and the roar of the background music Sounds, all show a man's desire for strength and freedom, and show the charm of men. The spirit of Harley is “forever to explore the territories that have not been conquered.” Therefore, the Harley-Davidson brand personality is free, individual, adventurous, enterprising, and rugged and masculine in pursuit of taste.

3. The Application Strategy of the Big Five Model in the Context of New Media

3.1 Cross-Border Multi-Party Cooperation to Establish Interactive Communication with Consumers

The focus of brand personification lies in two-way communication with consumers. The emergence of new media provides more opportunities and possibilities, and cross-border multi-party cooperation is one of the opportunities. Cross-border multi-party cooperation promotes effective communication with consumers and understands the real needs of consumers, realizing two-way beneficial interactive communication. The Palace Museum has opened online and offline simultaneous sales of cultural and creative products, such as the Palace Museum Taobao famous for its cosmetics, and the Palace Museum's cultural and creative flagship store that sells cultural and creative products for daily life. In order to better shape the cultural and creative brand image of the Palace Museum, the Palace Museum has opened a series of related Weibo and WeChat public accounts, etc., developed various APPs, entered the lives of consumers, and posted Weibo and WeChat soft texts to enable cultural creation. Product warm-up and consumer demand investigation. For example, the marketing of the Forbidden City lipstick has made the Forbidden City's cultural and creative topics a hot topic, and consumers have made plans and dedicated their brains. At the same time, it also narrowed the distance with consumers. As soon as the WeChat public account “Yongzheng: Feeling Cute and Cute” came out, the Internet celebrity Forbidden City entered people's vision, and the image of the serious iceberg became more humorous and approachable. The extended IP “Renewal, Forbidden City”, “I repaired cultural relics in the Forbidden City”, “Forbidden City 100” and other programs have also unveiled the mystery of the Forbidden City. With the blessing of black technologies such as H5, AR, and VR, new Ways to let people understand the Forbidden City and the spread of Forbidden City culture.

3.2 Exploring Spokespersons That Fit the Brand

Brand spokespersons, as the representatives of brand spirit and the carrier of brand personality, consumers associate with the brand through spokespersons, and the personalization of the brand unknowingly creates a unique brand image. Many brands use their own brand founders as brand spokespersons to create brand hotspots, such as Xiaomi's “born for fever” spokesperson, “Chu Orange” founder Chu Shijian's entrepreneurial hardships and success stories, and Apple's “pursuit of perfection” spokesperson Jobs wait. The spokesperson can be a concrete person or a virtual mascot, such as the three squirrels, the Kumamoto bear in Kumamoto village, the QQ penguin and so on. By using spokespersons as a carrier to shape brand personality, brand culture and connotation can be better conveyed to consumers, brand recognition and popularity can be improved, and the dilemma of brand homogeneity can be eliminated, which is conducive to consumers to make clear choices and judgments.

4. Conclusion

Brand personality is of great significance to the development of corporate brands, and brand

personality strategies are conducive to improving brand recognition, visibility and differentiation competitiveness. In addition to using the Big Five model to shape brand personality, companies can also shape brand personality based on the brand itself, and shape brand personality based on social interaction and communication.

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