Application of Aaker's Brand Personality Scale on Human Brands in Surf Sports

Agata Kakitek[1]

Abstract

Purpose: This research explores the application of Aaker's brand personality scale on human brands in surf sports. It investigates the potential for detecting differences in the brand personality profile used on human brands. Aaker (1997) developed a brand personality framework consisting out of five dimensions of brand personality and fifteen brand personality attributes. This framework has been used in several studies; however, it has been criticized by researchers for its lack of applicability as a general scale. This paper addresses this issue by testing all forty-two original brand personality attributes, used by Aaker, on professional surfers as human brands. A second objective was to establish an ultra-short scale for practical reasons since brand personality is often only one of several measures in a questionnaire.

Methodology: In order to determine what attributes were the most appropriate when describing a professional surfer, a web survey with a 7-point Likert scale was conducted, which resulted in a convenience sample of n=219 respondents. In this study, the author conducted principle factor analysis and compared the results of an oblique rotation with Aaker's results in order to investigate whether Aaker's brand personality scale provides similar results on human brands as it does on product brands.

Findings: This paper concludes that partially different facets than Aaker's (1997) brand personality framework apply to human brands in the surf context. The more appropriate facets for human brands in the surf context include: real, wholesome, good-looking, secure, Western, and up-to-date.

Research limitations/Implications: Further research on specific athletes in different contexts is needed. It could incorporate other brand personality scales e.g. Geuens et al. (2009), Braunstein and Ross (2010) and Tsiotsou (2012) scales.

Practical Implications: The findings of this study are useful for sports marketers to better understand athletes as human brands as well as their facets, in order to develop target positioning with specific marketing strategies.

Keywords: Human brands, brand personality scales, brand personality attributes, principle factory analysis, sports.

JEL: M31

[1] PhD student at College of World Economy, Warsaw School of Economics.
Correspondence address: College of World Economy, Warsaw School of Economics, Al. Niepodległości 162, 02-554 Warsaw, e-mail: ak2841@sgh.waw.pl

Introduction

The sports market in North America is expected to grow from $63.9 billion in 2015 to $75.7 billion by 2020 (PwC Sports Outlook, 2016). Due to comparable economic performances, it can be assumed that similar phenomena occur in other countries e.g. in Australia, New Zealand, Japan, and the European Union. With a participation rate in individual sports reaching 34,6% in 2016 and 23,6 % in team sports in the U.S. it is unclear why research on brand personality and consumer behavior concentrates mainly on team sports (2017 Participation Report). With surfing gaining more exposure due to becoming an Olympic sport in 2020, it provides a great example of individual sports worthy of investigation.

Human brand is a term that describes "any well-known persona who is the subject of marketing communication efforts" (Thomson, 2006, p. 104). Marketers use this phenomenon to transfer the celebrities' positive attributes onto endorsed brands (Carlson and Donavan, 2013). Brand personalities consist of facets that "consumers associate with a human brand" (Carlson and Donavan, 2013, p. 196). As personality characteristics are associated with people, consumers associate distinctive and relatively enduring attributes with specific brands (Aaker, 1997). This association, which is often used in marketing strategies, helps consumers form relationships with specific brands (Aaker, 1997). Caused by psychological preferences each consumer is attracted to certain brand personalities. Many surf fans are drawn to the professional surfer Kelly Slater because they perceive the surfer to be good-looking (i.e. sophistication) and real (i.e. sincerity). Marketers have used the influence of athletes in advertising for years. In many sports, professional athletes are seen as role models among fans (Mitsis and Leckie, 2016).

Athletes such as James LeBron, Serena Williams, and Cristiano Ronaldo have become "human brands" enhancing retail sales of products they endorse (Carlson and Donavan, 2013, p. 193). In previous research on human brands (Carlson, Donavan and Cumiskey, 2009; Carlson and Donavan, 2013) Aaker's brand personality framework has been used in order to investigate a sports team and a sports team's athlete's personality facets. However, the authors identified the need to investigate the athlete's and the sports team's using the original 42 item scale in order to search for the appropriate facets in the context of human brands. This paper addresses this by testing Aaker's 42 original brand personality characteristics on professional surfers as human brands. This study posits the following research questions:

> RQ1: Does Aaker's brand personality scale provide similar results on human brands as it does on product brands?

RQ2: What are the brand personality facets associated with professional surfers?

This study contributes to the body of research on human brands and brand personality by providing evidence from a convenience sample of amateur surfers. A web survey with a 7-point Likert scale was conducted in order to determine which attributes were the most appropriate when describing a professional surfer. A second objective was to establish an ultra-short scale for practical reasons since brand personality is often only one of several measures in a survey. In addition, a recent trend towards short scales gives reason to explore possibilities in regard to human brands.

Conceptual Framework and Literature Review

Human Personality versus Brand Personality

In order to apply brand personality to an individual, it is crucial to differentiate between human personality and brand personality. Human personality research is mainly focused on the five innate human characteristics: extraversion, agreeability, openness, conscientiousness, and emotional stability (Barrick and Mount, 1991). It is argued that these traits are based on a person's upbringing and heredity. They are internally caused and long-lasting rather than temporary (Chaplin, John and Goldberg, 1988). Brand personality on the other hand "refers to the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). Unlike human personality traits, brand personality is a state (Carlson and Donavan, 2013, p. 196). States are characterized by their brief-ness and are caused externally (Chaplin, John and Goldberg, 1988, p. 548). According to Carlson and Donavan (2013, p. 196) "brand personality is a dynamic amalgamation of unique attributes (i.e. brand adjectives) working together to create an overall personality for a brand". It is worth noting that although human and brand personality may overlap in certain areas, they are fundamentally different. It is clear that athlete endorsers have human personality traits as their "ability to influence consumers rests in his/her ability to create and manage a desirable brand personality" (Carlson and Donavan, 2013, p.196). The athlete's brand personality develops (through marketing communications) associations with endorsed products, sports or with a brand image that a company attempts to promote (Heere, 2010). Athletes like Roger Federer, Maria Sharapova, and Kelly Slater have both human and brand personality facets. The human personality traits may or may not be known to the general public. On the other hand, the athlete's brand personality may change in the eye of the public due to certain circumstances, e.g. Maria Sharapova failed a drug test at the Australian Open in January 2016. Before the athlete's doping scandal, she was seen as a sincere and wholesome person. After the scandal, her brand personality changed drastically. She was no longer seen as a wholesome

and sincere person and her endorsement contract with Tag Heuer was not renewed as a result (Weber, 2016). It is clear that consumers reassess an athlete's brand personality after controversies, and the athlete's brand personality shifts in response to consumer perception of the human brand. This study focuses on the athlete's brand personality because it is accessible for the general public as well as its importance on the ability of the athlete to influence customers.

The Brand Personality Concept in Marketing

Practitioners in advertising and marketing have been using the term "brand personality" long before academia has developed any acceptable concept (Azoulay and Kapferer, 2003, p. 144). Gardner and Levy (1955) first suggested brands had personality characteristics in the 1950s. Later in motivation research projections based on metaphors in focus groups, consumers were asked to offer their opinions on brands using expressions to identify people, movie stars and animals (Azoulay and Kapferer, 2003). Marketers then realized that in mature markets "non-product-based features of the brand" started to become of great importance in consumer's buying decisions (Azoulay and Kapferer, 2003). Preference among costumers is not only built on the basis of how they perceive the product functionally but also on the basis of brand personality perceptions (Aaker, 1997). Introducing the link between human personality traits and brands was a significant contribution to brand management. At this point, the general conceptualization of personality as those traits of human personality that can be attributed to the brand was seen as one part of brand identity. Aaker's definition of brand personality as "the set of human characteristics associated with a brand" (Aaker, 1997) which refers not only to one part of brand identity but addresses brand personality as a whole.

Since then researchers have argued consistently that brands much like people take on personality characteristics (Aaker, 1997; Fournier, 1998; Keller, 2003; Freling and Forbes, 2005). Aaker's work attempted to clarify the concept of brand personality and introduced a scale to measure it. Her framework was largely based on research of psychologists on human personality (Azoulay and Kapferer, 2003). After Aaker's research paper (1997), her methodology has dominated brand personality research and her definition of the term has been quoted and used in research extensively ever since. Much like personality traits associated with a person, consumers associate distinctive and relatively enduring characteristics with a specific brand (Aaker, 1997). This association, which is often used in marketing strategies, helps consumers form a relationship with a specific brand (Aaker, 1997). Caused by psychological preferences each consumer is attracted to certain brand personalities. The right personality in a brand can cause the consumer to feel that the brand is appropriate and trigger loyalty toward the brand

(Aaker, 1996; Keller, 2003). Researchers argue that consumers mostly choose those brands with a personality consistent with their own self-concept, "an ideal self (Malhotra, 1988), or specific dimension of the self (Kleine, Kleine, and Kernan, 1993) through the use of a brand" (Aaker, 1996, p. 347). Aaker (1997) developed "a theoretical framework of brand personality dimensions (...) and a reliable, valid, and generalizable scale that measures these dimensions" (p. 347). Drawing on the "big five" dimensions of human personality, Aaker's (1997) framework is based on five dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness (Table 1).

Table 1. Aaker's brand personality framework

Brand Personality				
Sincerity	**Excitement**	**Competence**	**Sophistication**	**Ruggedness**
Down-to-earth	Daring	Reliable	Upper class	Outdoorsy
Honest	Spirited	Intelligent	Charming	Tough
Wholesome	Imaginative	Successful		
Cheerful	Up-to-date			

Source: Aaker (1997).

Each dimension represents certain core attributes. Sincerity signifies down-to-earth, honesty, wholesomeness, and cheerfulness; Excitement signifies daring, spiritedness, imagination and contemporary; Competence signifies reliability, intelligence and success; Sophistication signifies class and charm; and Ruggedness signifies masculinity and toughness. According to Aaker "by isolating these distinct dimensions versus treating brand personality as a unidimensional construct, the different types of brand personalities can be distinguished, and the multiple ways in which the brand personality construct influences consumer preferences may be understood" (1997, p. 348). Aaker's study involved 631 respondents, who rated each of 37 brands on 114 personality attributes. Those brands where extensively selected in order to represent a broad array of product and service categories. Most brand research is based on Aaker's framework (Azoulay and Kapferer, 2003), though her scale is not without flaws. On the one hand Aaker's brand personality framework has been subject to several critiques, that address concerns about the exclusion of negative factors in the scale development (Bosnjak et al., 2007), whether the scale can be used as a general scale (Austin et al., 2003) and if the selected attributes are proper personality traits (Azoulay and Kapferer, 2003). On the other hand, Aaker's scale has been used widely in research

on brands and has been a foundation for the development of new measures of brand personality such as the scales of Geuens et al. (2009) or Bosnjak et al. (2007; Avis, 2012).

Table 2. Aaker's Brand Personality with the original 42 items

Brand Personality				
Sincerity	**Excitement**	**Competence**	**Sophistication**	**Ruggedness**
Down-to-Earth: down to earth, family oriented, small town	**Daring:** daring, trendy, exciting	**Reliability:** reliable, hardworking, secure	**Class:** upper class, good-looking, glamorous	**Masculinity:** outdoorsy, masculine, western
Honesty: honest, sincere, real	**Spiritedness:** spirited, cool, young	**Intelligence:** intelligent, technical, corporate	**Charm:** charming, feminine, smooth	**Toughness:** tough, rugged
Wholesomeness: wholesome, original	**Imaginative:** imaginative, unique	**Success:** successful, leader, confident		
Cheerfulness: cheerful, sentimental, friendly	**Contemporary:** up-to-date, independent, contemporary			

Source: Aaker (2001).

As most sports have a unique image, it is necessary to determine which brand personality facets are most relevant when evaluating athletes with every given sport (Carlson and Donavan, 2013). Even though brand personality can be applied to multiple research subjects, the diversity among brand types is too great to use a single measurement scale that meets the needs of all contexts. Even though there are studies that scrutinize Aaker's scale, only limited research exists (Geuens et al., 2009; Braunstein and Ross, 2010 and Tsiotsou, 2012; Garsvaite and Caruana, 2014; Molinillo et al., 2016). Therefore, Aaker's scale will be the first one to be tested for its applicability on pro surfers. Given the scale's potential, as well as multiple extant studies with which to compare results, all 42 of the original items were assessed herein in the context of human brands in surf sports (Table 2).

Methodology

Measure

In order to apply Aaker's brand personality scale to human brands, this study employed a web survey with 219 respondents to determine what attributes were the most appropriate when describing a professional surfer. Brand personality attributes were assessed using the single-item measures in a professional surfer context. Unlike in Aaker's study a seven-point Likert scale was used, where 1="absolutely inappropriate" and 7="absolutely appropriate" as research shows that 7-point scales in comparison to 5-point scales reach a higher sensitivity and offer better discrimination between the respondents (Kent, 2007). Dawes (2008) reported that with a 7-point Likert scale participants are less inclined to choose the middle score as they are given a wider range of possible answers. In this study, respondents rated the extent to which they perceived each of the 42 personality facets to be appropriate for describing professional surfers. The 42 items comprised the five dimensions of brand personality proposed by Aaker – Sincerity, Excitement, Competence, Sophistication, and Ruggedness.

Sample

By means of an online questionnaire, a non-student sample of 219 subjects was used (a cross-section of amateur surfer population); one that represented several nationalities of amateur surfers with respect to 4 demographic dimensions (gender, age, native language and country of birth). All participants were amateur surfers with differing levels of ability. The demographic data showed that 56,6% of the sample was male and 28% of the participants were 16–24 years of age. The youngest participant was 16 years old, the oldest 63; the average age was 30 years old. A substantial number of the participants were from the United Kingdom (30%), 25% were from Germany, 10% from Australia, 6% from Switzerland, 5% from Austria and 4% from Poland. 20% of the participants reached below 3% and include respondents from the United States, Brazil, New Zealand, the Netherlands, Spain, Ecuador, Finland, South Africa, Sweden, Malaysia, Belgium, Italy, Finland, Chile, and Colombia.

Selection of Personality Items

The selection of the factor extraction model comes down to either a common factor model or a components model. As the aim of this study is to find the characteristics that best describe a professional surfer a model that offers a reduction of variables will be most suited. Therefore, a principal component analysis (PCA) will be conducted

in this study. The number of factors was decided using the Eigenvalue. The factors that achieved a value greater than one were considered (Table 3).

Table 3. Eigenvalue distribution for the first five factors

	F1	F2	F3	F4	F5
Eigenvalue	9,086	4,100	2,089	1,537	1,135
Variability (%)	21,632	9,761	4,975	3,659	2,703
Cumulative %	21,632	31,393	36,368	40,027	42,730

Source: own elaboration.

Additionally, an oblique rotation on four and six factors shows lower values of factor loadings. A five-factor solution was an appropriate fit in order to compare it with Aaker's results. However, it should be noted that a significant dip in the screen plot followed the second factor, different to Aaker's results, where all five factors scored high and "were the most meaningful, rich, and interpretable" (Aaker, 1997, p. 350). Factors with an Eigenvalue greater than one rotated to find a more interpretable solution. In research, two basic types of analytical rotation are used in order to find interpretable results. The most popular rotation is the orthogonal Varimax rotation, which leads to maximizing the variance of squared loadings on a factor and attempts to make small loadings even smaller, an approach used by Aaker (1997). An Oblimin rotation is more complex than the orthogonal rotation as it may contain a system of primary axes or a system of reference axes (Conway and Huffcutt, 2003). Research suggests that an oblique rotation is preferred as it is most likely that factors show correlation. Therefore, an orthogonal rotation, which is only suited in the case of uncorrelated factors, would provide unrealistic results that will most probably distort loadings and therefore not present a simple and interpretable structure in case of correlation. Even in the situation where the factors are uncorrelated, an oblique rotation is suitable, showing a factor correlation near to zero. Therefore, in this study, an oblique rotation was used.

Results

Cronbach's Alpha

Consistent with Aaker (1997), Cronbach's alphas were calculated for each of the five dimensions utilizing their corresponding items (see Table 4). According to Aaker's (1997) brand personality framework, the six highest item-to-total correlations were

determined, one or two in each of the five distinct personality dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. In order to determine the degree to which the five brand personality dimensions yield consistent results, Cronbach's alphas were calculated for each of the five dimensions using the 42-item scale.

Table 4. Coefficients alpha for each brand personality dimension

Brand	Brand Personality Dimensions				
	Sincerity	Excitement	Competence	Sophistication	Ruggedness
α for professional surfers	0,88	0,59	0,79	0,78	0,69
α in Aaker's study	0,93	0,95	0,93	0,91	0,9

Source: own elaboration.

The resulting values were high: Sincerity = .88, Competence = .87, Sophistication = .78, Ruggedness = .69. The lowest value reached Excitement = .59, which is lower than an acceptable alpha value (> .70) proposed by Nunnally (1978). Although not as high as the reliability coefficients reported by Aaker, who noted Cronbach's alphas at or above .90 for all five dimensions, the reliability of each dimension (with the exception of Excitement) appear adequate for research purposes. It can be noted that many studies that followed Aaker's introduction of the brand personality scale never achieved the high Cronbach's alphas values as described in her study (Austin, Siguaw and Mattila, 2003; Buresti and Rosenberger, 2006).

Kaiser-Meyer-Olkin and Barlett's Sphericity Test

In order to be able to accept the sampling adequacy Kaiser-Meyer-Olkin (KMO) and Bartlett's sphericity tests were conducted (see Table 5).

Table 5. Kaiser-Meyer-Olkin and Barlett's sphericity test results

KMO	**0,828**
Chi-square (Observed value)	4084,368
Chi-square (Critical value)	930,374
DF	861
p-value	**< 0,0001**
alpha	0,05

Source: own elaboration.

With the KMO reaching .828 it places well in the accepted index of > .6. Another indication of the strength of the relationship among variables gives Barlett's sphericity test. The significance p-value less than .05 (< .0001), allows rejecting the null hypothesis, which means that the correlation matrix is not an identity matrix.

Factor Analysis

In this study, the list of characteristics was factor-analyzed using principle factor analysis, an Oblimin rotation scheme, and an unrestricted number of factors to be removed. The factor pattern for facets of the brand personality dimensions shown in Appendix 3 and 4, gives insight into the factor pattern after an Oblimin rotation. After the oblique rotation, items with a relatively low loading (< .50) were extracted from the scale because attributes with a loading below .40 do not add to measure purification (Nunnally, 1978). This resulted in a scale of 23-items with a clear similarity to Aaker's scale regarding the dimensions of Sincerity, Competence, and Excitement (Table 6).

Table 6. Factor loading after oblique rotation and extraction

Facets	Sincerity	Sophistication	Competence	Ruggedness	Excitement	Dimensions according to Aaker's scale
down-to-earth	**0,675**	-0,015	0,104	-0,022	-0,19	Sincerity
honest	**0,602**	0,115	0,283	-0,122	-0,224	Sincerity
sincere	**0,652**	0,015	0,238	-0,113	-0,143	Sincerity
real	**0,701**	0,075	0,078	-0,129	-0,049	Sincerity
wholesome	**0,725**	-0,078	0,037	0,129	0,009	Sincerity
original	**0,607**	0,08	-0,102	-0,214	0,144	Sincerity
cheerful	**0,636**	0,193	-0,206	0	0,259	Sincerity
friendly	**0,576**	0,131	0,086	-0,194	0,064	Sincerity
spirited	**0,53**	0,071	0,055	0,109	0,275	**Sophistication**
successful	-0,145	**0,545**	0,378	-0,086	0,061	**Competence**
good looking	-0,111	**0,617**	-0,077	0,324	0,082	Sophistication
tough	0,161	**0,541**	-0,061	0,146	0,035	**Ruggedness**
secure	0,199	-0,163	**0,585**	-0,037	0,075	Competence
intelligent	0,212	0,196	**0,581**	0,082	-0,288	Competence

technical	0,042	0,023	**0,534**	-0,072	0,139	Competence
corporate	-0,059	-0,089	**0,54**	0,175	0,147	Competence
leader	-0,041	0,121	**0,544**	0,171	0,081	Competence
upper class	-0,165	-0,064	0,356	**0,562**	-0,072	**Sophistication**
masculine	0,062	0,224	-0,016	**0,501**	0,038	Ruggedness
Western	-0,054	0,083	-0,072	**0,599**	0,071	Ruggedness
trendy	-0,058	0,188	-0,023	0,182	**0,507**	Excitement
up-to-date	-0,081	-0,029	0,246	-0,017	**0,65**	Excitement

Source: own elaboration.

After the oblique rotation, items in the dimensions Ruggedness and Sophistication differed from those in Aaker's scale. Ruggedness included the item *Upper-class* that according to Aaker's scale belongs to the dimension Sophistication. The worst replicability was achieved with Sophistication. Items that loaded on this dimension belong, according to Aaker, to Competence (Successful) and Ruggedness (Tough). To gain a better understanding of the association of the variable to certain factors the geometric approach was used, which helped in understanding commonalities between variables (Appendix 3). The full list of factor loadings for the facets of the brand personality dimensions is shown in Appendix 4. Since the objective of this study was to establish an ultra-short scale so that it can be used in more complex surveys, only the factors with the highest loadings were selected (Table 7).

Table 7. Facets that best describe a professional surfer after extraction of the maximum number of items

Dimension	Facets	Factor loading after Oblimin				
Sincerity	real	**0,701**	0,075	0,078	-0,129	-0,049
	wholesome	**0,725**	-0,078	0,037	0,129	0,009
Sophistication	good looking	-0,111	**0,617**	-0,077	0,324	0,082
Competence	secure	0,199	-0,163	**0,585**	-0,037	0,075
Ruggedness	Western	-0,054	0,083	-0,072	**0,599**	0,071
Excitement	**up-to-date**	-0,081	-0,029	0,246	-0,017	**0,650**

Source: own elaboration.

After extracting the maximum number of items a short scale with six facets has been established. Each facet, with the exception of Sincerity that is represented by two facets, represents one brand personality dimension. Only two out of the six facets (Wholesome and Up-to-date) correspond to Aaker's brand personality framework. Therefore, Aaker's brand personality scale can be used in the context of human brands but only the full 42 items rather than her shortened framework. The moderate factor loading after Oblimin rotation may result from having executed an analysis within one brand category (pro surfers) instead of across a wide range of categories (e.g. across different sports or different types of human brands) as was performed by Aaker (1997). This matter will be further discussed in more detail in the next section.

Conclusions, Limitations, and Future Research

Starting from the assumption that brand personality can be used on human brands, brand personality facets were investigated. The scale consists of 23 items and five factors based on Aaker's brand personality scale (Sincerity, Excitement, Competence, Sophistication and Ruggedness). By means of a study on n = 219 participants, the results indicate that partially different facets than the fifteen items representing the five dimensions of Aaker's (1997) scale describe human brands in the surf context. For practical reasons – since brand personality is often only one of several measures in a questionnaire – an ultra-short scale was established that can be used when describing pro surfers. This paper concludes that the more appropriate facets for human brands in the surf context include: Real, Wholesome, Good looking, Secure, Western and Up-to-date (see Table 6).

However, this study is not without limitations. Having in mind that the sample includes 30% of Britons, it is questionable whether a different sample consistent of, say, a strong representation from Latin America or Asia would conclude with Western as a brand personality facet. Therefore, further research on a more culturally diverse sample is needed in order to investigate if Aaker's scale is suitable as a general culturally independent scale or if it is only suitable for the North American culture.

Secondly, even though an adequate sample size in factor analysis practices is a relatively complex issue, research suggests that often samples need to be quite large (e.g. 400 or greater) (Conway and Huffcutt, 2003, p. 154) in order to produce accurate results. On the other hand, Guadagnoli and Velicer (1988) suggested that if the dataset reaches high factor loadings a smaller size should be sufficient (> 150). This brings us to the limitations of this study, that is based on a smaller sample (n = 219 participants)

and moderate factor loadings. Therefore, further investigations on a larger sample are much needed.

Thirdly, further research in different sport contexts is required. As most sports and their athletes have unique images, it is necessary to determine which brand personality attributes are most relevant for evaluating athletes across different sports. Additionally, comments made by the subjects after taking the survey suggested a possible reason why the facets reached only a moderate factor loading after Oblimin rotation. Many respondents complained that it was very difficult to determine attributes for a pro surfer as they are diverse and individualistic. The participants suggested that a big wave professional surfer will differ from a professional longboard surfer or a professional shortboard surfer. Unlike product brands, pro surfers' attributes are often not only communicated in advertisement and marketing efforts but transpire in a more natural way in interviews and behind the scenes features available to surf fans. This leads amateur surfers to believe that they know the professional surfer and their personality traits get mixed up with brand personality facets. Consistency within the athlete's brand personality – as well as the brand image that is attempted to be promoted – may lead to increasing preference for the brand (Banerjee, 2016). Therefore, further research on the brand personality of specific athletes is needed.

Moreover, further research could also incorporate other general scales e.g. Geuens et al. (2009) scales and Bosnjak et al. (2007) to investigate if other scales are more suitable when dealing with human brands in the surf context. Furthermore, as brand personality is often only one of several measures in a questionnaire it is necessary to shorten the brand personality scale to just a few attributes or questions, that best represent a brand personality framework for human brands. Therefore, sports team brand personality scales e.g. Braunstein and Ross (2010) and Tsiotsou (2012) scales should be tested for applicability in the context of surf sports with the attempt to shorten them.

In conclusion, the findings of this study enable sports marketers to better understand professional athletes as human brands as well as their facets in order to develop target positioning with specific marketing strategies for brand operating in the surf context. Given sports marketers often have limited funds and time to apply branding strategies, findings on brand personality facets of a pro surfer can help deliver the best result in today's competitive market.

Appendix

Appendix 1. Weighted average (mean) and standard deviation of brand personality attributes

	1	2	3	4	5	6	7	Mean	SD
down-to-earth	2.28%	5.02%	8.68%	21.46%	15.98%	35.62%	10.96%		
	5	11	19	47	35	78	24	4.95	1.47
family-oriented	3.20%	9.59%	11.87%	29.22%	18.72%	22.37%	5.02%		
	7	21	26	64	41	49	11	4.38	1.48
small-town	3.65%	8.22%	8.68%	39.73%	19.18%	18.72%	1.83%		
	8	18	19	87	42	41	4	4.26	1.33
honest	2.28%	2.74%	8.22%	33.33%	15.07%	27.85%	10.50%		
	5	6	18	73	33	61	23	4.82	1.39
sincere	2.28%	3.65%	7.76%	31.96%	19.18%	25.57%	9.59%		
	5	8	17	70	42	56	21	4.77	1.38
real	2.74%	3.65%	6.85%	18.72%	21.92%	29.22%	16.89%		
	6	8	15	41	48	64	37	5.09	1.48
wholesome	2.74%	2.74%	5.94%	34.70%	22.83%	18.26%	12.79%		
	6	6	13	76	50	40	28	4.78	1.38
original	3.20%	4.11%	9.13%	18.26%	24.66%	27.85%	12.79%		
	7	9	20	40	54	61	28	4.92	1.49
cheerful	2.74%	1.83%	0.91%	14.61%	19.18%	39.73%	21.00%		
	6	4	2	32	42	87	46	5.49	1.34
sentimental	3.20%	5.48%	10.96%	38.81%	17.81%	13.70%	10.05%		
	7	12	24	85	39	30	22	4.44	1.43
friendly	1.83%	1.83%	2.74%	20.09%	22.83%	33.79%	16.89%		
	4	4	6	44	50	74	37	5.29	1.30

daring	0.00%	2.74%	1.83%	19.63%	12.79%	31.05%	31.96%		
	0	6	4	43	28	68	70	5.63	1.30
trendy	2.74%	3.20%	6.85%	19.63%	21.92%	27.85%	17.81%		
	6	7	15	43	48	61	39	5.10	1.48
exciting	1.37%	1.83%	0.91%	10.05%	16.44%	41.55%	27.85%		
	3	4	2	22	36	91	61	5.74	1.22
spirited	2.74%	1.83%	1.83%	18.72%	18.26%	28.77%	27.85%		
	6	4	4	41	40	63	61	5.46	1.43
cool	1.83%	0.46%	4.57%	15.98%	16.89%	31.51%	28.77%		
	4	1	10	35	37	69	63	5.55	1.36
young	3.20%	10.05%	7.76%	29.22%	23.29%	17.81%	8.68%		
	7	22	17	64	51	39	19	4.47	1.51
imaginative	2.74%	3.20%	7.76%	30.14%	25.57%	21.46%	9.13%		
	6	7	17	66	56	47	20	4.74	1.36
unique	1.83%	9.13%	9.59%	28.77%	22.37%	20.09%	8.22%		
	4	20	21	63	49	44	18	4.54	1.45
up-to-date	2.28%	4.57%	9.59%	31.51%	21.46%	22.37%	8.22%		
	5	10	21	69	47	49	18	4.65	1.38
independent	4.57%	6.39%	7.76%	21.92%	17.81%	26.03%	15.53%		
	10	14	17	48	39	57	34	4.82	1.64
contemporary	2.28%	3.65%	8.22%	41.10%	20.55%	16.89%	7.31%		
	5	8	18	90	45	37	16	4.54	1.30
reliable	5.02%	7.76%	12.33%	40.18%	15.53%	13.70%	5.48%		
	11	17	27	88	34	30	12	4.16	1.43
hard working	1.37%	6.39%	7.31%	15.53%	15.07%	27.40%	26.94%		
	3	14	16	34	33	60	59	5.26	1.59

secure	4.11%	7.31%	16.89%	40.18%	17.35%	9.59%	4.57%		
	9	16	37	88	38	21	10	4.06	1.34
intelligent	4.11%	6.39%	10.96%	46.58%	19.18%	9.59%	3.20%		
	9	14	24	102	42	21	7	4.12	1.26
technical	1.37%	3.65%	8.68%	26.48%	21.46%	23.74%	14.61%		
	3	8	19	58	47	52	32	4.93	1.41
corporate	8.22%	14.61%	10.05%	30.14%	16.44%	14.61%	5.94%		
	18	32	22	66	36	32	13	4.00	1.65
successful	0.91%	4.11%	5.02%	26.48%	20.55%	25.57%	17.35%		
	2	9	11	58	45	56	38	5.08	1.39
leader	2.28%	11.42%	7.31%	42.47%	20.09%	11.87%	4.57%		
	5	25	16	93	44	26	10	4.21	1.33
confident	0.46%	1.37%	2.28%	10.96%	13.24%	47.95%	23.74%		
	1	3	5	24	29	105	52	5.74	1.13
upper class	12.33%	23.29%	21.46%	25.57%	11.87%	4.11%	1.37%		
	27	51	47	56	26	9	3	3.19	1.42
glamorous	11.87%	17.81%	16.44%	25.11%	14.16%	10.50%	4.11%		
	26	39	36	55	31	23	9	3.60	1.65
good looking	5.94%	1.83%	3.20%	28.31%	22.83%	26.03%	11.87%		
	13	4	7	62	50	57	26	4.86	1.50
charming	4.57%	2.28%	5.94%	31.96%	29.22%	19.18%	6.85%		
	10	5	13	70	64	42	15	4.64	1.35
feminine	7.31%	10.05%	12.79%	46.58%	12.79%	7.31%	3.20%		
	16	22	28	102	28	16	7	3.82	1.37
smooth	3.65%	2.74%	5.02%	36.53%	29.68%	17.35%	5.02%		
	8	6	11	80	65	38	11	4.58	1.26

outdoorsy	2.28%	1.83%	0.91%	8.22%	10.96%	35.62%	40.18%		
	5	4	2	18	24	78	88	5.91	1.33
masculine	5.48%	5.02%	3.20%	33.79%	20.55%	21.92%	10.05%		
	12	11	7	74	45	48	22	4.65	1.51
Western	10.50%	9.13%	7.31%	38.36%	15.53%	11.42%	7.76%		
	23	20	16	84	34	25	17	4.05	1.64
tough	2.74%	1.83%	5.02%	24.66%	22.83%	29.68%	13.24%		
	6	4	11	54	50	65	29	5.05	1.37
rugged	4.11%	4.57%	7.76%	42.01%	22.37%	14.16%	5.02%		
	9	10	17	92	49	31	11	4.37	1.32

Note: 1 — Absolutely inappropriate, 2 — Inappropriate, 3 — Slightly inappropriate, 4 — Neutral, 5 — Slightly appropriate, 6 — Appropriate, 7 — Absolutely appropriate, SD- Standard Deviation

Source: own elaboration.

Appendix 2. Correlation between dimensions after Oblimin rotation

	Sincerity	Sophistication	Competence	Ruggedness	Excitement
Sincerity	1,000	0,178	0,349	−0,065	0,244
Sophistication	0,178	1,000	0,226	0,206	0,402
Competence	0,349	0,226	1,000	0,074	0,180
Ruggedness	−0,065	0,206	0,074	1,000	0,252
Excitement	0,244	0,402	0,180	0,252	1,000

Source: own calculations in XLSTAT.

Appendix 3. Factor loadings for the facets of the brand personality dimensions after Oblimin rotation
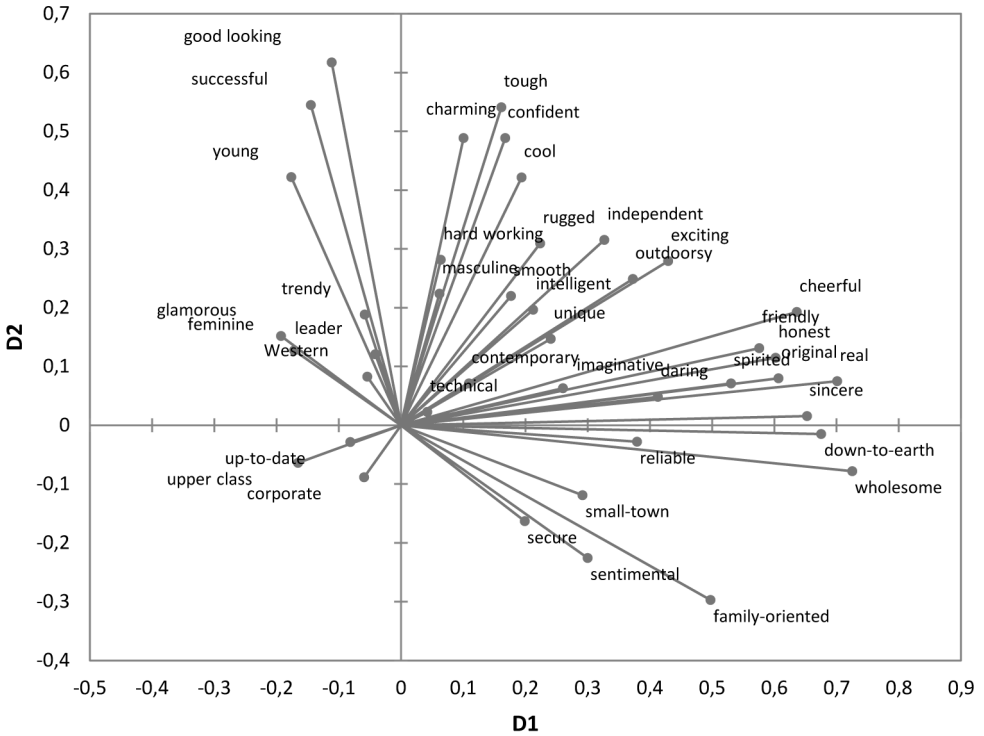
Source: own calculations in XLSTAT.

Appendix 4. Factor pattern for all forty-two items after Oblimin rotation

	D1	D2	D3	D4	D5
down–to–earth	**0,675**	–0,015	0,104	–0,022	–0,190
family oriented	**0,497**	–0,297	0,168	0,237	–0,018
small–town	**0,292**	–0,119	–0,075	0,269	0,096
Honest	**0,602**	0,115	0,283	–0,122	–0,224
Sincere	**0,652**	0,015	0,238	–0,113	–0,143
real	**0,701**	0,075	0,078	–0,129	–0,049
wholesome	**0,725**	–0,078	0,037	0,129	0,009
original	**0,607**	0,080	–0,102	–0,214	0,144
cheerful	**0,636**	0,193	–0,206	0,000	0,259
sentimental	0,300	–0,226	0,211	0,134	**0,344**

friendly	**0,576**	0,131	0,086	−0,194	0,064
daring	**0,413**	0,048	−0,037	−0,052	0,307
trendy	−0,058	0,188	−0,023	0,182	**0,507**
exciting	**0,430**	0,279	0,001	−0,028	0,286
spirited	**0,530**	0,071	0,055	0,109	0,275
cool	0,194	**0,422**	−0,172	0,092	0,405
young	−0,176	**0,422**	−0,120	0,098	0,336
imaginative	0,260	0,063	0,281	−0,282	**0,368**
unique	0,241	0,147	0,257	**−0,422**	0,338
up-to-date	−0,081	−0,029	0,246	−0,017	**0,650**
independent	**0,327**	0,315	0,145	−0,012	0,036
contemporary	0,109	0,071	**0,365**	0,049	0,247
reliable	0,380	−0,028	**0,490**	−0,078	−0,102
hard working	0,064	0,281	**0,468**	−0,222	−0,035
secure	0,199	−0,163	**0,585**	−0,037	0,075
intelligent	0,212	0,196	**0,581**	0,082	−0,288
technical	0,042	0,023	**0,534**	−0,072	0,139
corporate	−0,059	−0,089	**0,540**	0,175	0,147
successful	−0,145	**0,545**	0,378	−0,086	0,061
leader	−0,041	0,121	**0,544**	0,171	0,081
confident	0,167	**0,488**	0,254	−0,058	0,008
upper class	−0,165	−0,064	0,356	**0,562**	−0,072
glamorous	−0,193	0,152	0,178	**0,392**	0,142
good looking	−0,111	**0,617**	−0,077	0,324	0,082
charming	0,101	**0,489**	0,143	0,182	0,024
feminine	−0,172	0,127	0,206	**0,319**	0,166
smooth	0,177	0,220	0,259	**0,327**	0,092
outdoorsy	**0,373**	0,249	0,076	0,245	0,081
masculine	0,062	0,224	−0,016	**0,501**	0,038
Western	−0,054	0,083	−0,072	**0,599**	0,071
tough	0,161	**0,541**	−0,061	0,146	0,035
rugged	0,224	0,309	−0,071	**0,454**	−0,016

Source: own calculations in XLSTAT.

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