

The Impact of Rap Endorsers on Luxury Brand Personality

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Abstract

Luxury brands' personality is heavily relying on positive spill-over effects from celebrity endorsers. However, to what extent surprising or even incongruent elements might help or hurt a luxury's brand personality is not yet fully exploited. Against this background, this research presents preliminary insights based on two experiments on the impact of urban rap music artists on dimensions of a luxury's brand personality. Our findings provide theoretical as well as managerial insights— such as for luxury brands as they often need to broaden their personality dimensions to increase the number of customers and to remain attractive for new and younger customers.

Keywords: *celebrity endorsement; brand personality; luxury brands*

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