

AUTHENTICITY AND PERSONALITY

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ONLINE

The Entrepreneurial Narrative

- Authenticity and personality of founders
 - Authenticity of the problem being solved
 - Authenticity and personality of founders themselves
- Brand, service, and product personality
 - Perception and reality
 - Five dimensions of personality
 - The digital narrative

Challenging the Status Quo



Challenging the Status Quo (in the Digital Economy)



WARBY PARKER
eyewear

Authentic Entrepreneurs

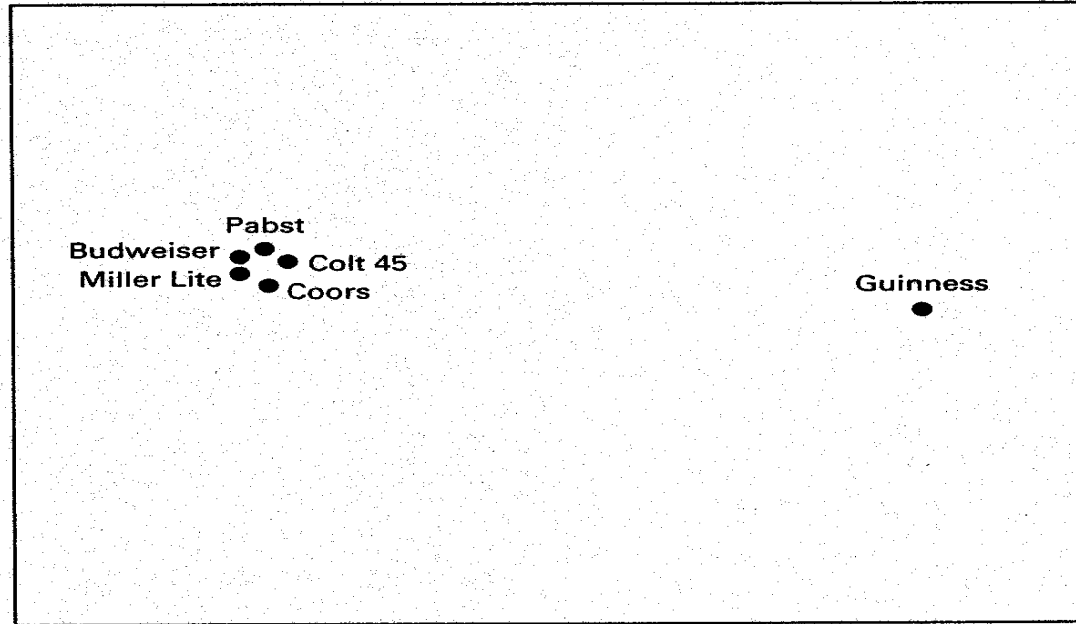


[Michelle Phan](#) 8,000,000+ subscribers and Over 1,100,000,000 lifetime views

“I didn’t have a roadmap, I just did it because it was meaningful to me and I wanted to disrupt the beauty industry”

As quoted in [Forbes](#)

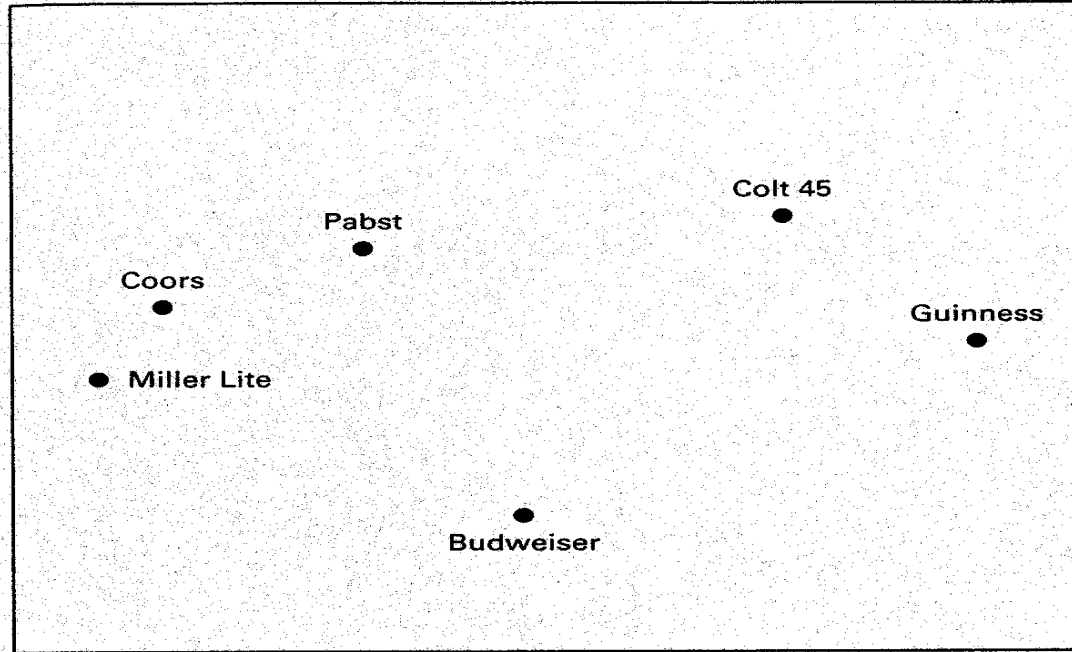
Customers Without Information



**B. Taste Perceptions of Six Beer Brands When
the Drinker Does Not Know What He Is Drinking**

FIGURE 2-2 Results of “Blind” Beer Taste Tests

Customers With Information



A. Taste Perceptions of Six Beer Brands When the Drinker Knows What He Is Drinking

Norms for Authenticity

- Functional, emotional, and symbolic value
- Now, we add
 - Transparency
 - True authenticity and empathy
 - Personalization
 - (And ... potential for good things to happen)

Elements of Personality

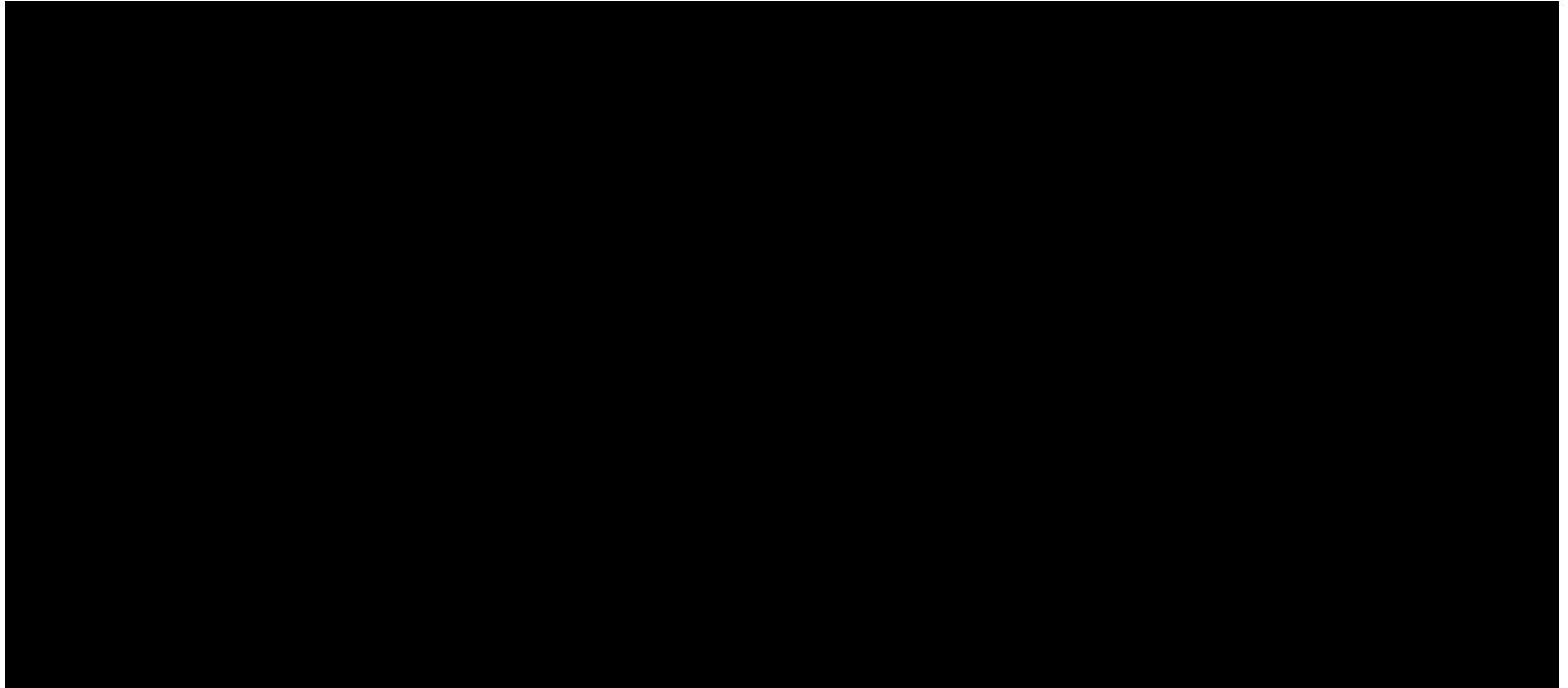
- Sincere
- Competent
- Exciting
- Sophisticated
- Rugged

Using Personality

- Sincerity
- Customer research says the firm is “cold, bureaucratic, only cares about money”
- But the new ”spokesperson” helps it become warm, friendly, and caring for customers



Exercise: The Digital Narrative



Last Word





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