

BRAND PERSONALITY
AN ARCHETYPAL APPROACH TO GLOBAL TOP BRANDS' PERSONALITY

Duarte Xara-Brasil

Lecturer, Escola Superior de Ciências Empresariais do Instituto Politécnico de Setúbal –
Campus do IPS, Estefanilha, 2910-508 Setúbal Portugal

Kavita Miadaira Hamza

Professor, Faculdade de Economia e Administração da Universidade de São Paulo
Av. Prof. Luciano Gualberto 908 - E207 Zip Code (CEP) 05508-900 - Sao Paulo – Brazil

Percy Marquina

Full Professor CENTRUM Católica Graduate Business School
Jr. Daniel Alomía Robles N° 125; Urba Los Álamos de Monterrico – Surco, Lima – Peru

Abstract

Brand personality is one of the major components of brand identity. It includes human personality traits as one of the components of brand identity in what Kapferer (1995) calls the “Brand Identity Prism.” Along with a significantly widespread brand personality scale (Aaker 1997), a brand may adopt an archetypal approach that includes a set of human characteristics associated with the brand. In this research, we develop a framework to analyze customers’ perceptions about the brand archetypes of three leading global brands in four Ibero-American countries. Based on Mark and Pearson’s (2001) approach, we propose a list of words for each archetype and measure the intensity of consumers’ brand archetype associations.

The results suggest that consumers develop strong associations with brands. There is frequently a strong and coherent connection with a specific archetype for some brands. However, we found significant heterogeneous perception among countries, which might lead to possible insufficient global brand efforts in a coherent brand personality/global-archetypal approach. The lack of empirical studies suggests that important research opportunities exist in this field.

Keywords: Brand, brand personality, archetypes, brand identity

Xara-Brasil, Duarte, Hamza, Kavita, Marquina, Percy (2017). Brand Personality: an Archetypal Approach in Four Ibero-American Countries. 10th Iberoamerican Academy of Management Conference, New Orleans, USA