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Testing a Brand Personality Scale for Quick Service and Casual Dining Establishments

Michael Musante

Springfield College

ABSTRACT

Managers have long recognized the value of establishing and maintaining a desired identity for their brands. The Brand Personality Scale has been recognized as a valid and reliable tool to help managers assess brand perceptions. The forty-two item scale, developed by Aaker, identifies five dimensions of brand personality. While considered generalizable, it has been suggested that the scale, and delineated personality dimensions, may not represent an ideal fit for all industries. The current study sought to propose and test a modified version of the brand personality scale that may be appropriate for the restaurant industry. As part of the research an eighteen item brand personality scale for the restaurant industry was developed. The scale was tested by asking study participants to evaluate restaurants representing the quick service and casual dining market segments. The results suggest that the proposed scale may be considered a reasonable measure of brand personality for these dining markets.

ABOUT THE AUTHORS

Michael Musante is an Assistant Professor of Marketing at Springfield College.