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great by
deeds, not by
birth"
-Chanakya
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A Novel Framework to Measure Brand Personality of Technical Education Institutions

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IIMK WORKING PAPER

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Abstract:

The objective of this paper is to develop a robust scale for measuring brand personality of non-corporate organizations. Hence, relevant factors of brand personality pertaining to technical educational institutions were determined using a semantic-differential measurement technique widely applied in the information system field. First, this paper discusses the requirements of semantic differentiation and uses them to introduce a framework to assist academicians to apply the semantic differential more passably. Second, the framework reintroduced emphasis on bipolar scale selection and dimensionality testing; and proposes distinct stages for testing of contextual ambiguity by reframing and rephrasing of words and statements. To demonstrate the framework we are using “brand personality pertaining to technical educational institutions” as a case study. The considered case study clarifies the fundamentals for semantic differentiation and provides suggestions to academicians on use of mixture of qualitative and quantitative methods. Furthermore, the paper concludes with a discussion of several methodological implications.

Keywords: Semantic Differential; Brand Personality; Linguistic Contrast; Measurement validation; Bipolar Measurement

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