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Communicating brand personality: Are the websites doing the talking for the top South African Business Schools?

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Abstract

This study extends the conceptualisation and measurement of brand personality to the online environment. We contend that websites are an important element of corporate identity management in today's competitive environment. We investigated the websites of South African Business Schools in order to find out what brand personality each school features. Our multistage methodology revealed a measure of business school brand personality that to some extent portrays the dimensions Aaker postulated. This study illustrates a powerful, but simple and relatively inexpensive way business school managers can study communicated brand personality. The results also offer new ways for business schools (and other organisations) to strengthen their brand and market position in a competitive environment. It also is a relatively simple way to differentiate their school in the crowded MBA education marketplace.

Keywords:

brand, brand personality, content analysis, MBA programme, South Africa