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Title of Paper: Online communication of brand personality: a study of MBA programs of top business schools

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Abstract:

Online communication of brand personality: a study of MBA programs of top business schools

Brand personality has often been considered from the perspective of products, corporate brands or countries, but rarely among service offerings. Moreover, there remains the consideration of how these entities are communicated online. This article explores the brand personality dimensions that business schools communicate and whether they differ in putting across clear and distinctive brand personalities in cyberspace. Three clusters from the Financial Times' top 100 full-time global MBA programs in 2005 are used to undertake a combination of computerised content and correspondence analyses. The content analysis was structured using Aaker's five-dimensional framework whilst the positioning maps were produced by examining the data using correspondence analysis. Results indicate that some schools have clear brand personalities while others fail to communicate their brand personalities in a distinct way. This study also illustrates a powerful, but simple and relatively inexpensive way for organisations and brand researchers to study the brand personalities actually being communicated