BRAND IMAGE ANALYSIS with QDA Miner and WordStat

❯❯ What is Brand Image and Brand Personality Analysis?

Brand image represents the emotional aspects that identify the brand of a company or its products, and has a powerful impact on consumer buying behavior (Arora & Stoner, 2009). Consumers select a product not only for its usefulness but also for the image associated with the product and for the identification of the brand with other users. (For example, the Nike brand image was associated with the famous basketball player Michael Jordan.) The definition of brand image is not stable and differs from one author to another. The American Marketing Association (AMA) defines brand as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers," while brand image is defined as a "perception of a brand in the minds of persons[...]. It is what people believe about a brand – their thoughts, feelings, expectations" (AMA). Aaker and Kellers define, respectively, brand image as a "set of associations, usually organized in some meaningful way" (Aaker, 1992) and "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993).

While Brand image represents all the emotional aspects that identify a brand, brand personality represents human characteristics that have been given to a brand (Aaker, 1997). In other words, brand personality is an aspect of brand image (Opoku, 2006). Azoulay and Kapferer (2003) consider that personal values and physical traits are also human characteristics that can be associated with a brand. Therefore, they define brand personality as "the set of human personality traits that are both applicable to and relevant for brands (Azoulay and Kapferer, 2003). Similar to the Azoulay and Kapferer (2003) definition, Esomar defines brand personality as "an expression of the fundamental core values and characteristics of a brand, described and experienced as human personality traits; for example, friendly, intelligent, innovative. It is an expression of the relationship between the consumer and the brand." In order to measure brand personality, many authors use Aaker's (1997) scale that identifies five dimensions of human characteristics associated with a brand: sincerity, excitement, competence, sophistication and ruggedness.

PROVALIS RESEARCH

How is Provalis Research Software used for Brand Image Analysis?

Brand image and personality have been widely studied in marketing. Researchers want to know what consumers think of a specific brand and want to see if there is a similarity between the brand image the company wants to project through marketing and the one in consumers' minds. While the majority of studies use quantitative methods for studying brand image analysis (Arora & Stoner, 2009; Srnka & Koeszegi, 2007), a growing number of researchers have begun to adopt a qualitative approach. Arora & Stoner (2009) used QDA Miner, our qualitative analysis software, to compare the brand personality of two store chains (Walmart and Target) and two brands of athletic clothes and shoes (Nike and Adidas). The authors used **QDA Miner** to codify interview responses and to identify distinct personality traits associated with each brand. Opoku et al (2006) investigated the websites of South African business schools in order to find what brand personality each school features. To identify brand personality, the authors chose **WordStat**, our content analysis and text mining software, to analyze the associations between the content of websites and Aaker's five brand-personality dimensions (sincerity, excitement, competence, sophistication and ruggedness). Adopting a similar approach in a B2B context, Campbell et al (2008) studied brand personality portrayed by some clients and their suppliers, through the content of their websites. The authors wanted to identify whether similarity in brand personality affects the success of a B2B relationship. Papania et al (2008) analyzed the association between Aaker's brand personality dimensions and the website contents of several biotechnology firms. The authors showed that the information communicated by firms on their websites reflects the brand personality they wanted to project, even if unintentionally. The authors suggest that managers should use content analysis metodology in order to ensure that the information they communicate through their website reflects a postive and appropriate image to their stakeholders.

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