

CORPORATE BRAND IDENTITY MEASUREMENT – AN INTERNAL AND EXTERNAL PERSPECTIVE

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Abstract:

After revising literature one can conclude that there is a plethora of brand identity frameworks. Even so, the measurement of corporate brand identity is scarce in brand management literature. This came about as an opportunity to characterize the dimensions of corporate brand identity. For this purpose we choose an activity with a highly consumer involvement: higher education. The concepts are reshaped accordingly and scales are developed following a procedure of validation involving qualitative analysis of students, lecturers, top management and independent experts in order to refine the scales. A questionnaire was conducted aimed at engineering higher education students and 235 complete surveys were obtained. Data was analyzed using confirmatory factor analysis. The brand identity prism by Kapferer is used in this study and findings reveal that the scales used to define it are valid and reliable. It is also found that cultures perceived as being performance oriented, generate more salient identities. This finding was discovered by developing the dimension “brand culture” as a nominal variable based in a previous research by Desphande *et al* (1993). The concept of external brand identity is also validated by this research and findings reveal that there is a second-order factor formed by the dimensions proposed by Kapferer.

Keywords: corporate brands, brand identity, higher education, scale development