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Editorial

Past and Future Issues of MMR

The MMR has seen a slowdown in article contributions. The Editorial Committee is now restructuring the journal concept and would like to encourage article contributions from researchers, practitioners and scholars.

Beginning 2013, MMR will be published biannually in June and December. Two new sections will be added: *Speeches from Malaysian Leaders* and *Management Practices*. The Editorial Committee welcomes the contribution of research and thoughts on Malaysian management practices and leadership from academics and practitioners. Your insightful views and suggestions are invaluable to addressing Malaysia's human capital development needs and helping Malaysia move forward.

All academic articles will be double-blind reviewed, and practice articles be reviewed by the Editorial Committee for inclusion in the *Management Practices* section.

Editor-In-Chief

Methods For Investigating Brand Image Dimensionality: Comparative Techniques to Study and Improve The Brand Personality

by

Dr.Makarand Upadhyaya

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ABSTRACT

This paper is an attempt to study the effectiveness of projective techniques in exploring the brand image of ego-sensitive brands, possessing minimal functional differentiation. The paper examines four finest perfume brands. Two metaphor based personification methods-mood-boards and job-sorting are employed to study the association that the participants have with the brands. Both the methods are open ended assignments to decipher how participants think or feel about the research object in question. The study analyses the congruent validity of the two methods and differences in their ability to personify the chosen brands of deo. Both the methods yielded almost similar outcomes, thereby reiterating that the two methods possess congruent validity. The latter part of the paper analyses the brand personality characteristics that were connected to the celebrities and jobs thus connected, as identified in the mood-boards and job-sorting exercise respectively. SWOCC Brand Personality Scale, which is a further elaboration of Aaker's brand personality research, was used to provide a list of the personality characteristics. The study however faces a limitation of the failure of the translation from the projective results into personality scores dimensions. This raises a serious concern if it is at all possible to validly translate overall projective data into analytical scores and if it is so then what would be the ideal procedure to do this.

1. INTRODUCTION

Brands exercise an overwhelming influence on consumers. Consumers use a mix of both rational and emotional considerations in eventually deciding on the brand to purchase. A lot of consumer choices are governed by the right side of the brain, that has too little to do with reasons and logic but too much to do with feelings and emotions. We all purchase products from time to time based on how they make us feel from a strictly functional or utilitarian standpoint. Effective branding should thus appeal