

Evolución de los modelos de personalidad de marca [Evolution on brand personality models]

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This research reviews studies that proposes and / or validates brand personality models, and that are reported in the literature in the period 1997-2018. 109 studies were reviewed (including the original scale of AAKER), and because of this, it is concluded that most of them adapt (72), or replicate (15) the model of AAKER (1997). It is also obtained that these studies are mainly applied in the private sector (73) and in the region of the Americas (57). Finally, in order of importance, the dimensions of AAKER (1997) that have a greater presence in the literature are: emotionality, sincerity, competence, sophistication and rudeness. This review differs from other existing ones, in the number of studies and in the period of time considered, which gives it higher levels of confidence. © 2019, Universidad del Zulia. All rights reserved.

Brand Personality

Content Validity

Models

Review

Studies