

**BRAND PERSONALITY IN INDUSTRIAL MARKETS:  
CONCEPTUALIZATION AND MEASUREMENT**

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**ABSTRACT**

This research examines the conceptualization of industrial brand personality. Until now, brand personality has been captured and investigated exclusively in consumer markets and research so far has neglected the specific characteristics of industrial markets with respect to aspects dominating exchanges in these markets which largely differ from consumer markets.

In-depth interviews with both employees and customers of industrial companies as well as a large quantitative study were used to provide a conceptualization as well as a scale to measure industrial brand personality. Results show that industrial brand personality consists of two personality dimensions (relationship-orientation and outcome-orientation) each containing two different facets (authenticity & reliability as well as visionary & hard working). These findings might help managers to better position and differentiate their brand.

References available upon request.