

Find your voice: Development and validation of a brand tone of voice scale

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Abstract

Brand tone of voice (BTV) is recognized as an important construct in marketing and practitioners often engage in establishing effective BTV to express brand identity. However, BTV has not been systematically examined in academic literature. This research, therefore, aims to develop and validate the BTV scale. BTV is defined as consumers' perceptions about communication styles that a brand uses to express its identity (i.e., personality) to consumers, and is conceptualized as a multidimensional construct. This research intends to develop a reliable measure of BTV. The research further empirically investigates the predictive validity of the construct by examining the effect of BTV on brand attitudes and purchase intention. Theoretical implications for research and implications for practice are also discussed.

Keywords: *Brand Tone of Voice; Scale Development ; Item Response Theory*

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