

Beyond One-Size-Fits-All Measurement: Contextualizing Brand Personality Across Markets

Jonas Küpker

University of Bremen

Michael Schade

University of Bremen

Christoph Burmann

University of Bremen

Lennert Schießelmann

University of Bremen

Nicole Czuba

University of Bremen

Cite as:

Küpker Jonas, Schade Michael, Burmann Christoph, Schießelmann Lennert, Czuba Nicole (2026), Beyond One-Size-Fits-All Measurement: Contextualizing Brand Personality Across Markets. *Proceedings of the European Marketing Academy*, 55th, (133850)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Beyond One-Size-Fits-All Measurement: Contextualizing Brand Personality Across Markets

Abstract

This study examines whether generic brand personality scales sufficiently capture brand personality perceptions across markets or whether adapting them to both industry and country contexts improves validity. Using data from 3,750 respondents across the United States, Germany, and China, the research compares a generic scale, a luxury-specific scale, and newly developed dual-specific brand personality scales for the luxury automobile sector. Analyses using exploratory and confirmatory factor analyses and structural equation modeling show that dual-specific scales outperform generic and single-industry measures, achieving stronger model fit and validity. The results indicate that brand personality is contextually grounded rather than universal. The study challenges measurement universalism and highlights the value of contextual adaptation, offering guidance for applying locally validated tools to enhance brand positioning in international markets.

Track: Marketing Strategy & Theory