A Study of Brand Personality of Taipei City
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ABSTRACT
In recent years, city marketing and city branding have become important issues in the field of tourism and leisure studies. With the benefit of city branding, so that people could associate a city with its specific image (Kelley, 2003). Brand personality explains the relevance of characteristics and brands (Aaker, 1997). Shaping the brand personality helps to distinguish the differences among competitors. The main purpose of this study is to understand residents’ cognition of the brand personality in Taipei City. The data was collected by questionnaires through Stratified and Convenience Sampling targeting Taipei city residents who above 18 years old. Descriptive statistics, t-test and one-way ANOVA were utilized to analyze 409 valid data. Results: 1) The most impressive way for residents to recognize Taipei City is because they “actually live in Taipei City (91.2%)”; also “mass media effect (8.8%)”. 2) Most residents think “Food” (32.0%) is the most surprising and interesting thing to represent Taipei City. 3) “Excitement” had the highest score within the brand personality of Taipei City. 4) “Place of birth” has significant difference in “Sincerity” and “Sophistication” for brand personality; “Occupation” has significant difference in “Excitement” and “Competence”; “Time of residence” has significant difference in “Sincerity”. According to these results, it addresses the brand personality of Taipei City might involve various characteristics. Therefore, for perfecting this study, it might be more accurate to appreciate the image of the brand personality of Taipei City by investigating foreign tourists.
Keywords: Taipei city, brand personality, tourism