

## **Nation Brand Personality: Students' Perceptions of Tourism and Study Abroad Destinations**

Rosane K. Gertner\*

*This article examines differences in brand personalities of five countries, applying the brand personality model developed by Aaker (1997) in the context of place branding. The objective of the study is to investigate if there are similarities and differences in perceptions of country personalities when the countries are considered as tourism or study abroad destinations. A convenience sample of 360 students was split into 2 groups based on the motivation for visiting a specific country, whether for tourism or to participate in a study abroad program. T-tests were used to calculate the significance of differences in country perceived brand personality between these two groups and ANOVA tests were used to analyze differences in Aaker's brand personality traits among the surveyed countries.*

**Field of Research:** Place Marketing

### **1. Introduction**

As tourism has become a more and more lucrative industry, countries around the world are competing fiercely for visitors. Governments have thus sought to develop marketing and branding campaigns to promote their countries in the minds of different target audiences (Papadopoulos 2004). It has been shown that clear and differentiated brand positioning by a nation results in increased investment and tourism (Quelch & Jocz 2004). As a result of clear positioning, consumers form images of nations as tourism destinations. These images may positively or negatively influence consumers' choices (Anholt 2005, 2006; Hospers 2004; Watkins, Hassanien & Dale 2006).

Although the concept of 'country image' has received considerable attention from researchers who have studied its impact on tourism, very few scholars have made use of Aaker's brand personality model to access 'country image'.

The present study attempts to determine whether students hold similar or different country images, when they are 'buying' study abroad programs and tourism destinations, through the application of the brand personality characteristics model developed by Aaker (1997). A convenience sample of 360 students was split into 2 groups based on the motivation for visiting a specific country, whether for tourism or to participate in a study abroad program. T-tests were used to calculate the significance of differences in country images between the two groups—those considering study abroad programs and those considering tourism destinations. The study concludes that the knowledge developed within the tourism context regarding images of countries may be applied to the context of study abroad programs. These are significant results since there are very few

---

\*Dr. Rosane K Gertner. College of Staten Island at The City University of New York. Business Department, 3N-201, 2800 Victory Boulevard, Staten Island, NY 10314. E-mail: rosane.gertner@csi.cuny.edu

## **Gertner**

studies of study abroad program destinations. The results suggest that when developing study abroad programs, American colleges and universities should take in consideration the host countries' images described in the literature as tourism destinations.

## **2. Literature Review**

### **Brand Personality**

The symbolic meaning carried by products and brands, when they are described through the use of human personality characteristics, is called brand personality. The notion of brand personality transfers the personality concept used in individual psychology to the marketing context (Aaker 1997). There has been a great deal of research done concerning place branding and brand personality (Aaker, Benet-Martinez & Garolera 2001; Diamantopoulos, Smith & Grime 2005; Johar, Sengupta & Aaker 2005; Siguaw, Mattila & Austin 1999; Supphellen & Grønhaug 2003; Tsu Wee 2004).

Marketers have found that brand personality is a valuable aspect of products and services for increasing brand engagement and brand attachment with its consumer markets. Consumers prefer products with a 'personality' that matches their self-image. The product–personality congruence positively affects consumers' preferences. Govers and Schoormans (2005, p. 194) argue that 'this positive effect of product-personality congruence is found to be independent of the user-image congruence effect'.

Aaker (1997) proposed that brands have five distinct personality dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Each has a number of facets: for example, the traits Reliable, Responsible, Dependable and Efficient comprise the Competence dimension. Aaker contends that the 'big five' human personality structure might be used to develop a reliable, valid and generalizable scale to measure brand personality across all product categories.

Aaker's brand personality model has been extended in subsequent works ((Aaker, Benet-Martinez & Garolera 2001; Ferrandi et al. 2002; Hosany, Ekinci & Uysal 2006; Opoku & Hinson 2006; Supphellen & Grønhaug 2003) and the influence of brand personality on consumer behavior has been the subject of several investigations (Aaker, Fournier & Brasel 2004; Freling & Forbes 2005; Phau & Lau 2001; Rekom, Jacobs & Verlegh 2006). Most of the recent research on brand personality relies on Aaker's brand personality scale. It enables scholars to capture the symbolic meanings of brands as if they were people (Austin, Siguaw & Mattila 2003).

### **Destination Personality**

In their study, Hosany, Ekinci and Uysal (2006) concluded that destination image and destination personality are related in the context of tourism destinations. Their work suggests that effective positioning and differentiation require a clear and appropriate destination image. Marketing managers can exploit the overlap of destination image and

## Gertner

destination personality in order to communicate the unique features of a destination to potential customers.

Other researchers have proposed dimensions or characteristics of destination personality, typically in case studies. Two notable examples are Henderson (2000), in which it was argued that the New Asia–Singapore brand is comprised of six personality characteristics: Cosmopolitan, Youthful, Vibrant, Modern, Reliable and Comfort; and Santos (2004), which concluded that the personality dimensions Contemporary, Modern, Sophisticated and Traditional represent Portugal in the U.S. travel media. D’Astous and Boujbel (2007) developed a brand personality scale for all countries that makes use of six personality dimensions: Agreeableness, Wickedness, Snobbism, Assiduousness, Conformity and Unobtrusiveness. In addition, Murphy, Benckendorff and Moscardo (2007) found, using the Aaker scale, that consumer age can influence the brand personality of a country. In this study, younger and older respondents associated different brand personalities with the Whitsunday Islands in Queensland, Australia.

Although recent studies have attempted to develop brand personality scales for countries, the focus of this paper is to determine whether the human characteristics utilized in Aaker (1997) can even be attributed to countries. This brand personality scale was selected because it has been applied in different contexts.

### **Study Abroad Programs**

American students have been attending institutions of higher education in foreign countries for around three-quarters of a century. Languages have been the chief subject of study abroad, but in recent years students with a broad range of interests have chosen to pursue studies outside of the U.S. (Wikipedia 2007). Recognizing that international study is vital to a successful career in a globalized world, American students study abroad in record numbers, with 205,983 students doing so in 2006—an increase of 8% over 2005 (RAND Report 2006). Europe draws the bulk (over 60%) of U.S. students, but more and more are studying in Asia, Latin America and Australasia (U.S. Dept. of Education, n.d.). Srikanth and Gnoth (2002, p. 142) state that ‘country image seems to play an important role in students’ choices of international tertiary education’. According to Bourke (2000), undergraduate students are more likely to choose a country first, and then select an institution when considering studying abroad. In order to improve the mix of study abroad programs offered by American colleges and universities, this study aims to determine whether college students have similar images of countries with regard to tourism and study abroad, respectively.

### **3. Data and Methodology**

Several frameworks, such as the Anholt-GMI Nation Brand Index (2005), have been developed in order to understand how people perceive different countries. Costa Rica, Turkey, Australia and Israel, in particular, have aggressively used country branding strategies to boost the number of visitors. Although the concept of ‘country image’ has received considerable attention from researchers who have studied its impact on tourism,

## Gertner

none of them have made use of Aaker's brand personality model to access 'country image' when a country is considered as study abroad program destination. The aim of the present study is to discuss the application of Aaker's brand personality model to access country image perceptions. This study also aims to assess if there are differences or similarities in the perceptions of country images by students when they select particular countries as study abroad or tourism destinations. Therefore, the following research question is investigated as well: Does a particular country image differ if the country is considered as a study abroad program or as a tourism destination? In order to achieve this study objective, this investigation has been designed following the lead of previous studies that adopted Aaker's model of brand personalities to access products, services and place images.

Thus, this investigation has been designed to test the following hypothesis:

Null hypothesis (1): There is no difference among country personalities.

Alternative hypothesis (1): Countries are associated with different brand personalities

Null hypothesis (2): There is no difference in country brand personality when a country is considered as tourism or study abroad program destination by college students.

Alternative hypothesis (2): College students associate significantly different brand personalities with a country when they consider it for tourism or for study abroad.

A convenience sample of 360 undergraduates attending a four-year university in New York was invited to participate in the study. Each participant was asked to express opinions about 1 of the 6 countries chosen for the study—Argentina, Australia, Canada, England, Mexico and Spain. Half of the participants were asked questions about these 6 countries as tourism destinations. The other half was asked similar questions about the same countries as study abroad program destinations. Only 336 questionnaires were used in the analysis.

Destination personality was assessed using Aaker's (1997) five-dimension brand personality scale (BPS). A set of 15 items, split across 5 dimensions, were measured using a 5-point Likert scale, with 1 being 'not descriptive at all' and 5 being 'extremely descriptive'.

The data was coded and entered into an Excel spreadsheet. The SPSS (Statistical Package for Social Sciences) was used to analyze the collected data. Descriptive statistics were calculated for all survey items. Significant differences in country images between the two groups—study abroad programs and tourism destinations—were calculated using t-tests.

## 4. Findings/Discussion

Results of the descriptive analysis of the two groups of respondents are shown in Table 1. The demographic characteristics are reasonably similar among both groups. Table 2 presents the personality trait means for each country when considered as a tourism destination and Table 3 displays the personality trait means when the same countries are

## Gertner

considered as study abroad program destinations. It is interesting to observe that the brand personalities of the countries used in the survey present significant differences in the same 7 out of 15 personality traits whether they are considered as study or tourism destinations.

In addition, they differ in being 'Down-To-Earth' and 'Imaginative' when considered as a study abroad destination while being 'Tough' when considered as a tourism destination. Across the board, Mexico is associated with a larger number of lowest means, compared to the other countries. At the opposite end of the spectrum is Australia, associated with a larger number of highest means. The personality traits 'Cheerful', 'Daring', 'Spirited' and 'Charming' did not differ among countries when they are considered either as a tourism or study destination.

Table 4 summarizes the results of the t-tests performed to investigate differences between the responses of the two groups. With the exception of the results concerning Argentina, few differences between the two groups of respondents were found. Mexico was viewed as more 'Intelligent' as a study abroad destination, England was perceived as more 'Spirited' as a tourism destination. Spain presents significant differences in three personality traits—'Daring', 'Reliable' and 'Tough'—when it is considered as a tourism or study destination. All of these traits received higher scores when England was considered as a study abroad destination, compared to when it was considered as a tourism destination. As mentioned above, Argentina's results were the exception to the rule: they present significant differences for 8 out of the 15 personality traits investigated in this study. Argentina as a tourism destination was viewed as more 'Daring', 'Spirited', 'Imaginative', 'Intelligent', 'Upper-Class' and 'Tough' while it was viewed as more 'Up-to-Date' and 'Successful' as a study abroad destination. It is possible that these results may reflect the fact that Argentina was the country with which the surveyed sample was least familiar. No significant differences were found in the cases of Canada and Australia.

Finally, the fact that most of the scores range between 3 and 4 raises the question of whether the personality traits suggested by Aaker (1997) are applicable in the country image context. The Cronbach's Alpha = .9198 indicates that this is a highly reliable scale. The correlation results provide evidence of divergent validity since the alpha is larger than the correlations among scale items. This result was expected since the Aaker scale used in this study has already been tested many times.

## 5. Conclusions/Limitations

The lack of differences in terms of brand personalities for most of the surveyed countries (see Table 4), when each is considered as tourism or study abroad program destinations by college students, favors the acceptance of the null hypothesis 2—'There is no difference in country brand personality when a country is considered as a tourism or study abroad program destination by college students'. However, differences in country personality found among countries when they are considered as tourism or study destinations (see Tables 2 and 3) lead to the rejection of the null hypothesis 1— 'There is no difference among country personalities'.

## **Gertner**

These findings contribute to the literature in the field of place marketing since they reveal for the first time that a particular country image measured by Aaker's brand personality model does not differ when it is considered as a study abroad program or as a tourism destination. This is an important finding since there are plenty of studies measuring countries' images as tourism destinations and very few measuring countries' images as study abroad program destinations. In addition, as discussed in the literature review, country images do influence the choice of vacation destinations (Anholt 2005, 2006; Hospers 2004; Watkins, Hassanien & Dale 2006).

International students can be a good source of revenue in the tourism sector of a host country (Shanka, Ali-Knight & Pope, 2002). The results suggest that when developing study abroad programs, American colleges and universities should take in consideration the host countries' images. These images may also positively or negatively influence a student's choice of a foreign academic program.

Given the fact that this study made use of a convenient sample, the results are limited to this study.

## Gertner

**Table 1: Characteristics of the Respondents  
Frequencies**

DEMOGRAPHIC CHARACTERISTICS	TOTAL RESPONDENTS	
	n=165	n=171
	study	tourism
	(%)	(%)
<b>Gender</b>		
Male	56	61
Female	44	39
<b>Age</b>		
25 +	28	18
19 - 24	72	82
<b>Marital status</b>		
Single	85	86
Married	6	6
Living together	8	7
Divorced	1	1
<b>Mother's education</b>		
Less than high school	7	12
High school	31	37
Some college	25	22
Bachelor's degree	25	18
Master's degree	9	6
Professional degree	2	1
<b>Father's education</b>		
Less than high school	11	15
High school	31	34
Some college	20	16
Bachelor's degree	22	19
Master's degree	8	10
Professional degree	3	1
<b>Visited another country</b>	72	80
<b>Speaks Spanish</b>	26	24
<b>Speaks other language</b>	61	58

## Gertner

**Table 2: Countries' Personalities as Tourist Destinations  
T-Tests**

PERSONALITY TRAITS	COUNTRIES						
	ANOVA	CANADA	MEXICO	ENGLAND	SPAIN	AUSTRALIA	ARGENTINA
	sig	n=30 tourism	n=33 tourism	n=32 tourism	n=29 tourism	n=21 tourism	n=23 tourism
Down-to-earth	.356	3.29	3.36	3.52	3.14	3.80	3.36
Honest	<b>.012</b>	3.42	<b>2.76</b>	3.61	3.28	<b>3.65</b>	3.50
Wholesome	<b>.013</b>	3.32	<b>2.94</b>	3.63	3.21	<b>3.75</b>	3.50
Cheerful	.232	3.35	3.73	3.77	3.48	3.80	3.23
Daring	.055	3.29	3.61	3.29	3.03	3.90	3.32
Spirited	.183	3.19	3.67	3.48	3.48	3.95	3.45
Imaginative	.178	3.23	3.39	3.45	3.21	3.90	3.14
Up-to-date	<b>.000</b>	3.55	<b>2.85</b>	3.81	3.31	<b>3.85</b>	3.00
Reliable	<b>.018</b>	3.42	<b>2.88</b>	3.58	3.07	<b>3.70</b>	3.18
Intelligent	<b>.041</b>	3.35	<b>2.91</b>	<b>3.74</b>	3.38	3.65	3.23
Successful	<b>.000</b>	3.42	<b>2.97</b>	<b>4.03</b>	3.38	3.75	3.05
Upper-Class	<b>.000</b>	3.10	<b>2.56</b>	3.84	3.17	<b>3.90</b>	3.09
Charming	.055	3.23	3.13	3.61	3.28	3.95	3.32
Outdoorsy	.126	3.65	3.72	3.32	3.45	4.15	3.55
Tough	<b>.006</b>	3.03	3.53	3.03	<b>2.97</b>	<b>3.95</b>	3.41

**Table 3: Countries' Personalities as Study Destinations  
T-Tests**

PERSONALITY TRAITS	COUNTRIES						
	ANOVA	CANADA	MEXICO	ENGLAND	SPAIN	AUSTRALIA	ARGENTINA
	sig	n=33 study	n=30 study	n=35 study	n=26 study	n=20 study	n=24 study
Down-to-earth	<b>.043</b>	3.34	<b>3.03</b>	3.12	3.50	<b>4.00</b>	3.42
Honest	<b>.036</b>	3.50	<b>2.87</b>	3.21	3.38	<b>3.85</b>	3.17
Wholesome	<b>.003</b>	3.13	<b>2.70</b>	3.03	3.38	<b>3.90</b>	3.33
Cheerful	.230	3.42	3.10	3.50	3.69	3.85	3.54
Daring	.114	2.87	3.20	2.85	3.12	3.70	2.79
Spirited	.357	3.16	3.47	3.44	3.77	3.85	3.33
Imaginative	<b>.023</b>	<b>3.00</b>	3.13	3.15	<b>3.85</b>	3.75	3.13
Up-to-date	<b>.000</b>	3.53	<b>2.67</b>	<b>4.09</b>	3.35	3.55	3.08
Reliable	<b>.031</b>	3.16	<b>2.77</b>	3.38	3.50	<b>3.75</b>	2.96
Intelligent	.076	3.38	3.07	3.71	3.50	3.80	3.17
Successful	<b>.000</b>	3.41	<b>2.53</b>	<b>3.79</b>	3.42	3.70	3.13
Upper-Class	<b>.000</b>	3.00	2.40	<b>3.71</b>	3.08	3.15	<b>2.71</b>
Charming	.251	3.13	3.00	3.53	3.42	3.55	3.08
Outdoorsy	<b>.012</b>	3.81	3.33	<b>2.94</b>	3.50	<b>4.10</b>	3.63
Tough	.473	2.91	3.03	2.91	3.35	3.45	3.21

## **Gertner**

The cultural background of students can be a relevant variable for market segmentation when tourism and education marketers are targeting international students (Shoham, Schrage & Van Eeden 2004; Son & Pearce 2005). Since this study is limited to a convenience sample of students who present similar cultural backgrounds, generalizations cannot be made. Future research should include students from a variety of backgrounds and national origins. In addition, the sample was limited to students within the same age range. As discussed in the literature review, age can impact one's brand personality perception of a destination (Murphy, Benckendorff & Moscardo 2007). Thus, future research should include both graduate and undergraduate students. Finally, the results of this study are limited to the six countries investigated and should not be applied to other countries. In addition, it is suggested that a future study compare countries' images held by students who have and have not visited a particular country, to assess the extent that direct experience changes or confirms pre-existing perceptions. Since the sample of the present study was composed of students who had not visited the countries surveyed, it was not possible to make this comparison.

## Gertner

**Table 4: Countries' Personalities as Tourist and Study Destinations  
T-Tests**

PERSONALITY TRAITS	COUNTRIES											
	CANADA		MEXICO		ENGLAND		SPAIN		AUSTRALIA		ARGENTINA	
	n=33 study	n=30 tourism	n=30 study	n=33 tourism	n=35 study	n=32 tourism	n=26 study	n=29 tourism	n=20 study	n=21 tourism	n=24 study	n=23 tourism
Down-to-earth	3.34	3.29	3.03	3.36	3.12	3.52	3.50	3.14	4.00	3.80	3.42	3.36
Honest	3.50	3.42	2.87	2.76	3.21	3.61	3.38	3.28	3.85	3.65	3.17	3.50
Wholesome	3.13	3.32	2.70	2.94	3.03	3.63	3.38	3.21	3.90	3.75	3.33	3.50
Cheerful	3.42	3.35	3.10	3.73	3.50	3.77	3.69	3.48	3.85	3.80	3.54	3.23
Daring	2.87	3.29	3.20	3.61	2.85	3.29	3.12	<b>3.03*</b>	3.70	3.90	2.79	<b>3.32*</b>
Spirited	3.16	3.19	3.47	3.67	3.44	<b>3.48**</b>	3.77	3.48	3.85	3.95	3.33	<b>3.45**</b>
Imaginative	3.00	3.23	3.13	3.39	3.15	3.45	3.85	3.21	3.75	3.90	3.13	<b>3.14*</b>
Up-to-date	3.53	3.55	2.67	2.85	4.09	3.81	3.35	3.31	3.55	3.85	3.08	<b>3.00**</b>
Reliable	3.16	3.42	2.77	2.88	3.38	3.58	3.50	<b>3.07**</b>	3.75	3.70	2.96	3.18
Intelligent	3.38	3.35	3.07	<b>2.91*</b>	3.71	3.74	3.50	3.38	3.80	3.65	3.17	<b>3.23**</b>
Successful	3.41	3.42	2.53	2.97	3.79	4.03	3.42	3.38	3.70	3.75	3.13	<b>3.05*</b>
Upper-Class	3.00	3.10	2.40	2.56	3.71	3.84	3.08	3.17	3.15	3.90	2.71	<b>3.09**</b>
Charming	3.13	3.23	3.00	3.13	3.53	3.61	3.42	3.28	3.55	3.95	3.08	3.32
Outdoorsy	3.81	3.65	3.33	3.72	2.94	3.32	3.50	3.45	4.10	4.15	3.63	3.55
Tough	2.91	3.03	3.03	3.53	2.91	3.03	3.35	<b>2.97**</b>	3.45	3.95	3.21	<b>3.41*</b>

- \* 90%; \*\*95%; \*\*\*99% confidence

### References

- Aaker, JL 1997, 'Dimensions of brand personality', *Journal of Marketing Research*, vol. 34, no. 3, pp. 347–56.
- Aaker, JL 2005, 'National brand as context and reputation', *Place Branding*, vol. 1, no. 3, pp. 224–8.
- Aaker, JL, Benet-Martinez, V & Garolera, J 2001, 'Consumption symbols as carriers of culture: a study of Japanese and Spanish brand personality constructs', *Journal of Personality and Social Psychology*, vol. 81, no. 3, pp. 492–508.
- Aaker, JL & Fournier, S 1995, 'A brand as a character, a partner and a person: three perspectives on the question of brand personality', *Advances in Consumer Research*, vol. 22, pp. 391–5.
- Aaker, J, Fournier, S & Brasel, SA 2004, 'When good brands do bad', *Journal of Consumer Research*, vol. 31, pp. 1–18.
- Anholt, S 2005, 'The Anholt-GMI City Brands Index: how the world sees the world's cities', *Place Branding*, vol. 2, no. 1, p. 18.
- Anholt, S 2006, 'The Anholt Nation Brands Index: special report on Europe's international image, Q2 2006, plus an update on the status of "Brand Denmark"', *Place Branding*, vol. 2, no. 3, p. 263.
- Austin, JR, Siguaw, JA & Mattila, AS 2003, 'A re-examination of the generalizability of the Aaker Brand Personality Measurement Framework', *Journal of Strategic Marketing*, vol. 11, no. 2, pp. 77–92.
- Bourke, A 2000, 'A model of the determinants of international trade in higher education', *The Service Industries Journal*, vol. 20, no. 1, pp. 110–38.
- D'Astous, A & Boujbel, L 2007, 'Positioning countries on personality dimensions: scale development and implications for country marketing', *Journal of Business Research*, vol. 60, no. 3, p. 231.
- Diamantopoulos, A, Smith, G & Grime, I 2005, 'The impact of brand extensions on brand personality: experimental evidence', *European Journal of Marketing*, vol. 39, no. 1/2, pp. 129–49.
- Ferrandi, JM, Merunka, D, Valette-Florence, P & De Barnier, V 2002, 'Brand personality: how well does a human personality scale apply to brands?', *Asia Pacific Advances in Consumer Research*, vol. 5, pp. 53–60.
- Freling, TH & Forbes, LP 2005, 'An empirical analysis of the brand personality effect', *Journal of Product and Brand Management*, vol. 14, no. 7, pp. 404–13.
- Govers, PCM & Schoormans, JPL 2005, 'Product personality and its influence on consumer preference', *Journal of Consumer Marketing*, vol. 22, no. 4, pp. 189–97.
- Henderson, J 2000, 'Selling places: the new Asia-Singapore brand', *Journal of Tourism Studies*, vol. 11, no. 1, pp. 36–44.
- Hosany, S, Ekinci, Y & Uysal, M 2006, 'Destination image and destination personality: an application of branding theories to tourism places', *Journal of Business Research*, vol. 59, pp. 638–42.
- Hospers, GJ 2004, 'Place marketing in Europe: the branding of the Øresund Region', *Intereconomics: Review of European Economic Policy*, vol. 39, no. 5, pp. 271–9.

## Gertner

- Johar, GV, Sengupta, J & Aaker, JL 2005, 'Two roads to updating brand personality impressions: trait versus evaluative inferencing', *Journal of Marketing Research*, vol. 42, no. 4, p. 458.
- Murphy, L, Benckendorff, P & Moscardo, G 2007, 'Linking travel motivation, tourist self-image and destination brand personality', *Journal of Travel and Tourism Marketing*, vol. 22, no. 2, pp. 45–59.
- Murphy, L, Moscardo, G & Benckendorff, P 2007, 'Using brand personality to differentiate regional tourism destinations', *Journal of Travel Research*, vol. 46, no. 5, p. 14.
- Olavarrieta, S, Friedmann, R & Manzur, E 2004, 'Brand personality outside the developed world: a combined emic-etic study in Chile', paper presented to the winter educators' conference of the American Marketing Association, Scottsdale, 7–10 February.
- Opoku, R & Hinson, R 2006, 'Online brand personalities: an exploratory analysis of selected African countries', *Place Branding*, vol. 2, no. 2, pp. 118–30.
- Papadopoulos, N 2004, 'Place branding: evolution, meaning and implications', *Place Branding*, vol. 1, no. 1, pp. 36–49.
- Phau, I & Lau, KC 2001, 'Brand personality and consumer self-expression: single or dual carriageway?', *Brand Management*, vol. 8, no. 6, p. 428.
- Quelch, J & Jocz, K 2004, 'Positioning the nation-state', *Place Branding*, vol. 1, no. 3, pp. 229–37.
- RAND Corporation 2006, *RAND Report: Open Doors 2006: international students in the United States*, RAND Corporation, USA, viewed on 5/15/2011.  
<<http://opendoors.iienetwork.org/?p=89252> ->.
- Rekom, JV, Jacobs, G & Verlegh, PWJ 2006, 'Measuring and managing the essence of a brand personality', *Marketing Letters*, vol. 17, no. 3, pp. 181–92.
- Santos, CA 2004, 'Framing Portugal: representational dynamics', *Annals of Tourism Research*, vol. 31, no. 1, pp. 122–38.
- Shanka, T, Ali-Knight, J & Pope, J 2002, 'Intrastate travel experiences of international students and their perceptions of Western Australia as a tourist destination', *Tourism and Hospitality Research*, vol. 3, no. 3, pp. 245–56.
- Shoham, A, Schrage, C & Van Eeden, S 2004, 'Student travel behavior: a cross-national study', *Journal of Travel and Tourism Marketing*, vol. 17, no. 4, pp. 1–10.
- Siguaw, JA, Mattila, A and Austin, JR 1999, 'The brand personality scale: an application for restaurants', *Hotel and Restaurant Administration Quarterly*, June, pp. 48–55.
- Son, A & Pearce, P 2005, 'Multi-faceted image assessment: international students' views of Australia as a tourist destination', *Journal of Travel and Tourism Marketing*, vol. 18, no. 4, p. 21.
- Srikatanyoo, N & Gnoth, J 2002, 'Country image and international tertiary education', *Journal of Brand Management*, vol. 10, no. 2, pp. 139–46.
- Supphellen, M & Grønhaug, K 2003, 'Building foreign brand personalities in Russia: the moderating effect of consumer ethnocentrism', *International Journal of Advertising*, vol. 22, no. 2, pp. 203–26.
- Tsu Wee, TT 2004, 'Extending human personality to brands: the stability factor', *Brand Management*, vol. 11, no. 4, p. 317.

## Gertner

- United States Department of Education, *USEI-United States Network for Education Information/US Study Abroad programs*, Feb 2008, United States Department of Education, Washington, DC, 05/102011 viewed on <http://www.ed.gov/about/offices/list/ous/international/usnei/international/edlite-study-abroad.html>.
- Watkins, S, Hassanién, A & Dale, C 2006, 'Exploring the image of the Black Country as a tourist destination', *Place Branding*, vol. 2, no. 4, pp. 321–33.
- Wikipedia n.d., Study abroad in the United States viewed on 1 October 2007, [http://en.wikipedia.org/wiki/Study\\_abroad](http://en.wikipedia.org/wiki/Study_abroad).
- Yongjun, S & Tinkham, SF 2005, 'Brand personality structures in the United States and Korea: common and culture-specific factors', *Journal of Consumer Psychology*, vol. 15, no. 4, pp. 334–50.