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The purpose of this study was to probe brand management at vocational high schools in Taiwan using a goodness-of-fit model to understand the applicability structural and practiced currently model among the different types of them. 1620 teachers and students were randomly selected from public and private vocational high schools in Taiwan.

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Brand personality is usually considered as part of the imagery associated with a brand. Scales on brand personality allow researchers to measure consumers' perceptions of a personality of a brand. This perceived brand personality can be more or less aligned with the brand personality planned by the company.

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This chapter regroups different scales which aim at measuring the perceived brand differentiation under different angles. The

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differentiation strategy is a key to occupying a unique and favourite place in the minds of consumers and it improving perceptions of product performance and quality, reducing the vulnerability to competitive marketing actions and enhancing brand loyalty.

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