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Exploring B2B Brand Equity: Beyond the Traditional Models

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Abstract

The original concept of brand equity was proposed by David Aaker in 1991. Subsequently Keller also proposed that concept of reseller brand equity. Brand equity in Aaker's and Keller's models was based on the value of the brand to the consumer. Little research or models have been proposed that address brand equity of B2B products.

Yoo and Donthu tested a model of brand equity in the consumer market. The inputs were based on distribution intensity, store image, pricing, advertising and price deals. These were found to affect perceived quality, brand loyalty and brand associations consistent with the Aaker model.

The marketing inputs in the original Aaker model and the confirmation by Yoo did not consider the all of the marketing inputs for B2B products. The missing elements that need to be included in a B2B model are personal selling, trade activities, logistics service, and customer support as well as electronic and internet marketing. While the Yoo study and published scales focused on a consumer brand (Nike) the scales and model need to be expanded to other well recognized brands such as IBM.

The authors propose a model and set of testable scales that reflect more accurately the marketing inputs used by B2B marketers. The model recognizes the inputs used by many B2B marketing organizations. The results are similar to the consumer brand equity models such as value to the customer, value to the firm and value to the reseller.

Keywords

Business to Business; B2B; Brand Equity