SPECIAL SESSION

EXTENDING OUR THINKING ABOUT BRAND EQUITY: EXPLORING ANTECEDENTS AND CONSEQUENCES FROM NON-TRADITIONAL DOMAINS

Session Chairs: Michelle Peterman, Wake Forest University
Ellen Bolman Pullins, University of Toledo

SESSION ABSTRACT

Brand equity has been conceptualized as being a function of the knowledge structure that a customer has for a brand (Keller 1993, 1998). Viewing knowledge as an associative network of nodes and linkages, this perspective identifies the strength and favorability of brand associations as key antecedents of brand equity. Advantageous consequences of brand equity are thought to be many, including customer loyalty and enhanced parent standing.

Much traditional brand equity research has occurred in the context of consumer products, like laundry detergent or cars. However, when we consider Keller's conceptualization of the brand, we can begin to extend our thinking about brand equity, its antecedents and its expected outcomes. The purpose of this session is to explore new and interesting directions in brand equity research, by considering several research streams that have not typically been related to brand equity.

We begin by considering the antecedent roles of nontraditional facets of traditional marketing variables, such as promotion and product decisions. Harper Roehm addresses a very new part of the promotions mix. His research deals with how the interactivity of the internet may facilitate the development of brand associations. Derrick Boone then identifies how consumer expectations for future product releases may enhance or erode brand equity.

As we open up consideration to new antecedent effects, we can also think about possible outcomes that have gone unexplored. Mike Brady takes us into the service domain, as he considers the possible impact of a service brand's equity on consumer responses to favorable and unfavorable service encounters. Ellen Pullins and Michelle Peterman shift the focus to the personal selling domain, as they consider how purchase agent loyalty behaviors may be impacted differentially by the strength and favorability of network associations. One final outcome is examined as Kim Saxton investigates the impact of brand equity on corporate reputation.

This session is designed to bring together researchers from diverse backgrounds. The goal is to explore the usefulness of the brand equity concept in alternative domains. The session will be interesting to researchers with a variety of backgrounds, as we hopefully generate new directions for brand equity research. The session also has interesting managerial implications as managers consider how to increase brand equity by using multiple marketing mix tools.

INTERACTIVE COMMUNICATIONS AND BUILDING BRAND EQUITY

Harper Roehm, The Ohio State University

This research compares the process of building customer-based brand equity with interactive, web-based marketing communications to that of using more static print media. Customer-based brand equity has been defined as the "... differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller 1993, p. 2). Keller conceptualizes brand knowledge from an associative network perspective. Increasing brand knowledge, and therefore equity, can be achieved by the following means or any combination thereof: (1) adding memory nodes, (2) adding associations to memory nodes, and (3) strengthening existing associations.

Based on Keller's conceptuatization of brand equity, it is predicted the more involving and interactive web medium will result in more elaboration of brand information and consequently an advantage in developing cus-