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# Marketing antecedents of industrial brand equity: An empirical investigation in specialty chemicals

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### Abstract

Industrial branding has emerged as an important issue, allowing firms to gain substantial competitive advantage, especially in markets where product commoditization and electronic procurement are on the increase. This article proposes, and empirically validates, a theoretically structured approach to measure brand equity, its antecedents and its consequences for industrial products. The model distinguishes between product and corporate brand equity, uses buyer perceived performance on the dimensions of the marketing mix as antecedents of brand equity, and relates them to re-purchase and loyalty intentions.



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## Keywords

Industrial brand equity; Marketing mix; Industrial relations

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