

Corporate brand equity and financial performance: proposal of a three-dimensional measurement scale

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Abstract

Corporate Brand Equity refers to the evaluation of stakeholder to the action of a corporate brand. There is not fully ascertained of the value of corporate brands to society and to corporations. The marketing literature has rare attempts to construct a scale covering many indicators and dimensions of Corporate Brand Equity (CBE) factor. This study proposes the development and validation a three-dimensional measurement scale of Society-Based CBE and it relates the scale to financial performance of corporations. The paper carried out the application of a survey and secondary financial data. The results show three dimensions (Ubiquitous Corporation, Excellence in Management, and Corporate Integrity) scale of CBE. The relationship between CBE (and its dimensions) and financial performance was verified. CBE are related to financial results, especially revenue and return on sales. We believe that this scale can be used for a competitive evaluation of corporate brand.

Keywords: *corporate brand equity; financial performance; measurement*

Track: Product and Brand Management