

Stronger Together: The Complementary Roles of Real-Time and Survey- Based Brand Measures

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Abstract

Traditional survey-based brand measures are costly to collect, which raises the pressure to replace them with cost-efficient real-time brand measures that build on brand conversations on social media. But can real-time brand measures substitute traditional survey-based brand measures? How do both brand measures relate? What is their role in explaining brand performance? This article compares a popular survey-based brand measure to the recently developed social media-based brand reputation tracker (Rust et al., 2021). Building on 5,200 brand-week observations, the results of vector autoregressive models show that combining both brand measures highly increases the explanatory power of the model when explaining shareholder value. Within this dual-brand metric model, the survey-based brand measure accounts for the majority of the explained variation in shareholder value highlighting that survey-based metrics still matter.

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