

Does Social Media Threaten Brand Equity in Healthcare?

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Acknowledgements:

The authors would like to thank the Brazilian funding agency FAPES.

Cite as:

Assis Walter, BRANDAO MARCELO, Sarcinelli Arthur, Guedes Thiago, Vilela Bruno (2025), Does Social Media Threaten Brand Equity in Healthcare?. *Proceedings of the European Marketing Academy*, 54th, (125986)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract: This study examines how brand equity mediates the relationship between value co-creation and consumers' intention to use healthcare services, moderated by the intensity of social media communication. A survey of 376 health services consumers revealed that brand equity enhances the positive impact of value co-creation on usage intentions, but this relationship weakens as the intensity of social media communication increases. While well-managed social media amplifies the benefits of value co-creation on brand equity, excessive communication leads to digital fatigue, reducing the effectiveness of this mediating mechanism. Furthermore, the results empirically suggest that heightened social media communication intensity not only weakens the mediating role of brand equity but may also negatively influence consumer perceptions of the brand, highlighting the risk of digital saturation in healthcare contexts.

Keywords: Social Media. Value Cocreation. Brand Equity.

Track: Service Marketing & Service Innovation.