



A Meta-Analytic Structural Equation Modelling (MASEM) Approach Toward Scrutinizing the Influence of Brand Equity Antecedents on Brand Advocacy

Abdullah Nabeel AlRoshoud
 <https://orcid.org/0009-0003-9740-8888>
Qatar University, Qatar

Hatem Osman El-Gohary
 <https://orcid.org/0000-0001-6139-7054>
Qatar University, Qatar

ABSTRACT

Brand equity antecedents are essential in the creation and development of brand advocacy strategies and implementation tactics that transform conventional customers into active brand advocates. Yet, the association incorporating these two concepts is less studied. This research aims to bridge such a gap by combining these two approaches to explore the most influential antecedents of brand equity for incentivizing brand advocacy within technological platforms. The proposed model was assessed using Meta-Analytic Structural Equation Modeling (MASEM). The study featured 68 empirical studies with 183 correlations derived from 15 hypothetical relationships and a combined sample of 24,585 respondents. The findings authenticate the significance of all the relationships among BE antecedents proposed in this study. Moreover, the findings reveal that brand awareness can be linked with brand advocacy via the intervention and mediating role of brand image. Additionally, the outcomes of the study highlight that brand image has a greater overall influence than brand loyalty on brand advocacy.

KEYWORDS

Brand Advocacy, Brand Awareness, Brand Equity, Brand Image, Brand Love, Brand Loyalty, Brand Trust, Perceived Quality

INTRODUCTION

The wide accessibility of social media networks means there is value for firms and organizations in devoting massive amounts of time and financial resources to target this particular sector. This is happening with the aim of establishing well-based strategies that enable continuous online operational advancement. With this arrives the persistent trigger for the expansion of a well-established brand equity foundation, which plenty of enterprises within different types of operational industries consider to be one of their primary capitals (Molina et al., 2017). Indeed, having a solid brand equity foundation can lead to gaining more control over competitors' marketing actions, in addition to forming great opportunities for the valuable extension of the brand itself as a well-known trademark (Zia et al.,

DOI: 10.4018/IJCRMM.359414

This article published as an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and production in any medium, provided the author of the original work and original publication source are properly credited.

2021). Additionally, Crass et al. (2019) pointed out that a solid foundation of brand equity would positively influence the long-term impacts of the overall financial performance. Within the social media context, Chou (2014) has argued about the significant interchangeable nature of the relationship between brand equity and the quality of managing social media platforms in addition to the knowledge sharing mechanism within these platforms.

According to Severi and Ling (2013), a common technique to boost brand equity, as key capitals for firms, is by developing a set of identified strategies that focused on controlling the spread of positive online and offline word-of-mouth (WOM). Those customers or potential ones are responsible for that dispersal along with their impact on devoting distinctive effect to the scope of customer engagement and relationship with the brand itself. It is also noticeable that firms within several types of industries, both directly and indirectly, tried to build distinct relationships with these kinds of customers, known as advocates. Indeed, these advocates can immensely impact crucial operational areas such as the amount of satisfaction and trust for both existing and potential customers (Yeh, 2013), the perception regarding the quality of services being offered (Sweeny & Canon, 2020), and, last but not least, the capacity to deliver relentless support as well as usefulness for other community members that are related both directly and indirectly to the brand itself (Jayasimha et al., 2017).

It has also been widely believed that one of the most powerful forces in building and maintaining customer relationships, in addition to affecting the level of customer retention, is the adequate implementation of brand advocacy practices, which eventually has a direct impact on customers' final decision-making processes (Stahl et al., 2012; Tanwar & Prasad, 2016; Jilapalli & Wilcox, 2010). This illustrates how imperative it is for organizations to comprehensively institute best practices to deal with those potential advocates, turning them into permanent and loyal ones.

The brand advocacy concept, in terms of both its practices and strategies, has always been associated with strong layers of distinctive values that prompt customers to spread positive words, feelings, and experiences about the brand (Ahmadi & Ataei, 2024; Wragg, 2004; Laud & Karpen, 2017). Unsurprisingly, the related literature shows that the insufficient understanding of how to initiate, develop, and maintain those underpinning distinctive values that turn regular customers into active advocates, which is considered the main element of brand advocacy, is one of the main causes of deficiencies in developing adequate brand advocacy foundations (Patwa et al., 2018). This turns out to be even more problematic since it could eventually cause negative WOM in both online and offline social media channels, which could also result in losing an immense part of the reach of marketing campaigns that rely primarily on network buildup (Mitchell, 2013).

Despite the existing literature having associated brand advocacy with some brand equity antecedents within several contexts, there has been less previous evidence that examined how and in which directions some of the main brand equity antecedents (e.g., brand awareness) might serve as key factors in boosting and/or influencing brand advocacy. For instance, Bhati and Verma (2020) claimed that the literature of customer brand advocacy (CBA) reported mixed findings, which creates confusion in generalizing the results from the related studies. They also argued that their meta-analysis study was the first and only research performed to synthesize studies and findings from the body of knowledge of the CBA concept, which allowed them to verify the precise antecedents of that concept.

Responding to this core research gap, the current study proposes a unique approach to encounter such research problems by implementing meta-analytic structural equation modeling (MASEM) pertaining to the main brand equity antecedents (i.e., brand image, brand love, brand trust, perceived quality, brand awareness, and brand loyalty) and how they eventually impact brand advocacy. Furthermore, the implementation of the MASEM approach, using comprehensive secondary data in the abovementioned relationship, could stimulate future researchers to incorporate their primary data in any of their intended marketing and management research contexts that contain one of the verified directions of the relationships conducted in this research.

Additionally, for this study, it was of interest to investigate and explore associations that were, to the best of the authors' knowledge, rarely examined before. Among those associations appears

21 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/a-meta-analytic-structural-equation-modelling-masem-approach-toward-scrutinizing-the-influence-of-brand-equity-antecedents-on-brand-advocacy/359414

Related Content

Financial Training Needs of Executives: A Study of Financial and Non-Financial Companies

Jasleen Kaur, Cheenu Goeland Payal Bassi (2022). *Applying Metalytics to Measure Customer Experience in the Metaverse* (pp. 78-91).

www.irma-international.org/chapter/financial-training-needs-of-executives/309305

Antecedents of Social Commerce Adoption in Developing Countries: An Empirical Study

Felix Nti Koranteng, Richard Boateng and Richard Apau (2021). *Handbook of Research on Technology Applications for Effective Customer Engagement* (pp. 91-102).

www.irma-international.org/chapter/antecedents-of-social-commerce-adoption-in-developing-countries/261525

Expanding TAM and IDT to Understand the Adoption of E-Marketing by Small Business Enterprises: An Empirical Investigation

Hatem El-Gohary (2010). *International Journal of Customer Relationship Marketing and Management* (pp. 56-75).

www.irma-international.org/article/expanding-tam-idt-understand-adoption/45732

Customer Relationship Management through Communication Strategy: Fibres Industry Case Study

Abdel Moneim M. B. Ahmed (2010). *International Journal of Customer Relationship Marketing and Management* (pp. 15-26).

www.irma-international.org/article/customer-relationship-management-through-communication/45729

Knowledge Management at Banking Industry: A Review of the Literature and Further Guidelines

Nasser Fathi Easa (2019). *International Journal of Customer Relationship Marketing and Management* (pp. 21-34).

www.irma-international.org/article/knowledge-management-at-banking-industry/221910