# Article information:

An application of Keller's brand equity model in a B2B context - ProQuest
[https://www.proquest.com/docview/213431240?pq-origsite=primo=8018](https://www.proquest.com/docview/213431240?pq-origsite=primo&accountid=8018)

# Article summary:

1. The importance of branding in industrial markets is under-researched, but it has been shown that brand equity can be a determining factor in deciding between industrial purchase alternatives.

2. The most comprehensive brand equity model available is Keller's customer-based brand equity (CBBE) model, which identifies four steps for building a strong brand: brand identity, brand meaning, brand responses, and brand relationships.

3. While the Keller model can be applied in a B2B context, there are differences between consumer and B2B markets that need to be taken into account, such as the role of distributors and the importance of support services and company reputation.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章探讨了在B2B市场中应用Keller品牌资产模型的可行性，并试图将其操作化并进行实证测试。然而，该文章存在一些潜在的偏见和不足之处。

首先，该文章认为品牌建设在工业市场中不太重要，这与现实情况相矛盾。事实上，工业市场中的品牌建设同样重要，因为它可以增强差异化并对购买行为产生积极影响。

其次，该文章忽略了B2B市场与消费者市场之间的差异。虽然Keller模型可以应用于B2B市场，但是需要考虑到组织买家的购买过程和决策过程等方面的特点。

此外，该文章没有充分考虑到支持服务和公司声誉等因素对于品牌价值的贡献。这些因素在B2B市场中可能比消费者市场更加重要。

最后，该文章没有提供足够的证据来支持其主张，并且未探索反驳意见。同时也没有平等地呈现双方观点。

综上所述，尽管该文章提供了一些有价值的信息和思考角度，但是它存在一些潜在偏见和不足之处，需要更加全面和客观地考虑B2B市场中的品牌建设问题。

# Topics for further research:

* Importance of brand building in industrial markets
* Differences between B2B and consumer markets
* Consideration of organizational buying process and decision-making in B2B markets
* Contribution of support services and company reputation to brand value in B2B markets
* Lack of evidence to support claims and exploration of opposing views
* Need for a more comprehensive and objective approach to brand building in B2B markets

# Report location:

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