# Article information:

The impact of marketing activities on service brand equity: The mediating role of evoked experience | Emerald Insight  
<https://www.emerald.com/insight/content/doi/10.1108/EJM-05-2016-0262/full/html>

# Article summary:

1. This study proposes a customer-based brand equity (CBBE) creation framework that suggests marketing activities create CBBE through customer experience (CE), in contrast to existing literature suggesting marketing activities directly create it.

2. The study found that CE is the focal mediating variable for the relationship between marketing activities and service brand equity, with 8 out of 15 marketing activities positively impacting it through CE and 2 negatively affecting it.

3. The research provides insights into the importance of CE in building service brand equity for credence-dominant services like healthcare, and offers specific insights for the healthcare market.

# 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:

The article "The impact of marketing activities on service brand equity: The mediating role of evoked experience" by Kumar, Dash, and Malhotra proposes a new framework for customer-based brand equity (CBBE) creation that emphasizes the role of customer experience (CE) as a mediator between marketing activities and CBBE. The study focuses on the healthcare market and uses qualitative interviews with patients followed by a structured questionnaire to collect data.

The article presents some potential biases and limitations. Firstly, the effects of individual marketing activities were assessed without considering their interaction, which may limit the generalizability of the findings. Secondly, the study only considers positive or negative impacts of marketing activities on CBBE through CE, without exploring other possible relationships or factors that may influence CBBE creation. Additionally, the study does not provide evidence for some claims made, such as the assertion that experiential marketing can help create service CBBE.

The article also has some strengths and contributions. It offers specific insights into service CBBE creation through CE in the healthcare market, which can be useful for managers in designing suitable marketing activities. The study highlights the importance of CE in building CBBE for credence-dominant services like healthcare and provides empirical evidence to support this claim.

Overall, while the article presents an interesting framework for CBBE creation through CE and offers valuable insights into the healthcare market, it has some limitations and potential biases that should be considered when interpreting its findings.

# Topics for further research:

* Experiential marketing and its impact on brand equity
* Factors influencing customer-based brand equity creation
* The role of customer experience in service marketing
* Credence-dominant services and brand equity creation
* Marketing activities and their interaction in brand equity creation
* Healthcare marketing and its unique challenges in brand equity creation

# Report location:

<https://www.fullpicture.app/item/e3042e9ab1569db75797d4608e6696db>