
Building industrial brand equity by leveraging firm capabilities and co-creating value with customers

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Abstract Today, brands are very important possessions for organizations. Branding studies have demonstrated that brand equity is an important concern for business customers in their purchase decision processes. This study concern the roles of firm's capabilities in value co-creation , customer value and brand equity development .The research method is descriptive (survey) and examined between 22 firms in Gilan which had favorite and famous brands. The Structural Equation Modeling (SEM) technique in SmartPLS3 is used to test the validity of conceptual model and research hypotheses .The results indicates that marketing capability and networking capability build up brand equity both directly and indirectly via value co-creation and customer value, while innovation capability positively impacts brand equity indirectly by facilitating value co-creation and improving customer value. The findings provide managerial implications for building brand equity by leveraging firm's capabilities and co-creating value with customers. **Keywords:**

Keywords : brand equity , firm's capabilities, co-creation value, customer perceived value

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