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Spectator-Based Brand Equity and University-Held Pep Rallies [Abstract]

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Spectator-Based Brand Equity and University-Held Pep Rallies [Abstract]

Literature has recently taken into account brand equity, and how it may differ when pertaining to sports. While previous brand equity concepts had concentrated on tangible concrete products, spectator-based brand equity focuses on the intangible nature of sport services, particularly sporting events. Because of the elusive nature of sporting events, the current study focuses on other similar events, and shows that attending these other events will influence spectator-based brand equity levels. The current study measures spectator-based brand equity levels before and after a University-held pep rally event. Results indicate that attending such an event will increase levels of spectator-based brand equity. In addition, results show that individuals who had attended a University-held pep rally event revealed higher levels of spectator-based brand equity in comparison to those who did not attend.