2012

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

Brandon Brown

Khalid Ballouli

Jason D. Reese

Stephen F Austin State University, Department of Management, Marketing, And International Business, reesejd1@sfasu.edu

Gregg Bennett

Texas A & M University - College Station

Follow this and additional works at: http://scholarworks.sfasu.edu/management_facultypubs

Part of the Business Commons

Tell us how this article helped you.

Recommended Citation

Brown, Brandon; Ballouli, Khalid; Reese, Jason D.; and Bennett, Gregg, "Spectator-Based Brand Equity and University-Held Pep Rallies [Abstract]" (2012). Faculty Publications. Paper 16.
http://scholarworks.sfasu.edu/management_facultypubs/16

This Abstract is brought to you for free and open access by the Management, Marketing, and International Business at SFA ScholarWorks. It has been accepted for inclusion in Faculty Publications by an authorized administrator of SFA ScholarWorks. For more information, please contact cdsscholarworks@sfasu.edu.
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.