

Brand Equity in the B2B Service Industry in Vietnam

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Abstract

Given the swift changes occurring in the worldwide market and the increased rivalry, efficient brand management has become quite crucial. Businesses are investing significant resources in developing and putting into practice strong branding strategies to build and maintain strong brand equity. This emphasis is especially important for organizations that focus on providing services, as brand equity is essential in communicating the worth of intangible service offerings.

Within the unique context of Vietnam, this study addresses a conspicuous gap in understanding the intricate dynamics of brand equity within the service industry. The research integrates multiple conceptual frameworks, identifying brand attitude, brand image, and employee engagement as pivotal elements influencing brand equity, especially for employee engagement as a new and unique factor when mentioning about service industry. This, in turn, shapes brand preference and purchase intention among clients. The research employs both qualitative and quantitative methods, including surveys and interviews, to gather data from a representative sample of service firms in Vietnam, rigorous sampling techniques are applied to ensure inclusivity and relevance.

The study's findings underscore the pivotal role of employee engagement in influencing brand equity within the service industry. Consequently, B2B businesses operating in Vietnam should strategically focus on enhancing employee engagement to fortify their brand equity in the competitive service market. Beyond contributing to academic knowledge, the study furnishes actionable insights for practitioners involved in strategic decision-making within the dynamic service sector. By illuminating the intricate interplay of elements shaping brand equity, this research endeavors to empower both academia and industry professionals to refine brand management practices in the unique context of Vietnamese services.

Keywords: Brand equity, brand attitude, brand image, employee engagement, purchase intention, brand preference, service firms, Vietnam