
Corrigendum

Employee brand equity: Scale development and validation

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The authors wish to apologise that in the following Tables, under the Brand Consistent Behaviour section, BCB4 incorrect text was used. The corrected tables are given here.

Table 2: EBE scale – Research phase two: purification (exploratory) (N=86)

		Mean (SD)	Factor loadings			VE	E/V
			1	2	3		
Brand endorsement:							
BE17	I say positive things about the organisation (brand) I work for to others	5.01 (1.48)	0.96	—	—	—	—
BE18	I would recommend the organisation (brand) I work for to someone who seeks my advice	5.01 (1.43)	0.86	—	—	—	—
BE19	I enjoy talking about the organisation (brand) I work for to others	4.74 (1.44)	0.77	—	—	—	—
BE20	I talk positively about the organisation (brand) I work for to others	4.82 (1.37)	0.83	—	—	47.68%	5.72
Brand consistent behaviour:							
BCB2	I demonstrate behaviours that are consistent with the brand promise of the organisation I work for	5.65 (1.07)	—	0.88	—	—	—
BCB3	I consider the impact on my organisation's brand before communicating or taking action in any situation	5.12 (1.30)	—	0.84	—	—	—
BCB4	I show extra initiative to ensure my behaviour remains consistent with the brand promise of the organisation I work for	5.48 (1.29)	—	0.71	—	—	—
BCB7	I am always interested to learn about my organisation's brand and what it means to me in my role	5.11 (1.29)	—	0.81	—	17.01%	2.04
Brand allegiance:							
BA13	I plan to be with the organisation (brand) I work for, for awhile	4.50 (1.70)	—	—	0.67	—	—
BA14	I plan to be with the organisation (brand) I work for 5 years from now	2.65 (1.82)	—	—	0.83	—	—
BA15	I would turn down an offer from another organisation (brand) if it came tomorrow	3.40 (1.70)	—	—	0.82	—	—
BA16	I plan to stay with the organisation (brand) I work for	3.84 (1.84)	—	—	0.84	8.49%	1.01
						Overall VE	73.18%
						Overall Cronbach's α	0.89

Abbreviations: VE=Variance Explained; SD=Standard Deviation; E/V=Eigen value.

Table 3: EBE scale – Research phase 3: Purification (confirmation) N=273

		Standardised loadings	Fit statistics					
Brand endorsement:								
BE17	I say positive things about the organisation (brand) I work for to others	0.83	—	—				
BE18	I would recommend the organisation (brand) I work for to someone who seeks my advice	0.77	—	—				
BE19	I enjoy talking about the organisation (brand) I work for to others	0.69	—	—				
BE20	I talk positively about the organisation (brand) I work for to others	0.87	—	—				
Brand allegiance:								
BA13	I plan to be with the organisation (brand) I work for, for awhile	0.73	χ^2	87.71				
BA14	I plan to be with the organisation (brand) I work for 5 years from now	0.68	Degrees of freedom	41				
BA15	I would turn down an offer from another organisation (brand) if it came tomorrow	0.65	P-value	0.000				
BA16	I plan to stay with the organisation (brand) I work for	0.82	GFI	0.95				
Brand consistent behaviour:								
BCB2	I demonstrate behaviours that are consistent with the brand promise of the organisation I work for	0.71	NFI	0.94				
BCB3	I consider the impact on my organisation's brand before communicating or taking action in any situation	0.72	TLI	0.95				
BCB4	I show extra initiative to ensure my behaviour remains consistent with the brand promise of the organisation I work for	0.82	CFI	0.96				
			RMSEA	0.06				
			Average variance ext	57.3%				
			Composite reliability	0.93				
Model comparisons (dimensionality)								
	χ^2	DF	P-value	GFI	NFI	TLI	CFI	RMSEA
One-factor model	475.5	44	0.000	0.72	0.65	0.59	0.67	0.19
Two-factor model	295.2	43	0.000	0.80	0.78	0.75	0.81	0.15
Three-factor model	87.7	41	0.000	0.95	0.94	0.95	0.96	0.06
Discriminant validity tests								
Construct pairs		Unconstrained model		Constrained model		Model differences		Discriminant validity?
		χ^2	DF	χ^2	DF	χ^2	DF	
Brand endorsement/brand allegiance		37.8	19	43.7	20	5.9	1	Yes
Brand endorsement/brand consistent behaviour		36.4	13	57.0	14	20.6	1	Yes
Brand allegiance/brand consistent behaviour		15.3	13	63.0	14	47.7	1	Yes

Table 4: EBE scale – research phase 4: validation (N=371)

		Factor loadings			AVE	CR
		1	2	3		
EBE scale (three factors) $\chi^2=122.2$, DF=41, $P=0.00$, GFI 0.95, NFI 0.96, TLI 0.97, CFI 0.98 and RMSEA 0.07						
Brand endorsement:						
BE17	I say positive things about the organisation (brand) I work for to others	0.91	—	—	—	—
BE18	I would recommend the organisation (brand) I work for to someone who seeks my advice	0.91	—	—	—	—
BE19	I enjoy talking about the organisation (brand) I work for to others	0.86	—	—	—	—
BE20	I talk positively about the organisation (brand) I work for to others	0.92	—	—	—	—
Brand allegiance:						
BA13	I plan to be with the organisation (brand) I work for, for awhile	—	0.91	—	—	—
BA14	I plan to be with the organisation (brand) I work for 5 years from now	—	0.90	—	—	—
BA15	I would turn down an offer from another organisation (brand) if it came tomorrow	—	0.86	—	—	—
BA16	I plan to stay with the organisation (brand) I work for	—	0.92	—	—	—
Brand consistent behaviour:						
BCB2	I demonstrate behaviours that are consistent with the brand promise of the organisation I work for	—	—	0.68	—	—
BCB3	I consider the impact on my organisation's brand before communicating or taking action in any situation	—	—	0.76	—	—
BCB4	I show extra initiative to ensure that my behaviour remains consistent with the brand promise of the organisation I work for	—	—	0.83	0.75	0.93
Role clarity (two factors) $\chi^2=100.0$, DF=13, $P=0.00$, GFI 0.93, NFI 0.95, TLI 0.93, CFI 0.96 and RMSEA 0.13						
Generic role clarity:						
RCG1	I know how I should behave while I am on the job	0.83	—	—	—	—
RCG2	I know how I am expected to handle unusual problems and situations while on the job	0.82	—	—	—	—
RCG3	I know exactly what output is expected of me on the job	0.85	—	—	—	—
RCG4	I know what I am expected to achieve in my job	0.83	—	—	—	—
Brand role clarity:						
RCB5	Information about my organisation's brand improved my basic understanding of my job	—	0.90	—	—	—
RCB6	I understand what is expected of me because I have information about my organisation's brand	—	0.94	—	—	—
RCB7	I know how to make specific decisions for my job because I have information about my organisation's brand	—	0.91	—	0.76	0.95
Brand commitment (one factor) $\chi^2=17.39$, DF=5, $P=0.00$, GFI 0.98, NFI 0.98, TLI 0.98, CFI 0.99 and RMSEA 0.07						
BC1	I am proud to be a part of the organisation I work for	0.89	—	—	—	—
BC2	I really care about the fate of the organisation I work for	0.88	—	—	—	—
BC3	My values are similar to those of the organisation I work for	0.85	—	—	—	—
BC4	I am willing to put in extra effort beyond what is expected to make the organisation I work for successful	0.86	—	—	—	—
BC5	I feel like I really fit in where I work	0.78	—	—	0.73	0.92

Abbreviations: AVE=Average Variance Extracted; CR=Composite Reliability.



The author also wishes to apologise that in the Scale Replication section on page 281 the data in the penultimate sentence was incorrect. The corrected sentence is given below.

The fit for the measurement mode was good with $\chi^2=122.2$, $df=41$, $P=0.00$, GFI 0.95, NFI 0.96, TLI 0.97, CFI 0.98 and RMSEA 0.07.