

## ABSTRACT

The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitors. The concept of brand equity is given much importance in recent days in order to attain a competitive edge over other firms. Hence customer based brand equity is a consumer perception and it is important to understand from customer perspective

The primary objective of the research was to compare the difference in consumer perception on each brand equity dimensions of two laptop brands Fujitsu and Sony. Brand equity dimensions are defined by operating performance, social image, value, trustworthiness and attachment. Secondary objective of the study was to understand the difference in consumers' perception of brand equity of Fujitsu and Sony brands.

For this purpose, six hypotheses were formulated. To test the hypothesis statements, survey research was conducted with non-probability sampling where data was collected from 384 respondents in Bangkok. The target respondents were both male and female who owns Fujitsu or Sony laptop.

Data was measured by using the Statistical Package for Social Analysis (SPSS 11.5). In order to compare the mean difference between two brands an Independent t-Test was used. Each of the brand equity dimensions was taken into consideration to find difference in consumer perception. Findings revealed that all the null hypotheses were rejected concluding that there is a difference in consumer perception in terms of brand equity between two brands. It also showed that each brand equity dimension has difference in terms of consumer

perception. Key findings also showed that Sony has higher mean when compared to Fujitsu brands. All the dimensions of brand equity showed higher mean value for Sony brands.

Managers and marketers can benefit from the findings of this study. Fujitsu can set Sony as benchmark for its future marketing strategy to remain in healthy competition. Further, this study can help Sony's management to understand consumers, because ultimately it is customer who decides the success of any business.

