

ABSTRACT

Much attention has been devoted recently to the concept of brand equity. Brand equity has been defined in a variety of ways, depending on the particular purpose. Brand equity is regarded as a very important concept in business practice as well as in academic researches because marketers can gain competitive advantages with effective brand image. Studies related to brand equity concept, an instrument to measure brand equity from a customer perspective have been lacking. Due to this reason, it is important for managers to be able to measure and track it at the customer level.

Therefore, the purpose of this research is to measure customer-based brand equity. To compare consumers' perception of brand equity between two shampoo brands (Pantene and Dove) and on each brand equity dimensions (performance, social image, value, trustworthiness and attachment).

Sample Survey method was used to collect the data. This research has used the non-probability sampling method with quota and convenience sampling. The respondents were male and female consumers aged 18 years and above and have used either Pantene or Dove in the past three months. The location where researcher collected the data is Tesco-Lotus super center in Bangkok. The questionnaire was distributed to 384 of respondents including 192 consumers of Pantene and Dove each.

The Independent Sample T-Test was used to test the difference in the consumers' perception on each brand equity dimensions and brand equity between Pantene and Dove.

All six null hypotheses in this research were rejected. Interestingly, the results have shown that mean of all dimensions of Pantene are higher than Dove. Ultimately, most respondents were found to be satisfied with all dimensions of the brand they have used. Dove has a little lower mean, that could imply that although Dove was launched at the end of year 2001 while Pantene has existed as a premium brand but consumers were attracted and made a trial purchase. Finally, building and maintaining brand equity was not solely the responsibility of brand managers but it is actually a cross-functional team effort. Brand managers ultimately bring all of the parts together, decide the direction and gain competitive advantage through brand equity.

