

A Comparison of Brands Equity between Samsung and Apple in the View of Students of Management Science Faculty, Suan Sunandha Rajabhat University

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Abstract : This study aims to investigate the comparison of brands equity between Samsung and Apple from students of Suan Sunandha Rajabhat University. The research method will using quantitative research, data was collected by questionnaires distributed to communication of arts students in the faculty of management science of Suan Sunandha Rajabhat University for 100 samples by purposive sampling method. Data was analyzed by descriptive statistic including percentage, mean, standard deviation and inferential statistic is t-test for hypothesis testing. The results showed that brands equity between Apple and Samsung brand have the ability to recognize brand from the customer by perceived value of the uniqueness of brand and recall when in a situation that must be purchased (Saliency), which is the lowest level in branding and consumers can recognize the capacity of the product (Judgment) and opinions about the quality and reliability when it comes to mobile phones Apple and Samsung brand are not different.

Keywords : Apple and Samsung brand, brand equity, judgment, performance, resonance, saliency

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