

Title of the Project Report	:	Dimensions of Customer-Based Brand Equity: A Perceptual Study of Customers of Public Sector and Private Sector Banks
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ABSTRACT

Brand equity helps in creating brand loyalty, increases the willingness to pay more prices, and assists the company in effectively meeting the challenges posed by competitors. The present study was conducted to determine the perception of respondents towards dimensions of customer-based brand equity among public sector and private sector banks. All the customers of public and private sector scheduled commercial banks of Ludhiana city formed the population of the study. A sample of 200 respondents was selected on convenience basis i.e. 100 from public sector banks and 100 from private sector banks. Data were collected with the help of a structured and non-disguised questionnaire. Analysis was done using appropriate statistical tools like mean score, Z-test, t-test, chi-square test Analysis of Variance (ANOVA) and factor analysis. The study revealed that public bank respondents associate their banks with convenient locations, higher returns and cost effectiveness whereas private bank respondents associate their banks with personalized services, technology advancement and faster transactions. The results of factor analysis revealed the dimensions of brand equity for public sector banks as 'physical facilities and advertisement', 'awareness and loyalty', 'service quality', 'brand image', 'price', 'location' and 'service effectiveness and return', whereas for private sector banks, the dimensions of brand equity were 'service quality and image', 'returns and belongingness', 'infrastructure and customer relationship', 'transaction cost and processing time', 'product convenience and loyalty', and 'product variety and perception'. The study further revealed that majority of the respondents (both public sector as well as private sector banks) were satisfied with their banks.

Keywords: Customer-based brand equity, public and private scheduled commercial banks, perceptions, dimensions, awareness, satisfaction

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