Case Question \_Brand Equity

Due on Oct 23 (Tuesday); Two data files are available

The analysis requires ANOVA and MANOVA.

Please answer the following questions in your presentation:

1. Run a crosstabs using the variables BRAND and LOYALBIN. What do the results tell you?
2. Delete the brands associated with UK and AirUSA. Rerun the crosstabs. What do the results tell you?
3. How can you measure brand equity with the collected data?
4. What statistical analysis is suitable to compare brand equity across brands? Why? Compare brand equity across brands for your chosen category.
5. Compare loyalty, relevance, familiarity, uniqueness and popularity for the brands of your chosen category using the appropriate statistical analysis.