



# Centre for the Study of Co-operatives

▲ Seminar Series 2006/07

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## Measuring the Brand Equity of the Co-operative Sector The Credit Union Case

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How does one measure the brand equity of the credit union sector? Professor François Coderre will answer this question by first presenting the methodology used to develop a brand equity scale for the credit union sector, which rests on a three-step procedure. First, following investigations carried out in Quebec, Mexico, and Costa Rica, researchers identified a list of forty-nine perceptions about the credit union sector. Second, using exploratory factor analyses, they came up with a brand equity scale comprising eleven dimensions and twenty-seven statements. Third, they validated the scale using confirmatory factor analyses. Telephone investigations carried out in Quebec, Mexico, and Costa Rica, using a reduced version of the scale, indicate that attitudes about the credit union sector vary widely among the three territories. The results confirmed the utility of the brand equity scale as applied to the credit union sector.

Professor Coderre will discuss managerial implications as well as research avenues.

▲ Place: Arts 101  
Date: Thursday, 8 March 2007  
Time: 3:00–4:30 PM

