

Measuring brand equity of the cooperative sector : the credit union sector case

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On the menu...

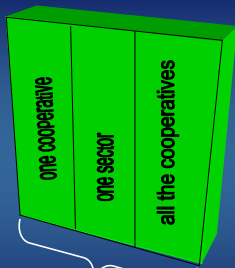
- ▣ Brand Equity
- ▣ Measuring cooperatives Brand Equity
- ▣ International instrument
- ▣ Application:
 - ▣ International comparison
 - ▣ Quebec, Mexico and Costa Rica
- ▣ Research avenues

Brand equity
 What is it?

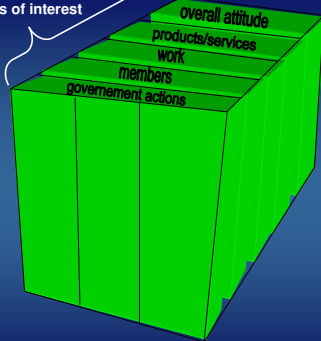
Brand equity → Measuring It → Int. Instrument → Application → Avenues

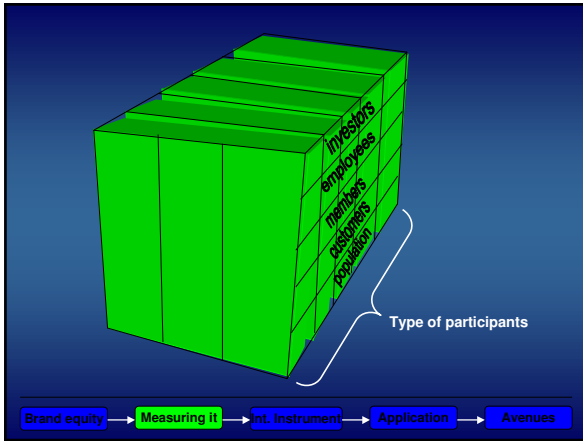
Measuring Cooperative Brand Equity How?

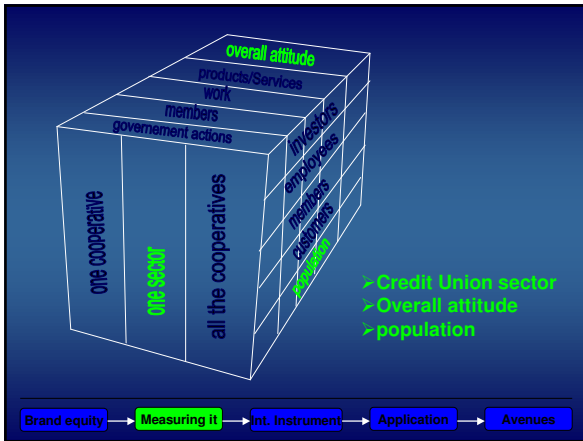




Variables of interest







International instrument The development...

In collaboration with :

Luis Guillermo Coto Moya, Universidad de Costa Rica
Jaime Correa Hernández, Universidad Autónoma de Querétaro
Antonio Murua Mejorada, Universidad Autónoma de Querétaro

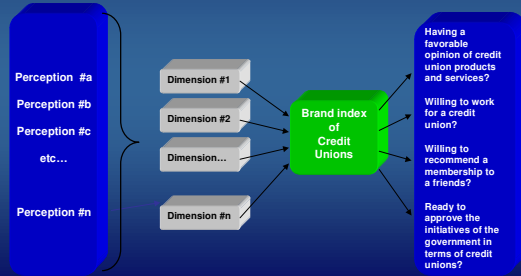
Study performed in :

Quebec, Canada – Queretaro, Mexico – San Jose, Costa Rica

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Conceptual framework



From the universe of perceptions

to...

49 perceptions

➔ Sample size = 335

➔ Study performed in:

Quebec, Canada
 Queretaro, Mexico
 San Jose, Costa Rica

➔ Four opened questions:

- Do you have a favorable opinion of credit union products and services?
- Are you willing to work for a credit union?
- Are you willing to recommend a membership to a friend?
- Are you ready to approve government's politics and programs that favor the creation and the development of credit unions?

The universe of perceptions

Type of comments	Number of comments		
	Survey in Quebec (n= 165)	Survey in Mexico (n= 88)	Survey in Costa Rica (n= 82)
Perceptions of the cooperatives	286	372	308
Unrelated facts and comments	202	154	137
Total	488	526	445

•Tree judges have rated the answers
 - 49 different perceptions have been identified



From 49 perceptions to... **11 dimensions**

- ➔ Sample size = 1155
- ➔ Study performed in:
 - Quebec, Canada
 - Queretaro, Mexico
 - San Jose, Costa Rica
- ➔ Exploratory factorial analysis
- ➔ Confirmatory factorial analysis

Brand equity → Measuring it → **Int. Instrument** → Application → Avenues

The 11 dimensions are...

Quality of services

- ... fast
- ... customized
- ... good quality

Brand equity → Measuring it → **Int. Instrument** → Application → Avenues

The 11 dimensions are...

Quality of services

Benefits for members

- ... many benefits and advantages to their members
- ... good yield on the savings and investments
- The level of profit that is distributed to the members is adequate

Brand equity → Measuring it → **Int. Instrument** → Application → Avenues

The 11 dimensions are...

Quality of services

Benefits for members

Accessibility

- > ... count on several branches to serve their members
- > ... have good facilities

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Quality of services

Benefits for members

Accessibility

Cost of the services

- > The costs on services in credit unions are high
- > ... are moving away of the cooperative values

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Quality of services

Benefits for members

Accessibility

Cost of the services

Financial solidity

- .My money is safe ...
- > ... count on financial solidity
- > ... have a great number of members

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Quality of services

Benefits for members

Accessibility

Cost of the services

Financial solidity

Control

> ... must be controlled and supervised

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Benefits for workers

- > ... good wages to their workers
- > ... opportunities of growth to their personnel
- > ... benefits to their workers

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Benefits for workers

Work environment

- > ... provide stable job
- > ... have a good work environment
- > ... give a right treatment to their personnel

Brand equity → Measuring it → int. instrument → Application → Avenues

The 11 dimensions are...

Social contribution

- ... contribute to the economy of the country
- ... support the development of the community
- ... help the community



The 11 dimensions are...

Social contribution

Participation

- The members are the owners of credit unions
- The members participate in the decision making in credit unions



The 11 dimensions are...

Social contribution

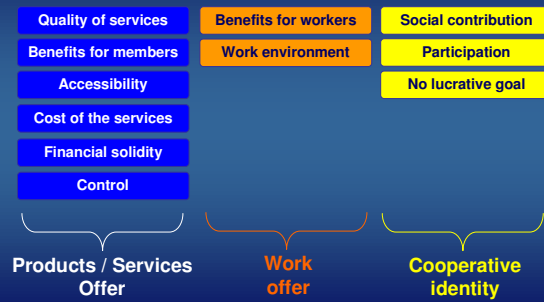
Participation

No lucrative goal

- ... are for small economizers
- ... do not look for the profit



The 11 dimensions are...



THE REDUCED VERSION

Quality of services	> ... service of good quality
Benefits for members	> ... many benefits and advantages to their members
Accessibility	> ... count on several branches to serve their members
Cost of the services	> The costs on services in credit unions are high
Financial solidity	> My money is safe in credit unions
Control	> ... would have to be controlled and supervised
Benefits for workers	> ... offer good wages to their workers
Work environment	> ... have a good work environment
Social contribution	> ... support the development of the community
Participation	> The members participate in the decision making
No lucrative goal	> ... do not look for the profit

Application International comparison

In collaboration with :
 Luis Guillermo Coto Moya, Universidad de Costa Rica
 Jaime Correa Hernández, Universidad Autónoma de Querétaro
 Antonio Murua Mejorada, Universidad Autónoma de Querétaro

Study performed in :
 Quebec, Canada – Queretaro, Mexico, San Jose, Costa Rica

Using reduced version of the scales :
 Phone survey, sample size = 517
 Date : from March to May 2005

Importance of the Perceptions (Quebec)

	Favorable opinion of products / services	Willing to work	Willing to recommend membership	Ready to approve the governmental institutions
Quality of the services	,59	,24	,67	,48
Benefits for the members	,51	,18	,57	,39
Accessibility	,24	-	,18	-
Cost of the services	-,15	-,23	-,18	-,19
Financial solidity	,50	,16	,41	,29
Control	-	-	-	-
Benefits for the workers	,16	,22	,25	-
Work environment	,33	,28	,47	,36
Social contribution	,42	,22	,45	,36
Participation	,40	,16	,26	,29
No lucrative goal	,30	,17	,34	,34



Research avenues

- ❏ Should (and how) the message of the credit union evolved according to the stage of development of the sector?
- ❏ Should (and how) the message of the credit union be adapted to the type of customers/members?
 - ❏ For attracting new customers/members
 - ❏ For retaining customers/members
- ❏ What information people use to make judgment about credit union's social contribution?
- ❏ Why some people give more importance to credit union's social contribution?



QUESTIONS???