



Gustavson
School of Business
 University of Victoria



Electronics & AV Equipment - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Bose	12	197	3	46	14
Canon	12	213	17	92	29
Sony	19	213	7	34	22
Samsung	45	181	16	34	22
Dell	67	237	46	71	86
LG	93	197	46	112	86
Fitbit	136	44	55	92	159
Apple	167	181	17	34	77
HP	188	321	111	189	121
Nokia	211	237	265	218	302
Asus	226	301	141	132	177
GoPro	226	301	182	271	228
Lenovo	247	301	182	271	188
Acer	261	321	253	295	240
Huawei	403	406	403	403	405

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