



Gustavson
School of Business
University of Victoria



Major Appliances - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Dyson	5	139	3	34	29
Bosch	19	76	13	11	43
Whirlpool	45	83	39	57	56
Panasonic	67	278	61	132	106
Kenmore Appliances	110	197	121	132	106
GE	156	213	121	248	158
Frigidaire	188	256	141	248	187
Danby	211	237	264	189	227