

ABSTRACT

Mobile phone is becoming an important gadget in life. It makes the user more convenient communicating with others even though they live so far away. Nokia mobile phone is one of the most famous brands in mobile phone industry.

This research is conducted to find the relationship between functions of brand and response of Nokia's mobile phone buyers and users in Bangkok.

Functions of brand have four dimensions, which consist of guarantee, personal identification, social identification, and status. These are independent variables. Consumer response is dependent variable consisting of intention to purchase line extensions product, recommendations for the brand and price premium.

The research instrument is 400 questionnaires. Then, the structural equation modeling (SEM) is the statistics. LISREL program is used to analyze the structural model and test hypotheses.

The results from the test of twelve hypotheses confirm only seven alternative hypotheses. This means that consumers respond to guarantee, personal identification and status functions. The consumer's perception gives more interest to personal identification than other functions that make consumer have the intention to purchase line extensions product, recommend to others and pay a price premium for the brand.

A major recommendation is that answers do not respond to all that the functions of brand (guarantee, personal identification, social identification, status) that consumer respond of Nokia mobile phone. The researcher recommends the manufacturer to continuously build brand image, develop their quality of product and give differentiated products by adding more features and functions to meet the consumer's need.

Further more, the marketer should offer different services strategy from competitors to find new customers and maintain their customers.