Abstract

A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. A brand thus signals to the customer, the sources of product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical. Concept of brand equity (Aaker, 1991) is a key successful to create both brand-building and brand value.

The research objective explores the creating brand value by formulating brand equity as a strategic weapon for creating value of a brand and adding up the marketing mix elements (distribution intensity, price, store image, and advertising) related to the dimensions of brand equity, that is, perceived quality, brand loyalty, brand awareness/associations. Finally, this research also focuses on demographic which consist of gender, marital status, age, education levels, occupation, and income levels. The data analysis presentation and interpretation based on the data of 400 samples collected from respondents who are NOKIA's users in Bangkok area. The correlation analysis is used for testing relationship among brand value and its elements, brand equity and its dimensions, and marketing mix elements.

For conclusions, all of sixteen hypotheses testing in this research was rejected H0. These mean that there are relationships between two variables. Although some hypotheses shown the weak relationship. Brand awareness/associations had a few effects to price premium. Perceived quality and brand loyalty are weak related to create brand extensions. Advertising ranked number one compared among marketing mix elements. A successful advertising campaign and distribution intensity of NOKIA enhances strongly brand awareness/associations. Finally, brand equity is strongly
related to brand value. Therefore, two sub-elements (price premium and brand extensions) of brand value are significant benefit of a brand to generate financial value. In summary, this study shows the importance and roles of various marketing mix elements in building strong brand equity. To enhance the strength of a brand, marketers must invest in advertising, distribute through retail stores with good images, increases distribution intensity. As for price, high brand equity may allow a company to charge a higher price because customers are willing to pay premium prices. Finally, high brand equity implies that customers have a lot of positive a strong associations related to the brand, perceived the brand is of high quality, and are loyal to the brand. These are the positive potential benefit that the firm will gain economic value (brand value) in the future.