

**Thesis Title** : The Intra-relationship between Product Attributes, Product Benefits and Credit Cardholder' Brand Switching Behavior.  
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**Program of Study** : Business Administration (Day Program)  
**Faculty** : Master of Business Administration (MBA)  
**Year** : 2003

### **The Abstract**

The main purpose of this study is to explore the structural intra-relationship by examining the relevance of credit card brand switching behavior in terms of product related attributes, non-product related attribute, functional benefits, symbolic benefits, experiential benefits, and benefits, in order to predict the brand switching behavior in credit card market in Bangkok.

Information was gathered by use of questionnaires distributed at office buildings in The Bangkok metropolitan area. The data was represented by way of descriptive analyses. The structural equation model (SEM) method was applied. A model was developed to provide a good fit through software named AMOS 3.61 (Analysis of Moment).

The findings indicate that the path diagram of this research is representing a behavior of the respondents showing that the product related attributes and non-product related attributes are linked to product benefits, and both product attributes and product benefits have an influence on brand switching behavior. The two major reasons for brand switching are "Perceived benefits of competing brand" and "Dissatisfaction with products and/or services".