

Research Project Title: **MEASURING OF MARKETING MIX ELEMENTS
AND THEIR RELATIONSHIP WITH BRAND EQUITY
OF SIAM COMMERCIAL BANK**

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ABSTRACT

The objectives of this study were (1) to identify the relationship between the marketing mix elements of Siam Commercial Bank and the dimensions of brand equity (2) to identify the relationship between the dimensions of brand equity and brand equity of Siam Commercial Bank and (3) to identify the relationship between each marketing mix elements and brand equity of Siam Commercial Bank

This is a survey research. The population was the current customers of Siam Commercial Bank. To collect the data, 400 sets of questionnaire were distributed in Songkhla Province by using convenience sampling plan. Data analysis was carried out using SPSS for Windows, version 16.0 and Pearson Correlation Analysis was employed to test all 24 hypotheses.

It was found that (1) each of marketing mix elements and each of brand equity dimension of Siam Commercial Bank were positively related. In this study, price and perceived quality showed the strongest relationship (2) each brand equity dimensions were positively related to brand equity of Siam Commercial. The strongest correlation is evidenced between perceived quality and brand equity (3) each marketing mix elements were positively related to brand equity of Siam Commercial Bank. Distribution intensity and brand equity of Siam Commercial Bank showed the highest correlation.

Key Words: Brand Equity, Marketing Mix Elements, Dimensions of Brand Equity