



A STUDY OF THE RELATIONSHIP BETWEEN THE ELEMENTS OF
MARKETING MIX AND SOME DIMENSIONS OF BRAND EQUITY

by

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A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

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Graduate School of Business
Assumption University
Bangkok Thailand

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Abstract

Suki as a food variety is giving popularity rapidly among Thai and foreigners. There are different brands of Suki in Thailand and one of the most famous brands is MK. MK restaurants create a brand equity by using their marketing mix and planning marketing strategies.

This research explores the relationship between the elements of marketing mix (product, price, store image, distribution intensity, advertising, and sales promotion) and brand equity (perceived quality, brand loyalty and brand awareness/association) of MK restaurants. The data analysis presentation and interpretation is based on data from 400 questionnaires collected from the respondents who were waiting to eat at MK or finished eating at MK in Bangkok. A correlation analysis is used for testing relationship between “brand equity and dimensions of brand equity” and “dimensions of brand equity and the elements of marketing mix”.

The findings of this research show that all seventeen hypotheses tested were rejected as null hypotheses. These imply that there are relationships between independent variables and dependent variables. For example, there is a positive relationship between brand equity and dimensions of brand equity, product and dimensions of brand equity, price and dimensions of brand equity, store image and dimensions of brand equity, distribution intensity and dimensions of brand equity, advertising and dimensions of brand equity. On the contrary, there is a negative relationship between sales promotion and dimensions of brand equity.

Finally, the research suggests that MK restaurants should maintain the quality of their products, price, store image's style, open more branches, and invest in advertising with a clear objective. Moreover, MK restaurants should use sales promotions with great caution because sales promotions reduce the value of brand equity.

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Chapter I

Generalities of the study

1.1 INTRODUCTION OF THE STUDY

Consumers who buy products at supermarkets come across a variety of marketing materials such as sales promotion leaflets. Marketing is the solution for problems in exchange of goods and services. Marketers use the marketing mix, it is composed of the four “P’s”: product, price, place, and promotion, the 4P’s are used to respond to the consumer’s needs and wants. In this study, the researcher aims to discover which marketing mix has the greatest influence on brand equity of the MK restaurant chain.

Loss of customers due to negative word of mouth causes businesses loses and drops in future sales. Generally, the cost of attracting new customers is more expensive than the cost of retaining existing customers. In marketing, a product is something that is made in a factory, a brand is something that is bought by a customer. A competitor can copy a product, but not a brand, as it is unique additionally a product is capable of being outdated, whereas a successful brand is timeless in the marketplace (Aaker, 1991).

People define a brand’s concept in different ways. Some people think that a brand is a name or a trademark. Others think of it is a product, or even a commitment. In fact, a brand is a name, symbol or design, or a combination of these, used to provide direction and reassurance to customers and provide the means and ways to differentiate marketers. Furthermore, a brand can distinguish goods belonging to one person, from that of another, a brand can identify goods or services from one seller or a group of sellers, and differentiate them from the competitors’ ones. Moreover, a brand can make buyers recognize and distinguish products, leading them to purchase the good time and again or recommend the product to others. A brand is intangible but is a component of what the company stands for. “The strongest brands in the world own a place in their consumers’ mind, and when one mentions that brand, almost everyone thinks of the same thing” (Davis, 2000).

An Intangible asset is the equity, which is represented by a brand name. The value of building a brand can lead to customers' satisfaction and loyalty. "Brand" has been acknowledged by financial and marketing communities alike, "a brand has neither a "consumer value" nor "financial value" ". However this value can be measured (Hart and Murphy, 1998). Aaker (1991) proposed that brand equity is a set of assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product to a firm or its' customers. From a marketing strategy perspective, brand equity may help expand the consumer's "zone of tolerance" in evaluating service quality, providing services to add value, supporting the creation of long-term customer loyalty, increasing market share and profits, and bringing new services into the market more efficiently via brand extensions (Zeithaml, Berry, and Parasuraman, 1993).

At present, Suki rapidly gains popularity among Thai's and foreigners. There are few brands of Suki in Thailand and one of the most famous brands is "MK restaurant". This restaurant has grown continuously since 1986, when the first branch was set up at Central Ladprao. Furthermore, MK restaurant has been the first organization to use the electric heating system (magnetic induction heater) instead of the gas system, MK restaurant has been actively adopting various marketing strategies. For example, MK restaurant's conduct activities with consumer participation which lead to increase in customers' satisfaction, a part from this, "MK" trains its staff, provides a family set in its menu which is suitable for the middle class, offers clean and fresh materials, and prints its brand on the paper mat along with a variety of information and advertisements. With respect to effective marketing management and locality, MK restaurant has 137 branches all over Thailand. Additionally, there are 5 branches in Fukuoka and 4 branches in Nagasaki in Japan.

In the Suki industry, both products and services are sold. Therefore, it is important to study service marketing thoroughly. However, it is a difficult task to identify service marketing because service is intangible. For example, at hospitals, people pay for diagnosis from doctors, care from nurses, medicines and other medical treatment. These services influence people in deciding to choose the brand of the hospital. The key question is how people know and trust in a hospital's services? A hospital will be trusted only after people have used its services. If it is the first time to select a hospital, A patient will consider

information from advertisements or ask people around him. Therefore, it can be said that word of mouth is important in service marketing. When consumers get good services, they will recommend others to use these services. On the other hand, if consumers are not impressed with services, they will inform others and recommend them to switch to other brands. MK has recognized the importance of services, therefore it has established a school of service to build consumer satisfaction and good relationships with customers for their loyalty. All staff (chefs, cashiers, receptionists, etc.) are trained by MK restaurant's school. For example, if there are no available seats for customers, a receptionist will list their names by order. Also, customers can call for reservations. (www.mkrestaurant.com)

In the fast food industry, brands that are well known and trusted by customers are listed below:-

Table 1.1: The score of admired and trusted brands from Thai consumers for fast food companies.

Brand	Point (Total 50 points)
KFC	24.42
MK	18.55
Mc Donald's	16.67
Pizza Hut	10.28
Sizzler	5.70
The Pizza Company	4.77
Fuji	3.83
Oishi	3.60
Chester Grill	3.17
Didomon	3.02

Note : Survey done by distribution of questionnaires (1,500 sets).

Source: *BrandAge Magazine*, (2001), Dcember, Vol. 2, issue 12 ,p.147

According to the information mentioned previously (Table 1.1), the researcher can classify them into 5 groups by the type of food offered:

1. Chicken (KFC, Mc Donald's, Chester Grill)
2. Suki (MK restaurant)
3. Pizza (Pizza Hut, The Pizza Company)
4. Japanese food (Fuji, Oishi)
5. Buffet (Sizzler, Didomon).

Additionally, with respect to Table 1.1, the survey has presented that from 50 points, the most admired and trusted brand is KFC with 24.42. Furthermore, there are other brands such as MK restaurant, Mc Donald's and Pizza Hut that have scores above 10, which are 18.55, 16.67, and 10.28, respectively. Last but not the least, some brands, which have scores less than 10 are Sizzler, The Pizza Company, Fuji, Oishi, Chester Gill and Didomon. Their scores are 5.70, 4.77, 3.83, 3.60, 3.17 and 3.02, respectively.

It can be seen that MK restaurant is the most popular brand in the Suki group; although, many brands have been known earlier, such as, Coca, Texas, and Newton. MK restaurant holds a market share of 80% (MK Restaurant's Head office, 2002). To build brand awareness, MK restaurant communicates with its target group through a wide variety of media such as television, newspaper, and other sources. As mentioned earlier, MK restaurant maintains a high standard and quality of products and services, as a consequence, MK restaurant creates good customer and brand loyalty. Therefore, it can be said that MK restaurant will be a good case to study with regards to creation of brand equity. Also, it is very important to know why MK is perceived by consumers as a favorite brand. The research also studies the relationship of some elements of marketing mix and brand equity of MK restaurant.

1.2 STATEMENT OF PROBLEMS

At present, there are many popular brands in the Suki food sector such as Coca, Texas, Newton, and MK restaurant. Interestingly, as mentioned in table 1.1, it can be said that MK restaurant is the top brand in the Suki group that people have admired and trusted. Therefore, it is very useful to know how MK built a position in the customer’s mind? Additionally, a study on understanding the elements of marketing mix that relate to brand equity will be beneficial for other firms, as they could apply the results from this research to create their own brand.

1.3 RESEARCH OBJECTIVES

- 1. To find the relationship between the elements of marketing mix and the perceived quality, brand loyalty, brand awareness and brand associations, and brand equity of MK restaurant in Bangkok area.
- 2. To know how some elements of the marketing mix increase or decrease brand equity.
- 3. To understand the marketing mix elements’ effect on brand equity, which is useful for organizations to set their marketing strategies.

1.4 SCOPE OF THE RESEARCH

The subjects of this study are customers who were waiting to eat MK and finished eating MK. They were randomly selected from some branches of MK restaurant’s in Bangkok. The branches of MK restaurant in this study are as follows:

Future Mart - Rama III	Sericenter
Jusco - Sukhumvit 71	Central - Silomcomplex
Major Cineplex – Ratchayothin	Big C - Rajchaburana
The Mall – Bangkapi	Sei Yu - Sukhapiban III
Macro - Charansanitwong 35	Top – Kasetsart University

These customers were selected on the basis of convenience and availability. Data was collected from 20 December 2002 to 20 January 2003. Finally, the researcher will study factors of marketing mix that relate to brand equity in the Suki category. Independent variables such as marketing mix and dependent variables such as dimensions of brand equity are tested to prove all hypotheses.

1.5 LIMITATIONS OF THE RESEARCH

Due to limited time and budget available for the study, the research is carried out in one major city, “Bangkok”. This area is the most economically dynamic and has a high-density of population. Therefore, the results may not be identical to other studies with large sample sizes.

1.6 SIGNIFICANCE OF THE STUDY

The major significance of this study would be to understand how MK become successful and captured a high market share whilst fierce competition. In addition, consideration would be given to the consumers’ perception of MK’s marketing mix: product, price, store image, distribution intensity, advertising and sales promotion, and that which one of them influences brand equity. Also, the results of marketing and managerial effort result into a brand-building or a brand-harming activity. The net result of this study when applied to the market would increase marketing efficiency. In other words, this information will be useful for marketers to plan marketing strategies and make firms succeed in the marketplace.

1.7 DEFINITION OF TERMS

1. Marketing Mix

The set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Marketing mix is composed of the ‘four P’s’ which are product, price, place and promotion. (Kotler, 2000)

- 2. Product** Anything that can be offered to the market for attention, acquisition, use or consumption and that may satisfy a need or want (Kotler, 2000)
- 3. Price** The amount of money charged for a product or the sum of the values consumers exchange for the benefits of having a product (Kotler, 2000).
- 4. Place (Distribution)** The activities of company that make the product available to target consumers. (Kotler, 2000).
- 5. Promotion** The tool of communication use to inform, persuade, or remind about products, services, or ideas (Kotler, 2000).
- 6. Store Image** A set of interdependent organizations involved in the process of making a product or service available for use or consumption. (Srivastava and Shocker, 1991)
- 7. Advertising** Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. (Kotler, 2000)
- 8. Perceived Quality** The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. (Aaker, 1991)
- 9. Brand Loyalty** The core of brand equity. The customers continue to purchase the brand even in the face of competition with superior features, price, and convenience, and the substantial value that exists in the brand and perhaps in its symbol and slogans. (Aaker, 1991)

- 10. **Brand Awareness** The ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. (Aaker, 1991)
- 11. **Brand Association** Anything that links a memory with a brand. This includes user imagery, product attributes, brand personality, organizational association, and symbols. (Aaker,1991)

12. **Brand Equity**

Basically, brand equity includes perceived quality, brand loyalty and brand awareness/ brand association. This study will present some definitions of brand equity as follows. However, the researcher will use Aaker’ s definition in this study.

- Aaker (1991) A set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product to a firm and/or those firms customers
- Biel (1992) The value, usually defined in economics terms, of a brand beyond the physical assets associated with its manufacture or provision. The additional cash flow achieved by associating a brand with the underlying product or service.
- Farquhar (1989) As the value that a brand name adds to a product.
- Keller (1993) The differential effect of brand knowledge on consumer response to the marketing of the brand.

Mahajan, Rao, and
Park and Srinivasan
(1994)

The power that a brand may command in a market
by the incremental preference endowed to the product
as perceived by an individual consumer.



Chapter II

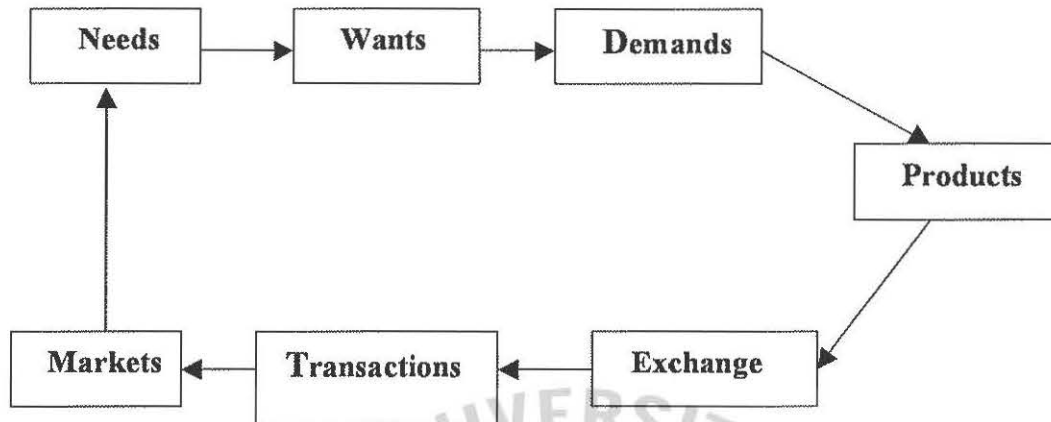
Review of Related Literature and Studies

The objective of this research is to study “The relationship between a few elements of marketing mix and the brand equity of MK restaurant in Bangkok.” Therefore, in the first section, it is necessary to review relevant marketing literature that provides a substantial contribution for the development of thought concerning marketing concepts. Also, in this section, definitions of each factor in core marketing concepts have been presented. The second section presents each element of the marketing mix, which are product, price, place and promotion. Presented in the third section of this chapter is brand equity, including its components, which are brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. Also, each component is demonstrated individually. Finally, some previous studies related to marketing mix and brand equity are presented.

2.1 MARKETING

Marketing is a societal process by which consumers obtain what they need and want through creating, offering, and freely exchanging products or services with others (Kotler, 2000, P.8). The most important part of marketing is not selling. Some people are surprised when they hear that. In addition, Peter Drucker mentioned that the aim of marketing is to make selling superfluous, know and understand the customer well so that the product or service fits them and sells itself (Murray and O’Driscoll, 1996). The marketing concept is composed of a primary focus on consumer need, long-run profit; consumer satisfaction and integration of all functions in the organization in such a way as to meet the consumers need (Mason & Ezell, 1987).

Figure 2.1: Core Marketing Concepts.



Source: Murray & O'Driscoll (1996), *Strategy and process in marketing*, pp. 6-7

Figure 2.1 shows the cycle of the core marketing concepts. The fundamental factor in a human being is a state of desire. Next, when a human has more desire, needs will arise. Unsurprisingly, people usually think that needs and wants are same, but they are different. Needs are basic and unchanging. A human need is a state of deprivation in a person, ranging from the physical to the psychological rather than created by the world of advertising or social comparison. On the other hand, wants are changing and often unstable. Generally speaking, wants are the forms that human needs take when shaped by culture and individual personality and result in the expression of needs in many and varied ways around the world and between individuals. Moreover, wants become demands when people realize through the allocation of limited buying power, products that customers judge will provide most satisfaction for their money.

Importantly, it can be said that it is necessary for marketers to know customers' demands as they will be able to produce a product that can correspond to the customers' needs. Therefore, a product is anything that can be offered to a market for attention, acquisition, or consumption in the satisfaction of a want or need. In addition, when customers need or want the product an exchange has to occur. Exchange is the central concept of marketing and the symbol in the act of obtaining a desired product by offering

something of value in return. After the exchange occurs, the next important step that tends to occur is the transaction. Basically, a transaction is a trade of values between two parties and marketing's basic unit of measurement. A transaction may be money-based, arranged as barter or to exchange psychological commitment. Finally, it is very imperative to have a market because a market is the central place where buyers and sellers gather to exchange or transact products or service that they need.

In conclusion, with respect to the core marketing concepts, needs is the first step and followed by wants, demands, products, exchange, transactions and markets, respectively. The market will return to meet needs and the cycle goes on. Therefore, marketers should consider all steps to plan an effective marketing strategy.

2.2 MARKETING MIX

Marketing mix is the set of marketing tools, which a firm uses to pursue its marketing objectives in the targeted market. The marketing mix consists of product, price, place, and promotion. The aim is to achieve a marketing mix that meets the consumers needs better than its competitors by arranging the desired product. Each marketing tool is designed to deliver a specific customer benefit. Winning companies realize that it is important to meet the customer needs economically and conveniently and with effective communication. Lauterborn (1990) suggested that sellers' four Ps correspond to the customers' four Cs, which are as follows:

<u>Four Ps</u>	<u>Four Cs</u>
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

Figure 2.2: Marketing Mix



Source: Kotler (2000), *Marketing Management: The Millennium Edition*, p. 15

Figure 2.2 shows the components of the marketing mix that are composed of product, price, place, and promotion. To conquer a target market, companies use the marketing mix as a tool for planning, marketing and strategy. The company would determine the elements of product that customers can select to meet their satisfaction, such as, good features, good brand name, and good quality. Also, different sizes, interesting packaging and warranties are important factors for customers to decide in buying a product. Additionally, the price influences a customer perception of quality classification. Normally, high price interprets good quality because price is positively related to perceived quality. With respect to the product, it is crucial to consider where it should be sold, i.e. the point of production meets the final users. Marketers believe that if the right products are available at the right time and at the right place, the firm will achieve a high market share. Lastly, Marketers have

to consider about promotion. It is essential to know what type of promotion should be used to access the customer, therefore the marketers must be careful to select a promotion because it effects the targeted market share.

More interestingly, the next section will demonstrate more information about each of the marketing mix elements, which are product, price, place (distribution intensity) and promotion, including store image and advertising that may have an effect on brand equity.

Product

From the marketer's point of view, the product is one element of the marketing mix, which consists of the physical, service and psychological benefits designed to satisfy a customer's needs and wants. Each of these attributes must be carefully designed and balanced with each other. The physical aspect is a tangible, the performance is a related element to the product, for instance, the bodywork, transmission of a car, etc. The service aspect consists of all product benefits that make the physical product suitable for sale, example, warranties, guarantee, installation, training, maintenance, etc.

In a market, where it is difficult to differentiate our product from competitors, service features are often the key to success and achieving targets. The psychological benefits consist of the symbolic aspects of the product and its brand or manufacturer's name, such as, its reputation and associations with important or symbolic people. The perfect attributes may be a brand that communicates to its customers of assurances with regards to availability, consistency and value. Branding is a component of product that uses a name, symbol, design or a combination of these as a fundamental step in differentiating from its competitors (Murray and O' Driscoll, 1996).

Price

Price is the next element of a marketing mix, the price premium is one of the most important values in assessing perceived quality. Whenever customers consider making a purchase decision, price is one factor that they use. Before setting a price it is a must to understand the firm's cost structure, the nature of customer demand and the characteristics of competitive activity. It is important to identify the essential objectives and relationships involved in a pricing decision (Murray and O' Driscoll, 1996). Consumers usually accept high-price brands because they perceive the products' quality to be high. The firm need not necessarily compete in a price war through a cost leadership strategy, however the firm can present different products and compete, it is also a possible that the firm gets a price premium. Therefore, price is positively related to perceived quality. Rao and Monroe (1989) show that a positive relationship between price and perceived quality has been supported through previous research. By increasing perceived quality, price is a related positively to brand equity as well.

Place (Distribution Intensity)

Distribution is the method, through which a firm delivers its products to access markets and deliver to its customers' needs. Physical distribution, also known as logistics, includes all of the tasks involved in the physical flow of products and services from the point of production to the point of the final consumption. Physical distribution in marketing strategy would create time and place utility for customers by having the right products available at the right time and at the right place (Mason and Ezell, 1987)

Distribution innovation can be a powerful weapon in the fight for competitive advantage. Consumers will be more satisfied, when a product is available in a greater number of stores because of sheer convenience. Intensive distribution reduces the time, which consumers must spend searching the products and provides convenience in purchasing and making it easier to get services related to the product. (Ferris, Oliver, and Kluyver 1989)

Promotion

Promotion is the communication dimension of a marketing strategy. The purpose of promotion is to inform, persuade, or remind about products, services, or ideas. Communication is more than the sending information. Effective communication occurs when individuals understand and respond to the message sent. Achieving a sale or persuading a person to act in a desired manner is the ultimate purpose of the promotion. In addition, the objective of the promotion might be to stimulate awareness or initial interest. Management through the promotion program tries to move the consumer closer to making a purchase, but does not expect to make an immediate sale. Sales response as a promotion objective would be more appropriate for individuals in the latter stages (Mason and Ezell, 1987).

Store Image

Store image is defined as a set of interdependent organizations involved in the process of making a product or service available for use or consumption. The importance of channel design and management as a marketing tool of increasing brand equity is growing. In the distribution channels, retailers meet consumers, selecting and managing retailers is a firm's major marketing task to satisfy consumers' needs. In particular, distributing through good image holding stores showing that the brand is of good quality. Dodds et al (1991) finds significant positive effects of store image on perceived quality. The store name is a vital extrinsic cue to perceived quality. The quality of a given brand is perceived differently depending on which retailer offers it. Customer traffic will be greater in a store with a good image than in one with a bad image. Good-image holding stores attract more attention, contacts and visits from potential customers. In addition to this, these stores provide greater consumer satisfaction and stimulate active and positive word-of-mouth communications among consumers. (Rao and Monroe 1989). Therefore, distributing a brand through an outlet with a good image will create more positive brand associations rather than distributing through an outlet with a bad image.

Advertising

Advertising is one of the most important components of the promotion plan available to a firm. Advertising is an important extrinsic cue, which signifies product quality (Milgrom and Roberts, 1986). In addition, advertising spending levels are good indicators of not only high quality but also good buys (Archibald, haulman, and Moody, 1983). Aaker and Jascobson (1994) found a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, and this leads to higher brand equity. Advertising plays a pivotal role in increasing brand awareness as well as creating strong brand associations. Repetitive advertising schedules increase the probability that a brand will be included in the consideration set, which simplifies the consumer's brand choice, making it a habit to choose a brand (Hauser, John R. and Wernerfeldt, 1990). Thus, a greater amount of advertising is related positively to brand awareness and association, which leads to greater brand equity. Moreover, according to the extended hierarchy of effects model, advertising is positively related to brand loyalty because it reinforces brand-related associations and attitudes toward a brand (Shimp, 1997).

2.3 BRAND EQUITY

Brand Equity (Kotler, 2000: P.15) is defined as a set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to the firm and the customers. Brand equity provides value to the customer by interpreting, processing, and storing quantities of information about products and brands. It also convinces customers to make purchasing decisions. Brand equity provides value to the firm by enhancing programs to attract new customers or recapture old customers. Brand equity is usually separated into four dimensions, which are very useful tools to create, maintain, expand, manage and measure brand equity. The 4 dimensions are brand loyalty, brand awareness, perceived quality, and brand associations.

Brand Loyalty

Brand loyalty (Aaker 1991) is the core of a brand's equity. The customers continue to purchase or repurchase a brand although the competitors will produce products or services with superior features, price, and convenience. Loyal customers don't switch brands. Brand loyalty is a special qualification, which is different from the other dimensions of brand equity. It cannot exist without prior purchase or use.

The first benefit of brand loyalty is reduced marketing costs. It is less expensive to retain a customer than to get a new customer and loyal customers are an entry barrier to competitors. Degree of brand loyalty to existing products can be vital for market entry decisions.

The second benefit of brand loyalty is trade leverage, which is defined as the willingness to carry a product and to support it, it also influences the company acquiring space in retail stores. Trade leverage is particularly important when a company is introducing brand extensions. This possibility is especially significant to a company considering a major market entry, it will know if it has a better opportunity through line extension in the growth or maturity stages. For example, it is the retailers willingness that allocates shelf space for a brand, and offers convenience to customers in acquiring the product. Therefore, trade leverage is very important when introducing new sizes, varieties, or brand extensions.

The third advantage of brand loyalty is attracting new customers, especially when a purchase is slightly risky; however, this requires an explicit program because customers trust in their existing experiences. Loyal customers perceive the image of a brand, as an accepted and successful product, which will be readily available, will be affordable with a back up and with scope for product improvements. This can prove to be a powerful attraction to new customers, and will generate brand awareness by word of mouth, which will encourage others to consider the brand. For example, a friend using a product with the advertising that generates a memory link with a brand can create brand awareness.

Finally, brand loyalty gives a company time to respond to its competitive threats. Loyal satisfied customers will not be looking for new products and thus may not learn of advancement from alternatives although it may readily available. Loyal customers usually expect their existing firm to improve and develop new products.

Brand Awareness

Brand awareness (Aaker, 1991) is the ability of a buyer to recognize or recall that a brand is a member of a product category. The level of brand awareness is divided into four levels: unaware of brand, brand recognized, brand recalled and top of mind. A brand that stands in a customer's mind alone is an achiever. For example, when customers would like to eat Suki, and think of MK, it means MK has stood in the customers mind.

The first step in building brand awareness is to have a strong brand name to which other associations with the brand can be attached in the customer's mind. For example, when someone says Mc Donalds, customer will link it to children having fun.

The second step is to establish familiarity, which leads to more liking for the brand. The more familiar a brand is to its customers, the more they are inclined to like it. Especially for low-involvement products like soap, sugar and tissues. Familiarity can be good enough for influencing a purchase decision

Thirdly, name awareness, can serve as an indicator or a signal of the brand's presence, commitment, and substance. Even though a customer may not know much about a brand, a familiar name is reassuring.

Fourthly, a brand name that is well known to customers can be the basis for getting into the customer's evoked set. This is the set of brands that a customer will consider buying, as discussed throughout the brand topic.

Perceived Quality

Perceived quality (Aaker, 1991) is the customers' perception of the overall quality or superiority of a product or service. It is to be noted that perceived quality does not mean what satisfaction attitude means. Customers may be satisfied as they might have low expectations about performance levels. However high perceived quality is not consistent with low expectation. Moreover, customers have a negative attitude towards high quality products or services that are more expensive as well.

Since perceived quality is linked to brand evaluation and purchasing, it should, first, be pursued as a brand objective. It can aid all elements of a marketing program, such as, advertising, promotion, etc.

Secondly, perceived quality also leads to a brand's differentiation on the perceived quality dimensions. That is, a differentiated brand offers the customer a special benefit and a basis for brand preference. It can motivate customers to purchase a product or service.

Thirdly, a perceived quality advantage gives the option of charging a premium price. Information that leads to perception of perceived quality affects the evaluation of price level for specific brands. It can increase profits or provide resources to reinvest in the brand, like brand-building activities. If a brand is priced competitively, it should yield a larger customer base, higher brand loyalty, and more effective marketing mix programs. In addition, a price premium not only provides resources, which are used in brand building activities and R&D activities to improve the product, but also reinforces the perceived quality.

Fourthly, perceived quality is relevant to retailers and other channel members and therefore helps in the distribution of a brand. If a brand is priced lower, it will help the channel to provide value.

Fifthly, perceived quality promotes the development of brand extension; there is clear evidence that perceived quality in a brand supports brand extensions. Perceived quality can be useful by introducing a new product by using a brand name. Customers who believe in a brand will not hesitate to try product extensions in the same brand.

Brand Associations

Brand associations (Aaker, 1991) is anything “linked” in memory to a brand. It can include user imagery, product attributes, brand personality, organizational association, and symbols. Brand image is a set of associations. It is usually organized in a meaningful way. Both, brand association and brand image influence perception. There are five ways that these associations provide value to the customer and try to relate them to other elements of brand equity.

Firstly, as an overview tool, means-end analysis provides three levels of customer thinking. The bottom level of abstraction is “Attributes” which refers to the “Brand associations” that customers often use for brand identification. The next level up the ladder of abstraction in the customers’ thinking is “Consequences”; these factors are related to the attitude and level of thinking, represented by “Perceived Quality” in brand equity terms. Finally, the third level comprises the customers “values”, which are their major source of motivation and the bases of their attitude, benefits and how strong those benefits are. This is the foundation of buying, or choosing among product categories and brands.

Secondly, implicit in the above process is the customer building a product hierarchy, which controls four aspects of the customers’ buying process. It controls the customers’ search, their attention, their memory, and finally their choice by bringing together the brands.

Thirdly, the customers have a goal hierarchy that guides them in making a choice.

Finally, the customers have a sense of perceived risk represented as the inverse of their confidence in the purchase. This is a very important part of brand association, in addition to perceived quality

From the discussion, it is clear that there is reason to believe that brand equity captures much of the reality of customer buying that has been revealed by the customer decision making.

Firstly, these associations can help summarize a set of facts that would have been expensive to communicate and difficult for the customer to process. In addition, it helps in recollection of information during decision making. For example, equal is an artificial sweetener, used instead of sugar. Many patients and people under diet like to use it. Therefore it can be said that it attains competitive advantage due to its special position in the consumers mind.

Secondly, these associations can help differentiate a brand from its competitors. For some product categories, such as, wine, perfumes, and clothes, among which most customers cannot make brand distinctions, a brand name can play a critical role in separating one brand from another. For example, Colgate provides cleaning while Close-up generates fresh breath.

Thirdly, these associations can invoice customer benefits that provide a specific reason to buy and use the brand. They also can build credibility and confidence in the brand, or provide an up scale image. For example, advertising can create the experience of drinking Pepsi.

Fourthly, these associations can create positive attitudes and feelings that are transferred to a brand. For example, Honda produces motorcycles and extends to cars.

Fifthly, and very important for market entry planning, is that the associations can provide a basis for a franchise extension from the existing brand. This possibility should be a serious consideration when planning the entry for a primary brand.

Other Proprietary Brand Assets

Brand assets will be most valuable if they inhibit or prevent competitors from eroding a customer base and loyalty. These assets can take several forms. For example, a trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol, or package. For example, a patent, if strong and relevant to customer choice, can prevent direct competition. A distribution channel can be controlled by a brand because of a history of brand performance.

2.4 PREVIOUS STUDY

Yoo, Donthu, and Lee (2000), *An Examination of Selected Marketing Mix Elements and Brand Equity*. This study explores the relationships between selecting a marketing mix and the creation of brand equity. They propose a conceptual framework in which marketing elements are related to the dimensions of brand equity, such as, perceived quality, brand loyalty, and brand associations combined with brand awareness. All these dimensions are related to brand equity. The empirical tests use a structural equation model to support the research hypothesis. The results show that frequent price promotions, such as, price deals are related to low brand equity, while high advertising spending, high price, good store image, and high distribution intensity are related to high brand equity.

Ailawadi, Lehmann, Neslin and Scott (2001), *Market response to a major policy change in the marketing mix: Learning from Procter & Gamble's value pricing strategy*. This study uses Procter & Gamble's value pricing strategy as an opportunity to examine consumer and competitor response to a major, sustained change in marketing-mix strategy. This study estimates an econometric model to trace how consumers and competitors react to such changes. The study finds that coupons increase market penetration and surprisingly have little impact on customer retention as measured by share-of category requirements and category usage. Advertising can increase the penetration, but its effect is weaker than promotion. The competitor response is related to how strong the competitor's market share is which is affected by the change in marketing mix and the competitor's own response and to structural factors such as market share position and multimarket contact. Finally, consumer

and competitor responses in market share are decreased because the company decreases promotion coupled with increases in advertising.

SUMMARY

From the previous empirical studies, the research of Ailawadi, Lehmann, Neslin and Scott (2001) proposes that consumer and competitor responses in market share are decreased because the company decreases promotion (coupons) with increases in advertising. It is supported by the research of Yoo, Donthu, and Lee (2000) that frequent price promotions, such as, price deals are related to low brand equity, while high advertising spending, high price, good store image, and high distribution intensity are related to high brand equity.



Chapter III

Research Framework

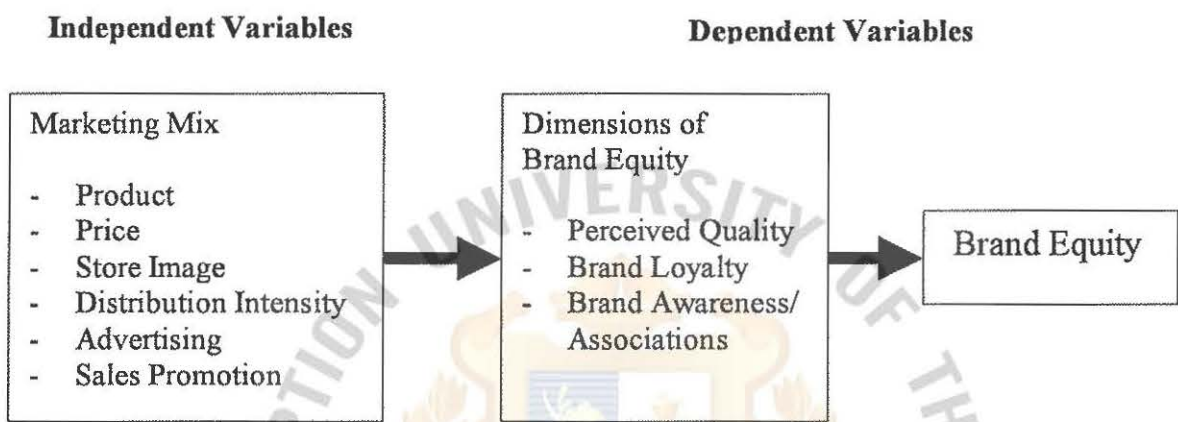
This chapter is designed to provide research framework by studying the relationship between a few elements of the marketing mix and dimensions of brand equity to get the result for planing the marketing strategies. Moreover, the research develops hypotheses in order to have a clear understanding on the objectives of this study. For testing the hypotheses, the research will fix a marketing mix which consists of product, price, store image, distribution intensity, advertising and sales promotion as independent variables, and dimensions of brand equity, which consists of perceived quality, brand loyalty, and brand awareness/ associations as dependent variables.

3.1 THEORETICAL FRAMEWORK

Aaker (1991) proposes that Firstly; brand equity creates value for both customers and the firm. Brand equity helps customers to interpret, process, and store information about products and brands. Brand equity can affect customers' purchase decision. Moreover, brand equity has the potential to add value for the firm by generating marginal cash flow. Secondly, the value for the customer enhances value for the firm due to higher customer loyalty. Finally, the dimensions of brand equity can contribute to higher brand equity. High brand equity implies that customers have positive and strong associations related to the brand, perceive the brand, to be of high quality and are loyal to the brand. The dimensions of brand equity increase brand equity because each of them is positively related to brand equity (Keller, 1993).

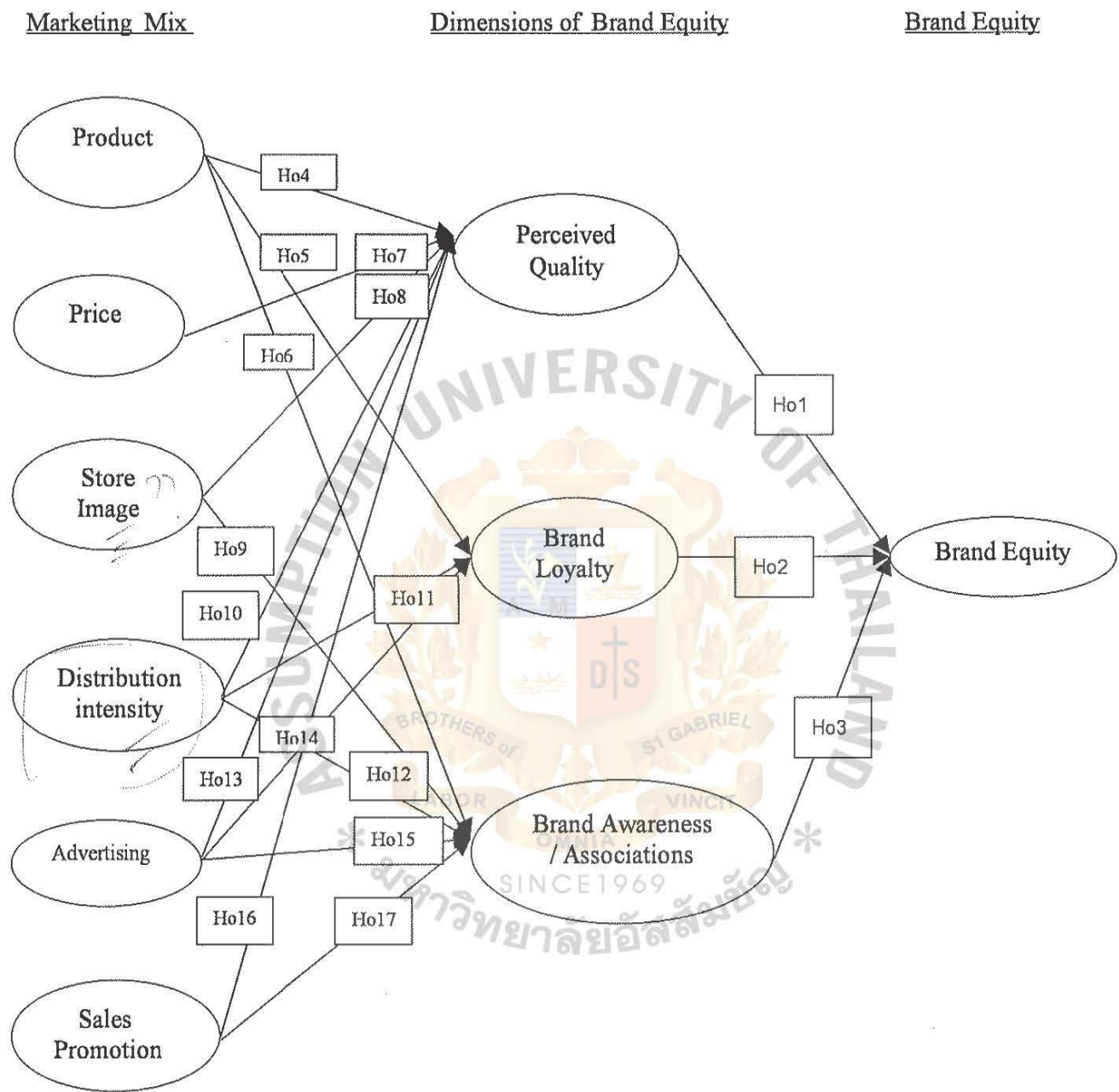
3.2 MODIFIED CONCEPTUAL FRAMEWORK

Figure 3.1: A modified conceptual framework of marketing mix is related to dimensions of brand equity for creating brand equity. This research modifies the conceptual framework from Journal of the Academy of Marketing Science. “An Examination of Selected Marketing Mix Elements and Brand Equity” (Yoo, Donthu, and Lee, 2000).



The research classifies its variables for the brand equity model as follows. Marketing Mix: product, price, store image, distribution intensity, advertising and sales promotion as independent variables, whereas dimensions of brand equity: perceived quality, brand loyalty, brand awareness/ associations as dependent variables.

Figure 3.2: The construction of directional relationship path among the variables.



Source: Modified the conceptual framework from: Yoo, Donthu, and Lee, (2000), *An Examination of Selected Marketing Mix Elements and Brand Equity*, p.24

3.3 HYPOTHESIS STATEMENTS

The researcher tests a total of 17 hypotheses for supporting the research objectives, i.e. the marketing mix is related to the dimensions of brand equity for the creation of brand equity.

Hypothesis

Group I: The Relationship between Brand Equity and Dimensions of Brand Equity

Hypothesis 1:

Ho1: There is no relationship between brand equity and perceived quality.

Ha1: There is a relationship between brand equity and perceived quality.

Hypothesis 2:

Ho2: There is no relationship between brand equity and brand loyalty.

Ha2: There is a relationship between brand equity and brand loyalty.

Hypothesis 3:

Ho3: There is no relationship between brand equity and brand awareness/associations.

Ha3: There is a relationship between brand equity and brand awareness/associations.

Group II: The Relationship between Product and Dimensions of Brand Equity

Hypothesis 4:

Ho4: There is no relationship between product and perceived quality.

Ha4: There is a relationship between product and perceived quality.

Hypothesis 5:

Ho5: There is no relationship between product and brand loyalty.

Ha5: There is a relationship between product and brand loyalty.

Hypothesis 6:

Ho6: There is no relationship between product and brand awareness/associations.

Ha6: There is a relationship between product and brand awareness/associations.

Group III: The Relationship between Price and Dimensions of Brand Equity

Hypothesis 7:

Ho7: There is no relationship between price and perceived quality.

Ha7: There is a relationship between price and perceived quality.

Group IV: Relationship between Store Image and Dimensions of Brand Equity

Hypothesis 8:

Ho8: There is no relationship between store image and perceived quality.

Ha8: There is a relationship between store image and perceived quality.

Hypothesis 9

Ho9: There is no relationship between store image and brand awareness/associations.

Ha9: There is a relationship between store image and brand awareness/associations.

Group V: The Relationship between Distribution Intensity and Dimensions of Brand Equity

Hypothesis 10:

Ho10: There is no relationship between distribution intensity and perceived quality.

Ha10: There is a relationship between distribution intensity and perceived quality

Hypothesis 11

Ho11: There is no relationship between distribution intensity and brand loyalty.

Ha11: There is a relationship between distribution intensity and brand loyalty.

Hypothesis 12:

Ho12: There is no relationship between distribution intensity and brand awareness /
associations.

Ha12: There is a relationship between distribution intensity and brand awareness /
associations.

Group VI: The Relationship between Advertising and Dimensions of Brand Equity

Hypothesis 13:

Ho13: There is no relationship between advertising and perceived quality.

Ha13: There is a relationship between advertising and perceived quality.

Hypothesis 14:

Ho14: There is no relationship between advertising and brand loyalty.

Ha14: There is a relationship between advertising and brand loyalty.

Hypothesis 15:

Ho15: There is no relationship between advertising and brand awareness/associations.

Ha15: There is a relationship between advertising and brand awareness/associations.

Group VII: The Relationship between Sales Promotion and Dimensions of Brand Equity

Hypothesis 16:

Ho16: There is no relationship between sales promotion and perceived quality.

Ha16: There is a relationship between sales promotion and perceived quality.

Hypothesis 17:

Ho17: There is no relationship between sales promotion and brand awareness/ associations.

Ha17: There is a relationship between sales promotion and brand awareness/ associations.

3.4 OPERATIONALIZATION OF DEPENDENT VARIABLES

In this research, the main dependent variables are brand equity and the dimensions of brand equity: perceived quality, brand loyalty, brand awareness and brand associations. Table 3.1 and table 3.2 show the operational definitions of each of the components under variables.

Table 3.1: Operationalization of Brand Equity.

Concept	Conceptual Definition	Operational Components	Level of Measurement
Brand Equity	To measure consumer-based equity at an individual consumers level, to examine the difference in brand equity between high-involvement and low-involvement products, and to examine the relationship between consumer-based brand equity and consumer evaluation of brand extension.	- Quality of product. - Quality of service	Ordinal

Table 3.2 Operationalization of Dimensions of Brand Equity.

Concept	Conceptual Definition	Operational Components	Level of Measurement
Perceived Quality	The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, related to alternatives.	<ul style="list-style-type: none">- Quality of product.- Quality of service	Ordinal
Brand Loyalty	The core of brand equity. The customers continue to purchase the brand even in face of competition with superior features, price, and convenience. Substantial value exists in the brand and in its symbol.	<ul style="list-style-type: none">- Repurchase a preferred product or service consistently in the future.	Ordinal
Brand Awareness/ Association	The ability of a potential buyer to recognize or recall that a brand is a member of certain product category.	<ul style="list-style-type: none">- Recognition- Awareness- Recollection	Ordinal

3.5 OPERATIONALIZATION OF INDEPENDENT VARIABLES

In this research, the main independent variables are the various elements of a marketing mix, which are product, price, store image, distribution intensity, advertising and sales promotion. Table 3.3 is shown to clarify the operational definitions of each component under the variable.

Table 3.3: Operationalization of Marketing Mix Elements.

Concept	Conceptual Definition	Operational Components	Level of Measurement
Product	Anything offered to the market for attention, acquisition, use of consumption and that may satisfy a need or want.	- Characteristics of product, such as, fresh, clean, safe and tasty.	Ordinal
Price	The amount of money charged for a product or the sum of values consumers exchange for the benefits of having a product.	- Quality of product and service compared with a reasonable price	Ordinal
Store Image	A set of interdependent organizations involved in the process of making a product or service available for use or consumption.	- Impression in good decoration, light and temperature. - Clean	Ordinal
Distribution Intensity	The activities of a company that make the product available to target consumers.	- Location - Amount of stores.	Ordinal
Advertising	Any paid for or nonpersonal presentation and promotion of ideas, or services by an identified sponsor.	- Frequency	Ordinal
Sales Promotion	The tool of communication used to inform, persuade, or remind about products, services, or ideas.	- Frequency	Ordinal

Chapter IV

Research Methodology

Kotler (2000) mentioned that marketing research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company. From chapter three, we can observe a potential significance of the conceptual model's relationship. In this chapter, the proposed sampling plan and procedures are discussed, followed by constitutive and operational definitions of variables, along with consideration of measurement instruments, development and analytical techniques. Furthermore, this process designs the method for collecting information, managing and implementing the collection of data, analyzing the results and findings the summary.

4.1 RESEARCH METHODOLOGY

4.1.1 Research Method: Sample Survey

Normally, marketing research can be separated into three classifications: casual research-its purpose is to test a cause-and effect relationship, descriptive research-it seeks to ascertain certain magnitudes, and exploratory research-its goal is to shed light on the real nature of the problem and to suggest possible solutions or new ideas (Kotler, 2000). This research focuses on the title, "the factors of marketing mix elements, that effect brand equity". Thus, the research uses exploratory research as a guide in collecting and analyzing. The exploratory research is a particularly helpful way to break broad and vague problem statements into smaller, more precise sub-problem statements, hopefully in the form of specific hypotheses. Thus, to obtain some background information where absolutely nothing is known about the problem area, the hypotheses are formulated for the investigation.

4.1.2 Research Instrument

Kotler (2000) mentioned that marketing researchers have a choice of two main research instruments in collecting primary data: questionnaires and mechanical devices. In this investigation, questionnaires are used as an instrument to acquire several aspects of the respondents' perceptions. Structured questionnaires are given to a sample of a population and designed to elicit specific information from respondents (Malhotra, 2000). A questionnaire consists of a set of questions presented to respondents for their answers. Questionnaires need to be carefully developed, tested, and debugged before they are administered on a large scale. In addition, the questionnaire should use simple, direct, unbiased wording and should be pretested with a sample of respondents before it is used. (Kotler, 2000).

4.2 SOURCE OF DATA

4.2.1 Documentary Research (secondary data)

Secondary data are data gathered and recorded by someone else prior to (for other purposes) the current project. Secondary data is historical and assembled. They require no access to respondents or subjects. The advantage of secondary data is that it saves time and is less expensive than acquiring primary data. The disadvantages of secondary data is that it is not designed specifically to meet the researchers' needs and may be outdated (Zikmund, 1997). Examples of secondary data that the research uses are as follow;

- Textbooks – Marketing, Marketing Management, Marketing Research and Marketing Magazine – Brand Age.
- Academic Journals – Journal of Marketing, Journal of Marketing Management, Journal of Academy of Marketing Science, Journal of Strategy and Leadership, Journal of International Marketing Review.
- Internet – www.mkrestaurant.com, www.http/server2.tiac.or.th/thesis/form.htm, www.bma.go.th and www.umi.com.

4.2.2 Primary Data

Primary Data is data gathered and assembled specifically for the research project at hand. Primary data can be collected in five ways: observation, focus groups, surveys, behavioral data, and experiments (Kotler, 2000). The advantage of primary data is that the collected data meets the researcher's needs and is up-to-date. In contrast, the disadvantage of primary data is that it needs more money and time (Zikmund, 1997). In this research, the researcher will collect primary data by using questionnaires and interpret results by using a computer application- SPSS.

4.2.3 Collection of Data

The researcher will collect primary data from the respondents through questionnaires. It is expected that the respondents are different. Some is likely to be biased with selected brands-like MK. Thus, a structured interview would minimize this bias and could provide data with more neutral information from the respondents. In this study, respondents will be interviewed with regards to perception of the brand in terms of brand equity and marketing mix by questionnaires.

4.3 SAMPLING DESIGN

4.3.1 Definition of Target Population

The purpose of contacting respondents is to obtain a representative sample of the target population. At the outset of the sampling process, it is vital to carefully define a target population so that the proper source from which the data are to be collected can be identified. A respondent is the person who answers an interviewer's questions or the person who provides answers to written questions in self-administered surveys (Zikmund, 1997). The population of this research is people in Bangkok, who had a meal at MK or are waiting in front of MK restaurant. The researcher collects data by interviewing through questionnaires from the respondents. MK restaurant has a total of 100 branches in Bangkok.

4.3.2 Sampling Procedure

Sampling procedure is an important step because if alone the researcher selects a good and suitable sampling procedure, the researcher will get a good sample, which is a key agent of the target population. Sampling involves any procedure that uses a small number of items or that uses parts of the population to make conclusions regarding the whole population. In other words, a sample is a subset from a large population (Zikmund, 1997).

In this research, the researcher uses a non-probability-sampling method. Non-probability is a sampling method in which little or no attempt is made to ensure a statistical representative cross section (McDaniel and Gates, 1999). Aaker, Kumar, and Day, (1998) mention that in a non-probability sampling, the costs and trouble of developing a sampling frame are eliminated, but not the precision with which the resulting information can be presented. It is worthwhile to distinguish among four types of non-probability sampling procedures: judgmental, snowball, convenience and quota sampling. This research uses the judgmental and convenience sampling methods. In a judgmental sampling, an expert uses judgment to identify representative samples. Judgmental sampling usually is associated with a variety of obvious and not-so-obvious biases. The convenience sampling, method is suitable to obtain information quickly and inexpensively and simply to contact sampling units that are convenient, such as, a classroom of students, women at shopping centers, or office-staff in a business district. Additionally, judgmental sampling method will also be used in combination with the convenience sampling method, which implies that the respondents of the questionnaire will be those who fall in the assigned sampling unit.

4.3.3 Sampling Units

Kotler (2000) mentioned that sampling unit is whom the researcher would like to survey. The marketing researcher must define the target population that will be sampled. Once the sampling unit is determined, a sampling frame must be developed so that all members of the target population have an equal or known chance of being sampled. In this research, the sampling unit consists of respondents who were waiting to have a meal at MK or finished have a meal at MK and are inhabitants of Bangkok.

4.3.4 Sampling Size

Kotler (2000) mentioned that sample size is the number of people who should be surveyed. Normally, large samples give more reliable results than smaller samples. As the methodology used in this research is a non-probability sampling method, applied by judgment technique, there is no particular formula to calculate the sample size. According to Malhotra (2000), when a nonprobability sampling technique is used, the sample size can be determined by basing it on experience and this can serve as a rough guideline.

Table 4.1: Sample Size for Specified Confidence Limits and Precision, when Sampling Attributes in Percent.

Size of Population (N)	Sample Size (n) for Precision (e) of					
	+1%	+2%	+3%	+4%	+5%	+10%
500	b	b	b	b	222	83
1,000	b	b	b	385	286	91
1,500	b	b	638	441	316	94
2,000	b	b	714	476	333	95
2,500	b	1,250	769	500	345	96
3,000	b	1,364	811	517	353	97
3,500	b	1,458	843	530	359	97
4,000	b	1,538	870	541	364	98
4,500	b	1,607	891	549	367	98
5,000	b	1,667	909	556	370	98
6,000	b	1,765	938	566	375	98
7,000	b	1,842	959	574	378	99
8,000	b	1,905	976	580	381	99
9,000	b	1,957	989	584	383	99
10,000	5,000	2,000	1000	588	385	99
15,000	6,000	2,143	1,034	600	390	99
20,000	6,667	2,222	1,053	606	392	100
25,000	7,143	2,273	1,064	610	394	100
50,000	8,333	2,381	1,087	617	397	100
100,000	9,091	2,439	1,099	621	398	100
→ ∞	10,000	2,500	1,111	625	400	100

(Source: Yamane, Statistics: An Introductory Analysis, 2nd edition, 1969, P.886)

Based on the selection of sample size with a precision error of +5% size of population, who stay in Bangkok and the population of Bangkok from The Bangkok Metropolitan Authority which is approx 6.4 million (Appendix C). The number of questionnaires to be distributed is 400.

4.4 PRETESTING

The purpose of pretest is to ensure that the questionnaire meets the researcher's needs in terms of the information that will be obtained and to detect bias in the questions or to iron out fundamental problems in the instructions or administrative procedures (Zikmund, 1997). Thus, the researcher will pretest to find out possible problems before launching the questionnaire to the respondents' amounting to 40 copies. (Calculation-10 percent of total sample size). If the researcher finds out mistakes, the researcher will adjust it in terms of sequencing, wording, or structuring. Therefore, communication between the researcher and the target respondents will not be biased.

Burns and Bush (2000) mentioned that the reliability value at the level of 0.65 or 0.70 is often considered acceptable for general measurement. As a result of this reliability analysis from a pilot survey, it shows that the questionnaires are accurate enough for examining the relationship between the elements of marketing mix and brand equity of MK restaurants in Bangkok, due the Cronbach Coefficient's Alpha Scale of the pilot study is greater than 0.65 ($0.8634 > 0.65$) (Appendix B).

4.5 STATISTICAL TREATMENT OF DATA

After collecting data from the target respondents, the researcher will use the "Statistics Package for Social Sciences" (SPSS) program to analyze. From the modified conceptual framework, the researcher selects a correlation coefficient to measure the relationship between the elements of marketing mix and brand equity. The result is lead to accept or reject the hypotheses. Finally, the judgment will be interpreted theoretically and graphically making it easy to understand.

Correlation Coefficient

Non-parametric statistics are statistical procedures that use nominal or ordinal scale data and make no assumptions about the distribution of the population (or sampling distribution) (Zikmund, 1997).

A popular non-parametric correlation technique is the Spearman's rank correlation, the research will determine the agreement or correlation between the two groups. Furthermore, non-parametric statistics is a collection of tools for data analysis that offer a different approaches to different decision-making problems. With respect to non-parametric statistics, the samples are often assumed that they come from one or more normally distributed populations (Enns, 1985).

Correlation Analysis is a technique used to measure the strength of the association between two variables. The strength of the relationship between two variables is measured by the coefficient of correlation (Lind, Mason and Marchal, 2000).

Correlation can be used to examine the relationships between two or more ordinal or nominal variables. If two phenomena are related in a systematic way they are said to be correlated. They can be:

- Positively correlated (as one variable increases so does the other);
- Negatively correlated (as one variable increases the other decreases); or
- Uncorrelated (there is no relationship between the variables)

Correlation can be measured by means of the correlation coefficient (r). The coefficient is:

- Zero if there is no relationship between two variables;
- + 1.0 if there is perfect positive correlation between the two variables (they increase together);
- - 1.0 if there is perfect negative correlation between the two variables (one increases, the other decreases);
- between 0 and +1.0 if there is some positive correlation; or
- between 0 and -1.0 if there is some negative correlation (Ticehurst & Veal, 2000).

This research uses non-parametric statistics because there was no accurate estimate of the population parameter. All data will be processed by using the “Statistical Package for Social Science” (SPSS) program. After collecting data from 400 questionnaires, the data is coded to the symbolic form and a statistical strategy is used to examine the data. The results lead to accepting or rejecting the hypotheses. Finally, the judgment is interpreted theoretically and graphically so that it is easy to understand.



Chapter V

Presentation of Data and Critical Discussion of Results

This chapter is primarily concerned with the results of the survey from the procedures discussed earlier in chapter IV. The objective of this research is to study the relationship between the elements of marketing mix and brand equity. With respect to respondents are customers, who were waiting to have a meal at MK or finished having a meal at MK in Bangkok. The data analysis presentation and interpretation is based on analysis of the research questionnaires on 400 selected respondents. The research was taking place at the following places:

Future Mart - Rama III	40 questionnaires
Jusco - Sukhumvit 71	40 questionnaires
Major Cineplex – Ratchayothin	40 questionnaires
The Mall – Bangkapi	40 questionnaires
Macro - Charansanitwong 35	40 questionnaires
Sericenter	40 questionnaires
Central – Silomcomplex	40 questionnaires
Big C – Rajchaburana	40 questionnaires
Sei Yu - Sukhaphiban III	40 questionnaires
Top – Kasetsart University	40 questionnaires

HYPOTHESIS TESTING

This research studies the relationship between the elements of a marketing mix and brand equity of MK restaurants in Bangkok. The research examines seventeen hypotheses supporting the research objectives. The research is classified into seven groups. The first group measures the relationship between brand equity and dimensions of brand equity (Ho1-Ho3), the second group measures the relationship between product and dimensions of brand equity (Ho4-Ho6), the third group measures the relationship between price and dimensions of brand equity (Ho7), the fourth group measures the relationship between store image and

the dimensions of brand equity (Ho8-Ho9), the fifth group measures the relationship between distribution intensity and dimensions of brand equity (Ho10-Ho12), the sixth group measures the relationship between advertising and dimensions of brand equity (Ho13-Ho15) and the seventh group measures the relationship between sales promotion and dimensions of brand equity (Ho16-Ho17). All hypotheses will be analyzed by using a correlation coefficient test.

Correlation Coefficient

This technique is used to indicate the degree of association between one variable and another. The correlation coefficient is a statistical tool used to measure the covariance or association between two variables. The correlation coefficient (ρ) ranges from -1.0 to $+1.0$. The larger the absolute value of the correlation, the stronger the association between two variables, i.e., if the value of ρ is 1.0 , there is a perfect positive correlation. On the other hand, if value of ρ is -1.0 , a perfect negative relation exists. No correlation is reflected if $\rho = 0$. A correlation coefficient demonstrates both the magnitude of the relationship and the direction of the relationship (Zikmund, 1997).

In addition, if ρ is bigger than 0.8 , the relationship between the variables is very strong. If ρ is between 0.4 - 0.8 , the relationship is a moderate to strong one; and if ρ is less than 0.4 (but no less than 0.0), the relationship is a positively weak one (Duane and Cosenza, 1993).

Hypotheses

Group I : The Relationship between Brand Equity and Dimensions of Brand Equity

Hypothesis 1:

Ho1: There is no relationship between brand equity and perceived quality.

Ha1: There is a relationship between brand equity and perceived quality.

Table 5.1: The Analysis of Relationship between Brand Equity and Perceived Quality.

Correlations				
Spearman's rho	OBES	Correlation Coefficient	1.000	PERCEIVS
		Sig. (2-tailed)	.	.271**
		N	400	400
	PERCEIVS	Correlation Coefficient	.271**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - OBES is Overall Brand Equity

- PERCEIVS is Perceived Quality

The Spearman’s rho shown in Table 5.1 indicated that there was a statistically significant difference in correlation between brand equity and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between brand equity and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.271, it implies that brand equity and perceived quality of MK restaurants have a positive relationship at the 0.271 or 27.10 percent at the 99% confidence level.

Hypothesis 2:

Ho2: There is no relationship between brand equity and brand loyalty.

Ha2: There is a relationship between brand equity and brand loyalty.

Table 5.2: The Analysis of Relationship between Brand Equity and Brand Loyalty.

Correlations				
			OBES	BRANDLOS
Spearman's rho	OBES	Correlation Coefficient	1.000	.624**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDLOS	Correlation Coefficient	.624**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - OBES is Overall Brand Equity

- BRANDLOS is Brand Loyalty

The Spearman's rho shown in Table 5.2 indicated that there was a statistically significant difference in correlation between brand equity and brand loyalty of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between brand equity and brand loyalty at the 0.01significance level.

With respect to the correlation coefficient at 0.624, it implies that brand equity and brand loyalty of MK restaurants have a positive relationship at 0.624 or 62.40 percent at the 99% confidence level

Hypothesis 3:

Ho3: There is no relationship between brand equity and brand awareness/ association.

Ha3: There is a relationship between brand equity and brand awareness/ association.

Table 5.3: The Analysis of Relationship between Brand Equity and Brand Awareness/ Association.

Correlations

			OBES	BRANDAWS
Spearman's rho	OBES	Correlation Coefficient	1.000	.355**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDAWS	Correlation Coefficient	.355**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - OBES is Overall Brand Equity

- BRANDAWS is Brand Awareness/Association

The Spearman's rho shown in Table 5.3 indicated that there was a statistically significant difference in correlation between brand equity and brand awareness/ association of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between brand equity and brand awareness/ association at the 0.01 significance level.

With respect to the correlation coefficient at 0.355, it implies that brand equity and brand awareness/ associations of MK restaurants have a positive relationship at 0.355 or 35.50 percent at the 99 % confidence level

Group II : The Relationship between Product and Dimensions of Brand Equity

Hypothesis 4:

Ho4: There is no relationship between product and perceived quality.

Ha4: There is a relationship between product and perceived quality.

Table 5.4: The Analysis of Relationship between Product and Perceived Quality.

Correlations				
			PRODUCTS	PERCEIVS
Spearman's rho	PRODUCTS	Correlation Coefficient	1.000	.577**
		Sig. (2-tailed)	.000	.000
		N	400	400
	PERCEIVS	Correlation Coefficient	.577**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - PRODUCTS is Product

- PERCEIVS is Perceived Quality

The Spearman's rho shown in Table 5.4 indicated that there was a statistically significant difference in correlation between product and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between product and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.577, it implies that product and perceived quality of MK restaurants have a positive relationship at 0.577 or 57.70 percent at the 99% confidence level.

Hypothesis 5:

Ho5: There is no relationship between product and brand loyalty.

Ha5: There is a relationship between product and brand loyalty.

Table 5.5: The Analysis of Relationship between Product and Brand Loyalty.

Correlations				
			PRODUCTS	BRANDLOS
Spearman's rho	PRODUCTS	Correlation Coefficient	1.000	.410**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDLOS	Correlation Coefficient	.410**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - PRODUCTS is Product
- BRANDLOS is Brand Loyalty

The Spearman's rho shown in Table 5.5 indicated that there was a statistically significant difference in correlation between product and brand loyalty of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between product and brand loyalty at the 0.01 significance level.

With respect to the correlation coefficient at 0.410, it implies that product and brand loyalty of MK restaurants have a positive relationship at 0.410 or 41.00 percent at the 99 % confidence level.

Hypothesis 6:

Ho6: There is no relationship between product and brand awareness/associations.

Ha6: There is a relationship between product and brand awareness/associations.

Table 5.6: The Analysis of Relationship between Product and Brand Awareness/Associations.

Correlations				
			PRODUCTS	BRANDAWS
Spearman's rho	PRODUCTS	Correlation Coefficient	1.000	.407**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDAWS	Correlation Coefficient	.407**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed)

Remark - PRODUCTS is Product

- BRANDAWS is Brand Awareness/Association

The Spearman’s rho shown in Table 5.6 indicated that there was a statistically significant difference in correlation between product and brand awareness/ associations of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between product and brand awareness/ associations at the 0.01 significance level.

With respect to the correlation coefficient at 0.407, it implies that product and brand awareness/ associations of MK restaurants have a positive relationship at 0.407 or 40.70 percent at the 99% confidence level.

Group III: The Relationship between Price and Dimensions of Brand Equity

Hypothesis 7:

Ho7: There is no relationship between price and perceived quality.

Ha7: There is a relationship between price and perceived quality

Table 5.7: The Analysis of Relationship between Price and Perceived Quality.

Correlations				
			PRICES	PERCEIVS
Spearman's rho	PRICES	Correlation Coefficient	1.000	.230**
		Sig. (2-tailed)	.	.000
		N	400	400
	PERCEIVS	Correlation Coefficient	.230**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - PRICES is Price

- PERCEIVS is Perceived Quality

The Spearman's rho shown in Table 5.7 indicated that there was a statistically significant difference in correlation between price and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between price and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.230, it implies that price and perceived quality of MK restaurants have a positive relationship at 0.230 or 23.00 percent at the 99% confidence level.

Group IV : The Relationship between Store Image and Dimensions of Brand Equity

Hypothesis 8:

Ho8: There is no relationship between store image and perceived quality.

Ha8: There is a relationship between store image and perceived quality.

Table 5.8: The Analysis of Relationship between Store Image and Perceived Quality

Correlations				
			STORES	PERCEIVS
Spearman's rho	STORES	Correlation Coefficient	1.000	.486*
		Sig. (2-tailed)	.	.000
		N	400	400
	PERCEIVS	Correlation Coefficient	.486**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - STORES is Store Image

- PERCEIVS is Perceived Quality

The Spearman's rho shown in Table 5.8 indicated that there was a statistically significant difference in correlation between store image and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between store image and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.486, it implies that store image and perceived quality of MK restaurants have a positive relationship at 0.486 or 48.60 percent at the 99% confidence level

Hypothesis 9:

Ho9: There is no relationship between store image and brand awareness/associations.

Ha9: There is a relationship between store image and brand awareness/associations.

Table 5.9: The Analysis of Relationship between Store Image and Brand Awareness/Associations.

Correlations				
			STORES	BRANDAWS
Spearman's rho	STORES	Correlation Coefficient	1.000	.373**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDAWS	Correlation Coefficient	.373**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed)

Remark - STORES is Store Image

- BRANDAWS is Brand Awareness/ Associations

The Spearman’s rho shown in Table 5.9 indicated that there was a statistically significant difference in correlation between store image and brand awareness/ associations of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between store image and brand awareness/ associations at the 0.01 significance level.

With respect to the correlation coefficient at 0.373, it implies that store image and brand awareness/ associations of MK restaurants have a positive relationship at 0.373 or 37.30 percent at the 99 % confidence level.

Group V: The Relationship between Distribution Intensity and Dimensions of Brand Equity

Hypothesis 10:

Ho10: There is no relationship between distribution intensity and perceived quality.

Ha10: There is a relationship between distribution intensity and perceived quality

Table 5.10: The Analysis of Relationship Distribution Intensity and Perceived Quality.

Correlations

			DISTRIBS	PERCEIVS
Spearman's rho	DISTRIBS	Correlation Coefficient	1.000	.280**
		Sig. (2-tailed)	.000	.000
		N	400	400
	PERCEIVS	Correlation Coefficient	.280**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - DISTRIBS is Distribution Intensity.

- PERCEIVS is Perceived Quality.

The Spearman's rho shown in Table 5.10 indicated that there was a statistically significant difference in correlation between distribution intensity and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between distribution intensity and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.280, it implies that distribution intensity and perceived quality of MK restaurants have a positive relationship at 0.280 or 28.00 percent at the 99% confidence level.

Hypothesis 11:

Ho11: There is no relationship between distribution intensity and brand loyalty.

Ha11: There is a relationship between distribution intensity and brand loyalty.

Table 5.11: The Analysis of Relationship Distribution Intensity and Brand Loyalty

Correlations				
			DISTRIBS	BRANDLOS
Spearman's rho	DISTRIBS	Correlation Coefficient	1.000	.487**
		Sig. (2-tailed)	.	.000
		N	400	400
	BRANDLOS	Correlation Coefficient	.487**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed)

Remark - DISTRIBS is Distribution Intensity.

- BRANDLOS is Brand Loyalty

The Spearman's rho shown in Table 5.11 indicated that there was a statistically significant difference in correlation between distribution intensity and brand loyalty of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between distribution intensity and brand loyalty at the 0.01 significance level.

With respect to the correlation coefficient at 0.487, it implies that distribution intensity and brand loyalty of MK restaurants have a positive relationship at 0.487 or 48.70 percent at the 99% confidence level.

Hypothesis 12:

Ho12: There is no relationship between distribution intensity and brand awareness / associations.

Ha12: There is a relationship between distribution intensity and brand awareness / associations.

Table 5.12: The Analysis of Relationship Distribution Intensity and Brand Awareness/ Associations.

Correlations				
			DISTRIBS	BRANDAWS
Spearman's rho	DISTRIBS	Correlation Coefficient	1.000	.170**
		Sig. (2-tailed)	.	.001
		N	400	400
	BRANDAWS	Correlation Coefficient	.170**	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - DISTRIBS is Distribution Intensity
- BRANDAWS is Brand Awareness/Association

The Spearman’s rho shown in Table 5.12 indicated that there was a statistically significant difference in correlation between distribution intensity and brand awareness/ associations of MK restaurants with a 2-tailed significance of 0.001, which was less than 0.01 ($0.001 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between distribution intensity and brand awareness/ associations at the 0.01 significance level.

With respect to the correlation coefficient at 0.170, it implies that distribution intensity and brand awareness/ associations of MK restaurants have a positive relationship at 0.170 or 17.00 percent at the 99% confidence level.

Group VI: The Relationship between Advertising and Dimensions of Brand Equity

Hypothesis 13:

Ho13: There is no relationship between advertising and perceived quality.

Ha13: There is a relationship between advertising and perceived quality.

Table 5.13: The Analysis of Relationship Advertising and Perceived Quality.

Correlations				
			ADVERTS	PERCEIVS
Spearman's rho	ADVERTS	Correlation Coefficient	1.000	.151**
		Sig. (2-tailed)	.	.002
		N	400	400
	PERCEIVS	Correlation Coefficient	.151**	1.000
		Sig. (2-tailed)	.002	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - ADVERTS is Advertising

- PERCEIVS is Perceived Quality

The Spearman's rho shown in Table 5.13 indicated that there was a statistically significant difference in correlation between advertising and perceived quality of MK restaurants with a 2-tailed significance of 0.002, which was less than 0.01 ($0.002 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between advertising and perceived quality at the 0.01 significance level.

With respect to the correlation coefficient at 0.151, it implies that advertising and perceived quality of MK restaurants have a positive relationship at 0.151 or 15.10 percent at the 99% confidence level.

Hypothesis 14:

Ho14: There is no relationship between advertising and brand loyalty.

Ha14: There is a relationship between advertising and brand loyalty.

Table 5.14: The Analysis of Relationship Advertising and Brand Loyalty

Correlations				
			ADVERTS	BRANDLOS
Spearman's rho	ADVERTS	Correlation Coefficient	1.000	.165**
		Sig. (2-tailed)	.	.001
		N	400	400
	BRANDLOS	Correlation Coefficient	.165**	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed)

Remark - ADVERTS is Advertising.

- BRANDLOS is Brand Loyalty.

The Spearman's rho shown in Table 5.14 indicated that there was a statistically significant difference in correlation between advertising and brand loyalty of MK restaurants with a 2-tailed significance of 0.001, which was less than 0.01 ($0.001 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between advertising and brand loyalty at the 0.01 significance level.

With respect to the correlation coefficient at 0.165, it implies that advertising and brand loyalty of MK restaurants have a positive relationship at 0.165 or 16.50 percent at the 99% confidence level.

Hypothesis 15:

Ho15: There is no relationship between advertising and brand awareness/associations.

Ha15: There is a relationship between advertising and brand awareness/associations.

Table 5.15: The Analysis of Relationship Advertising and Brand Awareness/ Associations.

Correlations

			ADVERTS	BRANDAWS
Spearman's rho	ADVERTS	Correlation Coefficient	1.000	.127**
		Sig. (2-tailed)	.	.001
		N	400	400
	BRANDAWS	Correlation Coefficient	.127**	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - ADVERTS is Advertising

- BRANDAWS is Brand Awareness/Association

The Spearman's rho shown in Table 5.15 indicated that there was a statistically significant difference in correlation between advertising and brand awareness/ associations of MK restaurants with a 2-tailed significance of 0.001, which was less than 0.01 ($0.001 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between advertising and brand awareness/ associations at the 0.01 significance level.

With respect to the correlation coefficient at 0.127, it implies that advertising and brand awareness/ associations of MK restaurants have a positive relationship at 0.127 or 12.70 percent at the 99% confidence level.

Group VII: The Relationship between Sales Promotion and Dimensions of Brand Equity

Hypothesis 16:

Ho16: There is no relationship between sales promotion and perceived quality.

Ha16: There is a relationship between sales promotion and perceived quality.

Table 5.16: The Analysis of Relationship Sales Promotion and Perceived Quality.

Correlations				
Spearman's rho	SALESPS	Correlation Coefficient	1.000	-.149**
		Sig. (2-tailed)	.000	
		N	400	400
	PERCEIVS	Correlation Coefficient	-.149**	1.000
		Sig. (2-tailed)	.000	
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - SALESPS is Sales Promotion

- PERCEIVS is Perceived Quality

The Spearman’s rho shown in Table 5.16 indicated that there was a statistically significant difference in correlation between sales promotion and perceived quality of MK restaurants with a 2-tailed significance of 0.000, which was less than 0.01 ($0.000 < 0.01$). Therefore, the null hypothesis was rejected which means that there is a relationship between sales promotion and perceived quality at the 0.01significance level.

With respect to the correlation coefficient at -0.149, it implies that sales promotion and perceived quality of MK restaurants have a negative relationship at -0.149 or –14.90 percent at the 99% confidence level.

Hypothesis 17:

- Ho17: There is no relationship between sales promotion and brand awareness/ associations.
- Ha17: There is a relationship between sales promotion and brand awareness/ associations.

Table 5.17: The Analysis of Relationship Sales Promotion and Brand Awareness/ Associations.

Correlations				
			SALESPS	BRANDAWS
Spearman's rho	SALESPS	Correlation Coefficient	1.000	-.171**
		Sig. (2-tailed)	.001	.001
		N	400	400
	BRANDAWS	Correlation Coefficient	-.171**	1.000
		Sig. (2-tailed)	.001	.
		N	400	400

** Correlation is significant at the .01 level (2-tailed).

Remark - SALESPS is Sales Promotion.

- BRANDAWS is Brand Awareness/Association

The Spearman’s rho shown in Table 5.17 indicated that there was a statistically significant difference in correlation between sales promotion and brand awareness/ associations of MK restaurants with a 2-tailed significance of 0.001 which was less than 0.01 ($0.001 < 0.01$). Therefore, the null hypothesis was rejected which means that there is relationship between sales promotion and brand awareness/ associations at the 0.01significance level.

With respect to the correlation coefficient at -0.171, it implies that sales promotion and brand awareness/ associations of MK restaurants have a negative relationship at -0.171 or -17.10 percent at the 99% confidence level.

Chapter VI

Conclusions and Recommendations

The results calculated in the correlation analysis are interpreted and further discussed in this chapter. Based on the deliberation of the statistical results, and the objectives stated, a conclusion is drawn and the implied inferences are portrayed in the form of academic contributions and practitioner-required solutions.

6.1 SUMMARY OF HYPOTHESIS TEST

According to the problem statement of this study, the research aim is to study the relationship between elements of marketing mix and brand equity. With respect to MK, therefore the research uses questionnaires as a research instrument for collecting primary data (400 sets of questionnaires completed by the target population-customers who were waiting to eat MK Suki or finished eating MK Suki in Bangkok). This research is a quantitative research that presents the data analysis in tabulated form by using correlation analysis to interpret and explain theoretically. A bivariate test is used to test the correlation coefficient in the 17 sets of hypotheses as well.

The result of hypothesis testing is shown in Table 6.1. From the table, all of seventeen null hypotheses are rejected. Thus, it means that dimensions of brand equity have relationship with brand equity and the elements of marketing mix have a relationship with dimensions of brand equity.

Table 6.1: Summary of the Results of Hypothesis Testing

Hypothesis	Statistic Test	Significant Value	Correlation Coefficient	Result
Ha1	Bivariate Test	0.000	0.271**	Reject Ho
Ha2	Bivariate Test	0.000	0.624**	Reject Ho
Ha3	Bivariate Test	0.000	0.355**	Reject Ho
Ha4	Bivariate Test	0.000	0.577**	Reject Ho
Ha5	Bivariate Test	0.000	0.410**	Reject Ho
Ha6	Bivariate Test	0.000	0.407**	Reject Ho
Ha7	Bivariate Test	0.000	0.230**	Reject Ho
Ha8	Bivariate Test	0.000	0.486**	Reject Ho
Ha9	Bivariate Test	0.000	0.373**	Reject Ho
Ha10	Bivariate Test	0.000	0.280**	Reject Ho
Ha11	Bivariate Test	0.000	0.487**	Reject Ho
Ha12	Bivariate Test	0.001	0.170**	Reject Ho
Ha13	Bivariate Test	0.002	0.151**	Reject Ho
Ha14	Bivariate Test	0.001	0.165**	Reject Ho
Ha15	Bivariate Test	0.001	0.127**	Reject Ho
Ha16	Bivariate Test	0.000	-0.149**	Reject Ho
Ha17	Bivariate Test	0.001	-0.171**	Reject Ho

** Correlation is significant at the 0.01 level under 2-tailed test

6.2 CONCLUSION

Summarizing the results of the hypothesis testing, the first group, with perceived quality, brand loyalty and brand awareness/ association has positive relationship with brand equity. The brand assets expressed as the dimensions of brand equity are related to brand equity, that is, the brand asset of the customer's holistic perception of extra value due to the perceived quality, brand loyalty and brand awareness/ associations are positively related to brand equity. Since brand equity is rooted in these dimensions, brand management should capitalize on the current strength of the dimensions (Aaker, 1997).

With respect to the second group, the product has a positive relationship with perceived quality, brand loyalty and brand awareness/ associations. The respondents have accepted that the quality of MK restaurant's products is good because the products are fresh, clean, safe and tasty. Therefore, a positive relationship between the product and perceived quality, brand loyalty and brand awareness/ association has been supported, thus the product is related positively to brand equity.

With respect to the third group, price has a positive relationship with perceived quality. The respondents have accepted that MK restaurant's price is appropriate with the quality of its products. The hypothesis testing shows that a positive relationship between price and perceived quality has been supported and that price is related positively to brand equity.

With respect to the fourth group, the store image has positive relationship with perceived quality and brand awareness/associations. The respondents have perceived that MK restaurant's store image is good because they are impressed by MK restaurant's decoration and atmosphere, MK restaurant is a clean and modern Suki restaurant and has a good layout. Therefore, the positive relationship between store image and perceived quality and brand awareness/associations has been supported along with the fact that store image is related positively to brand equity.

With respect to the fifth group, distribution intensity has a positive relationship with perceived quality, brand loyalty and brand awareness/ associations. The respondents are satisfied with MK restaurant's arrangements as MK restaurants offer numerous outlets to support customers. Accordingly, a positive relationship between distribution intensity and perceived quality, brand loyalty and brand awareness/ association has been supported and that distribution intensity is related positively to brand equity.

With respect to the sixth group, advertising has positive relationship with perceived quality, brand loyalty and brand awareness/ associations. The respondents have perceived that they have often noticed MK restaurant's advertisements. As a result, advertising was an important factor to stimulate them to eat Suki at MK restaurants. Therefore, positive relationship between advertising and perceived quality, brand loyalty and brand awareness/ association has been supported and that advertising is related positively to brand equity has been proven.

With respect to the last group, sales promotion has negative relationship with perceived quality and brand awareness/ association. Sales promotion may not be a desirable way to build brand equity because it is easily copied and counteracted (Aaker, 1991). It enhances short-term performance by encouraging sales and momentary brand switching (Gupta, 1988). The respondents cannot forecast the correct point of purchase price, and forecasting errors due to the gap between expected and observed prices negatively affect brand choice decisions along with perceived quality, which leads to a decrease in brand equity. Therefore, a negative relationship between sales promotion and perceived quality and brand awareness/ association has been supported and that sales promotion is related negatively to brand equity is evident.

Finally, this research explores that the five elements of marketing mix: product, price, store image, distribution intensity and advertising could build a strong brand equity. Whereas sales promotion could not build brand equity.

6.3 IMPLICATIONS AND RECOMMENDATIONS

This section encompasses some crucial suggestions that should be taken into consideration by a marketing team in the Suki industry. The result of hypotheses testing of this study supports the research of Yoo, Donthu, and Lee (2000). Six elements of marketing mix, which the researcher considers: product, price, store image, distribution intensity, advertising, and sales promotions are related with the dimension of brand equity. Hypotheses testing between elements of marketing mix and dimensions of brand equity have both of positive and negative relationships. The recommendations are as follows:

Product: From the research findings, it is recommended that MK restaurants should maintain the quality of their products because the respondents have accepted MK restaurant's brand equity from the quality of its products because they are fresh, clean, safe and tasty.

Price: Consumers use price as an important extrinsic cue and indicator of product quality or benefits. Highly-priced brands are often perceived to be of high quality and less vulnerable to competitive price cuts than low-priced brands. The setting of a price and its importance in the marketing mix are indeed complex. The price charged for a product usually relates to the service and quality, which in turn relates to the type of consumers who are eating Suki. According to the research findings, it is recommended that MK restaurant can afford to maintain its current price as it is not an important factor for the respondents to consider eating Suki and more emphasis is laid by the respondents on the quality of products and services offered.

Store image: According to the research findings, it is recommended that MK restaurants should maintain the present store image because the respondents have perceived MK restaurant's store image to be good. Additionally respondents are impressed with MK restaurant's interiors and atmosphere. MK restaurants are clean and modern Suki restaurants and have a good layout.

Distribution Intensity: From the research findings, it is recommended that MK restaurants should open more branches as it delivers customers with more time and place utility and provides more value for eating Suki. The increased value results from the reduction of the sacrifices a consumer must make to acquire the product. Such increased value leads to greater consumer satisfaction, perceived quality, brand loyalty and brand awareness/association and consequently, greater brand equity (Yoo, Donthu, Lee, 2000).

Advertising: According to the research findings, it is recommended that advertising is an important factor and that the marketing team should not be negligent. Consumers are exposed to a brand's advertisement more frequently, they develop not only higher brand awareness and associations but also a positive perception of brand quality, which leads to a strong brand equity. In addition, the MK restaurant's should invest more in advertising with a clear objective of increasing brand equity.

Sales promotion: Frequent use of sales promotion causes consumers to infer low product quality. Because sales promotion leads the consumers to think primarily about deals and not about the utility provided by the brand equity. Price promotions do not enhance the strength of brand associations, from the research findings, it is recommended that MK restaurants should use sales promotions with great caution because sales promotions reduce brand equity in the long run.

6.4 FURTHER STUDY

Although this thesis provides theoretical and substantive explanations, it has several limitations. Thus, this is a direction for future study.

1. This thesis collected information from the respondents who stay in Bangkok alone due to limitation of time and budget. Therefore, the results of the study cannot be generalized to those living outside Bangkok. A future study should collect information from consumers in other areas, as the researcher will get better information with different opinions.
2. This thesis examines the effect of an individual marketing mix decision variable and dimensions of brand equity alone. Thus, A future study could examine the effect among elements of marketing mix, such as, product could interact with price, and promotion could interact with distribution. It is the mix of marketing strategies that both scholars and the managers need to understand in the context of developing and improving brand equity. Future research could explore the interaction effect of marketing mix on brand equity.

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APPENDIX A
QUESTIONNAIRE: ENGLISH VERSION



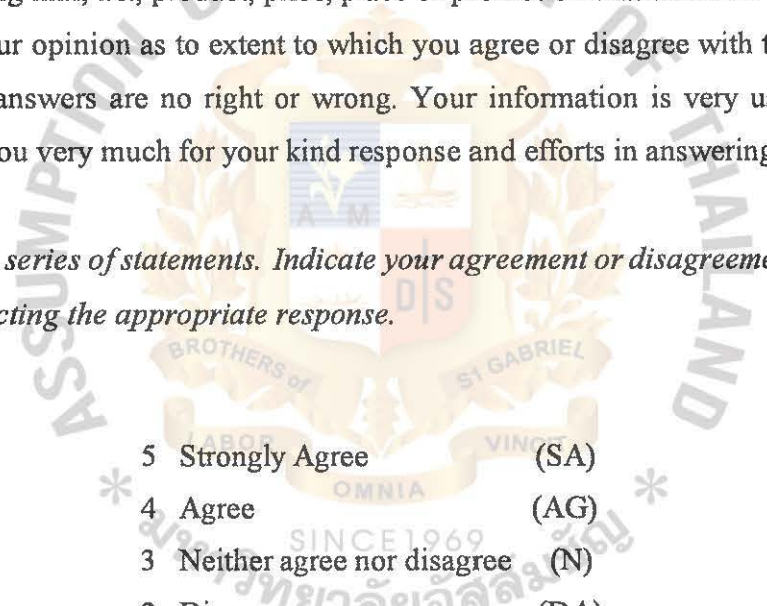
A STUDY OF THE RELATIONSHIP OF SOME ELEMENTS OF MARKETING MIX AND BRAND EQUITY OF MK RESTAURANT IN BANGKOK

Questionnaire

Dear Survey Recipient:

The questionnaire research is part of my MBA program at Assumption University. This questionnaire is designed to collect and obtain relevant information about the most important marketing mix, i.e., product, price, place or promotion that effect on brand equity. Please indicate your opinion as to extent to which you agree or disagree with the following statements. Your answers are no right or wrong. Your information is very useful for this research. Thank you very much for your kind response and efforts in answering this survey.

Listed below are a series of statements. Indicate your agreement or disagreement with these statements by selecting the appropriate response.

- 
- 5 Strongly Agree (SA)
 - 4 Agree (AG)
 - 3 Neither agree nor disagree (N)
 - 2 Disagree (DA)
 - 1 Strongly Disagree (SD)

Part I: Elements of Marketing Mix

Product

1) MK.restaurant’s product is fresh.	5	4	3	2	1
2) MK.restaurant’s product is clean.	5	4	3	2	1
3) MK.restaurant’s product is safe.	5	4	3	2	1
4) MK restaurant’s product is tasty.	5	4	3	2	1

Price

5) The price of MK restaurant is high.	5	4	3	2	1
6) MK restaurant is expensive.	5	4	3	2	1

Store Image

7) I am impressed with the decoration in MK restaurant.	5	4	3	2	1
8) I feel that MK restaurant is a clean restaurant.	5	4	3	2	1
9) I feel that MK restaurant has a modern look.	5	4	3	2	1
10) MK. restaurant has a good layout, such as, suitable separation of each part: kitchen, rest room, cashier.	5	4	3	2	1
11) The atmosphere within MK restaurant is good because there is appropriate light.	5	4	3	2	1
12) The atmosphere within MK restaurant is good because there is appropriate temperature.	5	4	3	2	1

SA AG N DA SD

Distribution Intensity.

13) The number of branches of MK restaurant are more than other Suki restaurant outlets.	5	4	3	2	1
14) The location of MK restaurant is easy to find	5	4	3	2	1

Advertising

15) MK restaurant is intensively advertised	5	4	3	2	1
16) The advertising campaigns for MK restaurant is seen frequently.	5	4	3	2	1

Sales Promotion

17) Sales promotion for MK restaurant is frequently offered.	5	4	3	2	1
18) Too many times sales promotion for MK restaurant is presented.	5	4	3	2	1
19) Sales promotion for MK restaurant is emphasized more than seems reasonable	5	4	3	2	1

Part II: Brand Equity

Perceived quality

20) MK. restaurant provides high-quality product.	5	4	3	2	1
21) MK. restaurant provides high-quality service.	5	4	3	2	1
22) MK restaurant must be of very good quality	5	4	3	2	1

	SA	AG	N	DA	SD
<i>Brand Loyalty</i>					
23) I consider myself to be loyal to MK restaurant	5	4	3	2	1
24) MK restaurant would be my first choice	5	4	3	2	1
25) I will not eat Suki at other Suki restaurant if MK restaurant is near my place.	5	4	3	2	1

Brand Awareness/ Associations

26) I can recognize MK restaurant among other Suki restaurant.	5	4	3	2	1
27) I am aware of MK restaurant.	5	4	3	2	1
28) Some characteristics of MK restaurant come to my mind quickly	5	4	3	2	1
29) I can quickly recall the symbol or logo of MK. restaurant.	5	4	3	2	1

Overall Brand Equity

30) It makes sense to eat Suki at MK restaurant instead of any other Suki restaurant.	5	4	3	2	1
31) Even if another Suki restaurant brand has same features as MK restaurant, I would prefer to eat Suki at MK restaurant.	5	4	3	2	1
32) If there is another Suki restaurant as good as MK restaurant, I still prefer to eat at MK restaurant.	5	4	3	2	1
33) If another Suki restaurant is not different from MK restaurant in any way, it seems smarter to eat Suki at MK restaurant.	5	4	3	2	1

APPENDIX A
QUESTIONNAIRE: THAI VERSION



แบบสอบถามเรื่อง ความสัมพันธ์ของส่วนประสมทางการตลาดที่มีต่อมูลค่าแบรนด์
ของภัตตาคาร เอ็ม.เค.ในเขตกรุงเทพมหานคร

เรียน ท่านผู้กรอกแบบสอบถาม

ดิฉันเป็นนักศึกษาปริญญาโท สาขาบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ (ABAC) แบบสอบถามนี้เป็น
ส่วนหนึ่งของวิทยานิพนธ์ซึ่งต้องทำก่อนจบการศึกษา แบบสอบถามฉบับนี้ได้ถูกออกแบบมาเพื่อเก็บรวบรวม
ข้อมูลและนำข้อมูลที่ได้ไปดำเนินการทางสถิติเพื่อทดสอบสมมติฐานของวิทยานิพนธ์ฉบับนี้ ดิฉันหวังว่าจะได้
ได้รับความร่วมมืออย่างดียิ่งในการทำแบบสอบถามฉบับนี้

ขอขอบคุณ
ณัฐนิชา สีมา

กรุณา X บนหมายเลขตามความคิดเห็นของท่านว่าเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับความคิดเห็นที่
ท่านมีต่อ ภัตตาคารเอ็ม.เค. ไม่มีคำตอบที่ถูกหรือผิด ผู้วิจัยต้องการทราบความคิดเห็นของผู้ตอบแบบสอบถามเกี่ยวกับ
ภัตตาคารเอ็ม.เค. เท่านั้น

เห็นด้วยอย่างยิ่ง (SA)	5
เห็นด้วย (AG)	4
ไม่มีความคิดเห็น (N)	3
ไม่เห็นด้วย (DA)	2
ไม่เห็นด้วยอย่างยิ่ง (SD)	1

ส่วนที่ 1: ส่วนประสมทางการตลาด

Product

1) อาหารของภัตตาคาร เอ็ม เค. เป็นอาหารที่สด	5	4	3	2	1	PD1
2) อาหารของภัตตาคาร เอ็ม เค. เป็นอาหารที่สะอาด	5	4	3	2	1	PD2
3) อาหารของภัตตาคาร เอ็ม เค. เป็นอาหารที่ปลอดภัย	5	4	3	2	1	PD3
4) อาหารของภัตตาคาร เอ็ม เค. มีรสชาติอร่อย	5	4	3	2	1	PD4

Price

5) ข้าพเจ้าคิดว่าราคาอาหารของภัตตาคารเอ็ม. เค. มีราคาสูง	5	4	3	2	1	PR1
6) ข้าพเจ้าคิดว่าราคาอาหารของภัตตาคารเอ็ม.เค. มีราคาแพง	5	4	3	2	1	PR2

Store Image

7 ข้าพเจ้าประทับใจในการตกแต่งร้านของภัตตาคารเอ็ม.เค.	5	4	3	2	1	SI1
8) ข้าพเจ้ารู้สึกกว่าภัตตาคารเอ็ม. เค. เป็นภัตตาคารที่สะอาด.	5	4	3	2	1	SI2
9) ข้าพเจ้ารู้สึกกว่าภัตตาคารเอ็ม. เค. เป็นภัตตาคารที่ทันสมัย	5	4	3	2	1	SI3
10) ภัตตาคารเอ็ม.เค.มีการวางแผนผังที่ดี โดยการแยกสัดส่วน	5	4	3	2	1	SI4
ในการทำงานได้อย่างเหมาะสม เช่น ห้องครัว,ห้องน้ำ,แผนกการเงิน						
11) บรรยากาศภายในภัตตาคารเอ็ม. เค. ดูดี เนื่องจากมีการจัด	5	4	3	2	1	SI5
แสงสว่างได้อย่างเหมาะสม						
12) บรรยากาศภายในภัตตาคารเอ็ม. เค. ดูดี เนื่องจากมีการปรับ	5	4	3	2	1	SI6
อุณหภูมิภายในภัตตาคารได้อย่างเหมาะสม						

Distribution Intensity

13) ภัตตาคารเอ็ม.เค.มีจำนวนสาขามากกว่าร้านอื่นๆ	5	4	3	2	1	DI1
14) สถานที่ตั้งของภัตตาคารเอ็ม.เค. ง่าย	5	4	3	2	1	DI2

	SA	AG	N	DA	SD	
<i>Advertising</i>						
15) กิตติาคารเอ็ม.เค.มีการโฆษณาอย่างมาก	5	4	3	2	1	AV1
16) ข้าพเจ้าเห็นโฆษณาของกิตติาคารเอ็ม.เค. บ่อยครั้ง	5	4	3	2	1	AV2

Sales Promotion

17) กิตติาคารเอ็ม.เค. ใช้การส่งเสริมการขายอย่างต่อเนื่อง	5	4	3	2	1	SP1
18) กิตติาคารเอ็ม.เค. ใช้การส่งเสริมการขายบ่อยครั้ง	5	4	3	2	1	SP2
19) กิตติาคารเอ็ม.เค. ใช้การส่งเสริมการขายมากเกินไปจนเกิดความจำป็น	5	4	3	2	1	SP3

ส่วนที่ 1: Brand Equity

Perceived Quality

20) อาหารของกิตติาคารเอ็ม.เค.เป็นอาหารที่มีคุณภาพสูง	5	4	3	2	1	PQ1
21) กิตติาคารเอ็ม.เค.เป็นร้านสุกี้ที่ให้บริการดีมาก	5	4	3	2	1	PQ2
22) กิตติาคารเอ็ม.เค.เป็นร้านสุกี้ที่มีคุณภาพดีมากๆ	5	4	3	2	1	PQ3

Brand Loyalty

23) ข้าพเจ้าตระหนักดีว่าข้าพเจ้าจะใช้บริการจากกิตติาคารเอ็ม.เค.ต่อไป	5	4	3	2	1	BL1
24) ในบรรดาร้านสุกี้ กิตติาคารเอ็ม.เค.เป็นร้านแรกที่ข้าพเจ้าเลือก	5	4	3	2	1	BL2
25) ข้าพเจ้าจะไม่ทานสุกี้ที่ร้านอื่นถ้าหากบริเวณนั้นมีกิตติาคารเอ็ม.เค.	5	4	3	2	1	BL3

	SA	AG	N	DA	SD	
<i>Brand awareness/associations</i>						
26) ข้าพเจ้าสามารถนึกถึงกัศดาการเอ็ม.เค.ได้ ท่ามกลางร้านสุกี้อื่นๆ	5	4	3	2	1	BA1
27) ข้าพเจ้ารู้จักกัศดาการเอ็ม.เค.	5	4	3	2	1	BA2
28) กัศดาการเอ็ม.เค. มีลักษณะบางอย่างที่ทำให้ข้าพเจ้านึกถึงได้ อย่างรวดเร็ว	5	4	3	2	1	BA3
29) ข้าพเจ้าจดจำสัญลักษณ์หรือตราสินค้าของกัศดาการเอ็ม.เค. ได้อย่างรวดเร็ว	5	4	3	2	1	BA4
<i>Overall Brand Equity</i>						
30) เป็นการดีแล้วที่เลือกทานสุกี้ที่กัศดาการเอ็ม.เค. แทนที่จะทานสุกี้ ที่ร้านอื่น	5	4	3	2	1	OBE1
31) ถึงแม้ว่าร้านสุกี้อื่นๆ จะมีลักษณะเหมือนกัศดาการเอ็ม.เค. แต่ข้าพเจ้าต้องการที่จะทานสุกี้ที่กัศดาการเอ็ม.เค. มากกว่า	5	4	3	2	1	OBE2
32) ถ้าหากมีร้านสุกี้อื่นๆ ที่คล้ายกัศดาการเอ็ม.เค. ข้าพเจ้าก็ยัง เลือกทานสุกี้ที่กัศดาการเอ็ม.เค. มากกว่า	5	4	3	2	1	OBE3
33) ถ้าหากมีร้านสุกี้อื่นๆ ที่ไม่ต่างจากกัศดาการเอ็ม.เค. ไม่ว่าจะเป็น เป็นด้านใดก็ตาม ข้าพเจ้าคิดว่าเป็นทางเลือกที่ดีที่จะทานสุกี้ที่ กัศดาการเอ็ม.เค.	5	4	3	2	1	OBE4

APPENDIX B: RELIABILITY



Reliability of Overall Questionnaires

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 35

Alpha = .8634

Reliability of Product

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 4

Alpha = .9338

Reliability of Price

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 3

Alpha = .5392

Reliability of Store image

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 6

Alpha = .9508

Reliability of Distribution Intensity

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 2

Alpha = .8121

Reliability of Advertising

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 2

Alpha = .6415

Reliability of Sales Promotion

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0

N of Items = 3

Alpha = .8686

Reliability of Perceived Quality

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0

N of Items = 4

Alpha = .4476

Reliability of Brand Loyalty

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0

N of Items = 3

Alpha = .7601

Reliability of Brand Awareness/ Association

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 4

Alpha = .6956

Reliability of Overall Brand Equity

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 400.0 N of Items = 4

Alpha = .9813

**APPENDIX C: KEY INDICATORS OF THE POPULATION AND
HOUSEHOLDS, POPULATION AND HOUSING CENSUS IN
BANGKOK FOR YEAR 1990 AND 2000.**

กรุงเทพมหานคร

Bangkok

ดัชนีวัดที่สำคัญของประชากรและที่อยู่อาศัย สำหรับประชากรและเคหะ พ.ศ.2533 และ พ.ศ.2543

Key indicators of the population and households, Population and Housing Census 1990 and 2000

รายการ	2533	2543	Items
	1990	2000	
แนวทางประชากร			Demographic characteristics
ประชากรรวม ('000)	5,882.4	6,355.1	Total population ('000)
อัตราส่วนเพศ (ชายต่อหญิง 100 คน)	92.8	90.1	Sex ratio (Males per 100 females)
อายุมัธยฐาน	26.0	29.8	Median age
ประชากรตามหมวดอายุ			Population by age group
วัยเด็ก 0-14 ปี (%)	21.5	17.5	0-14 years (%)
วัยแรงงาน 15-59 ปี (%)	72.5	74.6	15-59 years (%)
วัยสูงอายุ 60 ปีขึ้นไป (%)	6.0	7.9	60 years and over (%)
อัตราส่วนการเป็นภาระ			Age dependency ratio
(ต่อประชากรอายุ 15-59 ปี 100 คน)			(Per 100 adults 15-59 years)
รวม	37.9	34.1	Total
0-14 ปี	29.7	23.5	0-14 years
60 ปีขึ้นไป	8.2	10.6	60 years and over
อายุเฉลี่ยเมื่อแรกสมรส			Singulate mean age at first marriage (SMAM)
ชาย	29.0	29.2	Males
หญิง	27.2	27.0	Females
ประชากรที่มีสัญชาติไทย (%)	94.8	99.0	Thai nationality (%)
ประชากรนับถือศาสนาพุทธ (%)	95.1	94.5	Buddhism (%)
ประชากรกลุ่มน้อย			Minority population
ประชากรนับถือศาสนาอิสลาม (%)	4.0	4.1	Muslims (%)
ประชากรนับถือศาสนาคริสต์ (%)	0.7	1.0	Christianity (%)
ประชากรที่พูดภาษาอังกฤษ (%)	0.1	0.7	Population speaking English (%)
ประชากรที่พูดภาษาอินเดีย (%)	0.1	0.1	Population speaking India language (%)
ประชากรที่พูดภาษาญี่ปุ่น (%)	0.1	0.1	Population speaking Japanese language (%)

1/ สำหรับประชากรและเคหะ พ.ศ. 2533

The 1990 Population and Housing Census.

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