

## ABSTRACT

The overall objective of this study was to examine the relationship between the elements of marketing mix and the dimensions of brand equity of Sunsilk. In order to understand the relationship of these variables, relevant theories and concepts were reviewed to form the theoretical and conceptual frameworks. Brand equity dimensions consist of perceived quality, brand loyalty, brand awareness, and brand associations. For marketing mix elements, this study investigates consumers' perceptions of five selected strategic marketing elements: price, store image, distribution intensity, advertising spending, and frequency of price promotions.

Sample survey was the research method selected for this study. The research instrument of this study is self-distributing questionnaire that is used to gather primary data by using survey method. The questionnaires were distributed using non-probability sampling to 400 target respondents who are buyers of Sunsilk shampoo in ten locations of supermarket in Bangkok. In order to analyze the data collected from the target respondent, Structural equation modeling (SEM) was used. SEM used to estimate parameters of the structural model and the completely standardized solutions computed by used the LISREL 8.54 maximum-likelihood method.

The results found that there are relationships between five marketing mix elements and brand equity dimensions. Store image has a major effect on brand equity. The results also show that good store image, high distribution intensity, high advertising spending, and high price are related to brand equity.

Finally, the researcher recommends that even if Sunsilk is the market leader, in order to remain dominant, Sunsilk Company should hold competitive advantage over its competitors. Creating brand equity can make the firm gain competitive advantage. And enhancing equity depends on the suitability of all marketing mix elements. Sunsilk Company should give more attention to store image. Consumers perceive that the good image of a store implies Sunsilk have good quality and create more positive brand association/awareness and finally, greater brand equity.