



THE RELATIONSHIP BETWEEN ELEMENTS OF MARKETING MIX AND
BRAND EQUITY OF SUNSILK IN BANGKOK

By

SUPAVADEE APIVANICH

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

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

November 2013

**THE RELATIONSHIP BETWEEN ELEMENTS OF MARKETING MIX AND
BRAND EQUITY OF SUNSILK IN BANGKOK**

By

SUPAVADEE APIVANICH

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Examination Committee :

1. Dr. Pimporn Chandee (Advisor)
2. Dr. Ismail Ali Siad (Member)
3. Dr. Ioan Voicu (Member)
4. Dr. Adarsh Batra (Member)
5. Assoc. Prof. Poonsak Sangsunt (MUA Representative)

6. Dr. Ishwar Gupta

Pimporn Chandee

Ismail Ali Siad

Ioan Voicu

Adarsh Batra

Poonsak Sangsunt

Ishwar Gupta

Examined on : 28 November 2003

Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok Thailand
November
2003

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.

Samples 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.

ACKNOWLEDGEMENT

The successful completion of this thesis would not have been possible without several people who have provided assistance and support. First of all, I would like to express an appreciation to Dr. Pimporn Chañdee, my advisor who gave me the knowledge, guidance, consistent support, encouragement and suggestions for the thesis.

I would like to express my special thanks to the thesis committee members, Dr. Ismail Ali Siad , Dr. Ioan Voicu and Dr. Adarsh Batra for their recommendations and suggestions for improving my thesis.

Finally, I would like to thank my parents and my brother for their support, understanding, and for encouraging me to overcome the difficulties that I faced in completion of the thesis.

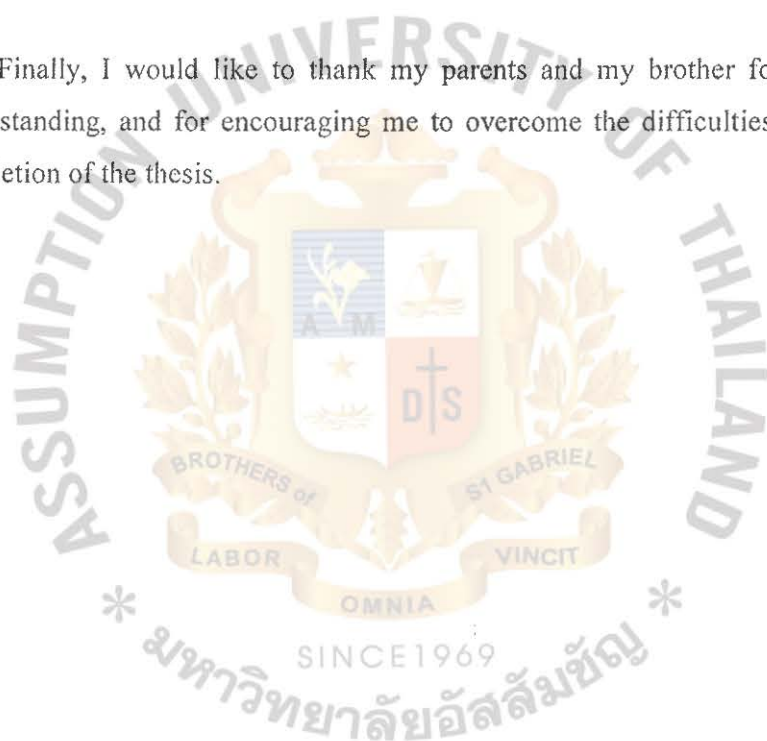


TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
Chapter I: Generality of the study	1
1.1 Introduction of the study	1
1.2 Statement of problems	6
1.3 Research Objectives	7
1.4 Scope of the research	7
1.5 Limitations of the Research	8
1.6 Significance of the Study	8
1.7 Definition of Terms	9
Chapter II: The Review of Literature	11
2.1 Consumer buying behavior	11
2.2 Marketing Strategy	12
2.3 Marketing Mix	12
2.3.1 The Four Ps of the Marketing Mix (Traditional marketing mix)	13
2.3.2 Marketing Mix Elements (Perceived marketing mix elements)	14
2.4 Brand Equity	18
2.4.1 Brand Equity Dimensions	18
2.5 Competitive Advantage	25
2.6 The Previous Empirical Research	26

	Page
Chapter III: Research Frameworks	28
3.1 Theoretical Framework	28
3.2 Modified Conceptual Framework	29
3.3 Hypothesis Statements	30
3.4 Operationalization of Dependent Variables	33
3.5 Operationalization of independent Variables	34
Chapter IV: Research Methodology	35
4.1 Research Methodology	35
4.1.1 Research Method: Sample Survey	35
4.1.2 Research Instrument	35
4.2 Source of Data	36
4.2.1 Primary Data	36
4.2.2 Secondary Data	36
4.3 Sampling Designs	36
4.3.1 Non-Probability Sampling	36
4.3.2 Target Population	37
4.3.3 Sampling frame	37
4.3.4 Sampling Units	37
4.3.5 Determining Sampling Size	37
4.4 Pretesting	38
4.5 Statistical Treatment of Data	39
Chapter V: Data Analysis	44
5.1 Goodness of Fit Measures	44
5.2 Measurement Model	46
5.3 Hypothesis Testing and the measure of structural model	48

	Page
Chapter VI: Conclusions and Recommendations	61
6.1 The summary of hypothesis test	61
6.2 Conclusions	63
6.3 Recommendations	65
6.4 Further Study	67

BIBLIOGRAPHY

APPENDICES



List of Tables

	Page
Table 1.1: Total Market of Shampoo in Thailand	2
Table 1.2: Market Share of Shampoo	4
Table 1.3: Average Monthly Expenditure for Goods and Services Other than Food and Beverages.	5
Table 3.1: Operationalization of Dimensions of Brand Equity.	33
Table 3.2: Operationalization of Marketing Mix Elements.	34
Table 4.1: Theoretical Sample Size for Different Sizes of Population and a 95 percent Level of Certainty.	38
Table 4.2: The reliability analysis	39
Table 5.1: Goodness of Fit Measures	44
Table 5.2: Estimate of the measurement model	47
Table 5.3: Structural model estimates of price and perceived quality	49
Table 5.4: Structural model estimates of Store image and perceived quality	50
Table 5.5: Structural model estimates of Store image and brand awareness/associations	51
Table 5.6: Structural model estimates of distribution intensity and perceived quality	52
Table 5.7: Structural model estimates of distribution intensity and brand loyalty	53
Table 5.8: Structural model estimates of distribution intensity and brand awareness/associations	54
Table 5.9: Structural model estimates of advertising spending and perceived quality	55
Table 5.10: Structural model estimates of advertising spending and brand loyalty	56
Table 5.11: Structural model estimates of advertising spending and brand awareness/associations	57
Table 5.12: Structural model estimates of price deals and perceived quality	58

List of Tables

	Page
Table 5.13: Structural model estimates of price deals and brand awareness/associations	59
Table 6.1: Summary of the hypothesis testing results	61
Table 6.2: The range relationship between five marketing mix elements and brand equity dimensions	64



List of Figures

	Page
Figure 1.1: Market Share of Shampoo	2
Figure 1.2: Market Share of the Producer of Shampoo	3
Figure 1.3: Market Share of Shampoo	4
Figure 2.1: The Four P Components of the Marketing Mix	13
Figure 2.2: Brand Equity Model	20
Figure 3.1: A Modified Conceptual Framework	29
Figure 3.2: The Structural Hypothesized Relationship	30
Figure 4.1: The example of measurement model	42
Figure 4.2: The example of the structural model	43
Figure 5.1: Structural Equation Model: Marketing Mix Elements and the Dimension of Brand Equity	60



CHAPTER I

Generalities of the study

1.1 Introduction of the study

Brands are an important part of today's marketplace. Today, the primary capital of many businesses is their brand. According to the American Marketing Association, a brand can be defined as "a name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"(Keller, 1993). For decades, the value of a company was measured in terms of its real estate, then tangible assets, plants, and equipment. However, it has been recognized that a company's real value lies outside the business itself, in the minds of potential consumers (Kapferer, 1992). Brand equity is all about how consumers feel about a brand. Park and Srinivasan (1994) stated that brand equity is the incremental preference endowed by the brand to the product as perceived by an individual consumer. Understanding the needs and wants of consumers and devising products and programs to satisfy them is at the heart of successful marketing (Keller, 1998). Understanding consumer needs and wants is not simple. The marketing mix is the tools used to satisfy the needs and wants of the consumer. This study aims to discover which marketing mix elements influence brand equity.

Shampoo's Market Situation in Thailand

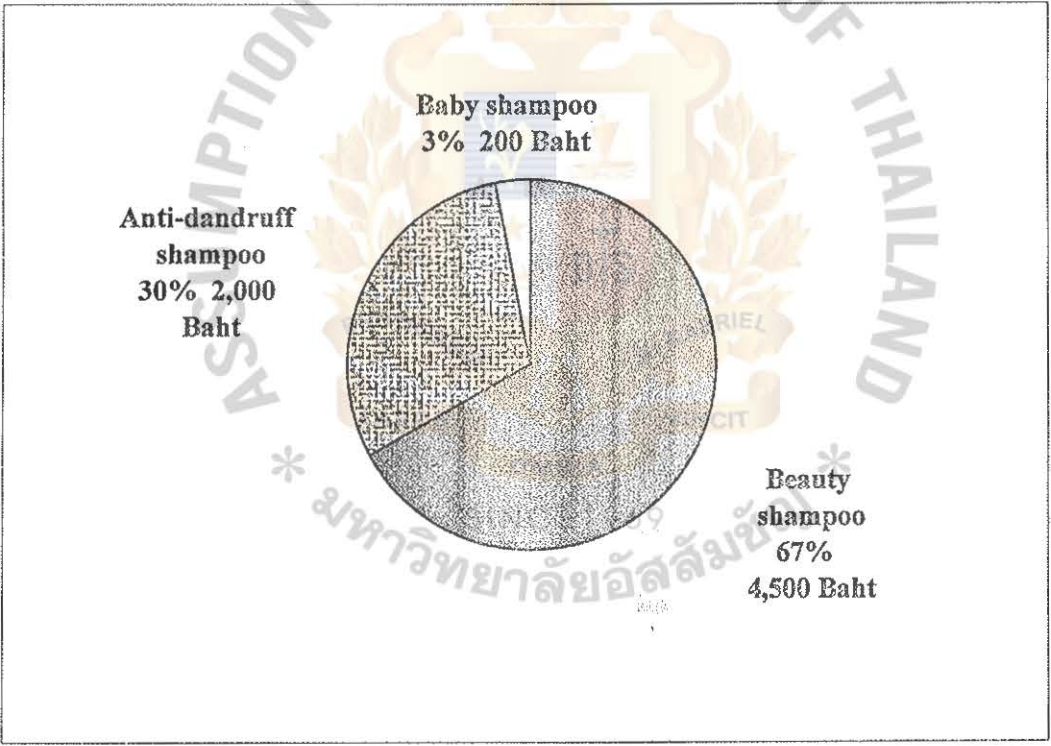
In Thailand, the shampoo market is a big market with a total market amount of 9,000 million Baht in the year 2003. This total market is separated into two parts. There are 2,300 million Baht for Conditioners and 6,700 million Baht for Shampoo (see Table 1.1) Moreover, the shampoo market can be classified into three groups: beauty shampoo, anti-dandruff shampoo, and baby shampoo. In the shampoo market, beauty shampoo has the highest market share with 67 percent market share with an amount of 4,500 million Baht, followed by anti-dandruff shampoo with 30 percent market share amounting to 2,000 million Baht and lastly the baby shampoo with a 3 percent market share with an amount of 200 million Baht (Figure 1.1).

Table 1.1: Total Market of Shampoo in Thailand

Total market of shampoo		Total market of conditioner	
Year	Amount (Million Baht)	Year	Amount (Million Baht)
2001	6,500	2001	2,050
2002	6,600	2002	2,200
2003	6,700	2003	2,300

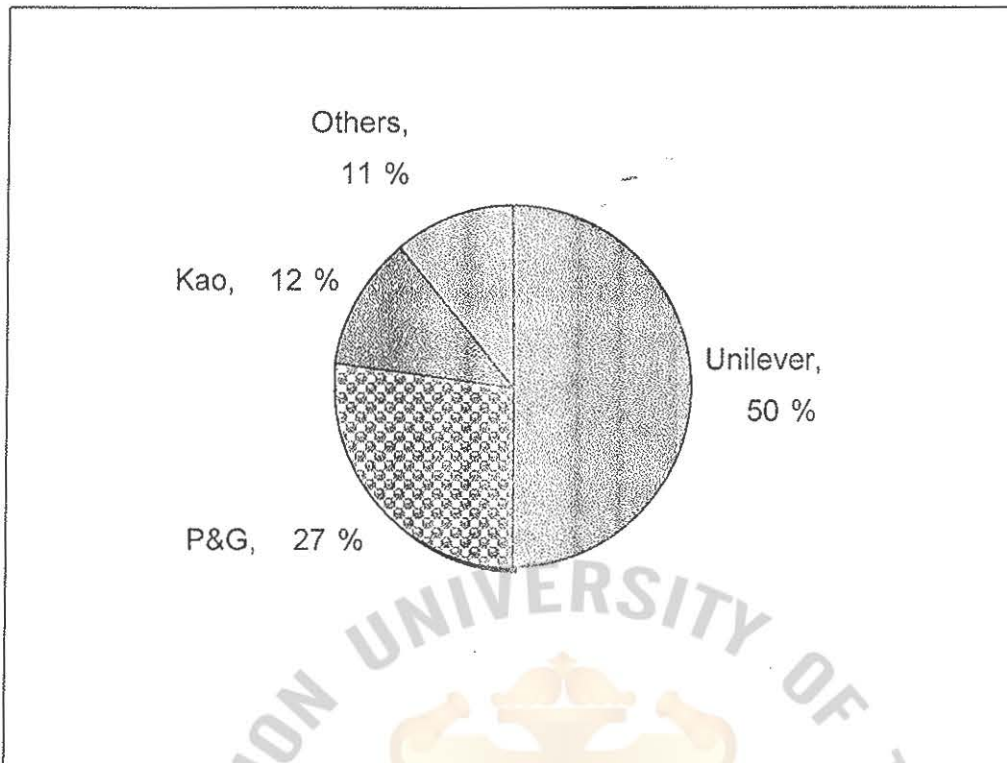
Source: BrandAge, Issue 8, 2003,p.48

Figure 1.1: Market Share of Shampoo



Source: BrandAge, Issue 8, 2003, p.48

Figure 1.2: Market Share of the Producers of Shampoo



Source: BrandAge, Issue 8, 2003, p.48

There are three main groups of producers of shampoo: Unilever, Procter and Gamble(P&G) and Kao. Unilever is the market leader in the shampoo market with 50 percent market share, followed by P&G with 27 percent, Kao with 12 percent, while other groups have around 11 percent (Figure1.2).

Sunsilk is one of the shampoo brands produced by Unilever. Sunsilk was the market leader in the shampoo market since the product was launched to the market in year 1981. Table 1.2 shows the market share of shampoo since the year 1998 to 2003. As can be seen, Sunsilk was the market leader every year, followed by Pantene, Clinic and the last are the other brands.

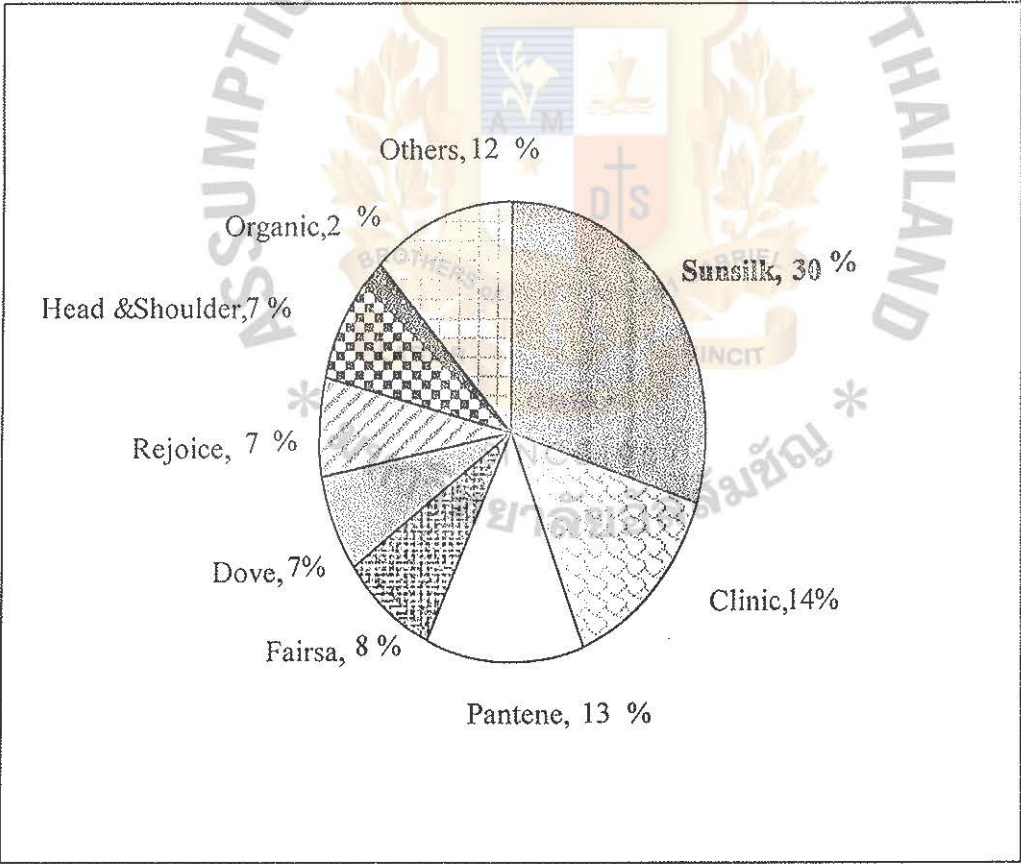
For this year (2003), Sunsilk is still the market leader and has gained the highest market share with 30 percent market share, followed by Clinic with 14 percent market share, Pantene with 13 percent market share, Fairisa with 8 percent, Dove with 7 percent, Rejoice with 7 percent, Head & Shoulder with 7 percent, Organic with 2 percent, while other shampoos have 12 percent market share (see Figure 1.3).

Table 1.2: Market Share of Shampoo

Year	Sunsilk	Pantene	Clinic	Others
1998	24 %	15 %	8 %	53 %
1999	27 %	14 %	10 %	49 %
2000	27 %	14 %	11 %	48 %
2001	35 %	14 %	13 %	38 %
2002	30 %	12 %	14 %	44 %
2003	30 %	13 %	14 %	43 %

Source: Prachachart-turakit Newspaper, 2003, September 19, p.17

Figure 1.3: Market Share of Shampoo



Source: Business Thai Newspaper, 2003, September 22, p.4

Table 1.3: Average Monthly Expenditure for Goods and Services Other than Food and Beverages.

Expenditure Group	Bangkok's Households (Baht)
Personal Care	554.38
Personal Services	138.48
Hair Cut	71.73
Hair Curl	7.12
Hair Set and Hairdye	45.91
Face and Body Massage	4.38
Other Services	9.34
Personal Supplies	415.90
Toilet Soap	42.57
Toothpaste	45.58
Shampoo, Conditioner	95.48
Hairtonic, Hair lotion	13.38
Perfume and Cologne	32.76
Face Powder and powder	34.40
Lipstick	12.11
Other Cosmetics	36.75
Tooth Brush, Electric tooth brush,	
Brushes and Electric brushes	10.70
Razors, Blades and Electric Shaver	5.04
Hand-bags, Suitcases	6.39
Watches and Sun-glasses	17.45
Toilet Paper and Tissue	20.97
Sanitary Napkins	28.51
Other Supplies and Repair	13.81

Source: The 2002 Household Socio-Economic Survey, National Statistical Office.

Table 1.3 shows the average monthly expenditure of Bangkok's Households on Goods and Services Other than Food and Beverages. As can be seen, Bangkok's households spending for shampoo is the highest amount of money (95.48 percent in the year 2002). Moreover, in Thailand shampoo market has a big market and Sunsilk is the market leader. Therefore, it can be said that Sunsilk will be a good case for studying the creation of brand equity. In this study, the researcher aims to study the relationship of some elements of the marketing mix and brand equity of Sunsilk.

1.2 Statement of the problem

Competitiveness is the key to business and strong brands can make the difference between winning and losing in the marketplace (Nilson, 1998). Building strong brands, an approach to differentiation, involves creating brand equity by developing perceived quality, brand awareness, brand associations, and brand loyalty. Building a strong brand with great equity provides a host of possible benefits to a firm, such as greater customer loyalty and less vulnerability to competitiveness marketing actions or marketing crises; larger margins; more favorable customer response to price increases and decreases; increased marketing communication effectiveness; and licensing and brand extension opportunities (Keller, 2001).

There are many brands of Shampoo available in Thailand, such as Sunsilk, Clinic, Head& Shoulders, Organic and Clairol. Therefore the shampoo market is getting more competitive. Fiercer competition in Thailand's shampoo market can be also attributed to the rising number of producers and the launch of new products on the market. Manufacturers have continuously sought out new strategies to boost demand and capture a larger slice of the market. With the sellers competing so fiercely, the market is in the customers' hands. Consumers have a better chance than ever before of choosing the right product to fit their needs. As far as the manufacturers are concerned, the keys for survival are not so much capitalization but marketing strategies to meet customer demand.

The heart of successful marketing is to understand the needs and wants of consumers and devising products and programs to satisfy them. Marketing mix is the antecedents of brand equity. Marketing mix is also the tools that are used to satisfy the needs and wants of the consumer. Therefore, a deeper understanding of how marketing mix influences brand equity is very important. This research attempts to find out the answer to the question ***“What is the relationship between elements of the marketing mix and brand equity of the buyers of Sunsilk”.***

1.3 Research Objectives

This research aims to find answers to the following objectives:

1. To examine the relationship between the elements of marketing mix and the dimensions of brand equity which are perceived quality, brand loyalty, brand awareness, and brand associations of Sunsilk.
2. To know how each of the marketing mix elements affect the dimensions of brand equity of Sunsilk.
3. To know which marketing mix elements have a major effect on brand equity with which Sunsilk's company should give more attention to in order to persuade their consumers in a more effective way.

1.4 Scope of the research

The respondents of this research are the buyers of Sunsilk in Bangkok in ten locations of supermarkets.

- 1) Tops Supermarket: Mahboonkrong
- 2) Tops Supermarket: Central Lardprao
- 3) Tops Supermarket: Central Pinklao
- 4) Big C: Hua Mark
- 5) Big C: Rajdamri
- 6) Big C: Chaengwattana
- 7) Tesco Lotus: Ekamai
- 8) Tesco Lotus: Silom S&A
- 9) Tesco Lotus: Sukaphiban 1
- 10) Tanghuaseng: Banglumpoo

These supermarkets are selected because they are the main supermarkets in the Bangkok area, large scale, and most importantly because of the high traffic of consumers. Moreover, the data was collected from to November 7, 2003 to December 30, 2003.

1.5 Limitations of the Research

There are three limitations in this research as follows:

1.5.1. Respondents:

The target population in this study is only people who are shopping in the ten selected supermarkets in Bangkok. Thus, the results may not be identical to other research studying other areas.

1.5.2. Variable:

This research studies the relationship between selected elements of the marketing mix and brand equity of Sunsilk, therefore; the results may not be identical for the variables that are not included in this research.

1.5.3 Time:

This research is conducted in a specific time frame, therefore; the results may not be identical for other time frames.

1.6 Significance of the Study

This study was conducted to develop a better understanding of the relationship between the elements of marketing mix and the dimensions of brand equity, to understand how Sunsilk can build a position in the consumer's mind among fierce competition. The result of this research will be beneficial to marketers to plan the marketing strategies to make firms succeed in the market place. Additionally, understanding which elements of marketing mix can be related with brand equity will be beneficial for other firms to apply the results from this research to create their own brands.

1.7 Definition of Terms

Advertising:

Advertising is paid, nonpersonal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience (Dunn and Barban, 1982).

Brand:

A name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors (Kotler, 2000).

Brand Association:

Anything that is directly or indirectly linked in the consumer's memory to a brand (Aaker, 1998).

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).

Brand Equity:

The totality of the brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction, and overall esteem toward the brand (Knapp, 2000).

Brand Loyalty:

Brand loyalty is a preference by a consumer for a particular brand that results in continual purchase of it (Belch, 2001).

Intensive Distribution (Distribution Intensity):

This is when the manufacturer places the goods or services in as many outlets as possible (Kotler, 2000).

Marketing Mix:

Marketing mix refers to the choice of ingredients that a company combines in order to satisfy the needs and/or wants of a particular group of customers (Dunn and Barban, 1982).

Perceived Quality:

The customer's perception of the overall quality or superiority of product or service relative to relevant alternatives with respect to its intended purpose (Keller, 1998).

Place:

Making products available in the right quantities and locations when consumers want them (McCarthy, 1990).

Price:

The amount of money charged for a product or sum of the values consumers exchange for the benefits of having a product (Kotler, 2000).

Price Deals:

Price deals are short-term discounts offered by manufacturers to encourage non-users to try the brand and existing users to buy more (Assael, 1993).

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).

CHAPTER II

The Review of Literature

36818 e-2

This part aims to review related studies and concepts from various authors used in this research. The first section presents the concepts of consumer buying behavior and marketing strategies. The second section presents the concepts of marketing mix and its elements. The third section presents the concepts of brand equity and its dimensions and the last section presents some previous studies related to marketing mix and brand equity.

2.1. Consumer buying behavior

The most important thing for marketers is to meet and satisfy target consumers' needs and wants. That is to "understand consumer behavior."

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services to satisfy their needs and desires (Belch, 2001). According to Kotler (2000), consumer buying behavior has five stages which are:

1) *Problem recognition:*

The consumer recognizes a problem or need.

2) *Information search:*

The consumer searching for information needed to make a purchase decision.

3) *Evaluation of alternatives:*

Consumer evaluates the various alternatives.

4) *Purchase decision:*

Consumer makes a purchase decision.

5) *Post purchase behavior:*

Consumer's satisfy or dissatisfy after using the products or services.

2.2 Marketing Strategy

Marketing strategy can be defined as a consistent, appropriate, and feasible set of principles through which a particular company hopes to achieve its long-run consumer and profit objectives in particular competitive environment (Hamper and Baugh, 1994). Marketing strategy is the approach that the company will take in trying to influence consumers to buy the product.

According to McCarthy and Perreault (1990), marketing strategy specifies a target market and is related to marketing mix. It has two interrelated parts:

- 1) **A target market:** Is the market segment the firm is trying to attract with its marketing effort.
- 2) **A marketing mix:** Is the controllable variables the company puts together to satisfy this target group.

2.3 Marketing Mix

Marketing mix refers to the choice of ingredients that a company combines in order to satisfy the needs and/or wants of a particular group of customers (Dunn and Barban, 1982). Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, 2000). McCarthy (1990) classified these tools into four broad groups that he called the four Ps of marketing: product, price, place, and promotion. The particular marketing variables under each P are shown in Figure 2.1.

Figure 2.1: The Four P Components of the Marketing Mix

Product	Place	Promotion	Price
Physical good Service Features Quality level Accessories Installation Instructions Warranty Product lines Packaging Branding	Objectives Channel type Market exposure Kinds of middlemen Kinds of locations of stores How to handle transporting and storing Service levels Recruiting middlemen Managing channels	Objectives Promotion blend Salespeople Kind Number Selection Training Motivation Advertising Targets Kinds of ads Media type Copy thrust Prepared by whom Sales promotion Publicity	Objectives Flexibility Level over product life cycle Geographic terms Discounts Allowances

Source: McCarthy, E. Jerome and Perreault, William D. (1990), Basic Marketing: Irwin, Inc., p. 37

2.3.1 The Four Ps of the Marketing Mix (Traditional marketing mix)

As can be seen from figure 2.1, the traditional Four Ps are:

1) Product

Product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organization, and ideas (Kotler, 2000).

2) Place

The various activities the company undertakes to make the product accessible and available to target consumers (Kotler, 2000).

3) Promotion

These are activities which inform the customers about the product and which raise awareness of the product. These activities include advertising, sales promotion, personal selling, publicity, direct mail and public relations (Miller, 2001).

4) 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).

2.3.2 Marketing Mix Elements (Perceived 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. The selected factors do not embrace all types of marketing efforts but are representative enough to demonstrate the relationships between marketing efforts and the formation of brand equity (Yoo, Donthu and Lee, 2000).

Price

Price is the marketing mix element that produces revenue (Kotler, 2000). High-priced brands are often perceived to be of higher quality and less vulnerable to competitive price cuts than low priced brands (Blattberg and Winniewski 1989; Dodds, Monroe, and Grewal 1991; Kamakura and Russell 1993; Milgrom and Roberts 1986; Olson 1977). Higher price will communicate a higher product quality. Therefore, price is positively related to perceived quality.

Yoo, Donthu and Lee (2000) find that there are no significant relationships between price and the other brand equity dimensions, brand loyalty and brand associations. Although high price implies high quality, it does not create loyalty to the brand. Brand-loyal consumers are willing to pay the full price for their favorite brand because they are less price sensitive than brand-non-loyal consumers. Thus,

changing the price level alone does not affect brand loyalty. Yoo, Donthu and Lee (2000) also find no direct relationship between price and brand associations, because both low and high prices can be equally strongly linked to the brand in memory for the benefits that each brings to consumers: A low-priced product would give transaction utility (i.e., paying less than the consumer's internal reference price), whereas a high-priced product would give high-quality image or acquisition utility, leading to reduced consumer risk (Thaler 1985).

Store Image (Place)

Storing is the marketing function of holding goods (McCarthy and Perreault, 1990). Storing can increase the value of products and make them more available when consumers want them. Store image can be defined as a set of interdependent organizations involved in the process of making a product or service available for use or consumption (Srivastava and Shocker, 1991). According to Anderson and Vinez, 2000, store location strategies are related closely to manufacturer and wholesaler distribution strategies and to the evolution of retail structures. Therefore, store image is one channel of the distribution policy (place) of marketing mix.

In a distribution channel, retailers are the ultimate channel that encounters the consumers. Therefore, selecting and managing retailers is the major marketing activity for the firm in order to satisfy consumers' needs. Moreover, distributing through good image stores signal that a brand is of good quality. According to previous researcher, Dodds et al. (1991), there are positive relationships between store image and perceived quality. Good-image stores attract more attention, contacts, and visits from potential customers. In addition, such stores provide greater consumer satisfaction and stimulate active and positive word-of-mouth communications among consumers (Rao and Monroe 1989; Zeithaml 1988). Therefore, distributing a brand through stores with a good-image will create more positive brand associations than distributing through stores with a bad-image.

Yoo, Donthu and Lee (2000) indicated that store image appears to have no relationship with loyalty to a specific brand. Consumers perceive good store image when their self-concept is congruent with store image (Sirgy and Samli 1985).

Therefore, if the perceived image of the product does not match the store image, consumers would not be impressed enough to show loyalty to the product.

Distribution Intensity

Kotler (2000) stated that intensive distribution consists of the manufacturer placing the goods or services in as many outlets as possible. Intensive distribution approach is used for convenience goods where the firm wants the product available in as many retail outlets as possible (Dalrymple and Persons, 1990). Intensive distribution provides convenience to the consumer by reducing the time consumers must spend searching for the stores. Therefore, when distribution intensity increases, consumers have more time and place utility and perceive more value for the product. The increased value in turn leads to greater consumer satisfaction, perceived quality, and brand loyalty and finally, greater brand equity. Thus, if the consumer is satisfied with the product, positive brand associations will increase.

Advertising Spending (Promotion)

Advertising is paid, non-personal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience (Dunn and Barban, 1982). Intense advertising spending shows that the company is investing in the brand, which implies that the product has superior quality. The previous researchers, Aaker and Jacobson (1994), found a positive relationship between advertising and perceived quality. Thus, advertising spending is positively related to perceived quality, which leads to higher brand equity.

Advertising plays an important role in creating strong brand associations and increasing brand awareness. Therefore, intensive 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 the brand (Hauser and Wernerfeldt 1990). Thus, a greater amount of advertising is related

positively to brand awareness and associations, which leads to greater brand equity. In addition, according to an extended hierarchy of effects model, advertising is positively related to brand loyalty because it reinforces brand-related associations and attitudes toward the brand (Shimp 1997).

Price Deals (Price promotions)

Sales promotion is traditionally divided into price-related and non-price promotion. This study focuses on price promotion only. Also, price promotion will be measured as the perceived relative frequency of the price deals presented for the brand. Price deals can be defined as short-term discounts offered by manufacturers to encourage nonusers to try the brand and existing users to buy more (Assael, 1993). Price deals are easily copied, therefore; price deals may not be a desirable way to build brand equity. Moreover, reduced price can give a signal that the product is substandard or low-quality. The consumer attracted by a price cut usually remains only a short-term user of the brand. Therefore, price promotion campaigns do not last long enough to establish long-term brand associations, which can be achieved by other efforts such as advertising and sales management (Shimp 1997). Relying on sales promotion and sacrificing advertising would reduce brand associations, which lead to decreasing brand equity (Yoo, Donthu and Lee, 2000).

Price deals can dilute brand loyalty and discourage repeat purchases. Consumers often fail to establish a repeat purchase pattern after an initial trial. This is because consumers are momentarily attracted to the brand by the transaction utility that the price promotions provide, and when deals end, they lose interest in the brand. Thus, change in brand loyalty after the end of deals may not occur unless the brand is perceived to be superior to and meet consumer needs better than its competing products (Yoo, Donthu and Lee, 2000).

2.4 Brand Equity

Brand equity is the added value endowed by the brand to the product (Farquhar, 1989). Aaker (1991) defined brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. Aaker (1991) further explained that the assets and liabilities on which brand equity is based will differ from context to context. Keller (1993) defined brand equity as the differential effects that brand knowledge has on consumer response to the marketing of that brand. Brand knowledge is, in terms of an associative network model, a network of nodes and links where the brand node memory has a variety of associations or simple unique association linked to it.

Upshaw (1995) explained that brand equity is the total accumulated value or worth of a brand; the tangible and intangible assets that the brand contributes to its corporate parent, both financially and in terms of selling leverage. Knapp (2000) defined brand equity as the totality of the brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction, and overall esteem toward the brand. It's all about how consumers, customers, employees, and all stakeholders feel about a brand. Belch (2001) stated that brand equity can be thought of as an intangible assets of added value or goodwill that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment to a company name, brand, or trademark.

2.4.1. Brand Equity Dimensions

Aaker (1991) stated that brand equity can be grouped into five categories: (1) name (brand) awareness, (2) brand associations, (3) perceived quality, (4) brand loyalty, and (5) other proprietary assets.

Keller (1993) proposed a knowledge-based framework for creating brand equity based on two dimensions:

- 1) Brand awareness.

Brand awareness relates to brand recall and recognition performance by consumers.

2) Brand image.

Brand image refers to the set of associations linked to the brand that consumers hold in memory.

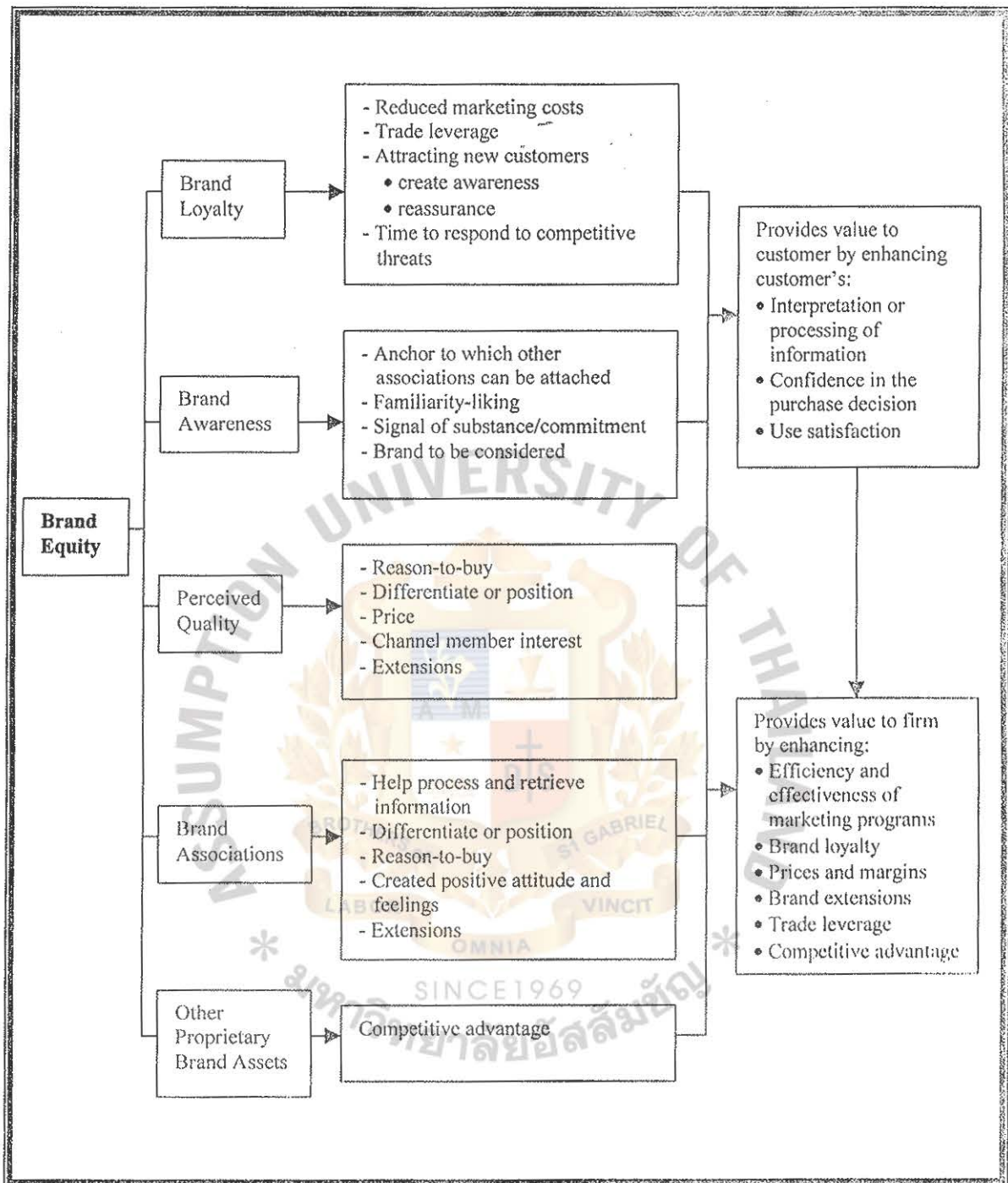
Similarly, Alba and Hutchinson (1987) proposed that knowledge has two sub-dimensions of experience and familiarity. The effects of experience and familiarity on consumer' brand equity perceptions occur at two levels:

- 1) brand; and
- 2) product category.

While knowledge about a brand may directly influence the brand equity associated with a particular brand, the knowledge about a product category will influence the brand equity associated with all brands in the product category (Alba and Hutchinson, 1987).

In summary, brand equity is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through successful brands. While many definitions and dimensions of brand equity exist, one of the most widely accepted and used are the concept of David A. Aaker. According to Aaker (1991) brand equity can be grouped into five categories as shown in figure 2.1

Figure 2.2: Brand Equity Model



Source: Aaker, David A (1992), Journal of Business Strategy, Vol: 13, No. 14, p.29

Figure 2.1 shows that brand equity can be grouped into five categories. Brand equity provides value to the customer as well as the firm. In addition, the resulting customer value becomes a basis for providing value to the firm.

Brand Loyalty

Brand loyalty is a measure of the attachment that a customer has to a brand (Aaker, 1991). It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Belch (2001) explained that brand loyalty is a preference by a consumer for a particular brand that results in continual purchase of it.

Aaker (1998) indicated that an existing base of loyal customers provides enormous sustainable competitive advantages. First, it reduces the marketing costs of doing business. Keeping existing customers happy and reducing their motivation to change is usually considerably less costly than trying to reach new customers and persuading them to try another brand. Second, brand loyalty provides trade leverage, which is defined as the willingness to carry a product and to support it. Third, the loyalty of existing customers represents a substantial entry barrier to competitors. Finally brand loyalty provides the time to respond to competitive moves. If a competitor develops a superior product, a loyal following will allow the firm the time needed to respond by matching or neutralizing. With a high level of brand loyalty, a firm can allow itself the luxury of pursuing a less risky follower strategy.

Brand loyalty is the asset. Without the loyalty of its customers, a brand is merely a trademark, an ownable, identifiable symbol with little value. With the loyalty of its customers, a brand is more than a trademark. A trademark identifies a product, a service, and a corporation. A brand identifies a promise. A strong brand is a trustworthy, relevant, distinctive promise. It is more than a trademark. It is a trustmark of enormous value. Creating and increasing brand loyalty results in a corresponding increase in the value of the trustmark (Shimp, 1997)

Aaker and Joachimsthaler (2000) indicated that brand loyalty is at the heart of any brand's value. The concept is to strengthen the size and intensity of each

loyalty segment. A brand with a small but intensely loyal customer base can have significant equity.

Brand awareness

Aaker (1991) stated that brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Brand awareness relates to the number of persons who recognize the brand's significance, and who are conscious of the promise which this symbol expresses (Kapferer, 1992).

According to Aaker (1991), brand awareness is an asset that can be remarkably durable and thus sustainable. Also, brand awareness can provide a host of competitive advantages. First, brand awareness provides a strong brand name to which other associations with the brand can be attached in the customer's mind. Second, awareness provides the brand with a sense of familiarity, and people like the familiar. Third, name awareness can be a signal of presence, commitment, and substance, attributes that can be very important even to industrial buyers of big-ticket items and consumer buyers of durable. Finally, the 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 the customer will consider buying, as discussed throughout the brand (Aaker, 1998).

Temporal (2000) stated that there is an obvious link between awareness and purchase because people will not buy something they do not know anything about. Temporal (2000) further explained that brand awareness involves brand recognition and brand recall. Brand recognition involves people simply being able to recognize the brand as being different from others by seeing it or hearing it after they have already been acquainted with it. Brand recall is a term used to describe how well people can remember the brand when they are prompted by the name of the category or the usage situation. This is important when consumers plan category purchases in advance.

Perceived quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of product or service relative to relevant alternatives with respect to its intended purpose (Keller, 1998). According to Aaker (1991), perceived quality can provide a competitive advantage. Firstly, perceived quality provides value by providing a reason to buy. Secondly, perceived quality also leads to the brand's differentiation on perceived quality dimensions. That is, a differentiated brand offers the customer a special benefit and a basis for brand preference. Thirdly, a perceived quality advantage gives the option of charging a premium price. It can increase profit or provide resources to reinvest in the brand. If the brand is priced competitively, it should yield a larger customer base, higher brand loyalty, and more effective marketing mix programs. Fourthly, perceived quality is relevant to retailers and other channel members and so helps in the distribution of the brand. If the brand is priced lower, it will help the channel provide value. Finally, perceived quality permits the development of brand extensions; there is clear evidence that perceived quality in a brand supports brand extensions. Perceived quality can be useful by introducing new products by using the brand name. Consumers who believe in the brand will be enlarging trust to other products, which relate to that brand.

Perceived quality is a special type of association, partly because it influences brand associations in many contexts and partly because it has been empirically shown to affect profitability (Aaker and Joachimsthaler, 2000).

Brand associations

Brand association is anything that is directly or indirectly linked in the consumer's memory to a brand (Aaker, 1991). Brand association can provide a competitive advantage. Firstly, the associations can help customer's process or retrieve information by helping them to summarize a set of facts that would be expensive to communicate and difficult for the customer to process. In addition, association can help in the recall of information during decision making. Secondly, the associations can help differentiate a brand from competitors. Thirdly, the associations can involve customer benefits that provide a specific reason to buy and

use the brand. Associations can also build credibility and confidence in the brand. Fourthly, the associations can create positive attitudes and feelings that are transferred to the brand. Finally, the associations can provide a basis for a franchise extension from the existing brand (Aaker, 1991).

Aaker (2000) indicated that brand association can include user imagery, product attributes, use situations, organizational associations, brand personality, and symbol. Much of brand management involves determining what associations to develop and then creating programs that will link the associations to the brand.

Other proprietary assets

Aaker (1991) described other proprietary assets as consisting of patents, trademarks, and channel relationships. Aaker (1991) further described that 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; a trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol, or package. 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.

Provides value to the customer

According to Aaker (1992) brand equity provides value to the customer in three ways. Firstly, brand equity assets can help a customer interpret, process, store, and retrieve a huge quantity of information about products and brands. Secondly, the assets can also affect the customer's confidence in the purchase decision; a customer will usually be more comfortable with the brand that was last used, is considered to have high quality, or is familiar. The third and potentially most important way that brand equity assets, particularly perceived quality and brand associations, provide value to the customer is by enhancing the customer's satisfaction when the individual uses the product.

Provides value to the firm

According to Aaker (1992) brand equity provides value to the firm in six ways. Firstly, brand equity can enhance the efficiency and effectiveness of marketing programs. Secondly, brand awareness, perceived quality, and brand associations can all strengthen brand loyalty by increasing customer satisfaction and providing reasons to buy the product. Enhanced brand loyalty is especially important in buying time to respond to competitor innovations. Thirdly, brand equity will usually provide higher margins for products by permitting premium pricing and reducing reliance on promotions. Fourthly, brand equity can provide a platform for growth by brand extensions. Fifthly, brand equity can provide leverage in the distribution channel as well. Channel members have less uncertainty dealing with a proven brand name that has already achieved recognition and has established strong associations. Finally, brand equity assets provide a firm with a barrier that prevents customers from switching to a competitor.

2.5 Competitive Advantage

To be successful in the long run, the business must hold a competitive advantage over its competitors. Competitive advantage can be defined as something unique or special that a firm does or possesses that provides an advantage over its competitors (Belch, 2001).

In order to achieve a competitive advantage, the company should have quality products that command a premium price, providing superior customer service, having the lowest production costs and lower prices, or dominating channels of distribution. Also, competitive advantage can be achieved through advertising that creates and maintains product differentiation and brand equity. Thus, the company can achieve competitive advantage by manage their marketing mix well.

According to Hardy (1994), competitive advantage has three forms that are differentiation, cost leadership, and quick response. An approach to differentiation involves creating brand equity by developing its dimensions.

2.6. The Previous Empirical research

Yoo, Donthu, and Lee (2000) research entitled "*An Examination of Selected Marketing Mix Elements and Brand Equity*" explored the relationships between selection marketing mix elements and the creation of brand equity. They proposed 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. These dimensions are related to brand equity. The empirical tests using a structural equation model 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.

Jarusin Pornpakdeetawanugoon (2002's *Competitive Aspects of Brand Value for Mobile Phone Industry Created by Brand Equity*, indicated that creating brand value by formulating brand equity as a strategic weapon for creating value of a brand and adding up the marketing mix elements is related to the dimensions of brand equity. The correlation analysis is used for testing relationship among brand value and its elements, brand equity and its dimensions, and marketing mix elements. The results show that there are relationships between brand equity and marketing mix. Finally, this study shows that a successful advertising campaign and distribution intensity of product enhances strongly brand awareness/association.

Seema, Natnicha (2003) in their study "*A study of the relationship between the elements of marketing mix and some dimensions of brand equity*" revealed the relationship of 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). This study used correlation coefficient to measure the relationship between the elements of marketing mix and brand equity. The finding of this study show that there are positive relationships between brand equity and dimensions of brand equity, some elements of marketing mix (product, price, store image, distribution intensity and advertising) and dimensions of brand equity. On the contrary, there is negative relationship between sales promotion and dimensions of brand equity.

In conclusion, this study aims to examine the relationship between elements of marketing mix and some dimensions of brand equity of Sunsilk. The researcher selected perceived quality, brand loyalty, brand awareness, and brand associations as the dimensions of brand equity. This research focuses on a few key elements of the marketing mix. In particular, this study selects price, store image, distribution intensity, advertising spending and price deals from the traditional “4P” marketing mix (price, place or distribution, promotion and product) as a representative set of marketing programs. This study explores how these marketing actions increase or decrease brand equity. The findings provide insights into how marketing activities may be controlled to generate and manage brand equity.



Chapter III

Research Frameworks

This chapter is designed to provide the research framework used in this study. This chapter contains four sections; the first section presents theoretical framework. The second section presents conceptual framework. The third section presents research hypothesis. And the last section presents concepts and operationalization of the variables.

3.1 Theoretical Framework

The main purpose of this study is to assess the relationships between marketing mix elements and brand equity of Sunsilk buyers. The researcher uses Aaker's brand equity dimensions as a fundamental in this study. These dimensions are perceived quality, brand loyalty, and brand awareness/ associations.

Creating brand equity can make the firm gain a competitive advantage. Brand equity is enhanced when consumers become familiar with the brand and hold favorable, strong, and unique associations in memory about the brand. According to Keller (1998), brand equity is reinforced by marketing actions that consistently convey the meaning of the brand to consumers in terms of what products the brand represents, what core benefits it supplies, what needs it satisfies, and how the brand makes those products superior and which strong, favorable, and unique brand associations exist in the minds of consumers. Shimp (1997) stated that enhancing equity depend on the suitability of all marketing mix elements.

3.2 Modified Conceptual Framework

The researcher modified the conceptual framework from the previous researchers such as Yoo, Donthu and Lee (2000) whose research entitled “An Examination of Selected Marketing Mix Elements and Brand Equity.”

The researcher considers marketing mix elements as independent variables, whereas dimensions of brand equity as dependent variables. The researcher selects price, store image, distribution intensity, advertising spending and price deals as a representative set of marketing mix activities. For dependent variables, the researcher selects perceived quality, brand loyalty, and brand awareness/ associations as a representative set of brand equity.

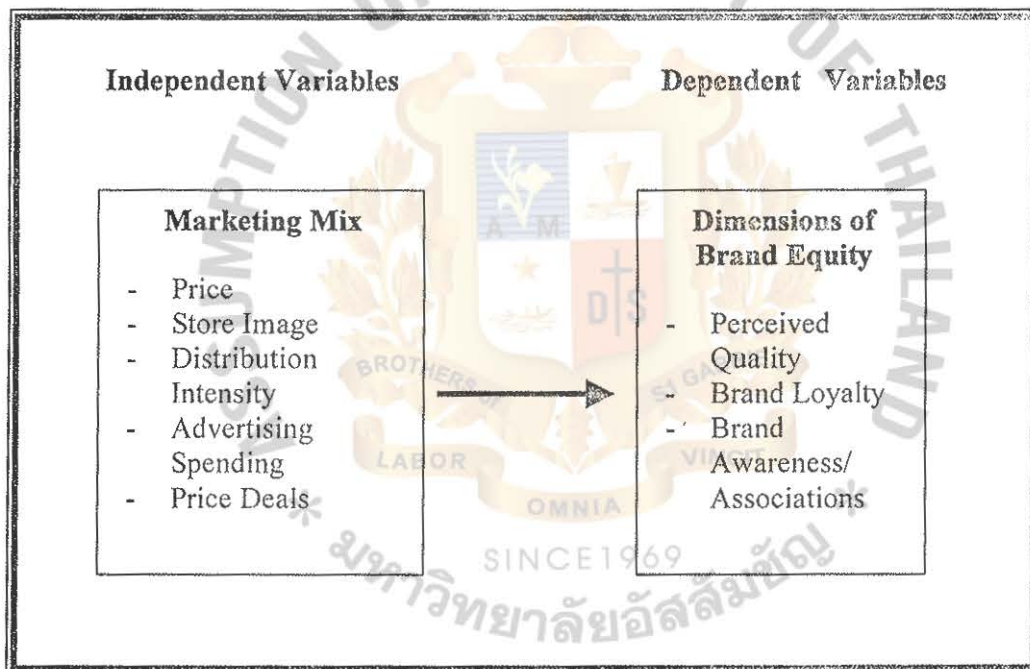
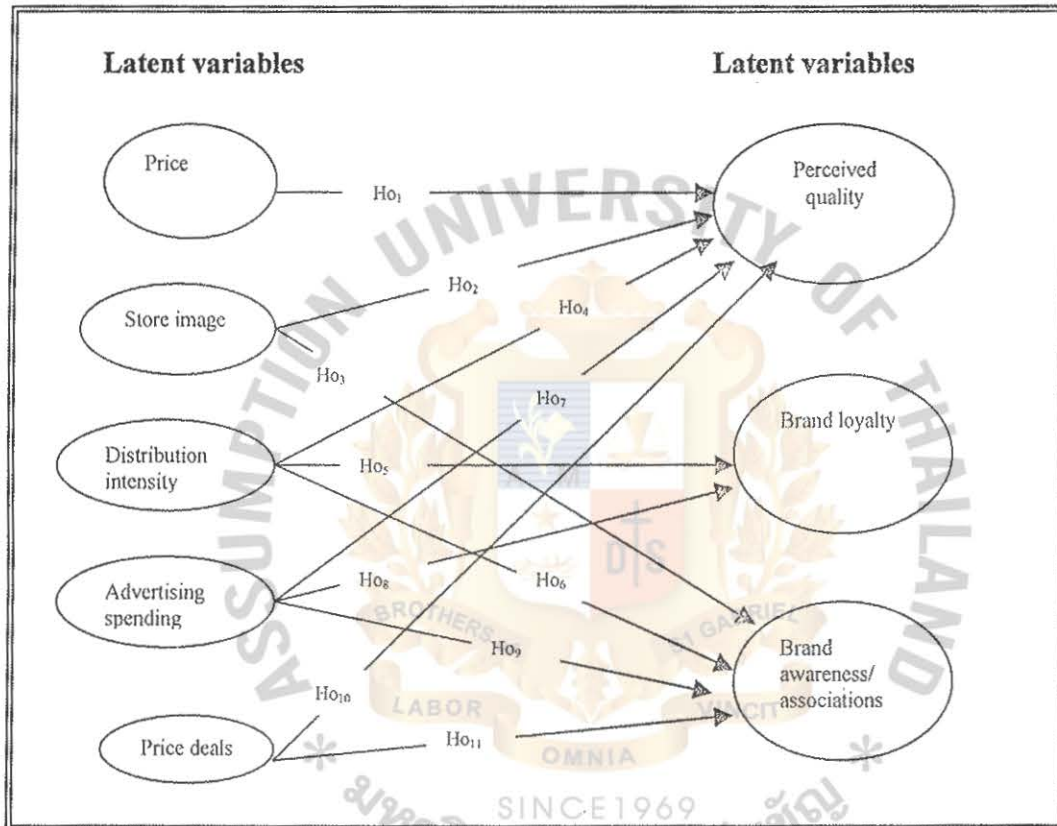


Figure 3.1: A Modified Conceptual Framework from: Yoo, B., Donthu, N. and Lee, S. (2000), an examination of selected marketing mix elements and brand equity, p.24.

3.3 Hypothesis Statements

The researcher examines eleven hypotheses for supporting research objectives. On the basis of the previous researchers, Yoo, Donthu and Lee (2000), the research hypothesizes directional relationship paths among the variables as summarized in Figure 3.2.

Figure 3.2: The Structural Hypothesized Relationship



Yoo, Donthu and Lee (2000) found that there are no significant relationships between price and the other brand equity dimensions, brand loyalty and brand associations. And store image and price deals appear to have no relationship with loyalty to a specific brand.

Hypothesis 1:

Ho₁: There is no relationship between price of Sunsilk and perceived quality of Sunsilk.

Ha₁: There is a relationship between price of Sunsilk and perceived quality of Sunsilk.

Hypothesis 2:

Ho₂: There is no relationship between store image of Sunsilk and perceived quality of Sunsilk.

Ha₂: There is a relationship between store image of Sunsilk and perceived quality of Sunsilk.

Hypothesis 3:

Ho₃: There is no relationship between store image of Sunsilk and brand awareness/associations of Sunsilk.

Ha₃: There is a relationship between store image of Sunsilk and brand awareness/associations of Sunsilk.

Hypothesis 4:

Ho₄: There is no relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.

Ha₄: There is a relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.

Hypothesis 5:

Ho₅: There is no relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk.

Ha₅: There is a relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk.

Hypothesis 6:

Ho₆: There is no relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.

Ha₆: There is a relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.

Hypothesis 7:

Ho₇: There is no relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.

Ha₇: There is a relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.

Hypothesis 8:

H₀₈: There is no relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.

H_{a8}: There is a relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.

Hypothesis 9:

H₀₉: There is no relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.

H_{a9}: There is a relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.

Hypothesis 10:

H₀₁₀: There is no relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.

H_{a10}: There is a relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.

Hypothesis 11:

H₀₁₁: There is no relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.

H_{a11}: There is a relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.

3.4 Operationalization of Dependent Variables

Table 3.1 shows the operational definitions of dependent variables, which are the dimensions of brand equity: perceived quality, brand loyalty, and brand awareness/ associations.

Table 3.1: 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 product or service relative to relevant alternatives with respect to its intended purpose (Keller, 1998)	- Quality of product	Interval
Brand Loyalty	The totality of the brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction, and overall esteem toward the brand (Knapp, 2000).	- Repurchase a preferred product or service consistently in the future.	Interval
Brand Awareness/ Association	The ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. And anything that is directly or indirectly linked in the consumer's memory to a brand (Aaker, 1991, 1998).	- Ability to recognize the brand. - Ability to aware the brand - Ability to recall the brand.	Interval

3.5 Operationalization of independent Variables

Table 3.2 shows the operational definitions of independent variables, which are the marketing mix elements: price, store image, distribution intensity, advertising spending and price deals.

Table 3.2: Operationalization of Marketing Mix Elements.

Concept	Conceptual Definition	Operational Components	Level of Measurement
Price	The amount of money charged for a product or sum of the values consumers exchange for the benefits of having a product (Kotler, 2000).	- Retail price of product	Interval
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).	- Good image of stores.	Interval
Distribution Intensity	The manufacturer placing the goods or services in as many outlets as possible (Kotler, 2000).	- Location - Amount of Stores.	Interval
Advertising Spending	Is paid, nonpersonal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience (Dunn and Barban, 1982).	- Frequency - Intensive	Interval
Price Deals	Short-term discounts offered by manufacturers to encourage nonusers to try the brand and existing users to buy more (Assael, 1993)	- Frequency - Intensive	Interval

Chapter IV

Research Methodology

This chapter discusses the methodology employed in this study. Therefore, the first section presents the research method and the instruments used for data collection. Second is the source of data of this study. Third is the sampling design that describes the target population, sampling frame, sampling units and sample size of this study. Fourth is the pretest of the questionnaires. Finally is the statistical technique, which is used for testing each hypothesis.

4.1 Research Methodology

4.1.1 Research Method: Sample Survey

In this study, exploratory research is used. The exploratory study is particularly helpful in breaking broad, vague problem statements into smaller, more precise sub-problem statements, hopefully in the form of specific hypotheses (Churchill, 1991). Thus, to obtain some background information where absolutely nothing is known about the problem area, the hypotheses are formulated for the investigation (Malhortra and Birks, 2000).

In order to gather the primary data, the researcher uses a sample survey. The principal advantage of the survey method is that it can collect a great deal of data about an individual respondent at one time. Survey also provides a quick, inexpensive, efficient and accurate means of assessing information about a population (Aaker, Kumer and Day, 1999).

4.1.2 Research Instrument

This study used questionnaire as an instrument to acquire several aspects of respondents' perception. Questionnaire is a data-collection instrument. It formally sets out the way in which the research questions of interest should be asked (Proctor, 2003). Self-distributing questionnaire is used for collecting the data needed for the research.

4.2 Source of Data

In this research, the sources of data are both primary and secondary data.

4.2.1 Primary Data

Kotler (2000) stated that primary data are data gathered for a specific purpose or for a specific research project. Kotler further stated that primary data can be collected in five ways: observation, focus groups, surveys, behavioral data, and experiments. For this research, the researcher collected primary data by using surveys method with which the data are collected by using questionnaire. The respondents of this research are the buyers of Sunsilk who stay in Bangkok. The respondents were selected on the basis of convenience and availability.

4.2.2 Secondary Data

Secondary data are the data that were collected for another purpose and already exist somewhere (Kotler, 2000). Secondary data provide a starting point for research and offer the advantages of low cost and ready availability. For this research, the researcher collected secondary data by collecting from various sources such as textbooks, academic journals, magazine, newspaper, and also from the Internet Website.

4.3 Sampling Designs

4.3.1 Non-Probability Sampling

Non-Probability Sampling technique is used in this research. Non-probability sampling is a sample where there is no way of assessing what the probability is of selecting any particular element or unit into the sample asked (Proctor, 2003). In this study the respondents' chance of being included in the sample is unknown; therefore, the non-probability sampling is suitable for this research because there is no record for the list of people who are Shampoo buyers in Bangkok.

4.3.2 Target Population

The target population under this study refers to people who are the buyers of Sunsilk. The researcher collected data (by interview through questionnaires) from the respondents in supermarkets in Bangkok. The researcher selected ten locations of supermarkets as follows:

1) Tops Supermarket: Mahboonkrong	40 Questionnaires
2) Tops Supermarket: Central Lardprao	40 Questionnaires
3) Tops Supermarket: Central Pinklao	40 Questionnaires
4) Big C: Hua Mark	40 Questionnaires
5) Big C: Rajdamri	40 Questionnaires
6) Big C: Chaengwattana	40 Questionnaires
7) Tesco Lotus: Ekamai	40 Questionnaires
8) Tesco Lotus: Silom S&A	40 Questionnaires
9) Tesco Lotus: Sukaphiban I	40 Questionnaires
10) Tanghuaseng: Banglumpoo	40 Questionnaires

4.3.3 Sampling frame

Sampling frame is a comprehensive list of people, business, or organizations from which a researcher intends to select a sample (Hester, 1996). It is not possible to find a list of people who have ever bought Sunsilk shampoo. Therefore, there is no sampling frame in this research.

4.3.4 Sampling Units

The sampling unit is the element that makes up a population (Proctor, 2003). In this research, the sampling unit is the buyer of Sunsilk shampoo in Bangkok area.

4. 3.5 Determining Sampling Size

Due to the methodology that is used in this research, the non-probability sampling method is applied by judgment technique. As there is no formula to calculate the sample size, this study calculates the number of sample size by

estimating the population of the people who stay in Bangkok by comparing with the table of Anderson based on the expected rate of 95 percent confidence level and 5 percent sampling error. The amount of sample size's population of Bangkok is about 5.7 million (Appendix B).

Table 4.1: Theoretical Sample Size for Different Sizes of Population and a 95 percent Level of Certainty.

Population	Required sample for tolerable error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G., Fundamentals of Education Research, 1996, p.202.

As can be seen, when comparing the amount of population in Bangkok with Anderson's table (table 4.2), the sampling size of this research is 384. Therefore, 384 sets of questionnaires were distributed to the target population.

4.4 Pretesting

The questionnaire of this research has been obtained from a previous published research (Yoo, Donthu and Lee, 2000). In order to avoid respondents' misunderstanding the questions, pre-testing of the questionnaire was conducted before the actual questionnaires were used. Thus, the researcher had done the pretest to find out possible problems before launching the questionnaires. Forty respondents or forty questionnaires were used for the pre-test. The researcher used Cronbach's Coefficient

Alpha Scales to test the reliability of questionnaires. The results are shown in Table 4.2.

Table 4.2: The Reliability Analysis

Determinants	Cronbach's Coefficient Alpha
Marketing Mix	
Price	0.7721
Store image	0.8578
Distribution intensity	0.8522
Advertising spending	0.7221
Price deals	0.7710
Brand Equity Dimension	
Perceived quality	0.7506
Brand loyalty	0.8241
Brand awareness/ associations	0.7899

According to Burns and Bush (2000), the reliability value at the level of 0.65 or 0.70 is often considered acceptable for the measurement. As can be seen in table 4.2, for the reliability of the questionnaires, the alpha values of all variables are greater than 0.65. Therefore, all measurement scales are reliable.

4.5 Statistical Treatment of Data

In order to analyze the data collected from the target respondents, Structural equation modeling (SEM) was used to estimate parameters of the structural model and the completely standardized solutions were computed by using the LISREL 8.54 maximum-likelihood method.

Structural Equation Modeling (SEM)

Structural Equation Modeling or SEM, is a very general, chiefly linear, chiefly cross-sectional statistical modeling technique. The researchers are more likely to use SEM to determine whether a certain model is valid. SEM is a very general, very powerful multivariate analysis technique that includes specialized

versions of a number of other analysis methods as special cases.¹ Structural equation modeling (SEM) enables the researcher to measure unmeasured or *latent variables* with empirical indicators. How well the indicators measure the latent variables can be assessed using confirmatory factor analysis. This analysis is confirmatory rather than exploratory because the indicators for each latent variable have to be specified in advance. Regular factor analysis and principal components analysis can be considered exploratory because the program allows all indicators to measure or load on any number of latent variables. These latent variables can also be incorporated into a structural equation model that assesses the structural relationships among the latent variables.²

Latent Constructs

In structural equation modeling, the key variables of interest are usually "latent constructs". A latent variable is a variable that cannot be measured directly, but is hypothesized to underlie the *observed variables*. Latent variables in path diagrams are usually represented by a variable name enclosed in an oval or circle.¹

Observed variables (Manifest Variable)

A manifest variable is a variable that is actual measures or directly observable. In path analysis diagrams used in structural modeling, manifest variables are usually represented by enclosing the variable name within a square or a rectangle.¹

A structural equation model may include two types of latent constructs--*exogenous* and *endogenous*.

1. **Exogenous** are *independent variables*.
2. **Endogenous** are *dependent variables*.

¹ <http://www.statsoftinc.com/textbook/stsepath.html>, retrieved November 1, 2003

² http://www2.bc.edu/~stevenw/mb871_SEM.htm, retrieved September 15, 2003

Software program for doing structural equation model is LISREL. LISREL popularized SEM in sociology and the social sciences and is still the package of reference in most articles about structural equation modeling.

LISREL

LISREL or **L**inear **S**tructural **R**elationship model is *a program for estimating the coefficients in a set of structural equations*. It is particularly designed to accommodate models that include latent variables, measurement errors, reciprocal causation, simultaneity, and interdependence.³ LISREL provides the most comprehensive solution to the errors-in-variables problem. It combines multivariate measurement models for the dependent and independent latent variables with recursive or nonrecursive models for linear relationships between latent variables. The LISREL model, in its most general form, consists of a set of linear structural equations. Variables in the equation system may be either directly observed variables or unmeasured latent (theoretical) variables that are not observed but relate to observed variables. It is assumed in the model that there is a causal structure among a set of latent variables, and that the observed variables are indicators of the latent variables.⁴

In the LISREL model, the linear structural relationship and the factor structure are combined into one comprehensive model applicable to observational studies in many fields. The model allows

- multiple latent constructs indicated by observable explanatory (or *exogenous*) variables,
- recursive and nonrecursive relationships between constructs, and
- multiple latent constructs indicated by observable responses (or *endogenous*) variables.

The connections between the latent constructs compose the structural equation model; the relationships between the latent constructs and their observable indicators or outcomes compose the factor models. All parts of the comprehensive

³ <http://www.philscience.com/economics/ssicentral/lisrel/word.htm>, retrieved September 15, 2003

⁴ <http://www.ecnet.net/users/xwww/ecn/users/guide/unix/lisrel.shtml>, retrieved September 1, 2003

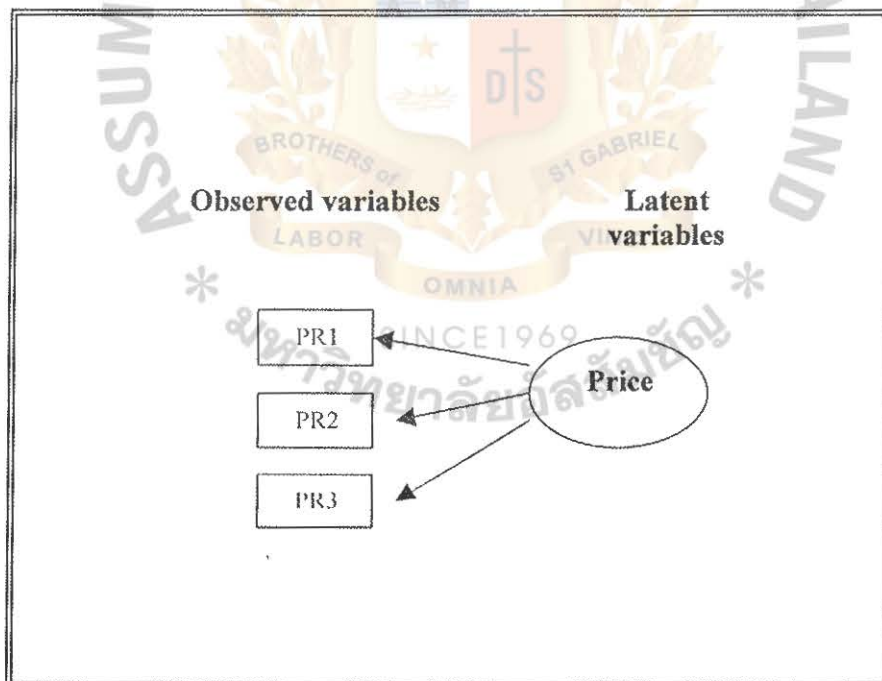
model may be represented in the path diagram and all factor loadings and structural relationships appear as coefficients of the path.

The model consists of two parts, the measurement model and the structural model

1. The measurement model

The measurement model specifies how latent variables or hypothetical constructs depend upon or are indicated by the observed variables. In SEM, each latent construct is usually associated with multiple measures. SEM researchers most commonly link the latent constructs to their measures through a factor analytic measurement model.⁵ That is, each latent construct is modeled as a common factor underlying the associated measures. These "loadings" linking constructs to measures have linear regression relationship.

Figure 4.1: The example of measurement model



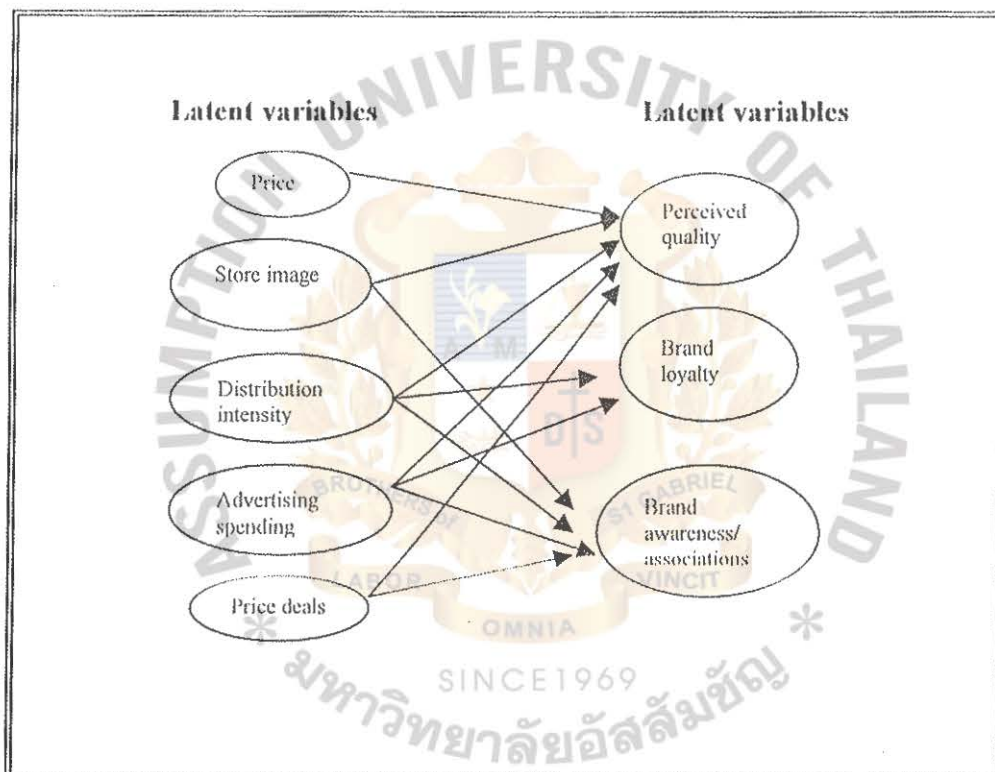
Note: Adapt from World Wide Web: <http://www.gsu.edu/~mkteer/sem.html>

⁵ <http://www.gsu.edu/~mkteer/sem.html>, retrieved September 15, 2003

2. The structural model

The structural model specifies the causal relationships among the latent variables, describes the causal effects, and assigns the explained and unexplained variance. The relationships between the latent variables are linear regression.

Figure 4.2: The example of the structural model



Note: Adapt from World Wide Web: <http://www.gsu.edu/~mkteer/sem.html>

Chapter V

Data Analysis

This chapter presents the analysis of data collected from the respondents. The data was interpreted by using the LISREL 8.54 program. The first section presents the goodness of fit measures. The second section presents the measure of the measurement model. And the last section presents hypothesis testing and the measure of the structural model.

5.1 Goodness of Fit Measures

The LISREL 8.54 output furnishes a number of measures which allow assessment of the absolute and incremental fit of the proposed model (see Table 5.1). Goodness of fit measures are related to the ability of the model to account for the sample covariance and therefore assume that all measures are reflective. If the Goodness of fit statistics value shows a good fit, it can indicate that the model fits the data.

Table 5.1: Goodness of Fit Measures

Goodness of fit statistics	Results
GFI	0.71
RMR	0.07
NNFI	0.86
NFI	0.86
CFI	0.88

Results

1. Goodness of Fit Index (GFI)

A goodness of fit index (GFI) value close to 0.90 reflects a good fit (Schumacker and Lomax, 1996). Therefore, from Table 5.1, a goodness of fit index (GFI) of 0.71 was observed for the model, hence, acceptable to be fit.

2. Root Mean Square Residual (RMR)

A root mean square residual (RMR) value of less than 0.08 is offered by Hu and Bentler (1999) as evidence of acceptable overall model fit. Therefore, from Table 5.1, a root mean square residual (RMR) of 0.07 was observed for the model, suggesting an acceptable fit.

3. Non-Normed Fit Index (NNFI)

A non-normed fit index (NNFI) value close to 0.95 is cited as indication of acceptable fit (Hu and Bentler, 1999). Therefore, from Table 5.1, a non-normed fit index (NNFI) of 0.86 was observed for the model, acceptable to be fit.

4. Normed Fit Index (NFI)

A normed fit index (NFI) value close to 0.90 reflects a good fit (Schumacker and Lomax, 1996). Therefore, from Table 5.1, a normed fit index (NFI) of 0.86 was observed for the model, acceptable to be fit.

5. Comparative Fit Index (CFI)

A comparative fit index (CFI) value close to 0.95 is cited as indication of acceptable fit (Hu and Bentler, 1999). Therefore, from Table 5.1, a non-normed fit index (NNFI) of 0.88 was observed for the model, acceptable to be fit.

In conclusion, the goodness of statistics from table 5.1 shows that all measures pass the minimum required level. These indicate a reasonable level of fit of the model.

Structural Equation Modeling (SEM)

The structural equation model consists of two parts, the measurement model and the structural model. The figure of the structural equation model of this study is shown at the end of this chapter (see Figure 5.1).

5.2 Measurement Model

The measure of the measurement model includes the parameters (Standardized loading) between the latent construct and its observed variables and the t-values. In Structural equation modeling (SEM) the relationship among the latent construct and observed variables is a regression relationship. According to Schumacker and Lomax (1996), the larger the value of Standardized loading, the stronger the impact of that observed variable on the latent constructs.

For the measurement model of this study, there are eight latent variables that are five latent variables of the marketing mix elements and three latent variables of the dimension of brand equity while observe variables are the questionnaire of each latent variable.

PR stands for the questionnaire of price.

IM stands for the questionnaire of store image

DI stands for the questionnaire of distribution intensity

AD stands for the questionnaire of advertising spending

DL stands for the questionnaire of price deals

QL stands for the questionnaire of perceived quality

LO stands for the questionnaire of brand loyalty

AA stands for the questionnaire of brand association/awareness

Table 5.2: Estimate of the measurement model

Item	Standardized Loading	t Value
Price		
PR1: I think the price of Sunsilk is higher than other brands	0.92	28.60
PR2: I think the price of Sunsilk is lower than other brands.	-0.64	-16.17
PR3: I think Sunsilk is more expensive than other brands.	0.88	24.38
Store Image		
IM1: The stores where I can buy Sunsilk carry products of high quality.	0.66	22.86
IM2: The stores where I can buy Sunsilk would be of high quality.	0.72	22.26
IM3: The stores where I can buy Sunsilk have well-known brands.	0.43	12.72
Distribution Intensity		
DI1: More stores sell Sunsilk, as compared to its competing brands.	0.61	15.59
DI2: The number of the stores that deal with Sunsilk is more than that of its competing brands.	0.90	24.36
DI3: Sunsilk is distributed through as many stores as possible.	0.44	11.69
Advertising Spending		
AD1: Sunsilk is intensively advertised.	0.62	18.71
AD2: The ad campaigns for Sunsilk seem very expensive, compared to campaigns for competing brands.	0.33	8.34
AD3: The ad campaigns for Sunsilk are seen frequently.	0.49	16.87
Price Deals		
DL1: Price deals for Sunsilk are frequently offered.	1.00	17.05
DL2: Too many times price deals for Sunsilk are presented.	0.67	13.02
DL3: Price deals for Sunsilk are emphasized more than seems reasonable.	0.17	4.30
Perceived Quality		
QL1: Sunsilk is of high quality.	0.63	30.01
QL2: The likely quality of Sunsilk is extremely high.	0.69	33.88
QL3: The likelihood that Sunsilk would be functional is very high.	0.57	30.72
QL4: The likelihood that Sunsilk is reliable is very high.	0.56	30.63
QL5: Sunsilk must be of very good quality.	0.62	26.49
QL6: Sunsilk appears to be of very poor quality.	-0.43	-15.54
Brand Loyalty		
LO1: I consider myself to be loyal to Sunsilk.	0.58	14.92
LO2: Sunsilk would be my first choice.	0.69	16.55
LO3: I will not buy other brands if Sunsilk is available at the stores.	0.55	13.93
Brand Association/Awareness		
AA1: I know what Sunsilk looks like.	0.55	14.23
AA2: I can recognize Sunsilk among other competing brands.	0.48	12.98
AA3: I am aware of Sunsilk.	0.38	13.75
AA4: Some characteristics of Sunsilk come to my mind quickly.	0.53	17.99
AA5: I can quickly recall the symbol or logo of Sunsilk	0.58	18.74
AA6: I have difficulty in imagining Sunsilk in my mind.	-0.43	-13.19

Results

The t-value less than -1.96 or greater than +1.96 at a 0.05 level of significance means that the observed variable and latent construct are closely related (Schumacker and Lomax, 1996). The result from Table 5.2 shows that all variables had t values greater than 1.96 and also less than -1.96 at a 0.05 level of significance, which means that all the observed variables and their latent constructs are closely related.

5.3 Hypothesis Testing and the Measure of Structural Model

Hypothesis Testing

The purpose of hypothesis testing is to determine which of the two hypotheses (H_0 and H_a) is correct. The main purpose of this study is to study the relationships between marketing mix elements and brand equity of Sunsilk. For the conceptual frame work, this study has eleven hypotheses. LISREL 8.54 was used to identify the relationships between the constructs of interest and to test the hypotheses in this study.

The Measure of Structural Model

The structural model includes the relationships among the latent variables. The relationships between the latent variables are linear regression. In this study the latent variables are the independent variables and dependent variables. The independent variables are the marketing mix elements and the dependent variables are the brand equity dimensions. The effective size (parameter estimate) of marketing mix on brand equity dimensions was computed by using LISREL. According to Schumacker and Lomax (1996), the larger the value of parameter estimates means the stronger the impact among the latent variables.

Hypothesis Testing Results

Hypothesis 1:

H₀₁: There is no relationship between price of Sunsilk and perceived quality of Sunsilk.

H_{a1}: There is a relationship between price of Sunsilk and perceived quality of Sunsilk.

Table 5.3: Structural model estimates of price and perceived quality

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Price → Perceived quality	0.19	4.15	Reject H ₀

Results:

Hypothesis testing

The t-value less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the first hypothesis in table 5.3 shows that the t value is 4.15, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between the price of Sunsilk and the perceived quality of Sunsilk.

The measure of structural model

The parameter estimates value, which represents a regression relation between price and perceived quality, shows that the parameter estimate is 0.19, which means that there is weak (0.19) influence of price on perceived quality

Hypothesis 2:

H₀₂: There is no relationship between store image of Sunsilk and perceived quality of Sunsilk.

H_{a2}: There is a relationship between store image of Sunsilk and perceived quality of Sunsilk.

Table 5.4: Structural model estimates of Store image and perceived quality

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Store image → Perceived quality	0.53	9.89	Reject H ₀

Results:

Hypothesis testing

The t-value less than -1.96 or greater than +1.96 at a 0.05 level of significance means that the null hypothesis (Fink, 1995) is rejected.

The result from the test of the second hypothesis in table 5.4 shows that the t value is 9.89, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between store image of Sunsilk and perceived quality of Sunsilk.

The measure of structural model

The parameter estimate, representing a regression relation between store image and perceived quality, shows that the parameter estimate is 0.53, which means that there is strong (0.53) influence of store image on perceived quality.

Hypothesis 3:

H₀₃: There is no relationship between store image of Sunsilk and brand awareness/associations of Sunsilk.

H_{a3}: There is a relationship between store image of Sunsilk and brand awareness/associations of Sunsilk.

Table 5.5: Structural model estimates of Store image and brand awareness/associations

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Store image → Brand association/awareness	0.43	7.63	Reject H ₀

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the third hypothesis in table 5.5 shows that the t value is 7.63, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between store image of Sunsilk and Brand association/awareness of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between store image and Brand association/awareness, show that the parameter estimate is 0.43, which means that there is weak (0.43) influence of store image on Brand association/awareness.

Hypothesis 4:

Ho₄: There is no relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.

Ha₄: There is a relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.

Table 5.6: Structural model estimates of distribution intensity and perceived quality

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Distribution Intensity → Perceived quality	-0.03	-0.78	Accept Ho

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995)

The result from the test of the fourth hypothesis in table 5.6 shows that the t value is -0.78, which is greater than -1.96 at a 0.05 level of significance. Therefore, the null hypothesis failed to reject. This means that there is no relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between distribution intensity and perceived quality shows that the parameter estimate is -0.03, which means that the influence of distribution intensity of Sunsilk on perceived quality of Sunsilk is not significant.

Hypothesis 5:

H₀₅: There is no relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk.

H_{a5}: There is a relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk.

Table 5.7: Structural model estimates of distribution intensity and brand loyalty.

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Distribution Intensity → Brand Loyalty	0.17	3.22	Reject H ₀

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the fifth hypothesis in table 5.7 shows that the t value is 3.22, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there a relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk

The measure of structural model

The parameter estimates, representing a regression relation between distribution intensity and brand loyalty shows that the parameter estimate is 0.17, which means that there is weak (0.17) influence of distribution intensity on brand loyalty.

Hypothesis 6:

H₀₆: There is no relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.

H_{a6}: There is a relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.

Table 5.8: Structural model estimates of distribution intensity and brand awareness/associations

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Distribution Intensity → Brand associations/ awareness	0.01	0.25	Accept H ₀

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the sixth hypothesis in table 5.8 shows that the t value is 0.25, which is lower than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was failed to reject. This means that there is no relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between distribution intensity and brand awareness/associations shows that the parameter estimate is 0.01, which means that the influence of distribution intensity on brand awareness/associations is not significant.

Hypothesis 7:

Ho₇: There is no relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.

Ha₇: There is a relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.

Table 5.9: Structural model estimates of advertising spending and perceived quality

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Advertising Spending → Perceived quality	0.02	0.38	Accept Ho

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995)

The result from the test of the seventh hypothesis in table 5.9 shows that the t value is 0.38, which is lower than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis failed to reject. This means that there is no relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between advertising spending and perceived quality, shows that the parameter estimate is 0.02, which means that the influence of advertising spending on perceived quality is not significant.

Hypothesis 8:

H₀₈: There is no relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.

H_{a8}: There is a relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.

Table 5.10: Structural model estimates of advertising spending and brand loyalty

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Advertising Spending → Brand loyalty	0.13	2.13	Reject H ₀

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the eighth hypothesis in table 5.10 shows that the t value is 2.13, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between advertising spending and brand loyalty, shows that the parameter estimate is 0.13, which means that there is weak (0.13) influence of advertising spending on brand loyalty.

Hypothesis 9:

H₀₉: There is no relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.

H_{a9}: There is a relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.

Table 5.11: Structural model estimates of advertising spending and brand awareness/associations

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Advertising spending → Brand associations/awareness	0.12	2.23	Reject H ₀

Results:

Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995)

The result from the test of the second hypothesis in table 5.11 shows that the t value is 2.23, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between advertising spending and brand awareness/associations, show that the parameter estimate is 0.12, which means that there is weak (0.12) influence of advertising spending on brand awareness/associations.

Hypothesis 10:

- Ho₁₀: There is no relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.
- Ha₁₀: There is a relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.

Table 5.12: Structural model estimates of price deals and perceived quality

Hypothesized relationship	Parameter Estimate	t Value*	Conclusion
Price deals → Perceived quality	0.09	2.79	Reject Ho

Results:
Hypothesis testing

The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Link, 1995).

The result from the test of the tenth hypothesis in table 5.12 shows that the t value is 2.79, which is greater than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that there is a relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.

The measure of structural model

The parameter estimates, representing a regression relation between frequency of price deals and perceived quality, shows that the parameter estimate is 0.09, which means that there is weak (0.09) influence of frequency of price deals on perceived quality.

Hypothesis 11:

H_{011} : There is no relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.

H_{a11} : There is a relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.

Table 5.13: Structural model estimates of price deals and brand awareness/associations

Hypothesized relationship	Parameter Estimate	t Value	Conclusion
Price deals → Brand associations/ awareness	0.00	0.11	Accept H_0

Results:**Hypothesis testing**

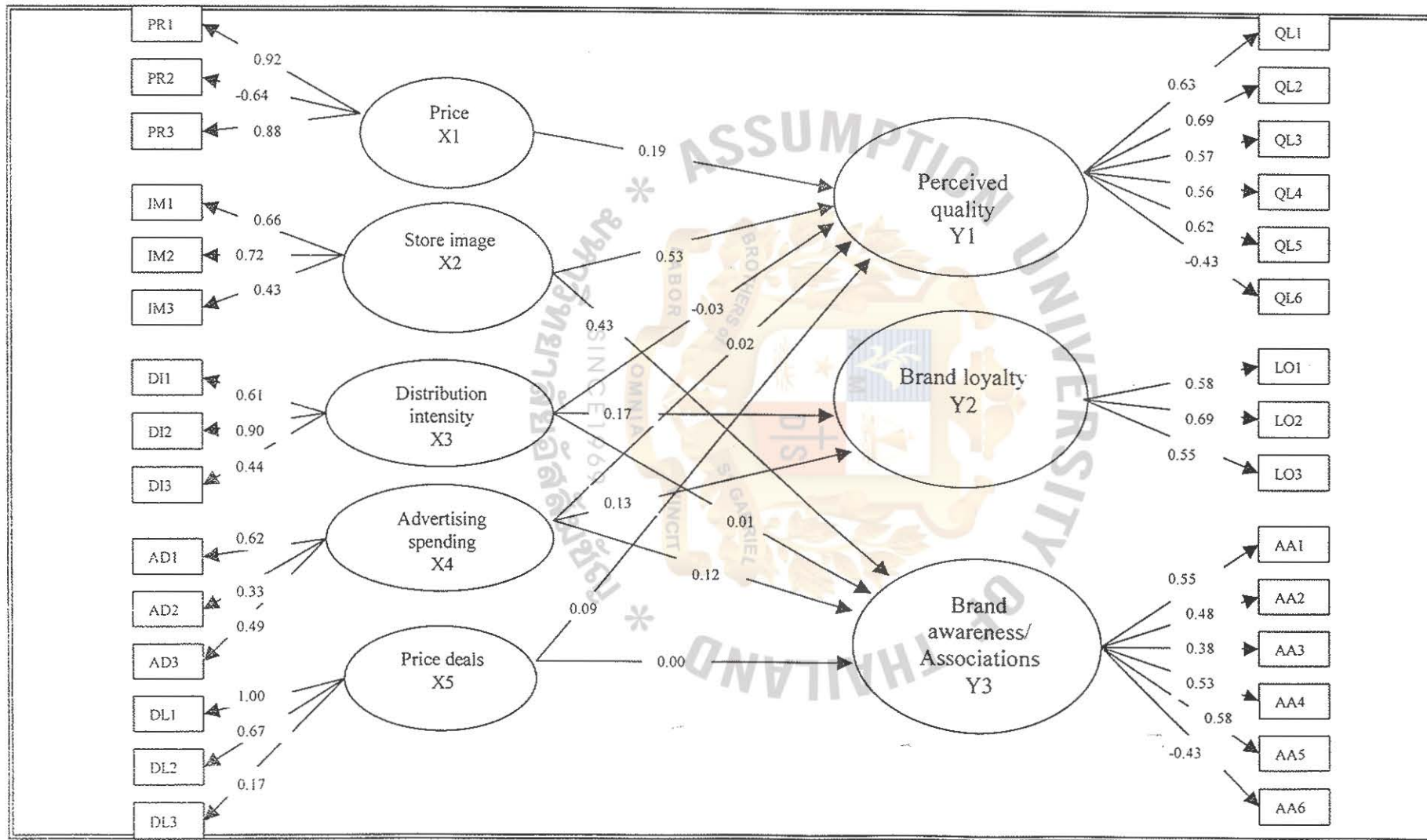
The t-value that less than -1.96 or greater than +1.96 at a 0.05 level of significance means that it will reject the null hypothesis (Fink, 1995).

The result from the test of the eleventh hypothesis in table 5.13 shows that the t value is 0.11, which is lower than 1.96 at a 0.05 level of significance. Therefore, the null hypothesis failed to reject. This means that there is no relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.

The measure of structural model

The parameters estimate, representing a regression relation between frequency of price deals and brand awareness/associations, shows that the parameter estimate is 0.00, which means that the influence of frequency of price deals on brand awareness/associations is not significant.

Figure 5.1: Structural Equation Model: Marketing Mix Elements and the Dimensions of Brand Equity



Chapter VI

Conclusions and Recommendations

This part aims to provide the conclusions and recommendations of the study. The first section presents the summary of hypothesis tests. The second section presents conclusions of the findings. The third section presents the recommendations of the study and the last section presents suggestions for further studies.

6.1 The summary of hypothesis tests

This research is conducted in order to study the relationship between marketing mix elements and the dimensions of brand equity. The respondents of this research are the buyers of Sunsilk in Bangkok. The researcher collected data by interviewing through questionnaire from the respondents in supermarkets in Bangkok. The researcher selected ten locations of supermarket to distribute the questionnaires.

In order to find the relationships between marketing mix elements and the dimensions of brand equity, this study has eleven hypotheses. The LISREL 8.54 was used to identify the relationships between the constructs of interest and to test the hypotheses in this study. The results of hypothesis testing are listed in table 6.1.

Table 6.1: Summary of the hypothesis testing results

Hypothesized Relationship	Estimate	t Value	Conclusion
H ₀₁ : There is no relationship between price of Sunsilk and perceived quality of Sunsilk.	0.19	4.5	Reject H ₀
H ₀₂ : There is no relationship between store image of Sunsilk and perceived quality of Sunsilk.	0.53	9.89	Reject H ₀
H ₀₃ : There is no relationship between store image of Sunsilk and brand awareness/associations of Sunsilk.	0.43	7.63	Reject H ₀
H ₀₄ : There is no relationship between distribution intensity of Sunsilk and perceived quality of Sunsilk.	-0.03	-0.78	Accept H ₀
H ₀₅ : There is no relationship between distribution intensity of Sunsilk and brand loyalty of Sunsilk.	0.17	3.22	Reject H ₀
H ₀₆ : There is no relationship between distribution intensity of Sunsilk and brand awareness/associations of Sunsilk.	0.01	0.25	Accept H ₀
H ₀₇ : There is no relationship between advertising spending of Sunsilk and perceived quality of Sunsilk.	0.02	0.38	Accept H ₀
H ₀₈ : There is no relationship between advertising spending of Sunsilk and brand loyalty of Sunsilk.	0.13	2.13	Reject H ₀
H ₀₉ : There is no relationship between advertising spending of Sunsilk and brand awareness/associations of Sunsilk.	0.12	2.23	Reject H ₀
H ₀₁₀ : There is no relationship between frequency of price deals of Sunsilk and perceived quality of Sunsilk.	0.09	2.79	Reject H ₀
H ₀₁₁ : There is no relationship between frequency of price deals of Sunsilk and brand awareness/associations of Sunsilk.	0.00	0.11	Accept H ₀

As can be seen, from table 6.1, seven of the null hypotheses are rejected and four of the null hypotheses are accepted. The results indicate that there is relationship between price, store image, frequency of price deals and perceived quality.

There is relationship between store image, advertising spending and brand awareness/associations. There is relationship between distribution intensity, advertising spending and brand loyalty. The result also indicated that there is no relationship between distribution intensity, advertising spending and perceived quality. There is no relationship between distribution intensity, frequency of price deals and brand awareness/associations.

6.2 Conclusions

1) Relationships of marketing mix elements to brand equity dimensions

The first objective of this research "To examine the relationship between the elements of marketing mix and the dimensions of brand equity that are perceived quality, brand loyalty, brand awareness, and brand associations of Sunsilk.". The results indicate that there is a relationship between five marketing mix elements and brand equity dimensions.

2) The effect of marketing mix elements on brand equity dimensions.

According to the second objective of this research "To know how each the marketing mix elements affect the dimensions of brand equity of Sunsilk", the findings can be interpreted as follows:

The effect of store image on perceived quality is much stronger than the effect on other marketing mix elements with a parameter estimate value of 0.53, t-value 8.98. The second strong effect is the effect of store image on brand awareness/associations with a parameter estimate value of 0.43, t-value 7.63. While the effect of price on perceived quality (a parameter estimate value of 0.19, t-value 4.15), distribution intensity on brand loyalty (a parameter estimate value of 0.17, t-value 3.22), advertising spending on brand loyalty (a parameter estimate value of 0.13, t-value 2.13), advertising spending on brand awareness/associations (the parameter estimate value is 0.12, t-value 2.23) are much weaker than the effect of store image on perceived quality and brand awareness/associations. The last is the effect of price deals on perceived quality with a parameter estimate value of 0.09, t-value 2.79 which is the weakest effect.

However, there are some marketing mix elements that have no relationship with the dimensions of brand equity. Those are the relationships between

distribution intensity and perceived quality, distribution intensity and brand awareness/associations, advertising spending and perceived quality, and, lastly, is the relationship between price deals and brand awareness/associations. The result indicated that these marketing mix elements do not have significant influence on brand equity dimensions.

Table 6.2: The range relationship between five marketing mix elements and brand equity dimensions

Relationship		Estimate	t Value	Range
Store image	→ Perceived quality	0.53	9.89	1(Strongest)
Store image	→ Brand association/awareness	0.43	7.63	2
Price	→ Perceived quality	0.19	4.15	3
Distribution intensity	→ Brand loyalty	0.17	3.22	4
Advertising spending	→ Brand loyalty	0.13	2.13	5
Advertising spending	→ Brand association/awareness	0.12	2.23	6
Price deals	→ Perceived quality	0.09	2.79	7 (Weakest)

According to the third objective of this research “To know which marketing mix elements have a major effect on brand equity which Sunsilk’s company should give more attention in order to persuade their consumers in a more effective way”, Table 6.2 shows the range effect of five marketing mix elements on brand equity dimensions. The marketing mix element that Sunsilk Company should give more attention to is store image because the result indicated that it is a major effect on brand equity.

6.3 Recommendations

This section provides some recommendations from the findings in order to provide benefits for Sunsilk Company. In Thailand, Sunsilk is the market leader. 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. The results of hypotheses testing indicated that marketing mix elements are related to brand equity. High advertising spending, high price, good store image, and high distribution intensity are related to high brand equity. The results also show that among five marketing mix elements, store image has a major effect on brand equity. However, even the other marketing mix has minor effect on brand equity so Sunsilk Company should not neglect it.

Store Image

Store image is one channel of distribution policy. According to the results, store image has a major effect on brand equity dimensions that are perceived quality and brand association/awareness. Sunsilk Company should give more attention to store image because consumer perceive that good image of a store implies Sunsilk have good quality and create more positive brand association/awareness. Therefore, Sunsilk Company should distribute Sunsilk shampoo through the outlet with good image. Moreover, Sunsilk Company should give an advice to these outlets about how to create display in order to attract their consumers. Good-image stores attract more attention, contacts, and visits from potential customers. In addition, such stores provide greater consumer satisfaction and stimulate active and positive word-of-mouth communications among consumers.

Price

Price has been used as a major positioning tool to differentiate a product. According to the findings, there is a relationship between price and perceived quality. Which means that consumer uses price as an indicator for product quality. Therefore, Sunsilk Company should try to maintain their price of Sunsilk. They should also be careful in setting the price because consumers perceive high price to be

high quality of product, while low price implies low product quality. Consumers may perceive that a lower price is made by cutting costs and product quality to maintain profit margins. If possible, managers should avoid frequent price cuts or a consistent low-price strategy because they lower perceived quality and product image. While maintaining the price level, managers can capitalize on technological progress, managerial efficiency, and customer service to enhance the value of the product. Combining an equal or higher price level with more advanced product features may be the desirable pricing strategy from a brand equity perspective.

Distribution Intensity

From the findings, intensive distribution influences brand loyalty. Therefore, Sunsilk Company should make Sunsilk shampoo available in as many retail outlets as possible. Intensive distribution does not necessarily mean selling through bad image stores, however. Making a product available in more stores affords convenience, time savings, speedy service, and service accessibility, thus increasing customer satisfaction, perceived quality, and brand loyalty and finally, greater brand equity.

Advertising Spending

From the findings, advertising spending influences both brand loyalty and brand association/awareness. Frequently advertising of Sunsilk shampoo may make the consumers aware of the brand and reinforce them to be loyal to the brand. Therefore, Sunsilk Company should invest more on advertising and try to frequently advertise Sunsilk shampoo through all media in order to encourage consumers. Hence, as consumers are exposed to a brand's advertising more frequently, they develop not only higher brand awareness and associations but also a more positive perception of brand quality, which leads to strong brand equity.

6.4 Further Study

This research studies the relationship between elements of marketing mix and the dimensions of brand equity. Therefore the researcher recommends the following items for future research:

1. This study investigates consumers' perceptions of five selected strategic marketing elements: price, store image, distribution intensity, advertising spending, and frequency of price promotions. The selected factors do not embrace all types of marketing elements. Therefore, the results may not be identical for the other marketing elements that are not included in this research. Thus, the future study should examine the other marketing elements, such as, product, design, packaging, sales force and locations.

2. The target population in this study is only people who are shopping in ten locations of supermarkets in Bangkok. Thus, the results may not be identical to other studies undertaken in other areas. Thus, the future study should collect information from consumers in other supermarkets or other provinces.

3. The role of brand equity in the firm's success also needs to be studied. Brand equity may generate value not only to the firm and the customer but also to the employees, the shareholders, and management, because it is the only common integrating factor with which the organization can succeed. When every strategy and business decision is made to enhance brand equity, all stakeholders are likely to win. This stream of thought needs to be further elaborated.

Bibliography

- / Aaker, David A. (1991). Managing Brand Equity: Capitalizing on the value of brand name. New York: The Free Press.
- Aaker, David A. (1992). The Value of Brand Equity, Journal of Business Strategy, Volume 13, No. 14, 27-32
- / Aaker, David A. (1998). Developing Business strategies, 5th edition, New York: John Wiley & Sons, Inc., 174-179.
- * Aaker, David A. and Jacobson, Robert (1994). The Financial Information Content of Perceived Quality. Journal of Marketing Research, 31 May, 191-201.
- / Aaker, David A. and Joachimsthaler, Erich (2000). Brand Leadership, New York: The Free Press, 17
- Aaker, David A., Kumar V. and Day, George S. (1999). Marketing Research, 6th edition, New York: John Wiley & Sons, Inc.
- / Alba, Joseph W. and J. Wesley Hutchinson (1987). Dimensions of Consumer Expertise. Journal of Consumer Research, Volume 13, March, 411-454.
- Anderson, Carol H. and Vincze, Julian W. (2000), Strategic Marketing Management: Meeting the global Marketing Challenge, New York: Houghton Mifflin Company.
- Anderson, G. (1996), Fundamentals of Education Research, 202
- △ Archibald, Robert B., Clyde A. Haulman, and Carlisle E. Moody, Jr. (1983), Quality, Price, Advertising, and Published Quality Ratings, Journal of Consumer Research, Volume 9, March: 347-356.
- Assael, Henry (1993), Marketing Principle and Strategy, 2nd edition, Fort Worth: The Dryden Press
- / Belch, George and Belch, Michael A. (2001), Advertising and Promotion: An Integrated Marketing Communications Perspective, 5th edition, New York: McGraw-Hill.
- Bhunia, Shahid N (1999), Customer Attitude Toward Marketing Mix Elements Pertaining to Foreign Products in An Emerging International Market, International Journal of Commerce & Management, Volume 9, 116-137.
- * / Blattberg, Robert C. and Kenneth J. Winniewski (1989), Price-Induced Patterns of Competition, Marketing Science, Volume 8, Fall: 291-309.
- BrandAge Magazine, Issue 8, 2003, 48

Boriphuntanon, Nunthana (1999), Relationship of Brand Equity to Marketing Communication Factors, A Thesis for the Degree of Master of Arts, Chulalongkorn University, Bangkok, Thailand.

Buchanan, Lorraine, Simmons, Carolyn, J. and Bickart, Barbara A. (1999), Brand Equity Dilution: Retailer Display and Context Brand Effects, Journal of Marketing Research, Volume 36, 345-355.

Burns, C.A. and Bush, F.R. (2000), Marketing research, 3rd edition, New Jersey: Prentice Hall.

Business Thai Newspaper, 2003, September 22, p.4

Campbell, Margaret C. (2002), Building Brand Equity, International Journal of Medical Marketing, Volume 3, May, 208-218.

Chaudhun, Arjun (1999), Does Brand Loyalty Mediate Brand Equity Outcomes, Journal of Marketing Theory and Practices, Volume 7, spring, 136-146.

Chaudhun, Arjun and Holbrook, Morris B. (2001), The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The role of brand loyalty, Journal of Marketing, Volume 65, 81-94.

Chen, Cheng Hsui (2001), Using free association to examine the relationship between the characteristics of brand associations and brand equity, Journal of product and brand management, Volume 10, 439-451

Δ Churchill, Gilbert A. (1991), Marketing Research: Methodological Foundations, 5th edition, The Dryden Press

Dalrymple, Douglas J. and Parsons, Leonard J. (1990), Marketing Management: Strategy and cases, 5th edition, New York: John Wiley & Sons, Inc.

Davis, Duane, and Consenza, Robert M. (1993), Business Research for Decision Marketing, USA: PWS-KENT.

* Dodds, William B., Kent B. Monroe, and Dhruv Grewal (1991), Effects of Price, Brand, and Store Information on Buyers' Product Evaluation, Journal of Marketing Research, Volume 28, August: 307-319.

Δ Mix / Dunn, S. Watson and Barban, Arnold M. (1982), Advertising: Its role in modern Marketing, 5th edition, Chicago: The Dryden Press.

Faircloth, James B, Capella, Louis M, and Alford, Bruce L. (2001), The effect of brand attitude and brand image on brand equity, Journal of Marketing Theory and Practice, Volume 9, Summer, 61-72.

Brandt / Farquhar, Peter H. (1989), Managing Brand Equity, Marketing research, Vol. 1, 24-33

Fink, Arlene (1995), How to analyze survey data: Thousand Oaks: Sage Publications

Gupta, Sunil. (1988), Impact of Sales Promotions on When, What, and How Much to Buy, Journal of Marketing Research, Volume 25, November: 342-355.

/ Hamper, Robert J. and Baugh, L. Sue (1994), Strategic Marketing Planning, Illinois: NTC Business Books.

/ Hardy, Cynthia (1994), Managing Strategic Action: Mobilizing change concepts, reading and cases, London: SAGE Publications

Hauser, John R. and Birger Wernerfeldt (1990), An Evaluation Cost Model of Consideration Sets, Journal of Consumer Research, Volume 16, March: 393-408.

Helsen, Kristiaan and David Schmittlein (1994), Understanding Price Effects for New Nondurables: How Price Responsiveness Varies Across Depth-of-Repeat Classes and Types of Consumers, European Journal of Operational Research, Volume 76, July: 359-374.

Hester, Edward (1996), Successful marketing research: the complete guide to getting and using essential information about your customers and competitors, New York: John Wiley & Sons, Inc

Household Economic Statistic Group and Economic and Social Statistics Bureau (2002), Report of the 2002 Household Socio-Economic Survey, National Statistic Office Ministry of Information and Communication Technology, Bangkok

Hu, Li-tze and Bentler, Peter M. (1999), Cutoff Criteria for fit indexes in covariance structural analysis: conventional criteria versus new alternatives, Structural Equation Modeling, 6(1), 1-55

Jarusin Pornpakdeetawanugoon (2002), Competitive Aspects of Brand Value for Mobile Phone Industry Created by Brand Equity, A Thesis for the Degree of Master of Business Administration, Assumption University, Bangkok, Thailand.

* Kamakura, Wagner A. and Gary J. Russell (1991), Measuring Consumer Perceptions of Brand Quality with Scanner Data: Implications for Brand Equity, Marketing Science Institute, Report Number 91-122, Cambridge, MA.

/ Kapferer, Jean Noel (1992), Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity, New York: The Free Press.

/ Keller, Kevin Lane. (1993), Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, Journal of Marketing, Vol.57, January, 1-22.

- ✓ Keller, Kevin Lane. (1998), Strategic Brand Management: Building, measuring, and managing brand equity, New Jersey: Prentice Hall.
- Keller, Kevin Lane. (2001), Building Customer-based Brand Equity, Marketing Management, July-August.
- * Kirmani, Amna, and Peter Wright (1989), Money Talks: Perceived Advertising Expenditures and Expected Product Quality, Journal of Consumer Research, Vol. 16, December, 344-353.
- ✓ Knapp, Duane E. (2000), The Brand Mindset, New York: McGraw-Hill.
- ✓ Kotler, Philip (2000), Marketing Management, The Millennium Edition, USA: Prentice Hall.
- ✓ Kotler, Philip (2000), Kotler on Marketing: How to create win and dominate markets, London: The Free Press.
- Lassar, Walfried., Mittal, Banwari. And Sharma, Arun (1995), Measuring customer-based brand equity, Journal of consumer marketing, Volume 12, 11-19
- Latawan, Akarat (2000), Consumer-based brand equity and consumer evaluation of brand extension, A Thesis for the Degree of Master of Arts, Chulalongkorn University, Bangkok, Thailand.
- Malhortra, N. K. and Birks (2000), Marketing Research: An applied orientation, International Edition, New Jersey: Prentice Hall.
- ✓ McCarthy, E. Jerome and Perreault, Jr., William D. (1990), Basic Marketing: A manager approach, Boston: IRWIN
- Meer, David (1995), System Beaters, Brand Loyals, and Deal Shoppers: New Insights into the Role of Brand and Price, Journal of Advertising Research, Volume 35, RC2-RC7
- Michael, L. Ray (0000), Advertising and Communication Management, Englewood Cliffs, New Jersey: Prentice Hall.
- ✓ Miller, Orin (2001), The Product Life Cycle and The Marketing Mix, Journal of the Institute of Credit Management, 36-37
- * Milgrom, Paul and John Roberts (1986), Price and Advertising Signals of Product Quality, Journal of Political Economy, Vol. 55, August, 10-25.
- Nilson, Torsten H. (1998), Competitive Branding: Winning in the market place with value-added brands, Chichester: John Wiley & Sons, Inc.
- Nowak, Linda I and Washburn, Judith H. (2002), Building Brand Equity: Consumer reactions to proactive environmental policies by the winery, International Journal of Wine, Volume 14, 5-20.

Park, Chan Su and V. Srinivasan (1994), A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility, Journal of Marketing Research, Vol. 31, May, 271-288.

Pornpakdeetawanugoon, Jarusin (2002), Competitive Aspects of Brand Value for Mobile Phone Industry Created by Brand Equity, A Thesis for the Degree of Master of Business Administration, Assumption University, Bangkok, Thailand.

Prachachart-turakit Newspaper, 2003, September 19, p.17

Proctor, Tony (2003), Essentials of marketing research, 3rd edition, Harlow: Prentice Hall

Punpanishgul, Thanatorn. (2002), A study of impact of marketing mix on purchasing decision of body liquid soap, A Thesis for the Degree of Master of Business Administration, Assumption University, Bangkok, Thailand.

* Rao, Akshay R. and Kent B. Monroe (1989), The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrated Review, Journal of Marketing Research, Volume 26, August: 351-357.

/ Seema, Natnicha (2003), A Study of The Relationship Between The Elements of Marketing Mix and Some Dimensions of Brand Equity, A Thesis for the Degree of Master of Business Administration, Assumption University, Bangkok, Thailand.

Schumacker, Randall E. and Lomax, Richard G. (1996), A beginner's guide to structural equation modeling, Mahwah: Lawrence Erlbaum Associations publishers.

▷ / Shimp, Terrence A. (1997), Advertising, Promotion, and Supplement Aspects of Integrated Marketing Communications, 4th edition, Orlando, The Dryden Press, 5

Sirgy, M. Joseph and A. Coskun San-li. (1985), A Path Analytic Model of Store Loyalty Involving Self-Concept, Store Image, Geographic Loyalty, and Socioeconomic Status, Journal of the Academy of Marketing Science, Volume 13, Summer: 265-291.

/ Temporal, Paul (2000), Branding in Asia: The Creation, Development, and Management of Asian Brands for the Global Market, Singapore: John Wiley & Sons, Inc., 160.

/ Thaler, Richard (1985), Mental Accounting and Consumer Choice, Marketing Science, Volume 4, summer: 199-214.

/ Upshaw, Lynn B. (1995), Building Brand Identity: A Strategy for Success in a Hostile Marketplace, New York: John Wiley & Sons, Inc., 14.

Winer, Russell S. (1986). A Reference Price Model of Brand Choice for Frequently Purchased Products, Journal of Consumer Research, Volume 13, September:250-256.

/ Yoo, B., Donthu, N. and Lee, S. (2000), An examination of selected marketing mix elements and brand equity, Journal of the Academy of Marketing Science, Vol. 28, No. 2, 195-211.

Yoon, Sung Joon, and Kim, Joo Ho (2000), An Empirical Validation of a Loyalty Model Based on Expectation Disconfirmation, The Journal of Consumer Marketing, Volume 17, 120-130.

Zeithaml, Valarie A.(1988), Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, Journal of Marketing, Volume 52, July: 2-22.

Internet Sites

Department of Provincial Administration Ministry of Interior. Retrieved August 14, 2003 from the World Wide Web: http://www.dola.go.th/stat/y_stat45.htm

ECnet, Ltd. Retrieved September 1, 2003 from the World Wide Web: <http://www.ecnet.net/users/xwww/ecn/users.guide/unix/lisrel.shtml>

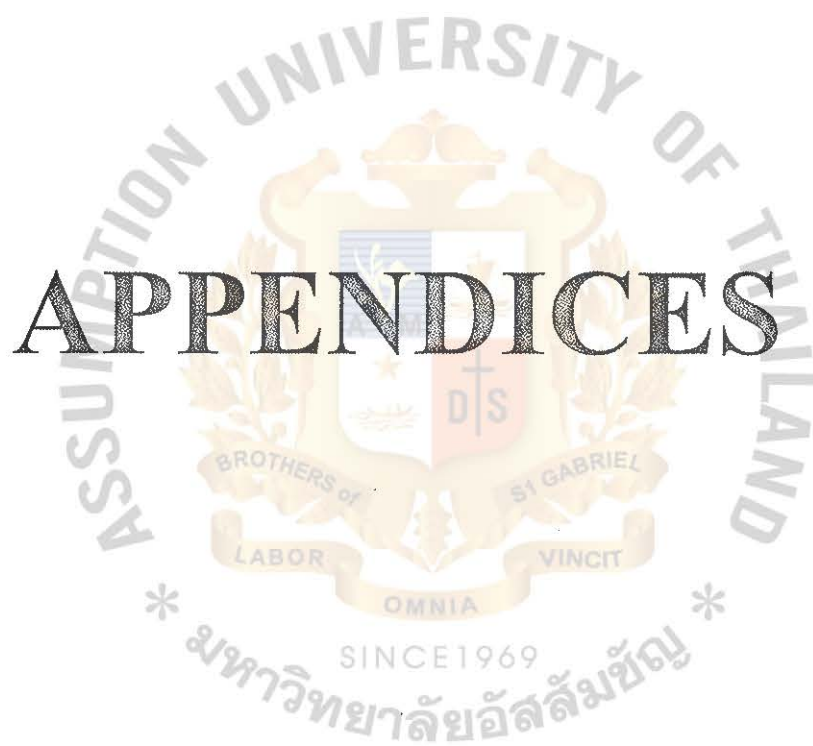
Ed Ringdon's Interactive Marketing/ Structural Equation Modeling Page. Retrieved September 15, 2003 from the World Wide Web:<http://www.gsu.edu/~mkteer/sem.html>

Phil Science, Inc. Retrieved September 15, 2003 from the World Wide Web: <http://www.philscience.com/economics/ssicentral/lisrel/word.html>.

StatSoft, Inc. Retrieved November 1, 2003 from the World Wide Web: <http://www.statsoftinc.com/textbook/stsepath.html>

William B. Stevenson. Retrieved September 15, 2003 from the World Wide Web:http://www2.bc.edu/~stevenw/mb871_SEM.htm

APPENDICES





APPENDIX A: QUESTIONNAIRE

Questionnaire

The Relationship between the Elements of Marketing Mix and Brand Equity of Sunsilk in Bangkok

Dear Respondents:

This questionnaire is the instrument used for gathering data for a Master thesis in the MBA program at Assumption University. Your cooperation by filling in the questionnaire will be highly appreciated. Please kindly answer all the questions. All information will be kept confidential. Therefore, you can feel free to respond to every item honestly.

Thank you

Screening Question:

- Are you the buyers of *Sunsilk* in Bangkok?
☐ Yes ☐ No (closed interview)

Listed below are a series of statements. Read each statement carefully and indicate your agreement and disagreement with these statements by selecting the appropriate response.

- | | | |
|---|---|-------------------|
| 5 | = | Strongly agree |
| 4 | = | Agree |
| 3 | = | Neutral |
| 2 | = | Disagree |
| 1 | = | Strongly disagree |

Part 1: Elements of marketing mix

No.	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
	<u>Price</u>					
1.	I think the price of <i>Sunsilk</i> is higher than other brands					
2.	I think the price of <i>Sunsilk</i> is lower than other brands.					
3.	I think <i>Sunsilk</i> is more expensive than other brands.					
	<u>Store image</u>					
4.	The stores where I can buy <i>Sunsilk</i> carry products of high quality.					
5.	The stores where I can buy <i>Sunsilk</i> would be of high quality.					
6.	The stores where I can buy <i>Sunsilk</i> have well-known brands.					
	<u>Distribution intensity</u>					
7.	More stores sell <i>Sunsilk</i> , as compared to its competing brands.					
8.	The number of the stores that deal with <i>Sunsilk</i> is more than that of its competing brands.					
9.	<i>Sunsilk</i> is distributed through as many stores as possible.					
	<u>Advertising spending</u>					
10.	<i>Sunsilk</i> is intensively advertised.					
11.	The ad campaigns for <i>Sunsilk</i> seem very expensive, compared to campaigns for competing brands.					
12.	The ad campaigns for <i>Sunsilk</i> are seen frequently.					
	<u>Price deals</u>					
13.	Price deals for <i>Sunsilk</i> are frequently offered.					
14.	Too many times price deals for <i>Sunsilk</i> are presented.					
15.	Price deals for <i>Sunsilk</i> are emphasized more than seems reasonable.					

Part 2: Brand Equity

No.	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
	<u>Perceived Quality</u>					
16.	<i>Sunsilk</i> is of high quality.					
17.	The likely quality of <i>Sunsilk</i> is extremely high.					
18.	The likelihood that <i>Sunsilk</i> would be functional is very high.					
19.	The likelihood that <i>Sunsilk</i> is reliable is very high.					
20.	<i>Sunsilk</i> must be of very good quality.					
21.	<i>Sunsilk</i> appears to be of very poor quality.					
	<u>Brand Loyalty</u>					
22.	I consider myself to be loyal to <i>Sunsilk</i> .					
23.	<i>Sunsilk</i> would be my first choice.					
24.	I will not buy other brands if <i>Sunsilk</i> is available at the stores.					
	<u>Brand Awareness/Association</u>					
25.	I know what <i>Sunsilk</i> looks like.					
26.	I can recognize <i>Sunsilk</i> among other competing brands.					
27.	I am aware of <i>Sunsilk</i> .					
28.	Some characteristics of <i>Sunsilk</i> come to my mind quickly.					
29.	I can quickly recall the symbol or logo of <i>Sunsilk</i>					
30.	I have difficulty in imagining <i>Sunsilk</i> in my mind.					

♥♥Thank You♥♥

แบบสอบถาม

เรื่อง ความสัมพันธ์ของส่วนประสมทางการตลาดที่มีต่อมูลค่าแบรนด์ของ แคมพูชั่นซิล ในเขตกรุงเทพมหานคร

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามชุดนี้ได้จัดทำขึ้นเพื่อรวบรวมข้อมูลที่ใช้ในการวิจัย และเป็นส่วนหนึ่งของวิทยานิพนธ์ของข้าพเจ้า
ปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ (ABAC) ขอความกรุณาท่านช่วยสละเวลาตอบ แบบสอบถามฉบับนี้ ข้อมูลของท่านจะ
ถือเป็นความลับ และจะนำไปใช้เพื่อการศึกษาเท่านั้น

ขอบพระคุณเป็นอย่างสูง

❖ คำถามกัณฑ์

คุณเป็นผู้ซื้อ แคมพูชั่นซิล ในเขตกรุงเทพมหานครใช่หรือไม่

☐ ใช่ ☐ ไม่ใช่ (โปรดการันการณ์)

ส่วนที่ 1 ส่วนประสมทางการตลาด (Marketing Mix)

กฎเกณฑ์ 1. ถ้าในข้อที่ความถี่ของคำตอบเป็นเลขทศนิยม ให้ปัดเศษทศนิยม 4 หลัก แล้วปัดขึ้นหรือลงให้เต็ม

5 = เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย
4 = เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง
3 = เลข 0

ข้อ	ข้อความ	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เฉยๆ (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วย อย่างยิ่ง (1)
1	ข้าพเจ้าคิดว่าแคมพูชั่นซิล มีราคาสูงกว่าแคมพูซี่ห่ออื่น					
2	ข้าพเจ้าคิดว่าแคมพูชั่นซิล มีราคาต่ำกว่าแคมพูซี่ห่ออื่น					
3	ข้าพเจ้าคิดว่าแคมพูชั่นซิล มีราคาแพงกว่าแคมพูซี่ห่ออื่น					
4	ข้าพเจ้าคิดว่าร้านที่ข้าพเจ้าซื้อ แคมพูชั่นซิล เป็นร้านที่ขายแค่สินค้าที่มีคุณภาพ					
5	ข้าพเจ้าคิดว่าร้านที่ข้าพเจ้าซื้อ แคมพูชั่นซิล เป็นร้านที่มีแค่สินค้าที่มีคุณภาพสูง					
6	ข้าพเจ้าคิดว่าร้านที่ข้าพเจ้าซื้อ แคมพูชั่นซิล มีแค่แคมพูซี่ห่อที่เป็นที่นิยมวางขาย					
7	ข้าพเจ้าคิดว่า แคมพูชั่นซิล มีวางขายอยู่ทั่วไป และหาซื้อได้ง่ายกว่าแคมพูซี่ห่ออื่น					
8	ข้าพเจ้าพบว่าร้านที่ขาย แคมพูชั่นซิล หลายร้านกว่าแคมพูซี่ห่ออื่น					
9	ข้าพเจ้าพบว่าร้านไหนๆ ก็มี แคมพูชั่นซิล วางขาย					
10	แคมพูชั่นซิล มีการโฆษณาถี่มาก					
11	ข้าพเจ้ารู้สึกว่าการโฆษณาของ แคมพูชั่นซิล ใช้งบในการโฆษณาสูงมากเมื่อเปรียบเทียบกับโฆษณาของแคมพูซี่ห่ออื่นๆ					
12	ข้าพเจ้าเห็น โฆษณาของ แคมพูชั่นซิล อยู่เสมอๆ					
13	แคมพูชั่นซิล มีการ ลดราคา บ่อยมาก					
14	ข้าพเจ้าพบว่ามีหลายครั้งที่ แคมพูชั่นซิล มีการ ลดราคา					
15	ข้าพเจ้าคิดว่ามีการเน้นการ ลดราคา ของ แคมพูชั่นซิล บ่อยมากจนเกินไป					

ส่วนที่ 2 มูลค่าแบรนด์ (Brand Equity)

ข้อ	ข้อความ	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เฉยๆ (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วย อย่างยิ่ง (1)
16	แบรนด์พูนชีล เป็นแบรนด์ที่มีคุณภาพสูง					
17	ข้าพเจ้าคิดว่าแบรนด์พูนชีล เป็นแบรนด์ที่มีคุณภาพสูงมาก					
18	ข้าพเจ้าคิดว่า แบรนด์พูนชีล เป็นแบรนด์ที่ใช้แล้วมีประสิทธิภาพดี(เช่น ทำให้ผมสบาย,นุ่มสลวย ฯลฯ)					
19	ข้าพเจ้าคิดว่า แบรนด์พูนชีล เป็นแบรนด์ที่ข้าพเจ้าไว้วางใจ และเชื่อมั่นในประสิทธิภาพ					
20	แบรนด์พูนชีล มีคุณภาพดีมาก					
21	แบรนด์พูนชีล มีคุณภาพต่ำมาก					
22	ข้าพเจ้าคิดว่าข้าพเจ้าจะใช้ แบรนด์พูนชีล ต่อไปเรื่อยๆ					
23	แบรนด์พูนชีล จะเป็นแบรนด์ที่หือแรกที่ข้าพเจ้าจะเลือกซื้อ					
24	ข้าพเจ้าจะไม่ซื้อแบรนด์พูนชีลหืออื่น ถ้ามี แบรนด์พูนชีล วางขายอยู่ในร้าน					
25	ข้าพเจ้ารู้ว่า แบรนด์พูนชีล มีลักษณะเป็นอย่างไร (เช่น ลักษณะขวด,กลิ่น,สี ฯลฯ)					
26	เมื่อนึกถึงแบรนด์พูนชีล ข้าพเจ้านึกถึง แบรนด์พูนชีล ได้เป็นอันดับแรก					
27	ข้าพเจ้ารู้จัก แบรนด์พูนชีล					
28	แบรนด์พูนชีล มีลักษณะบางอย่างที่ทำให้ข้าพเจ้านึกถึงได้อย่างรวดเร็ว(เช่น มีกลิ่นหอม,มีขวดสวยงาม,ทำให้ผมนุ่มสลวย ฯลฯ)					
29	สัญลักษณ์หรือตราสินค้าของ แบรนด์พูนชีล มีลักษณะที่ทำให้ข้าพเจ้าจดจำได้ง่าย					
30	ข้าพเจ้านึกไม่ออกว่า แบรนด์พูนชีล มีลักษณะเป็นอย่างไร					

♥♥ ขอขอบคุณมากค่ะ ♥♥

APPENDIX B: Thailand's population 2002





ประกาศสำนักทะเบียนกลาง กรมการปกครอง
เรื่อง จำนวนราษฎรทั่วราชอาณาจักร แยกเป็นกรุงเทพมหานคร และจังหวัดต่าง
ๆ
ตามหลักฐานการทะเบียนราษฎร ณ วันที่ 31 ธันวาคม 2545

อาศัยอำนาจตามความในมาตรา 45 แห่งพระราชบัญญัติ
การทะเบียนราษฎร
พ.ศ.2534 จึงประกาศ จำนวนราษฎรทั่วราชอาณาจักรแยกเป็น
กรุงเทพมหานคร และจังหวัด
ต่าง ๆ ตามหลักฐานการทะเบียนราษฎร ณ วันที่ 31 ธันวาคม
2545 ดังต่อไปนี้

ลำดับ	จังหวัด	จำนวนราษฎร		
		ชาย	หญิง	รวม
	ทั่วประเทศ	31,139,647	31,660,225	62,799,872
1	กรุงเทพมหานคร	2,796,409	2,985,750	5,782,159
2	จังหวัดกระบี่	190,451	187,503	377,954
3	จังหวัดกาญจนบุรี	405,787	396,049	801,836
4	จังหวัดกาฬสินธุ์	494,537	495,675	990,212
5	จังหวัดกำแพงเพชร	382,183	385,947	768,130
6	จังหวัดขอนแก่น	881,465	886,178	1,767,643
7	จังหวัดจันทบุรี	251,771	254,240	506,011
8	จังหวัดฉะเชิงเทรา	320,365	329,393	649,758
9	จังหวัดชลบุรี	566,350	563,536	1,129,886
10	จังหวัดชัยนาท	170,261	180,286	350,547

จำนวนประชากรปี 2545

11	จังหวัดชัยภูมิ	566,480	570,028	1,136,508
12	จังหวัดชุมพร	237,894	235,924	473,818
13	จังหวัดเชียงใหม่	634,959	639,255	1,274,214
14	จังหวัดฉะเชิงเทรา	787,591	808,264	1,595,855
15	จังหวัดศรีสะเกษ	298,879	304,193	603,072
16	จังหวัดตราด	113,794	111,501	225,295
17	จังหวัดตาก	257,514	249,857	507,371
18	จังหวัดนครนายก	124,790	126,274	251,064
19	จังหวัดน่าน	390,343	411,613	801,956
20	จังหวัดนราธิวาส	360,525	361,015	721,540
21	จังหวัดนครราชสีมา	1,280,671	1,300,573	2,581,244
22	จังหวัดนครสวรรค์	764,615	769,279	1,533,894
23	จังหวัดนครสวรรค์	556,598	574,243	1,130,841
24	จังหวัดนนทบุรี	432,712	472,485	905,197
25	จังหวัดนราธิวาส	347,870	352,081	699,951
26	จังหวัดน่าน	246,553	241,189	487,742
27	จังหวัดบุรีรัมย์	772,168	773,611	1,545,779
28	จังหวัดปทุมธานี	344,149	364,760	708,909
29	จังหวัดประจวบคีรีขันธ์	248,551	239,926	488,477
30	จังหวัดปราจีนบุรี	227,012	225,810	452,822
31	จังหวัดปัตตานี	310,043	317,912	627,955
32	จังหวัดพระนครศรีอยุธยา	364,383	383,860	748,243
33	จังหวัดพะเยา	251,475	257,079	508,554
34	จังหวัดพังงา	121,147	118,254	239,401
35	จังหวัดพิจิตร	248,702	255,752	504,454
36	จังหวัดพิจิตร	290,810	301,143	591,953
37	จังหวัดพิษณุโลก	430,049	437,636	867,685
38	จังหวัดเพชรบุรี	224,942	236,397	461,339

จำนวนประชากรปี 2545

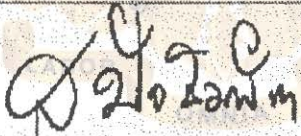
39	จังหวัดเพชรบูรณ์	521,422	519,364	1,040,786
40	จังหวัดแพร่	238,650	246,471	485,121
41	จังหวัดภูเก็ต	131,187	139,251	270,438
42	จังหวัดมหาสารคาม	469,531	473,378	942,909
43	จังหวัดมุกดาหาร	169,727	168,549	338,276
44	จังหวัดแม่ฮ่องสอน	124,295	115,719	240,014
45	จังหวัดยโสธร	278,300	275,564	553,864
46	จังหวัดยะลา	229,862	229,797	459,659
47	จังหวัดร้อยเอ็ด	661,716	661,148	1,322,864
48	จังหวัดระนอง	83,898	79,262	163,160
49	จังหวัดระยอง	272,807	273,763	546,570
50	จังหวัดราชบุรี	408,255	422,020	830,275
51	จังหวัดสกลนคร	388,737	379,248	767,985
52	จังหวัดลำปาง	397,764	403,011	800,775
53	จังหวัดลำพูน	199,571	207,631	407,202
54	จังหวัดเลย	322,665	312,922	635,587
55	จังหวัดศรีสะเกษ	729,186	729,783	1,458,969
56	จังหวัดสกลนคร	552,899	554,853	1,107,752
57	จังหวัดสงขลา	624,363	646,704	1,271,067
58	จังหวัดสตูล	135,544	135,258	270,802
59	จังหวัดสมุทรปราการ	499,011	528,708	1,027,719
60	จังหวัดสมุทรสงคราม	99,454	105,681	205,135
61	จังหวัดสมุทรสาคร	216,646	226,268	442,914
62	จังหวัดสระแก้ว	271,751	267,356	539,107
63	จังหวัดสระบุรี	311,761	310,233	621,994
64	จังหวัดสิงห์บุรี	107,772	115,580	223,352
65	จังหวัดสุโขทัย	305,488	319,611	625,099
66	จังหวัดสุพรรณบุรี	420,807	442,497	863,304

จำนวนประชากรปี 2545

67	จังหวัดสุราษฎร์ธานี	458,729	461,554	920,283
68	จังหวัดสุรินทร์	700,417	698,960	1,399,377
69	จังหวัดหนองคาย	457,870	451,673	909,543
70	จังหวัดหนองบัวลำภู	251,471	247,042	498,513
71	จังหวัดอ่างทอง	140,534	149,889	290,423
72	จังหวัดอำนาจเจริญ	185,836	184,524	370,360
73	จังหวัดอุดรธานี	771,441	764,030	1,535,471
74	จังหวัดอุตรดิตถ์	240,480	244,504	484,984
75	จังหวัดอุทัยธานี	165,997	170,179	336,176
76	จังหวัดอุบลราชธานี	899,005	893,769	1,792,774

จึงประกาศมาเพื่อทราบโดยทั่วกัน

ประกาศ ณ วันที่ 14 มีนาคม
พ.ศ. 2546


(นายสุจิต ปัจฉินนันท)
อธิบดีกรมการปกครอง
ผู้อำนวยการทะเบียน
กลาง

Population Year 2002

Declaration of Department of Provincial Administration Ministry of Interior
As 2002, December 31

No.	Province	Population		
		Male	Female	Total
	Thailand	31,139,647	31,660,225	62,799,872
1	Bangkok	2,796,409	2,958,750	5,782,159
2	Krabi	190,451	187,503	377,954
3	KanchanaBuri	405,787	396,049	801,836
4	Kalasin	494,537	495,675	990,212
5	KamphaengPhet	382,183	385,947	768,130
6	KhonKaen	881,465	886,178	1,767,643
7	ChanthaBuri	251,771	254,240	506,011
8	Chachoengsao	320,365	329,393	649,758
9	ChonBuri	566,350	563,536	1,129,886
10	Chainat	170,261	180,286	350,547
11	ChaiyaPhum	566,480	570,028	1,136,508
12	Chumphon	237,894	235,924	473,818
13	ChiangRai	634,959	639,255	1,274,214
14	ChiangMai	787,591	808,264	1,595,855
15	Trang	298,879	304,193	603,072
16	Trat	113,794	111,501	225,295
17	Tak	257,514	249,857	507,371
18	NakhonNayok	124,790	126,274	251,064
19	NakhonPathom	390,343	411,613	801,956
20	NakhonPhanom	360,525	361,015	721,540
21	NakhonRatchaSima	1,280,671	1,300,573	2,581,244
22	NakhonSiThammaRat	764,615	769,279	1,533,894
23	NakhonSawan	556,598	574,243	1,130,841
24	NonthaBuri	432,712	472,485	905,197
25	Narathiwat	347,870	352,081	699,951
26	Nan	246,553	241,189	487,742
27	Buriram	772,168	773,611	1,545,779
28	PathumThani	344,149	364,760	708,909
29	Prachuap	248,551	239,926	488,477
30	PrachinBuri	227,012	225,810	452,822

No.	Province	Population		
		Male	Female	Total
31	Pattani	310,043	317,912	627,955
32	Ayuthaya	364,383	383,860	748,243
33	Phayao	251,475	257,079	508,554
34	PhangNga	121,147	118,254	293,401
35	Phatthalung	248,702	255,752	504,454
36	Phichit	290,810	301,143	591,953
37	PhitsanuLok	430,049	437,636	867,685
38	PhetBuri	224,942	236,397	461,339
39	PhetchaBun	521,422	519,364	1,040,786
40	Phrae	238,650	246,471	485,121
41	Phuket	131,187	139,251	270,438
42	MahaSarakham	469,531	473,378	942,909
43	Mukdahan	169,727	168,549	338,276
44	MaeHongSon	124,295	115,719	240,014
45	Yasothon	278,300	275,564	553,864
46	Yala	229,862	229,797	459,659
47	RoiEt	661,716	661,148	1,322,864
48	Ranong	83,898	79,262	163,160
49	Rayong	272,807	273,763	546,570
50	RatchaBuri	408,255	422,020	830,275
51	LopBuri	388,737	379,248	767,985
52	Lampang	397,764	103,011	800,775
53	Lamphun	199,571	207,631	407,202
54	Loei	322,665	312,922	635,587
55	SiSaket	729,186	729,783	1,458,969
56	SakonNakhon	552,899	554,853	1,107,752
57	Songkhla	624,363	646,704	1,271,067
58	Satun	135,544	135,258	270,802
59	SamutPrakan	499,011	528,708	1,027,719
60	SamutSongkhram	99,454	105,681	205,135
61	SamutSakhon	216,646	226,268	442,914
62	Sakaeo	271,751	267,356	539,107
63	SaraBuri	311,761	310,233	621,994
64	SingBuri	107,772	115,580	223,352
65	Sukhothai	305,488	319,611	625,099

No.	Province	Population		
		Male	Female	Total
66	SuphanBuri	420,807	422,497	863,304
67	SuratThani	458,729	461,554	920,283
68	Surin	700,417	698,960	1,399,377
69	NongKhai	457,870	451,673	909,543
70	NongBuaLamphu	251,471	247,042	498,513
71	AngThong	140,534	149,889	290,423
72	AmnatCharoen	185,836	184,524	370,360
73	UdonThani	771,441	765,030	1,535,471
74	Uttaradit	240,480	244,504	484,948
75	UthaiThani	165,997	170,179	336,176
76	UbonRatchaThani	899,005	893,769	1,792,774



St. Gabriel's Library, Au

