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An Integrated Model of Influence of Perceived Quality, Perceived Value, Brand Association, Brand Awareness and Brand Uniqueness on Brand Loyalty Towards a Luxury Brand in Bangkok, Thailand.

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Abstract

Under today's increasingly competitive business environment, maintaining customers' brand loyalty remains a significant factor. To be successful in any business sector, companies should understand the customers' needs and create strong brands to achieve long-term business success. The primary purpose of this study is to investigate the factors affecting brand loyalty towards the top luxury brand in Bangkok, Thailand. The researchers collected the data from 400 consumers including both Thai males and females at four shopping malls, in Bangkok by using five-point Likert scale survey questionnaires. All respondents whom the researchers conducted had experienced purchasing luxury products. The non-probability sampling procedures including judgment, quota, and convenience sampling techniques were applied to collect the data from the sampling units. The descriptive analysis and inferential analysis including linear regression analysis were used to test all the hypotheses. Based on the result of this study, the researchers found that brand awareness has a significant influence on perceived quality and brand association. Additionally, brand loyalty is significantly influenced by perceived value, brand uniqueness, perceived quality, brand awareness, and brand association, respectively.

Keywords: *Perceived Quality, Perceived Value, Brand Association, Brand Awareness, Brand Uniqueness, Brand Loyalty, Luxury brand*