

## ABSTRACT

Mobile phone is an important and useful communication tool in society. Using mobile phone, it is possible and easier to deliver and share the information and transfer the sensibility among the people. Along with the developing of technology, more and more functions are in the mobile phone; therefore, mobile phone is a necessary product in human's life. Currently, the competition of mobile phone market is very high and consumers have many selections for purchasing the mobile phone. But one brand that brightens up amongst in entire mobile phone industry, which is NOKIA. With a slogan "connecting people", NOKIA has successfully become market share leader in many countries, China and Thailand are included. Therefore, the aim of this study is to compare of factors acknowledged as product involvement, brand equity, trust, brand affects, satisfaction, resistance to change which related to brand loyalty of NOKIA brand between Chinese and Thai consumers.

The correlations among the mentioned factors were analyzed with the help of data obtained from 400 respondents (200 each from Beijing, China and Bangkok, Thailand) through questionnaire survey. All the respondents must have experience in using NOKIA mobile phone, and the survey was conducted during August and September, 2008. To analyze the data, the researcher used descriptive statistics, Independent sample t-test and Pearson Correlation Coefficient.

The findings shows that for both nationalities, most of respondents were single status, held a Bachelor's degree at the age level 21-25, and duration of using NOKIA mobile phone for more than 2 years.

Based on the results, there is no statistical significant difference in brand equity, brand affect, satisfaction, resistance to change and brand loyalty between Chinese and Thai NOKIA consumers. But there is a statistical significant difference in product

involvement and trust between Chinese and Thai NOKIA consumers. Moreover, all six independent variables acknowledged as product involvement, brand equity, trust, brand affect, satisfaction, and resistance to change had statistical significant relationship with brand loyalty for both nationalities. The factors, resistance to change and satisfaction had most positive correlation to brand loyalty for both nationalities.

From this study, the researcher would like to suggest that the resistance to change and satisfaction were important factors to NOKIA's brand loyalty. The company should have a good and strong brand attitude in order to keep a high resistance to change against other brands. And also, to improve services and product attributes in order to keep high satisfaction of NOKIA consumers.

