

ABSTRACT

This study examined the relationships between brand equity, product attributes and purchase intention toward Sony Cyber-Shot digital cameras in Bangkok area. Brand equity is the added value a brand brings to a product beyond the item's functional value. The researcher used 4 elements of brand equity (brand awareness, brand association, perceived quality, and brand loyalty) to study the relationship toward purchase intention. Product attributes for this study were durability, CCD resolution, memory card capacity, easy to use, zoom distance, compatibility, size, design, and video record function.

The data were collected from 400 respondents in 5 locations throughout Bangkok. Data were interpreted and analyzed by using SPSS program. Through the Spearman's Rho correlation coefficient analysis, it was found that (1) the relationship between brand equity (brand awareness, brand association, perceived quality, brand loyalty) and purchase intention were significant and positive and (2) the relationship between product attributes and purchase intention was significant and positive.

Among elements of Sony Cyber-Shot's brand equity, respondents perceived highly on brand association, especially on brand image and trustworthiness, while brand loyalty was perceived lowest. For product attributes, record function CCD resolution and durability showed a high level of importance for respondents in considering the purchase of Sony Cyber-Shot digital cameras, while the video record function was the attribute that respondents' rated as the lowest.

Recommendations for marketing strategies, product attributes and direction for further researches were also discussed.