

ABSTRACT

Research Project Title: The Relationship of Brand Equity Factors and Thai Parents' Satisfaction toward Children Development School: A case study Gymboree

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The objective of this study is to determine the relationship between perceived quality, brand loyalty, brand awareness and brand association of Thai parents' satisfaction toward Gymboree children development school.

This was a Survey Research, the sample size was 400, using non-probability sampling method. The data collecting instrument was self-administered questionnaire. The data was analyzed using SPSS for Window Version 15.0 by applying Pearson Correlation Coefficient statistical analysis.

The findings are as follow:

- 1) The questionnaires were distributed to 5 main branches of Gymboree in Bangkok based on convenience; Bangna branch with 80 sets, Ramkhamhang branch with 80 sets, Rama 3 branch with 80 sets, Sukumvit branch 80 sets, and Chitlom branch with 80 sets. The total of questionnaire distribution was 400 sets. All questionnaires were valid and received back.
- 2) The demographic information of the 400 respondents; the majority were age between 31-35 years old, 54% of respondents had income range at more than 50,000 Baht per month. There were 65% who were Bachelor's degree holders. The majority were private sector employee which accounted for 54%. 65% had the expense for their children development school between 20,001-30,000 baht per year.
- 3) The relationship between perceived quality, brand loyalty, brand awareness, brand association and brand equity on Thai parents' satisfaction toward Gymboree children development school revealed positive relationship with Thai parents' satisfaction toward Gymboree children development school.
- 4) The Pearson Correlation; there were strong positive relationship between perceived quality, and brand equity on Thai parents' satisfaction toward Gymboree children development school. There was moderate positive relationship between brand loyalty, and brand awareness on Thai parents' satisfaction toward Gymboree children development school. There was weak positive relationship between brand associations on Thai parents' satisfaction toward Gymboree children development school.

Keywords: Perceived quality, Brand loyalty, Brand association and Brand equity, Thai parent Satisfaction, Gymboree