

ABSTRACT

In the Thai home appliance market, there are many players who produce the same category products launched into the market and also all players distribute their product through the same channels distribution, whether department stores or discount stores or shop houses. Requirements for each brand of electrical appliance to maintain its strength in market include good relationship to retailers and that products are well accepted by retailers. As retailers are the intermediate agents to distribute products to consumers, the study of retailer perception toward brands, both before and after plan execution, is very important. Since many brands produce the same products, retailers have many alternatives to select products. Moreover, they also have high bargaining power in purchasing their product and in generating income and profit for department stores and discount stores.

One of the key players in the home appliance market is Matsushita Electric Industrial Co. Ltd., the parent company of National and Panasonic global products. National brands was very strong in the market and also well recognized by all retailers for 40 years in Thailand, and according to the National change to Panasonic would directly affect the retailer. Because the National brand carried trustworthiness for the retailers. Transferring this perception to the new brand name will be a big concern for Panasonic.

Hence, the researcher decided to conduct the study of the Panasonic home appliance brand which makeover from National to understand the perception of retailers toward the Panasonic brand. The researcher identifies and examines relationship between marketing mix and brand equity as elements of brand loyalty and brand associated in additional to evaluate the strategies issue involved of Marketing mix decision in getting the Panasonic Home Appliance retailer to accept the new brand. The population point for research were retailers of Panasonic Home Appliance with coverage of both department stores and discount stores in Bangkok Thailand. Census survey was used since population quota only 129 retailers. Questionnaires were distributed by self-administered. Hypotheses were set to determine the relationship between each factor, namely product, price, promotion, positioning,

brand loyalty and brand association. Spearman rank-order correlation was used for the data analysis

The descriptive analysis revealed that most respondents agree that Panasonic looks more modern than National. The test of eight hypotheses can be indicated that marketing mix as element of product, promotion and positioning have a relationship with brand loyalty but price there is no relationship. With brand association, there is a relationship between product and positioning but there is no relationship between price and promotion.

Therefore, major recommendations for makeover National to Panasonic in a study of Panasonic Home Appliance retailer's perceptions of department stores and discount stores in the Bangkok Thailand are provide the important factor to build up brand loyalty of Panasonic. The company should invest its in product in elements of name, logo, feature, design and quality. Panasonic should be more concerned with producing a high technology product, like black block core technology and serviced quality since retailer are not purchase product only from the brand but also product. And other general recommendations also on proving and discussed in the study.

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