

THE ANALYZING OF BRAND EQUITY CONCEPTION IN THAILAND: AN EMPIRICAL STUDY FROM A DOCUMENTARY RESEARCH

PONGSIRI KAMKANKAEW¹

ABSTRACT

The study investigates to analysis of brand equity conception in Thailand by using a documentary research. The 113 full reports of master thesis and doctoral, which announced between 1998 - 2013 from the electronic data base Thai Digital Collection (ThaiLis) and Digital Research Information Centre (NRCT), were inspecting of this study. The research characteristics recording form was construct as the research instrument. The data utilized analysis by frequency and percentage for composing and abridging the significant.

The finding of the study extended that mostly researches were explored in 2010 – 2013 (49.6%), mostly examined from independent study of master degree (IS) (53.1%). For 73.5% of business administration studies were mostly department program, using the quantitative method (94.7%) with questionnaire as the research instrument (97.3%). Multi-Stage Random Sampling of 56.7% was essentially adopted and considered from the personal goods and health care (28.30%). Predominantly statistics were determined by correlation coefficient, One-way ANOVA, t-test, regression analysis, Chi-square, exploratory factor analysis, confirmatory factor analysis, structural equation modelling, mean, standard deviation and MANOVA.

Most of them concentrated merely on the brand equity conception of Aaker (1991, 1996) and Keller (1993). The top five dimensions were comprised brand awareness (98.20%), brand association (84.10%), brand perceived quality (73.50%), brand loyalty (70.80%) and brand image (30.10%). The research discovery entailed that the brand equity philosophy of Thailand defined to approach and theory anticipates the western context. The researches and academics should be inspired to manipulate advance exploration in the issues of white investigations. The forthcoming research demand to discover that what the brand equity dimensions are appropriate for the Thai social – culture and Thai consumer by qualitative research method which static not developed theses notion in Thailand.

Keywords : Brand Equity, Brand Analysis and Research of Analysis

¹ Doctoral Candidate of Business Administration, Faculty of Business Administration, North – Chiang Mai University.

Email: Kpongsiri85@gmail.com, Tel 090 052 8784

INTRODUCTION

As branding conception is growingly an apparatus in marketing management. Brand is the one of the majority precious invisible benefit that the many firms have (Keller and Lehmann, 2006). The commerce's competition assigned as more opposed. Brand assists to moderate the risk by announcing the value of company (Berry, 2000). Brand is not just the logo or symbols, but it is linked with more items in the product (Kotler, 2003) and it can be defined a particulars of organization as taking a differential advantage (Doyle, 2001). Thus, brand constructs the overall of tangible and intangible that impart to customers and firm about benefits and value of the product (Bailey and Ball, 2006).

Brand equity is the one issue of the most important marketing notion for academic and practice (Baalbaki, 2012). Aaker (1991, 1996) defines brand equity, it as a group of brand assets and liabilities that either add or subtract value to a brand. According to Keller (1993) defines it as the differential effect that brand knowledge has on consumer response to the marketing of a brand. Thus, Brand Equity is an important source of strategic intelligence for marketers (Lee and Leh, 2011). Moreover, brand equity is known to effect on brand trust, repurchasing, increasing the effectiveness of marketing program, developing the marketing strategies, increasing a marketing share and including the potential of the brand extension (Farquhqr, 1989). Therefore, brand equity has obtained appreciable concentration from marketers and academic researchers (Baalbaki, 2012).

Since the impression of the first reported study of brand equity by Dhti Bulratana in 2000, there have been grow rapidly numbers of research investigation as a relatively new regulation in Thailand. Regardless of being

incomer to the branch of academic, Thai communication arts academics altogether have created wide amount of research: there are at this time more than communication arts scholars. One extends academics among these: marketing, business management and education administration. The scholars in Thailand, from 1998 to date, have evolved a numbers of research papers in the endeavor to investigate and testing only the brand equity conducted other variables. Although the numbers of disparate brand equity dimension have examined by standpoint on consequence issues multi-component (Anantachart, 1998). Currently, no research on brand equity literature in Thailand has surveyed the state of the art of brand equity conception and most researches have not indicted the distinctions of brand equity. It is not known that how does the art of brand equity conception in Thailand? Hence, there is need to survey the characteristics of brand equity conception in Thailand and to position onwards suggestion. Accordingly, the result of the research can be beneficial to the contemporary circumstances of brand equity conception in Thailand.

RESEARCH OBJECTIVE

The research claims its significance on surveying the analyzing of brand equity conception in Thailand.

RESEARCH SCOPE

This research has been settled the scope for characteristics of on brand equity with 113 full reports of master thesis and doctoral dissertations which were from the electronic data base Thai Digital Collection (ThaiLis) and Digital Research Information Centre (NRCT).

OVERVIEW OF BRAND EQUITY:

LITTERATURE REVW

Brand equity is the added value with which a given brand endows a product (Farquhqr, 1989). Aaker (1991, 1996) noted that brand equity as a group of brand assets and liabilities that either add or subtract value to a brand. Keller (1993) share his view point that brand as the differential effect that brand knowledge has on consumer response to the marketing of a brand. Form the literature, brand equity is a group of brand asset and the added value of the brand as the brand knowledge has liked to consumer response.

Although brand equity can be point the three perspectives. The first perspective focuses on the customer-based brand equity perspective (CBBE) that can be seen the reaction of consumers' ripostes to marketing commotions, impacted by consumer brand cooperative (Anderson, 2007). The second perspective is financial-based brand equity perspective (FBBE) that defines brand equity while a financial evaluate of a company's market value without its tangible asset value (Simon and Sullivan, 1993).

For the third perspective, employee-based brand equity perspective (EBBE) brings to the distinguishing result that brand understanding has on an employee's response to their effort situation (King and Grace, 2009). Moreover, Rajasekar and Nalina (2008) state that on the customer-based brand equity perspective (CBBE) is often operated point out brand equity in commonly.

RESEARCH METHODOLOGY

A. Data Collection

The data of the research is included based upon previous research that supervised considered the full reports within 113 reports of

master thesis and doctoral dissertations by collecting data from Thai Digital Collection (ThaiLis) and Digital Research Information Centre (NRCT). Initial key words used in the search of the studies reviewed consisted of “Brand equity (in Thai คุณค่าตราสินค้า)” and “Brand value (in Thai มูลค่าตราสินค้า)”. Although the word “Brand equity” and “Brand value” have been seen as expanded from the different definition, but brand value can be organized as using refer to brand equity in general of Thailand (see for Chaokasem, 2007; Pongcharoenkul, 2010; Taweeapiradeeviroj, 2010; Rodsuwan, 2011 and Punyaprabhasara, 2012). This is because the present research on brand equity in Thailand is being used differently and more than word using interpreting this meaning.

B. Research Instrument

The survey questionnaire were used as research instrument that consisted of 10 items as follows: year of study, department program of study, type of research, research method, sampling design, research instrument, data analysis, base conceptualization, dimension focus and industry classification.

C. Statistical treatment of data

The descriptive method of research using the frequency and the percentage method have recourse to present the characteristics of the data as well as the general direction of their perception under each item in the survey questionnaire.

RESULT

The finding of this research are presented in ten parts: 1) year of study, 2) department program of study, 3) type of research, 4) research method, 5) sampling design, 6) research instrument, 7) data analysis, 8) industry classification, 9) base conceptualization and 10) dimension focus.

A. The year of study

In the analysis, 84.1% of study established up to 2006. The oldest study in this research began inspecting in 1998 and 3.5% have been investigated before 2001. 12.4% of this study established between 2002 and 2005. (Table 1)

Table 1: The characteristics of year's study

Year of study	Frequency	Percentage
1998 - 2001	4	3.5
2002 - 2005	14	12.4
2006 - 2009	39	34.5
2010 - 2014	56	49.6
Total	113	100

B. The department program of study

The results indicated that 73.5 % of all studies in this research considered by business administration program. Nearly, 20 % of studies explored by communication arts program and technology administration program stated at 4.4 % of studies. Almost 2 % of studies were examined by English business program. Only 0.9 % of all studies connoted as educational administration. (Table 2)

Table 2: The characteristics of the department program's study

Department program of study	Frequency	Percentage
Business administration	83	73.5
Communication arts	22	19.5
Technology administration	5	4.4
English business	2	1.8
Educational administration	1	0.9
Total	113	100

C. The source of study

Over 90% of all studies were the study of master degree, followed by independent study (IS) with 53.1% and master thesis with nearly 40%. Only 7.1% were announced by doctoral dissertation. (Table 3)

Table 3: The characteristics of the type's study

Type of research	Frequency	Percentage
Doctoral dissertation	8	7.1
Master thesis	45	39.8
Independent study (IS)	60	53.1
Total	113	100

D. The research method

The quantitative method has the highest percentage of 94.7% out of the 113 total studies. The mixed method was second with 3.5% followed by the qualitative method with only 1.8%. (Table 4)

Table 4: The characteristics of the research method

Research method	Frequency	Percentage
Quantitative method	107	94.7
Qualitative method	2	1.8
Mixed method	4	3.5
Total	113	100

E. The sampling design

In term of the sampling design, most of the studies had at least a simple random sample. The majority holds a multi-stage random sample with 56.7% while that purposive random sample was a close second with 34.5%. Together these two sampling designs reported for 91.2% of all studies. The stratified sample technique has 5.3%. As for the rest, 2.7% had procured a systematic sample and 0.9% held a simple random sample. (Table 5)

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Table 5: The characteristics of the sampling design

Sampling design	Frequency	Percentage
Purposive random sample	39	34.5
Simple random sample	1	0.9
Stratified random sample	6	5.3
Multi-stage random sample	64	56.7
Systematic random sample	3	2.7
Total	113	100

F. The research instrument

Evidently, analysis studies were questionnaire 110 with 97.3% and interview guides 3 with 2.7%. This equivalent statement of questionnaire deals with the research method that introduced to the quantitative method has the highest rate of all explorations. (Table 6)

Table 6: The characteristics of the research instrument

Research instrument	Frequency	Percentage
Questionnaire	110	97.3
Interview guide	3	2.7
Total	113	100

G. The data analysis

The inferential statistics were utilized testing the significant differences for the respondent's perception, confirmation of the construct and evaluation on the assessment of relationship, replaced by 51.3% owned correlation coefficient, 47.8% owned One-way ANOVA, 45.1% owned T-test, 22.1% owned regression analysis, 18.6% owned Chi-square, 8.8% owned exploratory factor analysis (EFA), 8% owned confirmatory factor analysis (CFA), 8% structural

equation modeling (SEM) and 0.9% owned multivariate analysis of variance (MANOVA). In addition, the descriptive statistics were used to assign mean and standard deviation of variables as well balance 7.1%. (Table 7)

Table 7: The characteristics of the data analysis

Data analysis	Frequency	Percentage
Mean	8	7.1
Standard deviation	8	7.1
T-test	51	45.1
Chi-square	21	18.6
One-way ANOVA	54	47.8
Correlation coefficient	58	51.3
Regression analysis	25	22.1
Exploratory factor analysis (EFA)	10	8.8
Confirmatory factor analysis (CFA)	9	8
Structural equation modeling (SEM)	9	8
Multivariate analysis of variance (MANOVA)	1	0.9

(Some study used the statistics more than one.)

H. The industry classification

In this analysis focused that their most industry classifications were consumer goods sector almost 68.1% as follow: personal goods and health care (28.3%), food and beverages (22.1%), automobiles (10.6%), consumer electronics (4.4%) and construction materials (2.7%). In other hand, consumer services sector stand on 31.9% that lend to telecommunication and IT digital product have 18.6%, retailers and finance service were well balance at 5.3%, and for education pointed to 2.7%. The consumer goods sector appoints a higher percentage of the

whole because they are procured for ingestion by regular consumer. (Table 8)

Table 8: The characteristics of the industry classification

Industry classification	Frequency	Percentage
<i>Consumer goods sector</i>		
Personal goods and health care		
Personal goods and health care	32	28.3
Food and beverages	25	22.1
Automobiles	12	10.6
Consumer electronics	5	4.4
Construction materials	3	2.7
<i>Consumer services sector</i>		
Telecommunication and IT digital product		
Telecommunication and IT digital product	21	18.6
Retailers	6	5.3
Finance service	6	5.3
Education	3	2.7
Total	113	100

I. The base conceptualization

Most of researches quoted in the references of the study before 2000 as follow Aaker (1991, 1996) of 90.3% and Keller (1993) of 78.8%. Moreover, 39.8% cited in Cobb-Walgren et al. (1995), 16.8% referred to Pappu et al. (2005), 14.2% made reference to Srinivasan (1979) and 3.5% gave recognition to Park et al. (1994). In the other words, a few study made reference after 2000 as 5.3% advanced Auken (2002) and 0.9% quoted in Grant (2006). The following professionals have in the concrete quoted the Aaker (1991, 1996) and Keller (1993) that they are most accepted for their academic field of brand equity. (Table 9)

Table 9: The characteristics of the base conceptualization

Base conceptualization	Frequency	Percentage
Srinivasan (1979)	16	14.2
Aaker (1991, 1996)	102	90.3
Keller (1993)	89	78.8
Park et al.(1994)	4	3.5
Cobb-Walgren et al. (1995)	45	39.8
Pappu et al. (2005)	19	16.8
Auken (2002)	6	5.3
Grant (2006)	1	0.9

(Some study cited in the references more than one.)

J. The dimension focus

Obviously, the most studies applied brand awareness (98.2%), brand association (84.1%), brand perceived quality (73.5%) and brand loyalty (70.8%) away the high-point of top-4 dimensions more than the others. Of the alternative, of 30.1% of the study examined brand image. For other proprietary brand assets was 8.8%, for brand preference and brand value were as well balances 7.1%, for brand differentiation and brand connection were as well balances 4.4%, for brand accessibility was 3.5%, for brand usage was 2.7%. As the rest, brand innovation and brand identity pointed as balance at 0.9%. The result showed brand awareness, brand association, brand perceived quality and brand loyalty that there were the highest point of all dimension focus. Similarly, the base conceptualization of the Aaker (1991, 1996) and Keller (1993) have been cited in academic field of brand equity in this research. (Table 10)

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Table 10: The characteristics of the dimension focus

Dimension focus	Frequency	Percentage
Brand awareness	111	98.2
Brand perceived quality	83	73.5
Other proprietary brand assets	10	8.8
Brand preference	8	7.1
Brand accessibility	4	3.5
Brand differentiation	5	4.4
Brand innovation	1	0.9
Brand association	95	84.1
Brand loyalty	80	70.8
Brand image	34	30.1
Brand usage	3	2.7
Brand value	8	7.1
Brand connection	5	4.4
Brand identity	1	0.9

(Some study considered the dimension focus more than one.)

SOME OBSERVATIONS AND DISSCUSSION

The finding of this research evidences some observations for the state of the art of brand equity in Thailand as follow:

1) The numbers of studies were a steady overall increase during the sixteen-year period, with form reses in 1998 - 2013. The appearance of brand equity in Thailand ought to contextualize. Brand equity in Thailand adapted in the global notion of marketing context undergoes a change in the ways of new marketing creation process. This point views upon the quotation of the assignments which all of the studies cited the reference from western country as Aaker (1991, 1996), Keller (1993), Park et al. (1994), Cobb - Walgren et al. (1995), Auken (2002), Pappu et al. (2005) and Grant (2006). Result from analysis of brand equity dimension

focus approved of 14 constructs. There are brand awareness, brand perceived quality, other proprietary brand assets, brand preference, brand accessibility, brand differentiation, brand innovation, brand association, brand loyalty, brand image, brand usage, brand value, brand connection and brand identity that there explained as the components of brand equity for investigation in Thailand. The academic findings were brand awareness, brand association, brand perceived quality and brand loyalty which there were the top of all dimension focus. Although Aaker (1991, 1996) and Keller (1993) are the most quoted for their model of brand equity, but they utilized not ever suggestion an evolution for the scale (Baalbaki, 2012). Almost all authors as citation in use now endure on brand equity in western theory and the western theory is designed to explain or solve the western problems. Moreover, the scholars consume their concept without suspiciously the rationality that how much more their concept correlates with the Thai consumption and Thai social-culture context? Thus, the building of relevant brand equity is the requirement for epistemology and paradigm of brand management in Thailand for the reason that the brand equity conceptual building is the one operation by which consistent explanation and characterizations of distinguished are produced, confirmed and clarified for business in Thailand (Lynham cited in Swanson and Holton III, 2001).

2) The specific characteristics of department program's study presented to brand equity in Thailand are that it is incorporation. It takes in business administration, English business, technology administration, communication arts and educational administration. Result of this part seems to agree with pointing that the current trend of the diverse variety of validity and understanding in brand management. According, marketing and business in globally are becoming

greater competitive. The organizations are looking to the integrated process to problem solution. This point can be showing the flexibility and the adaptability of the knowledge to draw own program of study. The diversity of department program's study has much larger effects on the concept of brand equity.

3) Generally, the results of this research were inconsistent with finding of the source of study. A numbers of obtaining have detailed that independent study (IS) reported severer finding than master thesis and doctoral dissertation. The results can description for the distinction in the obtaining from independent study, master thesis and doctoral dissertation. Which the finding of independent study, master thesis and doctoral dissertation should be agreed to receive as the more validity? From this point, these perceptions are based instead on the best quality of literature review and the best sustainability of research method. Although some of the study is master thesis and doctoral dissertation and persist in the high data analysis techniques such as factor analysis, regression analysis, MANOVA and structural equation modeling (SEM) and thus are of selected the high data analysis techniques also report constructive growth of the quality description for the higher research degree. Then master thesis and doctoral dissertation would dispense the suitable reasoning for implementation of brand management and consideration of brand equity.

4) The research method analysis indicated that the quantitative methods were leading the research methodology of the numbers studies, but these studies procured the number smaller the qualitative method in the part of research methodology. In most cases, the quantitative method is the most popular research method as these concentrates the post positivist assumptions, the experimental designs and measuring the data from of statistical analysis (Creswell, 2003 and

Malhotra, 2010). While the qualitative method seeks in the natural standing, making an effort of interpret phenomena that there refer to the meaning people take to them (Denzin and Lincoln, 1994 cited in Creswell, 2003). Moreover, Malhotra (2010) addressed the explanation to apply the qualitative method for marketing research as the first reason that the respondents are unqualified to reaction convinced questions and are unable to take trustworthy answer to examinations. The second the respondents are unqualified to assign correct explanation to arguments that touch subconscious, emotion and the other ego protections (Malhotra, 2010). As explanations in the clarification to apply the qualitative method are likewise well applicable for determining which perceptible sensations are significant to customers (Hesse-Biber, 2010).

5) The analysis of industry classifications confirms some object that has been a suspicion about the numbers of studies. It launched that the consumer goods sector were holed more than the consumer service sector. In addition, it curtains the personal goods and health care which sector is the strongest sector. Of the whole because they are procured for ingestion by regular consumer and they envelops mass product. This point leads to comfortable approach of the data. However, the service business creates current the new economy and develops the industrial of nation (Lovelock and Wright, 2005). Most of studied focus brand equity on the consumer goods sector. There were several points as the brand equity on service need to reconsider the body of knowledge in all phase of business sectors. The brand equity of consumer goods sector is created under the environment factors of the consumer goods context. The brand equity of consumer goods sector is different from the brand equity of consumer service sector. The brand equity of consumer goods has been adapted on the brand

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equity studies and how the scholars can ensure that brand equity of consumer goods sector is applicable to consumer service? It is indigenous to believe that concept to apply unconsciously in different the environment factors (Kreitner, 1998).

CONCLUSION

In conclusion, based on the findings from a documentary research. Mostly research reports also were investigated in 2010 – 2013 (49.6%), mostly examined from independent study of master degree (IS) (53.1%). For 73.5% of business administration studies were mostly department program, using the quantitative method (94.7%) with questionnaire as the research instrument (97.3%). Moreover, multi-Stage Random Sampling of 56.7% was essentially adopted and considered from the personal goods and health care (28.30%). Predominantly statistics may were determined by correlation coefficient, One-way ANOVA, T-test, regression analysis, Chi-square, exploratory factor analysis, confirmatory factor analysis, structural equation modeling, mean, standard deviation and MANOVA. Most of them concentrated merely on the brand equity conception of Aaker (1991, 1996) and Keller (1993). The top five dimensions however were comprised brand awareness (98.20%), brand association (84.10%), brand perceived quality (73.50%), brand loyalty (70.80%) and brand image (30.10%).

DIRECTION FOR FUTURE STUDY

On the basis of the finding, the following directions are put forward:

1). As with the result, the most study focuses on the brand equity in western theory. Additionally the scholars who interested in brand equity could be develop the brand equity structure by the Thai social – culture and Thai

consumption which it is uncertain whether the brand equity in western theory are applicable for describing the brand equity in Thailand context. Thus, the scholars are stimulated to develop the conceptual model of brand equity from Thai social – culture and Thai consumption such the scale of brand equity. This way may also help the scholars to great comprehending the role of social-culture different and business environment.

2) Inclusion, the result shows the quantitative method that it stands a highest point of research method. For actually, the qualitative method should be operate the conceptual model of brand equity and discovers the real dimension form the ground context because these can be apply for determining which perceptible sensations are significant to customers. And then the scholars can be using the more data analysis techniques such as factor analysis and structural equation modeling (SEM) to confirm the model.

3) Finally, despite the fact that this study endeavor to the full reports by incorporating the business sectors which the brand equity. The results presents that the consumer goods sector were holed more than the consumer service sector. In now, the consumer service sector plays the role in getting moving for the growing economy but the volume of consumer service sector of the study is insignificant. Hence, two considerable substances endure to be acknowledgement: How do the scholars who interested in brand equity can be employ the dimension of the consumer goods sector for evaluating the dimension of the consumer service sector?; and which documentations of the brand equity in western theory do requested the scholars to be most definitive for adoption in consumer service sector?

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