

THE RELATIONSHIPS AMONG CUSTOMERS' SOCIAL ENGAGEMENT IN  
FACEBOOK, BRAND EQUITY, CUSTOMER SATISFACTION, AND THEIR  
INTENTION TO PURCHASE TIFFANY JEWELRY



THE RELATIONSHIPS AMONG CUSTOMERS' SOCIAL ENGAGEMENT IN  
FACEBOOK, BRAND EQUITY, CUSTOMER SATISFACTION, AND THEIR  
INTENTION TO PURCHASE TIFFANY JEWELRY

Wei Dai

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of degree in Communication Arts

2017



© 2017

Wei Dai

All Rights Reserved

**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: THE RELATIONSHIPS AMONG CUSTOMERS' SOCIAL ENGAGEMENT IN  
FACEBOOK, BRAND EQUITY, CUSTOMER SATISFACTION, AND THEIR  
INTENTION TO PURCHASE TIFFANY JEWELRY

Author: Miss Wei Dai

Independent Study Committee:

Advisor

[Redacted Signature]  
(Asst. Prof. Dr. Pacharaporn Kesaporn)

Field Specialist

[Redacted Signature]  
(Assoc. Prof. Dr. Boonlert Supadhiloke)

[Redacted Signature]  
(Dr. Sansanee Thebpanya)

Dean of the Graduate School

September 21, 2017

Dai, W. MA (Master of Communication Arts), August 2017, Graduate

School, Bangkok University

The Relationships Among Customers' Social Engagement in  
FACEBOOK, Brand Equity, Customer Satisfaction, and their Intention to  
Purchase Tiffany Jewelry (104 pp.)

Advisor: Asst. Prof. Pacharaporn Kesaporn, Ph.D.

ABSTRACT

The main objective of this research is to investigate the relationship among customers' social engagement, brand equity, customer satisfaction, and their intention to purchase luxury jewelry by using Tiffany as a case study. Two-hundred respondents who were current customers of Tiffany jewelry have participated in this survey. The participants were being selected using random sampling. The mean, standard deviation, and percentage were being tabulated and analyzed using T-test, One-way ANOVA, and Multiple Regression, and Spearman correlation with the significance level of .05. The findings as following:

1. Fifty-eight percent of customers engaged in social engagement in Tiffany Fanpage at the frequency of "sometimes" per month. They perceived the brand equity positively, and they have high satisfaction toward Tiffany jewelry. Customers have high intention to purchase Tiffany jewelry.

2. Customers' social media engagement in Fanpage of Tiffany is associated with their perceived brand equity of Tiffany including brand image, brand loyalty, brand awareness, and perceived quality, respectively.

3. Chinese customers' satisfaction towards on Tiffany is significantly correlated with their frequency of social media engagement in Fan page of Tiffany.

3. The findings analyzed by Spearman correlation indicated that brand equity is positively correlated with their satisfaction toward Tiffany brand at the statistical significance of .05.

4. Customers' satisfaction and brand equity can significantly predict and are accountable for 57.4% of customers' intention to purchase of their purchase decision. When examining both predictors in the same model, customers' perceived brand equity is significant predictors of their purchase decision for Tiffany product, however, their satisfaction in using Tiffany product is a significant predictors of their purchase decision.

This research shows that social media engagement (Facebook) is associated with their perceived brand equity of Tiffany including brand image ( $F(4) = 10.186$ ,  $p < 0.05$ ), brand loyalty ( $F(4) = 8.349$ ,  $p < 0.05$ ), brand awareness ( $F(4) = 5.752$ ,  $p < 0.05$ ), and perceived quality ( $F(4) = 4.469$ ,  $p < 0.05$ ), respectively.

Social media engagement (Facebook) is associated with customers' satisfaction ( $F(4) = 5.282$ ,  $p < .05$ ). A strongly positive correlation was found between customers' satisfaction and brand equity ( $r = .785$ ,  $p < .01$ ).

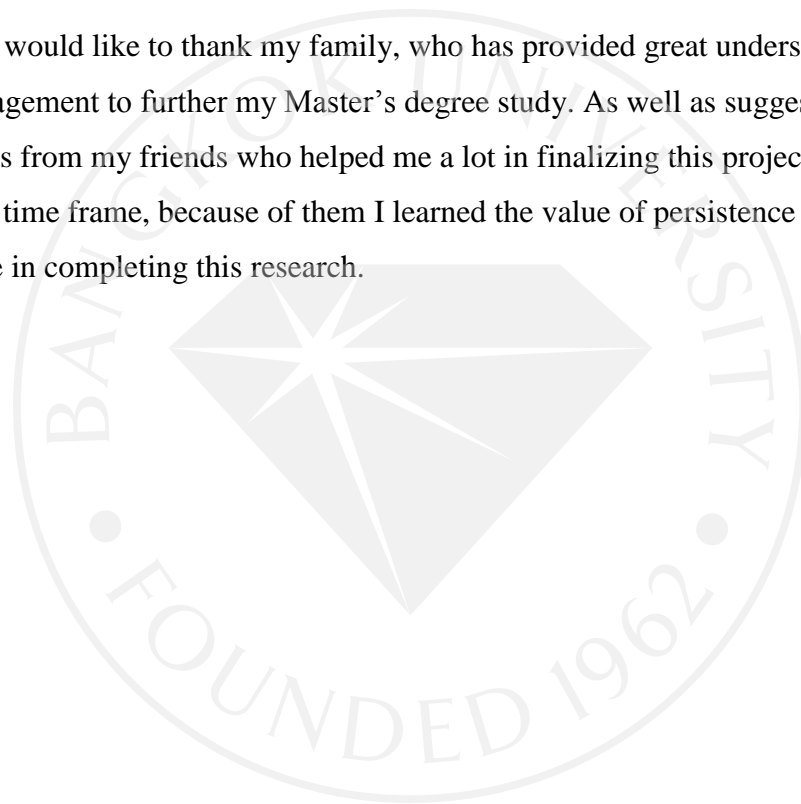
Lastly, three strongly positive correlation were found among customers' satisfaction, decision to purchase ( $r = .681$ ,  $p < .01$ ), brand awareness ( $r = .702$ ), brand association ( $r = .850$ ), perceived quality ( $r = .861$ ,  $p < .01$ ), brand loyalty ( $r = .845$ ,  $p < .01$ ) and brand image ( $r = .795$ ,  $p < .01$ ).

*Keywords: Jewelry, Tiffany & Co., social media, social engagement, customer satisfaction, brand equity, decision to purchase.*

## ACKNOWLEDGEMENT

This research would not be successfully completed without the help of my adviser. I would like to express my gratitude to Asst. Prof. Dr. Pacharaporn Kesaparakorn, my adviser, as a non-Thai student, she provided me suggestions and advises for the completion of this Independent Study. Thanks to her, my Independent Study can be completed successfully.

I would like to thank my family, who has provided great understanding and encouragement to further my Master's degree study. As well as suggestions and supports from my friends who helped me a lot in finalizing this project within the limited time frame, because of them I learned the value of persistence and self-alliance in completing this research.



## TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xii
CHAPTER 1: INTRODUCTION.....	1
1.1 Problem Statement and Rationale.....	1
1.2 Objectives of Study.....	4
1.3 Research Questions.....	4
1.4 Scope of Study.....	5
1.5 Significance of the Study.....	6
1.6 Conceptual Definitions.....	7
CHAPTER 2: LITERATURE REVIEW.....	11
2.1 Tiffany & Co. SWOT Analysis and marketing strategy.....	12
2.2 The Frequency of Social Media Engagement.....	13
2.2.1 Own and Earn Media.....	13
2.3 Concepts of Brand equity.....	16
2.4 Concepts of Customer Satisfaction.....	16
2.4.1 The importance of Customer Satisfaction.....	17
2.4.2 The Relationship between Image and Customer Satisfaction...	18
2.5 Concept of Brand image.....	18
2.6 Customer Decision to purchase.....	19



## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERATURE REVIEW (Continued).....	11
2.6.1 The Buying Decision Process.....	20
2.7 The Impact of Facebook on Customers' Purchase Decision.....	21
2.8 Theory of Reasoned Action (TRA).....	23
2.9 Theoretical Framework.....	24
2.10 Research Hypothesis.....	26
CHAPTER 3: METHODOLOGY.....	26
2.1 Research Design.....	26
3.2 Population and Sampling Method.....	27
3.3 Research Instrument.....	28
3.3.1 Interpretation of the scale.....	31
3.4 Research pretest.....	31
3.5 Data Collection Procedure.....	34
3.6 Demographic Data of the Samples.....	35
3.7 Data Analysis and Interpretation.....	38
CHAPTER 4: DATA ANALYSIS.....	41
4.1 Summary on Finding of Descriptive Analysis.....	41
4.2 Finding on Hypotheses testing.....	46
CHAPTER 5: DISCUSSION.....	67
5.1 Introduction.....	67
5.1.1 Summary of the Descriptive Findings and Discussion.....	67

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION (Continued).....	67
5.1.2 Hypotheses Summary and Discussion.....	68
5.2 Conclusion of the Research.....	72
5.3 Limitations of the Study.....	74
5.4 Recommendation for Further Application.....	74
5.5 Recommendation for Future Research.....	77
BIBLIOGRAPHY.....	79
APPENDIX.....	85
BIODATA.....	93
LICENSE AGREEMENT.....	94

## LIST OF TABLES

	Page
Table 3.1: Criteria for degree of satisfaction dimension.....	31
Table 3.2: The reliability of instrument.....	32
Table 3.3: The comparison of each variable's alpha.....	33
Table 3.4: Gender of the samples.....	35
Table 3.5: Age of the samples.....	35
Table 3.6: Marriage status of the sample.....	36
Table 3.7: Education level of the sample.....	37
Table 3.8: Occupation of the sample.....	37
Table 3.9: Income per month of the sample.....	38
Table 4.1: The Frequency of consumer visit Tiffany fans page on Facebook per month .....	42
Table 4.2: Means, standard deviation, and interpretation on the samples' perceived brand equity toward Tiffany.....	42
Table 4.3: Consumers' attitude towards on Tiffany.....	45
Table 4.4: Customer decision to purchase after you saw the Tiffany advertisement.....	46
Table 4.5: The result of One-Way ANOVA of social engagement difference toward different brand equity of Tiffany .....	47
Table 4.6: The between-subject effects for social media engagement difference toward brand equity, brand awareness, brand association, perceived quality, brand loyalty and brand image....	52

## LIST OF TABLES (Continued)

	Page
Table 4.7: The result of One-way ANOVA analysis of social media engagement difference towards customers' satisfaction on Tiffany jewelry.....	57
Table 4.8: LSD analysis for testing the between-subject effects for social media engagement difference toward customers' satisfaction.....	58
Table 4.9: the relationship between brand equity and customers' satisfaction	60
Table 4.10: Spearman correlation of Customers' satisfaction toward Tiffany.	60
Table 4.11: SPSS Results for Multiple Regression Analysis of brand equity and customer satisfaction predict the influence of customer decision to purchase.....	61
Table 4.12: The Correlations different variables of Brand Equity.....	62
Table 4.13: The correlation among brand equity, satisfaction and satisfaction.....	64

**LIST OF FIGURES**

	Page
Figure1. A screen-shot of Tiffany Facebook Fan Page.....	14
Figure2. The framework of Reasoned Action.....	23
Figure3. Theoretical Framework.....	24



## CHAPTER 1

### INTRODUCTION

#### 1.1 Problem Statement and Rationale

Even if China is one of the fastest developing countries in Asia, but, because of the world economic continues downturn in recent years, the economic situation in China is also affected by. All those changing economics background has influenced the living stage of all citizens. It led to a bigger gap between the rich and the poor in recent years. Customers who purchased products no longer considered price only but they care about value of products, and more interested in luxury brands. The behavior of customers' luxury consumption is increasing, because nowadays customers would rather save money to buy luxury goods. Most importantly, there is a big amount of jewelry brands in the China market, including Tiffany & Co., the top 5 jewelry brands are Cartier, Van CLeef & Arpel, Chopard, Bvlgari, and DERIER.

Because of the average age of customers were decreasing, the operation model of jewelry industry is no longer heavy metal trading, but also becoming a fashion accessory purchasing, people used jewelry to dress up themselves and to meet other needs inside their mind. Berthon, Parent, and Berthon, (2009) claimed that trying to define luxury should be seen in terms of what it does. He said that-luxury brands consisted of three components: The functional (where luxury has its material embodiment – what it can do), the symbolic (representing the value it signifies to others, both signifies to the social and individual) and finally, the experiential (the

realm of the object's individual subjective value). At the same time, Thailand introduced a number of Europe's jewelry brand with exquisite design and high quality since 1990s. The marketing strategy of Jewelry include designing package with luxury brand, organizing fashion party, or sponsoring the top client luxury trip, and organizing jewelry competition of jewelry. Since jewelry industry is a service industry, the key to business success is to provide customers with good quality jewelry and quality service (Zhong, 2005, as cited in Guo, 2010). In order to meet the needs of the consumers, providing a high-quality product to attract customers is the most important factor, but also service quality. Customers are care about brand image, the quality of service, whether if the brand creating a pleasant experience in the entire process of purchasing, whether if the brand equity add value to their own identity (Dong, 2007). As for the brand equity and customer equity, they are two key factors obtain trustworthy assessments to company value (Romero & Yagüe, 2015). Kumar, Lemon & Parasuraman(2006) claimed that the most important elements for companies to enhance the long term value are managing the bond between brand equity and customer equity together.

During digital revolution, the identity, reputation and image of corporate brands became the core of gravity for seller and buyer alike. Corporate branding has been proposed as a guiding concept in the corporate communication discipline (Argenti, Howell, & Beck, 2005; Cornelissen, 2008; Van Riel Cees & Fombrun, 2007). Social media platforms are easy-to-use channels to convey and manage jewelers' image, they provided a convincing method that should be adopted by dealers running jewelry businesses. In the past, consumers' awareness of a new jewelry as brand companies were being promoted by using traditional media to convey their

band image, to build their brand image, and to maintain the image while it is hard for improving service quality and customer satisfaction. However, currently many companies adopted the network marketing, including the use of micro-blog, forums, search engines, online communities, instant messaging and other various ways. Not only promotion can play an immediate effect, as the advertising media in the short term, but also it can select the appropriate network channels and adhere to the correct promotion methods.

In the past, the brand of Tiffany Jewelry was promoted by using traditional advertising channel such as TV sponsor catwalk show, sponsoring the celebrities to participate in some activities, promoting company brochures or billboards on the street to communicate with target audience (Chao, 2015). However, there is a weakness of Tiffany company examined how to improve the relationship between the company and customers through social media channel in order to make the marketing strategy more diverse. Consumers' increase exposure social media for a brand can raise up consumers' likelihood to consumption the brand. So that companies are willing to have more exposure on social media platform for cost saving. Facebook also can increase buyers' intention to buy the products from fast-moving consumable goods (FMCG) companies. Jokinen (2016) Comparing past studies, the researcher decided to examine Tiffany & Co. a luxury jewelry brand in relation to their social engagement, brand equity, customer satisfaction and purchase decision making. As a luxury jewelry company, Tiffany & Co. already use Facebook, Twitter, Instagram, Pinterest and Google to make the marketing campaign (Tiffany & Co, 2015). The problem statements of the research are as follows:



1. Is customers' frequency of social engagement on Facebook of Tiffany & Co. positively correlated with their perceived brand equity?
2. Is customers' frequency of social engagement on Facebook of Tiffany & Co. positively correlated with their satisfaction toward Tiffany jewelry?
3. Is customers' perceived brand equity of Tiffany & Co. positively correlated with their satisfaction toward Tiffany jewelry?
4. Are social engagement in FACEBOOK of Tiffany & Co. , brand equity, and satisfaction toward Tiffany jewelry the significant predictors of customers' intention to purchase the products?

## **1.2 Objectives of Study**

1.2.1 To examine the relationship of consumers' frequency of social engagement on Facebook of Tiffany & Co. and their perceived brand equity.

1.2.2 To examine the relationship between consumers' frequency of social engagement on Facebook of Tiffany & Co. and their satisfaction towards Tiffany jewelry.

1.2.3 To examine the relationship between consumers' brand equity of Tiffany & Co. and their customers' satisfaction towards the brand.

1.2.4 To predict the factors shaping consumers' intention to purchase the product.

## **1.3 Research Questions**

In order to make clear what I would like to study and I summarize research questions as below.

1. Is customers' frequency of social engagement on Facebook of Tiffany & Co. positively correlated with their perceived brand equity?

2. Is customers' frequency of social engagement on Facebook of Tiffany & Co. positively correlated with their satisfaction toward the product? Is customers' perceived brand equity of Tiffany & Co., positively correlated with their satisfaction toward the product?

3. Are social engagement in FACEBOOK of Tiffany & Co., brand equity, and satisfaction toward the product the significant predictors of customers' intention to purchase the products?

#### **1.4 Scope of Study**

The population of the research is the social media user. However, the first priority target group is the group of social media user who own Facebook account aged above 18 years old. This group of people is chosen to be the sample of this study as they may come from different part of the world, but have ability thinking independently on brand value judgment, a desire of purchasing luxury products which meet their psychological needs somehow. According to Tiffany target market segment the gift-givers and gift-receivers are mainly targeted when special occasion occur (Christmas, somebody's birthday and etc.). On the other hand, self-buyer age between 20 and 35 is the group of mind-rage luxury buyers (Tiffany & Co., 2013).

The global luxury goods market has been growing at a fast pace driven by strong growth in the Asian markets. Especially in China, owing to the rapid economic development and higher disposable income in the hands of customers, the demand for luxury goods has been registering strong growth over the years. China has become a

key market for luxury retailers with an attractive growth rate because of its large population, high number of densely populated large cities, growing affluence, and local consumers' appetite for luxury as well as for globally recognized brands (Tiffany & Co., 2016).

According to industry estimates, Chinese luxury goods market is expected to grow at a rate of more than 70% during 2013–18. Tiffany has been focusing on increasing its presence in the emerging markets. In FY2015, the company operated 73 stores in Asia-Pacific including 26 stores in China, 14 in Korea, nine in Hong Kong, eight in Taiwan, seven in Australia, five in Singapore, and two each in Macau and Malaysia. Also, as part of its long-term strategy to expand its store base, the company plans to open 12 to 15 stores in FY2016, with the majority of expansion planned in Asia-Pacific. The strong growth in the luxury markets in emerging markets will facilitate increased revenues (Tiffany & Co., 2016).

The study will be applied with the quantitative research approach by survey two hundred customers, including 200 customers to fill in the questionnaire as a specific method to collecting the statistic information in order to see the relationship among frequency of social engagement on Facebook, customers' satisfaction, brand equity, and customer decision to purchase. The Simple Random Sampling method will be used to gathering the information from aged over than 18 years old.

## **1.5 Significance of the Study**

1.5.1 The findings of the study could inspire Tiffany & Co. Company and other jewelry companies to formulate an effectiveness communication strategy on social media, eventually achieves higher sales.

1.5.2 The study will provide a guideline for luxury industry and jewelry brand to improve and manage their brand image on social media platform, as well as creating good brand equity knowledge for public to recognize, involve in more customers, meanwhile differentiate their brand from the other.

1.5.3 The findings will help luxury brand to know how does brand equity affects customers' satisfaction and customers purchasing desire.

1.5.4 The results confirm the relationships among the concepts of frequency of Social Engagement, Brand Equity, Customer Equity, Customer Purchase decision making.

1.5.5 This study could be a practical guideline for everyone to learn how to operate a business and manage a brand online.

## **1.6 Conceptual Definitions**

1.6.1 **Frequency of Social Engagement** refers to one's participation level in the activities of a social group or community (Zunzunegui, Alvarado, Ser, & Otero, 2003).

1.6.2 **Customers' Brand Equity** is the sum of all enterprise customer lifetime value, the customer value is not only obtain the profitability through current customer, and it also includes the value company could obtained from the after a lifetime of interactions with customers (Keller, 1993). Brand Equity is also described as "the way the customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it." (Keller, 1993). Brand

Equity also shift the rate of brand value by illustrating that a brand is not only a strategically tool to contributing short-term sales but also a tactic support to a business strategy that increase long-term value to the organization (Aaker, 2016). In this survey, the brand equity of Tiffany will be measured by using Likert Scale which was divided into 5 key constructs as follows:

(2) **Brand awareness** refers to the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. It is expressed as a percentage of target market, and brand awareness is the primary goal of advertising in the early months or years of a product's introduction (Ya-Hsin, Ya-h ei, Suh-Yueh, & Wenchang, 2014).

(3) **Brand association** refers to anything which is deep seated in customer's mind about the brand. Brand association is not benefits, but is the images and symbols associated with a brand or a brand benefit (Management study guide, 2011).

(4) **Perceived quality** can be defined as the customer's opinion about the overall quality or image of the product or service or the brand itself with respect to its purpose of use as against its alternatives. It might not be linked to the actual product but is more skewed towards the brand image, customer experience with the brand and its other products, peer opinions, etc. thus perceived quality differs from objective quality, product-based quality and manufacturing quality (Mbaskool, 2011).

(5) **Brand Loyalty** “is a term used to describe consumer preference for a certain brand – buying a specific brand on a consistent basis. The consumer will stick to a particular brand when considering some purchases. Brand loyalty exists thanks to loyal customers (Market Business News, 2015).” It is measured through methods like

word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category (Management study guide, 2008).

**1.6.3 Purchasing decision** can be defined as a specific form of a cost–benefit analysis from a customer angle before they buy a product. There are five stages in the decision process, including problem or need recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase behavior respectively (Engel, Blackwell, & Kollat, 1968). This research will examine the influence of usage frequency of social media on Facebook on the customers' intention to purchase jewelry product of Tiffany within the period of one year from 1st January 2016 to 31st December 2016.

**1.6.4 Customers' satisfaction** is a measure of how products and services provided by a firm meet or exceed buyers' expectation. It can be measured by rating (stars or scores) on social media (Howard & Sheth, 1969; Hempel, 1977).

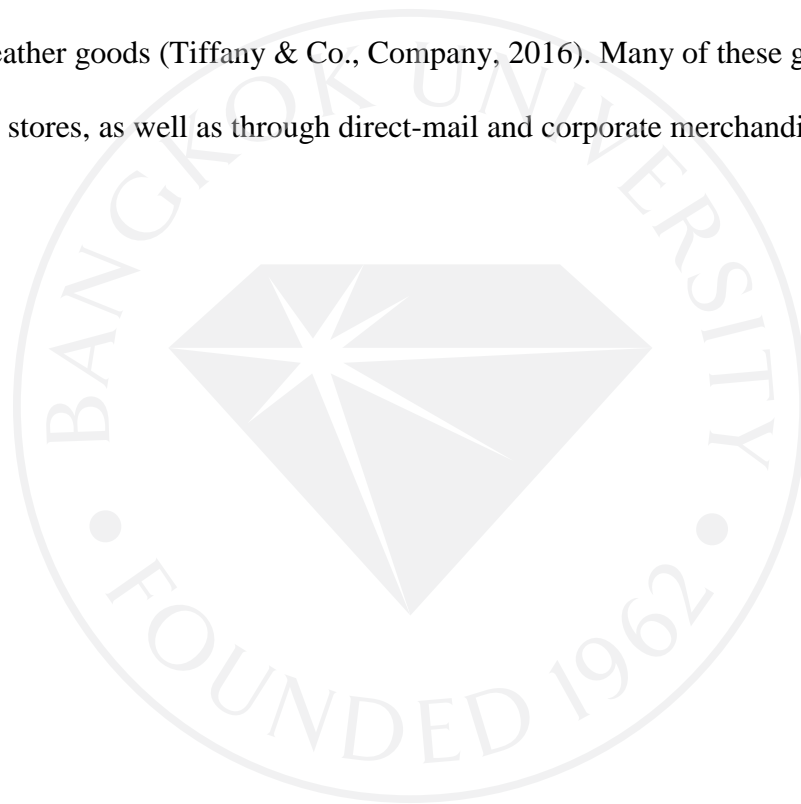
The key construction of customer satisfaction is to seek the view of respondents on variety of issues that will show how the company is performing and how it can improve. These can be surveyed by the questions such as (Hague & Hague, n.d., paragraph 11):

- Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.

- There is a connection between customer satisfaction measurement and bottom-line results.

“Satisfaction” itself can refer to a number of different facts of the relationship with a customer, for example, packaging, quality, reputation, price, after-sales service, and etc.

**1.6.5 Tiffany & Co.** is an American luxury jewelry and specialty retailer since 1837, headquartered in New York City. Tiffany sells jewelry, sterling silver, china, crystal, stationery, fragrances, water bottles, watches, personal accessories, as well as some leather goods (Tiffany & Co., Company, 2016). Many of these goods are sold at Tiffany stores, as well as through direct-mail and corporate merchandising (Patricia, 2016)



## **CHAPTER 2**

### **LITERATURE REVIEW**

Chapter 2 aims to provide a synthesis of the past studies on communication strategy of luxury brand, background of Tiffany, how luxury brand to merchandise products on social media, how to involve a social engagement, how to arouse customers' desire on purchase decision making. The chapter explores the concepts, principles, and the related theories to develop the theoretical framework and hypothesis. The chapter summarizes the following topics:

2.1 Tiffany & Co. SWOT Analysis and marketing strategy

2.2 Frequency of Social Media Engagement

2.2.1 Own Media and Earn Media

2.3 Concepts of Brand equity

2.4 Concepts of Customer Satisfaction

2.4.1 The importance of Customer Satisfaction

2.4.2 The relationship between Image and Customer Satisfaction

2.5. Concepts of Brand image

2.6. Customer Decision to purchase

2.6.1. Buying decision process of customers

2.7 The Impact of Facebook on Customers' Purchase Decision

2.8 Theory of Reasoned Action (TRA)



## 2.9 Theoretical Framework

## 2.10 Research Hypothesis

### **2.1 Tiffany & Co. SWOT Analysis and marketing strategy**

According to Tiffany & Co. SWOT Analysis (2016), as we know that Tiffany is the most famous luxury brand in the world, it was graded in top 50 America retail brands in 2015 by an industry source exclusively in brand services and activities. From customer perception, the brand name of Tiffany equal to high quality, specializing diamond jewelry. Tiffany can build such a high upper image dedicated by their strong marketing strategy. The company has a classic positioning of its product line. Secondly, they design a distinctive packaging materials, the exclusive Tiffany blue box adopted by the company also improve its brand value. Thirdly, the locations of its stores always open in the best 'high street' or luxury malls. Though the expensive fee and require high maintenance of these locations they associate the brand with luxury successfully. Additionally, Tiffany employs provide superior service to customers with knowledgeable professionals. Lastly Tiffany's advertisements enable it to primarily reinforce the brand's association with luxury, sophistication, style and romance. Tiffany provides all reasons that drive customer to purchasing. Tiffany not only strong in direct selling channel but also provide internet and catalog sales with a lower price, such as: [www.tiffany.com](http://www.tiffany.com), [www.tiffany.ca](http://www.tiffany.ca), [www.tiffany.com.au](http://www.tiffany.com.au), [www.tiffany.co.jp](http://www.tiffany.co.jp) and they provide B2B on [www.tiffany.com/business](http://www.tiffany.com/business) as well. (Tiffany & Co., 2016).

In the fast developing market of luxury consumption in the world, a big market has emerged, Asia, the emerging market, and among it China plays a very important role. Because of the rapidly economic development and a higher income of

customers, the needs for luxury products have become stronger in the past of few years. Today China is a core market that luxury retailers want to dominate due to its big population, high number of densely populated large cities and the attractive feeling of consumers towards the world-wide recognized brands. Based on industry estimation during 2013-18, 70% growth rate of luxury goods purchasing will occur in Chinese market (Tiffany & Co., 2016). There is another study from Baines & Company, there will be 85% of new luxury stores open in emerging markets in next 10 years in their predictions, and that rise in these markets are projected to increase over than 10 percent, especially in Brazil, Russia, India, China and South Africa (BRICS countries) (Krauss, 2009).

The truth is Tiffany has a market strategy that is focusing on rising its presence in the emerging markets. In FY2015, there are 73 stores has been operated in Asia-Pacific, 26 stores in China, 14 in Korea, 9 in Hong Kong, 8 in Taiwan, 7 in Australia, 5 in Singapore, and two each in Malaysia and Macau (Tiffany & Co. SWOT Analysis. 2016). Meanwhile online sale is an obvious weakness of Tiffany Company, because of a real face-to-face consultation and physically handle purchasing experience cannot be provided to convince consumer make a purchase decision. Combining with reasons above, a big developing potential in the future of Tiffany give me a good reason and motivation to do the research on this brand, and how to build a brand image on social media is a present trend for every brand.

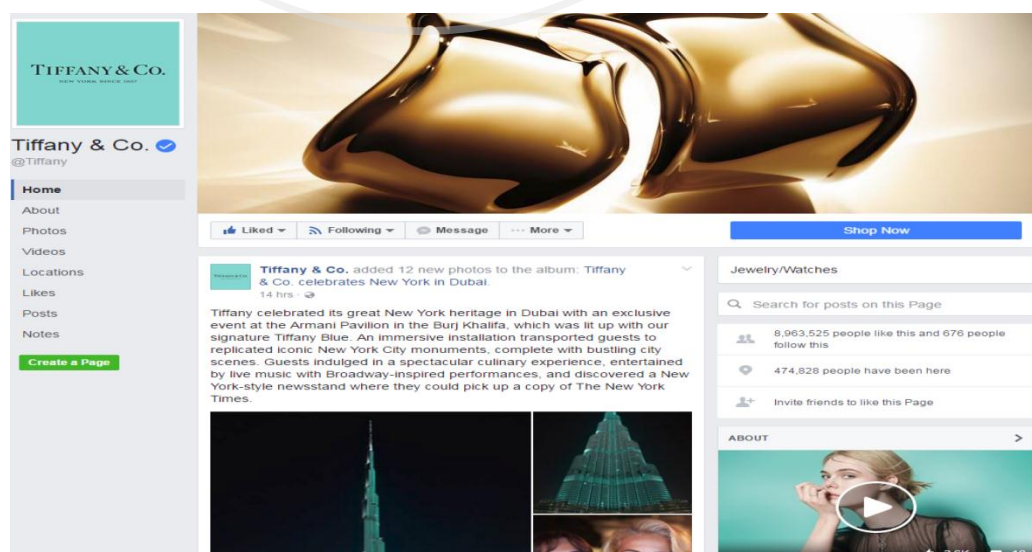
## **2.2 The Frequency of Social Media Engagement**

### **2.2.1 Own and Earn Media**

Social-media-based advertising differs from traditional media like TV commercials, e-mail communications, and online banners therein it permits interaction between company and customers. We are able to divide social media messages into 2 groups, earned social media and owned social media according to the source of media activity (for example, who creates the social media message).

Work of Stephen and Galak defined earned social media and owned social media. Earned social media is referred to social media activity that is indirectly generated by the brand owners and their agent. While, owned social media is one that is directly generated by owner or its agents. Thus, the marketing actions from the owner will facilitate to generate earned social media activity however the owner does not precisely generate the activity. In distinction, owned social media is social media activity that was generated by the complete owner in social networking services (e.g., Facebook) that it manageable (Stephen and Galak, 2012). (A Facebook Fan Page in figure 1)

a. Tiffany's Facebook Fan page



b. Example of earned and owned social media in the Tiffany's Facebook Fan page



Figure1: A screen-shot of Tiffany Facebook Fan Page

The collaborative feature of social media that is include earned and owned social activities, a brand boost up their publicity by scale-up online buzz. (Goldsmith, 2002), however, it is unclear what the associate marketing effectiveness of exposure to earned and owned social media activities in one single social networking platform on client choices within the path to buy. Moreover, the interrelated impact of the two kinds of social media activity on the decisions it is still hard to understand well. It trigger a trend that customers who receiving brand-related information from social more likely to have a purchase behavior than the people who receiving brand related information from traditional media (Olbrich, 2011; Trusov, 2009).

Even if it is likely to be logical to looking forward that more exposures to brand social media activities could have a better impact on customers buying

decision in spite of their sources, it is unclear that how does owned and earned social media activity are dependent on one another to have an effect on customer selections (Xie & Lee, 2015). It is the area that previous study have not research yet, meanwhile, it can be the goal of our study in this part is to assess the relationship among Social media exposure and consumers' purchasing design making.

### **2.3 Concepts of Brand equity**

Brand equity is a collection of assets or liabilities associated with the brand name and a symbol, it can make the customer or user value increased or decreased through the products or services they provided (Gunelius, 2012).

It is a concept for the purpose of build a well-known brand, to create a feeling and impression in customers' mind. It is value of brand based on extents which have a high brand loyalty, name of awareness, perceived quality, strong brand association and others (Romero & Yagüe, 2015). Company can create brand equity for their product by making them memorable, easily cognizable and superiority in quality and pliability.

Roughly, research resolutions around Brand equity and customer equity have constituted two separate streams. On one side, brand equity started to gain attention from academics during beginning of 1990s, concentrate to its conceptualization, management and measurement (e.g. Aaker, 1991, Keller, 1993, Chu & Keh 2006; Wang, Hsu, & Fang, 2009, Christodoulides & Chernatony, 2010).

### **2.4 Concepts of Customer Satisfaction**

Customer satisfaction can be defined as a measure of how products and services supplied by a company meet or surpass customer expectations. It is a kind of psychological state in the buyer's compensation for the purchase price and the compensation (Howard & Sheth, 1969; Hempel, 1977). Oliver (1981) holds that customer satisfaction is a short-term emotional reaction. Churchill and Surprenant (1982) claimed that customer satisfaction is a result of the purchase and use of the product, it is a comparison of the expectations and costs generated by the buyer. Cadotte, Woodruff, & Jenkins (1987) expressed that customers in the purchase of goods, establish a set of standards according to their purchase experience to establish a set of standards. After the purchase, the customer will have a positive or negative experience, which will affect customer satisfaction. According to the study from Rootman & Cupp (2016) revealed a significant finding on social media effects on the customer satisfaction and retention in the banking industry, the results became a guideline for banks to increase customer satisfaction and customer retention by using their social media channels.

#### **2.4.1 The importance of Customer Satisfaction**

Tse and Wilton (1988) said that customer satisfaction can be regarded as the difference between the customer and the cognitive performance. In the evaluation of the satisfaction of the structure not only the cognition but also emotional factors, so it is a comprehensive assessment of cognitive and emotional factors (Oliver 1981). Hempel (1977) said that customer satisfaction measurement can not only make the enterprise have a clear understanding of the market consumption trends, but also an important tool to gain market advantage, especially on strategic planning. Crosby & Stephens (1987) proposed to measure the satisfaction degree of service providers,

the satisfaction degree of core service and the satisfaction degree of organization. In satisfaction measure, some researchers have proposed satisfaction is a whole phenomenon, and not just to measure the satisfaction of single item. Integrating the studies from researchers above, the researcher would like to examine the brand image, brand content, comment from customer and overall satisfaction that related to the jewelry brand.

#### **2.4.2 The Relationship between Image and Customer Satisfaction**

Nehme, Lindos and Charbel (2013) take Holy Spirit University of Kaslik, Lebanon University as a case to examine whether university Image and its relationship will affect student satisfaction, and they gain the positive answer that a good brand image will have a positive affection on customer satisfaction. Chang & Tu (2009) examined the customer satisfaction of the hypermarket such as supermarkets and department stores. They found that store image has positive correlation with customer satisfaction. Lai, Griffin & Babin (2009) regard that service quality has a positive correlation to the value and image quality, and service quality has no direct relationship to the degree of satisfaction. Based on the findings above, service quality and brand image are important factors that can affect customer satisfaction.

Accordingly, this research will focus on brand image that Tiffany conveys on Facebook.

#### **2.5 Concept of Brand image**

A good brand image needs a good packaging, it can effect on sales and moderating on the relationship between product life cycle strategies and sales. A brand image is a company communication perceptual phenomenon, it also can build

awareness that brand-related in consumers' mind by linking the brand name, logo, symbol, and so forth to certain associations in memory by the company (Park, Jaworsik, & MacInnis, 1986). Normally, customers will consider the quality of product based on its brand image, thus stimulating customer purchasing behavior. Chen and Ye (2007) found that a successful brand recognized by consumers may in order to create a much higher value than the value of the product itself (as cited in Guo, 2010, p 60). Kotler (1997) considers that a brand image is based on the individual properties of brand to develop the faith of brand, and brand image is a combination of the brand faith. However, consumers may have different beliefs to the same brand because of personal experience, selective perception, selective distortion and selective memory effect (Kotler, 1997). A clear brand image can make it easy for consumers to identify the products, evaluate product quality, reduce perceived risk of purchase, and get the different feeling and satisfaction. Blackwell, Miniard & Engel (2001) proposed that brand image is the consumer perception of the tangible and intangible brand-related characteristic. Kapferer (1992) holds that the brand image is generated by customers through the combination of all the brands' signals. Roth (1995) explained that product image is the results of mixture marketing activities from the firm. Park, Jaworsik, and MacInnis (1986) claimed that based on different customer profit it will develop different Brand Concept Image that can be classified into, three categories: functional, symbolic, and experiential, which and the researcher will explain as following.

## **2.6 Customer Decision to purchase**



Previous studies mainly indicate that exposures of advertising content are normally contributed by an apparent consumer decision (Srinivasan, 2015). This event provides a chance to look at metrics that replicate the extent to that shoppers are progressive in seeking information. The undisguised actions required by shoppers receiving Facebook whole page newsfeeds permit shoppers to exchange data with one another (Xie & Lee, 2015). Such interaction affects awareness and knowledge building and consequently indicates knowledge at work. As consumers pursue learning a couple of whole, they will cash in of multiple sources of ad-based data (owned social media) and friends' suggestion. The exposure to brand knowledge has been created through the integration between company (advertising on Facebook fan page) and costumers (press "like", share and comment about brand) disclosure the awareness and learning related to the brand (Xie & Lee, 2015). What is more, brand buying mirror the combined actions of customers in their behavior. The buyers who purchase products within real store seem prefer to have multiple choice and in-store promotions rather than online purchasing convince (Xie & Lee, 2015).

### **2.6.1 The Buying Decision Process**

1. **Problem/need recognition** is the stage to identify the need or problem caused by external situation. For instance, if you would like to purpose to your girlfriend, you need to buy a ring.

2. **Information search** is the stage when people researched for information to make decision. Such as you went to jewelry store to purchase ring, you may compare brand, price, the source of original country and etc.

3. **Evaluation of alternatives** is the stage when customers evaluate their choices based on their preference and brand reputation. For example, you may consider which brand has a better design, or better quality.

4. **Purchase decision** is the stage decision has been made. After the process above you choose Tiffany because of its beautiful design, positively brand image, as well as its famous name.

**Post purchase behavior** is the stage which occur when the purchase is completed. The customer will reflect and evaluate their experiences which could turn to be positive reviews, brand loyalty or even negative feedback. For instance, after purpose to your girlfriend by using Tiffany ring, your girl say yes which make you may have a positively impression on this brand, then you may purchase it again when you buy wedding ring.

Much of the research relating to knowledge that focused on strategic brand management related to customer satisfactions (Park,. Jaworsik,. & MacInnis, 1986., & Guo, 2010). While, there have been a number of valuable studies of luxury brand market segments and luxury brand positioning. However, limited research were conducted on the customers' decision to purchase after they saw the advertisement which is related to their brand image as well

## **2.7 The Impact of Facebook on Customers' Purchase Decision**

Social media nowadays are generally considered as a main media, what is more that Facebook is one of the most well known in this platform today. It provides users the possibility to share ideas, opinions, pictures and activities. It can also provide an inexpensive and convenient method to advertise products and services.

Social media via Facebook leads to better engagement and brand exposure, because of the strong competition ability and cooperation networking. First, it has a huge numbers of user of world wide, according to the statistics on the website that registers of Facebook in 2014 nearly reached 1.4 billion (Csilla, 2015). Second, Facebook has a good cooperation with third-party developers and opened a platform for their users to enjoy third parties developer, including application and content developers. The apps of Apple and Android developers can be connected on mobile applications to Facebook. Another unique and compelling feature has been the authentic identity, Facebook partners only need to use the company's login credentials through Facebook Connect rather than creating a new ID account and pin. This function makes sharing statistics and information between the companies becomes easier, allowing for better nationalization, targeting and social functionality. (Facebook Inc., 2015).

There are several studies that examined the impact of Facebook on customers' purchase decision. Mao, Zhu, and Sang (2014) showed that the social media marketing arouse external factors and affects on buyers' inner attitude, and also influence customer purchase intention, and lastly social media marketing can persuade customers to purchase the products. While, the study from Xie & Lee (2015) suggested that consumers' increase exposure social media for a brand can raise up consumers' likelihood to consumption the brand. So that companies are willing to have more exposure on social media platform for cost saving. Facebook also can increase buyers' intention to buy the products from fast-moving consumable goods (FMCG) companies. Jokinen (2016) found that the relative impacts of social media are equal to traditional media considerably on brand image.

## 2.8. Theory of Reasoned Action (TRA)

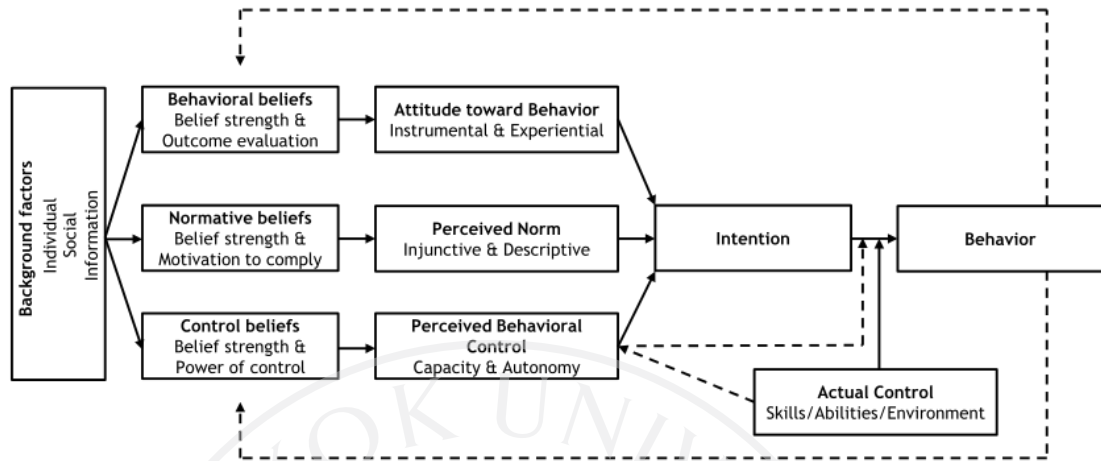


Figure2: The framework of Reasoned Action

The theory aims to explain the relationship between attitudes and behaviors within human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975)

2.8.1 Attitude (AT) is a continuing assessment of the likes or dislikes of a particular object or idea, as predicted the performance by attitude.

2.8.2 Subjective norm (SN) is described as the extent to which someone feel that he/she received the pressure from the society when make a particular behavior. It is the feeling being influenced by their perceptions of the beliefs of those around them such as parents, friends, colleagues, partners, etc. The stronger the subjective norm you have, the more pressure you are likely to have.

2.8.3 Perceived behavioral control (PBC), the perception of a person's ability to control resources and opportunities when he or she is engaged in a particular activity. Not only including individual desires, but also non motivational factors, such as time, money, skills, opportunities, abilities, resources, or policies. So someone wants to engage in a particular act, but he or she is unable to have a real action because it is out of their control.

2.8.4 Behavior intention (BI) refers to a person's beliefs, especially the consequences of a particular action. These beliefs will vary with the crowd.

## 2.9 Theoretical Framework

According to the motivation and purpose that cause this research, the objective of this research is to investigate the relationships among customers' frequency of social engagement on Facebook, perceived brand equity, customer satisfaction toward Tiffany & Co. and their intention to purchase. The influence of brand equity and customer satisfaction reflects on Customer Decision to purchase Tiffany jewelry.

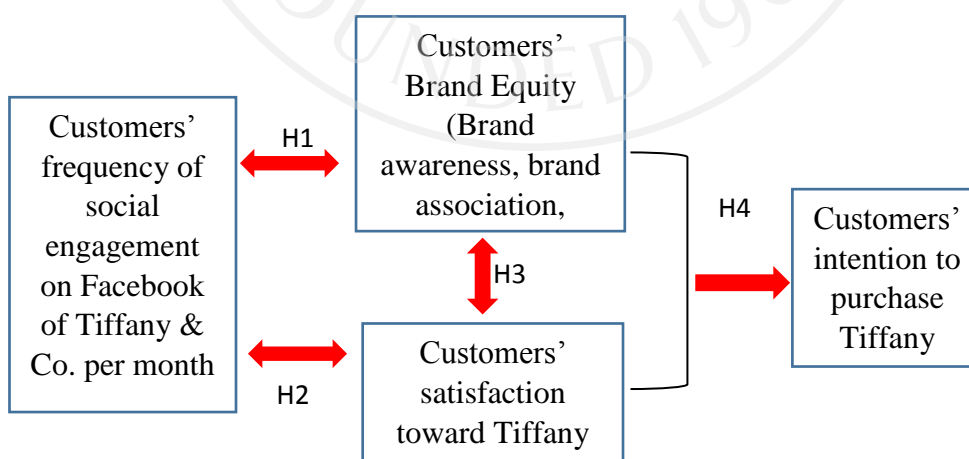


Figure3: Theoretical Framework

## 2.10 Research Hypothesis

According to the research before, it is hard to find some connection between brand image and customer satisfaction. So the variables of this study include brand image and customer satisfaction, based on this factors, this research proposes the following hypothesis:

H1: A variation in customers' perceived brand equity was significantly associated with their frequency of social media engagement.

H2: A variation in customers' satisfaction was significantly associated with their frequency of social media engagement.

H3: Customers' brand equity (brand awareness, brand association, perceived quality, and brand loyalty) is positively correlated with their satisfaction toward Tiffany brand.

H4: Customers' brand equity and customer satisfaction towards Tiffany are significant predictors of customer intention to purchase the Tiffany jewelry.

## **CHAPTER 3**

### **METHODOLOGY**

The chapter reveal the relationship between Tiffany's' frequency of social engagement on Facebook and customer decision to purchase its product which involves research methodology and the sampling method to described. Finally, this chapter is composed of the following sections:

- 3.1 Research Design
- 3.2 Population and Sampling Method
- 3.3 Research Instrument
  - 3.3.1 Interpretation of the scale
- 3.4 Research Pretest
- 3.5 Data Collection Procedure
- 3.6 Demographic Data of the Samples
- 3.7 Data Analysis and Interpretation

#### **3.1 Research design**

The objective of this study is to develop current theory-driven strategic communications research by using an experimental design to measure how does social media effect on a luxury brand communication process in terms of effects on Customer Brand Equity, Customer satisfaction and Customer Decision to purchase.

This research would be applied with the quantitative research approach as a tool to collect the data information in order to show the correlation among frequency of social engagement on Facebook, customer brand equity, customer satisfaction and customer decision to purchase the brand.

### **3.2 Population and Sampling Method**

The population of the research is the social media user. However, the first priority target group is the group of social media user who own Facebook account aged above 18 years old. This group of people is chosen to be the sample of this study as they may come from different part of the world, but have ability thinking independently on brand value judgment, a desire of purchasing luxury products which meet their psychological needs somehow. According to Tiffany target market segment the gift-givers and gift-receivers are mainly targeted when special occasion occur (Christmas, somebody's birthday and etc.). On the other hand, self-buyer age between 20 and 35 is the group of mind-rage luxury buyers (Tiffany & Co., 2013).

The study will be applied with the quantitative research approach by survey two hundred customers, including 200 South-East Asia and East Asia customers to fill in the questionnaire as a specific method to collecting the statistic information in order to see the relationship among frequency of social engagement on Facebook, customers' satisfaction, brand equity, and customer decision to purchase. The Simple Random Sampling method will be used to gathering the information from aged over than 18 years old.



### 3.3. Research Instrument

The purpose of this questionnaire is to have a roughly understand of the relationship among customers' frequency of social engagement on Facebook, perceived brand equity, customer satisfaction toward Tiffany & Co. and their purchase decision. The influence of brand equity and customer satisfaction reflects on Customer Decision to purchase Tiffany jewelry. The survey consists of five main sections. The demographic information, customer perceived brand equity, customers' satisfaction towards on Tiffany brand, intention to purchase jewelry.

#### Section 1: Demographic Information of Facebook users

The first section consists of questions asking social media users to provide their specific information which including sex, age, occupation, marriage status, education background, monthly income. The demographic items are founded in section 1 of Appendix.

#### Section 2: Social media (Facebook) Usage

This part examines the users' frequency of social engagement on Facebook of Tiffany & Co. monthly by asking question how often you check Tiffany fans page on Facebook in a month. Never (0 time per month), Rarely (once per month), Sometimes (twice per month), Frequently (3 times per month), Most frequently (4-5 times per month or more).

Section 3: How does customer perceived Tiffany's' brand equity by measuring brand awareness, brand association, perceived quality, brand image and brand loyalty.

These five index can be survey by adopting Likert 5 point scale to measure people's attitude, with highly agree, agree, neutral, disagree and highly disagree, the scores are 5, 4, 3, 2, 1 respectively. The higher the score, the more agreed to the evaluation criteria. Based on Lee and Leh's Brand Equity Scale (2011), having 0.780 Cronbach Coefficient Alpha has 4 dimensions of brand equity and its constructs are as follows:

1. Brand Awareness (BW): (1) I have difficulty in imaging this brand in my mind. (2) I can recognize this brand among competing brands. (3) This brand is the only brand recalled when I need to make a purchase decision.

2. Brand association (BA): (1) This brand matches my personality. (2) I can quickly recall the logo and color of this brand. (3) During use, the brand is highly unlikely to be defective. (4) I am proud to own a product of this brand. (5) Considering what I pay for the brand, I get much more than my money's worth.

3. Perceived quality (PQ): (1) I can expect the superior performance of this brand. (2) This brand is very reliable. (3) This brand is better as compared to other brand(s) of the product in terms of the design/packaging.

4. Brand loyalty (BL): (1) After using the brand, I love it a lot. (2) I will definitely buy this brand of product again. (3) I will not buy other brands if I the product is jewelry. The purpose to purchase Tiffany in terms of testing Brand Image: (1) I purchase Tiffany jewelry for marriage. (2) Tiffany brand is a good choice for give it as a gift for festival celebration. (3) I think collecting Tiffany is good for investment and up-valuation. (4) I will buy it to dress up myself.

5. Brand Image (BI): (1) I will purchase Tiffany jewelry for future wedding. (2) Tiffany brand is a good choice to give it as a gift for festive celebration. (3) I think collecting Tiffany is good for investment and up-valuation. (4) I will buy it to enhance my own personality.

#### Section 4: Customers' satisfaction towards the brand

Based on jewelry online shopping Satisfaction Scale, the scale has .839 cronbach alpha. The scale has the following key questions:

- (1) How much do you satisfy with their quality?
- (2) I think Tiffany has a good packaging.
- (3) The price is reasonable.
- (4) I think Tiffany is a brand has a good reputation.
- (5) The staff of Tiffany is friendly and professional.
- (6) Tiffany provide a good after-sales service.
- (7) Over how satisfied or unsatisfied with Tiffany brand.

#### Section 5: Customer's' decision to purchase Tiffany jewelry

This part of questions would like to examine customers' intension to purchase after they saw the advertisement. The scale has following questions:

- (1) I am satisfied with the Tiffany Jewelry rather than other jewelry brands.
- (2) I will consider purchasing Tiffany jewelry even when there is no promotion.
- (3) I will consider purchasing Tiffany jewelry only when there is a promotion.

(4) I will consider purchasing Tiffany jewelry when special occasion or moment comes (Birthday, proposal, etc.).

(5) I will buy Tiffany jewelry, if I wanted to buy an accessory.

### 3. 3.1 Interpretation of the scale

Table 3.1: Criteria for degree of satisfaction dimension

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.51 - 5.00	Strongly agreeable
Agree with the statement	4	3.51 - 4.50	Agreeable
Neutral with the statement	3	2.51 - 3.50	Neutral
Disagree with the statement	2	1.51 - 2.50	Disagree
Strongly Disagree with the statement	1	1.00 - 1.50	Disagree

### 3.4. Research pretest

We developed questionnaire in English and Chinese. Professor examined its wording and the face validity of the questions. The next, bilingual professor fluent in both English and Chinese translated the questionnaire into Chinese. The questionnaires were distributed to 50 Facebook users as a pretest to check whether all the questions in this research are clear to understand and respond. The result of subjects was used to improve the statement of the questionnaire. The researcher adjusted unclear wordings to some questions. After making those adjustments in the survey questionnaire, the researcher sent the corrected questionnaire to the 33 costumers of Tiffany by Email. Cronbach's alpha coefficient to assess the reliability of the instrument was presented as follow:

Table 3.2: The reliability of instrument

Variable	Corrected Item-Total Correlation
<b>The overall of Brand Equity</b>	.661
<b>Brand Awareness (BA)</b>	.760
1. Tiffany is a well-known jewelry brand in my mind.	.717
2. I can recognize this brand among competing brands.	.820
3. Tiffany is the brand that I can recall when I need to make a purchase decision for jewelry products.	.735
<b>Brand Association (BA)</b>	.752
4. This brand matches my personality.	.790
5. I can quickly recall the logo and color of this brand.	.552
6. During use, the brand is highly unlikely to be defective.	.662
7. I am proud to own a product of this brand.	.819
8. Considering what I pay for the brand, I get much more than my money's worth.	.835
<b>Perceived Quality (PQ)</b>	.762
9. I can expect the superior performance of this brand.	.762
10. This brand is very reliable.	.739
11. This brand is better as compared to other brand(s) of the product in terms of the design/packaging.	.674
<b>Brand Loyalty (BL)</b>	.689
12. After using the brand, I love it a lot.	.757
13. I will definitely buy this brand of product again.	.730
14. I will not buy other brands if the product is jewelry.	.785
<b>Brand Image (BI)</b>	.767
15. I will purchase Tiffany jewelry for future wedding.	.805
16. Tiffany brand is a good choice to give it as a gift for festive celebration.	.739
17. I think collecting Tiffany is good for investment and up-valuation.	.833

(Continued)

Table 3.2 (Continued): The reliability of instrument

18. I will buy it to enhance my own personality.	.865
<b>The overall satisfaction</b>	.659
19. I am satisfied with the quality.	.643
20. I think Tiffany has a good packaging.	.328
21. The price is reasonable.	.755
22. I think Tiffany is a brand has a good reputation.	.701
23. The staff of Tiffany is friendly and professional.	.661
24. Tiffany provides a good after-sales service.	.760
25. Overall, I am satisfied with Tiffany brand.	.717
<b>The overall Purchase decision</b>	.820
26. I am satisfied with the Tiffany Jewelry rather than other jewelry brands.	.735
27. I will consider purchasing Tiffany jewelry even when there is no promotion.	.752
28. I will consider purchasing Tiffany jewelry only when there is a promotion.	.790
29. I will consider purchasing Tiffany jewelry when special occasion or moment comes (Birthday, proposal, etc.).	.552
30. I will buy Tiffany jewelry, if I wanted to buy an accessory.	.662
<b>Total</b>	.971

Table 3.3: The comparison of each variable's alpha

	Sample 30	Cronbach's Alpha	Sample 200	Cronbach's Alpha
<b>Brand Awareness (BW)</b>	3	.834	3	.929
<b>Brand Association (BA)</b>	4	.876	4	.903
<b>Perceived Quality (PQ)</b>	3	.840	3	.858
<b>Brand Loyalty (BL)</b>	4	.806	4	.878
<b>Brand Image (BI)</b>	4	.851	4	.916
<b>The overall satisfaction</b>	7	.926	7	.958
<b>The overall Purchase decision</b>	5	.825	5	.782

As shown in Table 3.3 the descriptive analysis on the demographic profile of the sample. The total result of purchase intention is excellent ( $\alpha = 0.782$ ,) because Cronbach's Alpha (the level of reliability) is more than 0.7 which is higher than the standard level set of the reliability test. As shown in Table 3.3, the results showed that Cronbach's Alpha of brand equity, including brand awareness ( $\alpha = 0.929$ ), brand association ( $\alpha = 0.903$ ), perceived quality ( $\alpha = 0.858$ ), brand loyalty ( $\alpha = 0.878$ ) and brand image ( $\alpha = 0.916$ ). The results showed that the total customer's satisfaction is excellent ( $\alpha = 0.958$ ).

### **3.5 Data Collection Procedure**

As for the survey, the following procedures are data collection:

3.6.1 An online questionnaire has been running on Wenjuanxing, a professional online questionnaire, voting platform to collecting information from customers.

3.6.2 The allowance of Tiffany was assign by Department of customer service to distribute questionnaires to their customers in data base after research contact with the company.

3.6.3 The questionnaires were distributed a online link to the customers' email and requested them to complete the survey within 20 to 30 minutes. The researcher ensured customer to fill up the questions separately, especially those who were couple and give in their own responses.

3.6.4 The questionnaires has been distributed to 400 people, but received 203 back, the feedback from customers has been sent to Tiffany company as a research to

dedicate to their business as well.

### 3.6 Demographic Data of the Samples

The demographic information of 200 customers responded to the questionnaire include sex, age, occupation, marriage status, education background, monthly income. The descriptive analysis of the frequency and percentage of the samples is summarized in the following tables.

Table 3.4: Gender of the samples

<b>Demographic Information:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender:</b>		
Male	62	31
Female	138	69
Total	200	100

As shown in Table 3.4, the descriptive findings revealed that 69 percent were female (n= 138) and 31 percent were men (n= 62). Table 3.5: Age of the samples

<b>Age:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18-22 years old	21	10.5
23-27 years old	44	22
28-32 years old	60	30
33-37 years old	39	19.5
38-42 years old	20	10
43-47 years old	9	4.5
48 years old and above	7	3.5
Total	200	100

As shown in Table 3.5, descriptive finding found that most of the sample were between the age ranges of 28-32 years old (30%, n = 60), followed by age between



23-27 years old (22%, n = 44), and 33-37 years old (19.5%, n = 39), 18-22 years old (10.5%, n = 21) and 38-42 years old (10%, n = 20), respectively. The minority sample were 43-47 years old (4.5%, n = 9), and 48 years old and above (3.5%, n = 7), respectively. The findings showed that the majority Tiffany customers of the samples aged between 22-32 years old.

Table 3.6: Marriage status of the sample

<b>Marriage Status:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Single	57	28.5
involved in a relationship	58	29
Married	55	27.5
Divorced	30	15
Others	0	0
Total	200	100

As shown in Table 3.6, the descriptive findings indicated that majority and second majority of the samples are involved in a relationship (29%, n = 58) and Single (28.5%, n = 57), respectively, followed by those who married (27.5%, n = 55), and divorced (15%, n= 30).

Table 3.7: Education level of the sample

<b>Education:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
High School	0	0
Bachelor degree	137	68.5
Master degree	53	26.5
Doctoral degree	10	5
Total	200	100

As shown in Table 3.7, descriptive finding found that majority of the samples obtained Bachelor degree (68.5%, n= 137), followed by those who obtained Master degree (26.5%, n= 53) and Doctoral degree (5%, n = 10), respectively.

Table 3.8: Occupation of the sample

<b>Occupation:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Student	11	5.5
Government officer	35	17.5
Employees of private enterprises	59	29.5
Foreign enterprise	59	29.5
Freelance and entrepreneurs	36	18
Others	0	0
Total	200	100

As shown in Table 3.8, descriptive findings indicated that majority of the samples represented Employees of private enterprises and Foreign enterprise who share the same numbers (29.5%, n = 59), followed by Freelance and entrepreneurs (18%, n = 36) and Government officer (17.5%, n = 35) respectively, Student is the minority group (5.5%, n=11).

Table 3.9: Income per month of the sample

<b>Income:</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than 20,000 Baht	32	16
25,005 - 75,000 Baht	76	38
75,0005 - 150,000 Baht	53	26.5
150,005 - 250,000 Baht	22	11
More than 250,005 Baht	17	8.5
Total	200	100

As shown in Table 3.9, descriptive findings indicated that most of the samples earned a monthly income of 25,005 - 75,000 Baht Nu (38%, n = 76), followed by samples with income in between 75,0005 - 150,000 Baht Nu (26.5%, n =53), samples with income of Less than 20,000 Baht Nu (16%, n= 32), and samples with income of 150,005 - 250,000 Baht Nu (11%, n = 22) are equally, samples with minority income with More than 250,005 Baht Nu (8.5%, n = 17) respectively.

### **3.7 Data Analysis and Interpretation**

The data was analyzed using SPSS window 17.0 (Statistical Package for Social Sciences). The data used for the show study included Analysis of Variance (One-Way ANOVA), Spearman Correlation and Multiple Regression.

H1: A variation in customers' perceived brand equity was significantly associated with their frequency of social media engagement.

The independent variable was the frequency of social media engagement. The lists of ordinal scale were used to measure independent variables. The dependent variable was the perceived brand equity.

Therefore, One-Way ANOVA analysis was utilized to determine the correlation between social media engagement and brand equity from aspects of Brand Awareness (BW), Brand Association (BA), Perceived Quality (PQ), Brand Loyalty (BL) and Brand Image (BI).

H2: A variation in customers' satisfaction was significantly associated with their frequency of social media engagement.

The independent variables were the frequency of social media engagement.

The dependent variable was the customers' satisfaction toward Tiffany.

The interval scale of customers' satisfaction was used to measure the dependent variable. Therefore, One-Way ANOVA was used to find the nominal independent variables and an interval dependent variable.

H3: Customers' brand equity (brand awareness, brand association, perceived quality, brand image and brand loyalty) is positively correlated with their satisfaction toward Tiffany brand.

There were two scale of interval variables, Customers' brand equity and satisfaction on the ranked values for each variable. Spearman correlation was used to examine the relationships involving Customers' brand equity and Customers' satisfaction towards Tiffany.

H4: Customers' brand equity and customer satisfaction towards Tiffany are significant predictors of customer decision to purchase the Tiffany jewelry.

The independent variables were the Customers' brand equity and customer satisfaction towards Tiffany. The dependent variable was the customer decision to purchase. The 5 point-interval scale of brand equity and customer satisfaction was calculated to find the sum of the brand equity and customer satisfaction of the sample.

The interval scale of customers' satisfaction was used to measure the dependent variable. Since there were two interval independent variables and one interval dependent variable, Multiple Regression Analysis was conducted to find the significant

predictor of dependent variable.



## **CHAPTER 4**

### **DATA ANALYSIS**

This chapter reveals the results of the quantitative statistic surveyed from two hundreds Tiffany customers through online questionnaire to collecting data. The hypotheses will be analyzed by using One-Way ANOVA, Spearman correlation and Linear Regression to testing the hypotheses.

The topics outlined below encompass the detail of this chapter:

4.1 Summary on Findings of Descriptive Analysis

4.2 Hypotheses Findings and Testing

#### **4.1 Summary on Finding of Descriptive Analysis**

As shown in Table 4.1, the descriptive analysis finding found that most of the sample who visit Tiffany fans page on Facebook were twice per month (30.5%, n = 61) and 3 times per month (29.5%, n = 59), followed by once per month (21%, n = 42), and 4-5 times per month or more (16%, n =32) respectively. The minority sample were never visit (4%, n = 8). The findings showed that the majority Tiffany customers of the samples are visit fan page twice time per month.

Table 4.1: The Frequency of consumer visit Tiffany fans page on Facebook per month

The frequency of consumers' visit Tiffany fans page on Facebook per month	Frequency	Percentage %
1. Never ( 0 time per month)	8	4%
2. Rarely (once per month)	42	21%
3. Sometimes (twice per month)	61	30.5%
4. Frequently (3 times per month)	59	29.5%
5. Most frequently ( 4-5 times per month or more)	32	16%

As shown in Table 4.2, the descriptive analysis of means, standard deviation, and interpretation on the samples' perceived corporate reputation revealed that the total mean of Brand equity toward Tiffany of respondents is 4.19 ( $\bar{X} = 4.19$ ). According to the criteria, if the mean is between 3.67 and 5.00, it means that the samples perceived brand equity toward Tiffany is positive reputation. There are five key constructs of customers' perceived brand equity. The highest, secondly highest and thirdly highest of means are brand awareness ( $\bar{X} = 4.45$ ), perceived quality ( $\bar{X} = 4.16$ ) and brand association ( $\bar{X} = 4.13$ ), respectively. The other two means are brand loyalty ( $\bar{X} = 4.10$ ) and Brand Image ( $\bar{X} = 4.07$ ).

Table 4.2: Means, standard deviation, and interpretation on the samples' perceived brand equity towards on Tiffany

Customer Perceived brand equity	$\bar{X}$	SD	Interpretation
<b>Brand Awareness (BW)</b>			
1. Tiffany is a well-known jewelry brand in my mind.	4.51	0.68	Strongly Agree
2. I can recognize this brand among competing brands.	4.48	0.71	Agree
3. Tiffany is the brand that I can recall when I need to make a purchase decision for jewelry products.	4.38	0.75	Agree
Total	4.45	0.67	High brand awareness
<b>Brand Association (BA)</b>			
4. This brand matches my personality.	4.16	0.84	Agree
5. I can quickly recall the logo and color of this brand.	4.37	0.74	Agree
6. During use, the brand is highly unlikely to be defective.	3.87	0.85	Agree
7. I am proud to own a product of this brand.	4.24	0.77	Agree
8. Considering what I pay for the brand, I get much more than my money's worth.	4.07	0.77	Agree
Total	4.13	0.67	High brand association
<b>Perceived Quality (PQ)</b>			
9. I can expect the superior performance of this brand.	4.05	0.73	Agree
10. This brand is very reliable.	4.27	0.7	Agree
11. This brand is better as compared to other brand(s) of the product in terms of the design/packaging.	4.19	0.8	Agree

(Continued)



Table 4.2 (Continued) Means, standard deviation, and interpretation on the samples' perceived brand equity towards on Tiffany

Total	4.16	0.66	High perceived quality
<b>Brand Loyalty (BL)</b>			
12. After using the brand, I love it a lot.	4.23	0.8	Agree
13. I will definitely buy this brand of product again.	4.24	0.77	Agree
14. I will not buy other brands if the product is jewelry.	3.85	0.96	Agree
Total	4.10	0.76	High brand loyalty
<b>Brand Image (BI)</b>			
15. I will purchase Tiffany jewelry for future wedding.	4.07	0.82	Agree
16. Tiffany brand is a good choice to give it as a gift for festive celebration.	4.13	0.75	Agree
17. I think collecting Tiffany is good for investment and up-valuation.	3.9	0.93	Agree
18. I will buy it to enhance my own personality.	4.17	0.81	Agree
Total	4.07	0.74	High brand image
Total mean of Brand equity	4.19	0.63	

As for Table 4.3, the descriptive analysis of consumers' attitude towards on Tiffany's overall mean is 4.20 ( $\bar{X} = 4.20$ ). It means that the customer has a "High satisfaction" towards on Tiffany, based on the criteria of mean score, it is positive when the score among 3.67 and 5.00. There are seven constructs of satisfaction, the highest and

second highest are good after-sale service ( $\bar{X}$  =4.27) and a good packaging ( $\bar{X}$  =4.26).

The lowest mean of them is price which is ( $\bar{X}$  =4.02).

Table 4.3: Consumers' attitude towards on Tiffany

Attitude towards on Tiffany	$\bar{X}$	SD	Interpretation
1. I am satisfied with the quality.	4.10	0.73	Agree
2. I think Tiffany has a good packaging.	4.26	0.75	Agree
3. The price is reasonable.	4.02	0.7	Agree
4. I think Tiffany is a brand has a good reputation.	4.24	0.73	Agree
5. The staff of Tiffany is friendly and professional.	4.24	0.73	Agree
6 Tiffany provides a good after-sales service.	4.27	0.713	Agree
7. Overall, I am satisfied with Tiffany brand.	4.25	0.77	Agree
Total	4.20	0.66	High attitude towards on Tiffany

As shown in Table 4.4, the descriptive analysis of customers' decision to purchase revealed the overall mean of 3.98. According the criteria, if the mean value between 3.67 and 5.00, it means that the samples have "High Intention" to make a purchase decision on Tiffany. The highest is consider to purchase when special occasion or moment comes ( $\bar{X}$  =4.14). The second highest is buy it when I wanted to buy an accessory ( $\bar{X}$  =4.07). On the contract, I will consider to purchase Tiffany jewelry only when there is a promotion ( $\bar{X}$  =3.80).

Table 4.4: Customer decision to purchase after you saw the Tiffany advertisement

Customer's' decision to purchase	$\bar{X}$	SD	Interpretation
1. I am satisfied with the Tiffany Jewelry rather than other jewelry brands.	3.99	0.82	Agree
2. I will consider purchasing Tiffany jewelry even when there is no promotion.	3.9	0.84	Agree
3. I will consider purchasing Tiffany jewelry only when there is a promotion.	3.8	1.28	Agree
4. I will consider purchasing Tiffany jewelry when special occasion or moment comes (Birthday, proposal, etc.).	4.14	0.77	Agree
5. I will buy Tiffany jewelry, if I wanted to buy an accessory.	4.07	0.81	Agree
Total	3.98	0.68	Agree

#### 4.2 Finding on Hypotheses testing

Based on the objectives and research question, the hypotheses result as following:

**H1: A variation in customers' perceived brand equity was significantly associated with their frequency of social media engagement.**

As shown in Table 4.5, the analysis of One-Way ANOVA revealed that samples social media engagement had significant different on brand equity ( $F_{(4)}=8.841, p<.05$ ), brand awareness ( $F_{(4)}=5.752, p<.05$ ), brand association ( $F_{(4)}=7.868, p<.05$ ), perceived quality ( $F_{(4)}=4.469, p<.05$ ), brand loyalty ( $F_{(4)}=8.349, p<.05$ ) and brand image ( $F_{(4)}=10.186, p<.05$ ), respectively. The findings revealed that samples' difference in brand equity toward brand awareness, brand association, perceived quality, brand loyalty and brand image were significantly associated with their social engagement.

Table 4.5: The result of One-Way ANOVA of social engagement difference-toward different brand equity of Tiffany

	Sum of Squares	df	Mean Square	F	Sig
Brand Equity	12.233	4	3.058	8.841	.000
Brand Awareness	9.382	4	2.346	5.752	.000
Brand Association	12.578	4	3.144	7.868	.000
Perceived Quality	7.259	4	1.815	4.469	.002
Brand Loyalty	16.602	4	4.150	8.349	.000
Brand Image	18.931	4	4.733	10.186	.000

Note:  $p < 0.05^*$  (Sig.)

As shown in Table 4.6, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand equity those people rarely visit Tiffany Facebook fan page ( $\bar{X} = -0.38748, p < .05$ ), Sometimes ( $\bar{X} = -0.47215, p < .05$ ), frequently ( $\bar{X} = -0.85040, p < .05$ ), and most frequently ( $\bar{X} = -0.90067, p < .05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand equity from those never visit Tiffany Facebook fan page ( $\bar{X} = 0.38748, p < .05$ ), sometimes ( $\bar{X} = -0.08467, p > .05$ ), frequently ( $\bar{X} = -0.46293, p < .05$ ), and most frequently ( $\bar{X} = -0.51319, p > .05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page in a month had significant difference in knowledge of brand equity those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.47215, p < .05$ ), rarely ( $\bar{X} = -0.08467, p > .05$ ), frequently ( $\bar{X} = -0.37826, p < .05$ ), most frequently ( $\bar{X} = -0.42852, p > .05$ ); (4) the samples whose frequently visit Tiffany

Facebook fan page per month had significant difference in knowledge of brand equity those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.85040$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.46293$ ,  $p < .05$ ), sometimes ( $\bar{X} = 0.37826$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.05026$ ,  $p > .05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page in a month had significant difference in knowledge of brand equity those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.90067$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.51319$ ,  $p > .05$ ), sometimes ( $\bar{X} = 0.42852$ ,  $p > .05$ ), frequently ( $\bar{X} = 0.05026$ ,  $p > .05$ ). In knowledge of brand awareness, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand awareness those people rarely visit Tiffany Facebook fan page ( $\bar{X} = -0.26000$ ,  $p > .05$ ), sometimes ( $\bar{X} = -0.33249$ ,  $p < .05$ ), frequently ( $\bar{X} = -0.72667$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.64333$ ,  $p > .05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand awareness from those never visit Tiffany Facebook fan page ( $\bar{X} = 0.26000$ ,  $p > .05$ ), sometimes ( $\bar{X} = -0.07249$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.46667$ ,  $p < .05$ ), and most frequently ( $\bar{X} = -0.38333$ ,  $p > .05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in knowledge of brand awareness those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.33249$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.07249$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.39418$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.31085$ ,  $p > .05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand awareness those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.72667$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.46667$ ,  $p < .05$ ),

sometimes ( $\bar{X}=0.39418, p<.05$ ), most frequently ( $\bar{X}=0.08333, p>.05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page in a month had significant difference in knowledge of brand awareness those people never visit Tiffany Facebook fan page ( $\bar{X}=0.64333, p>.05$ ), rarely ( $\bar{X}=0.38333, p>.05$ ), sometimes ( $\bar{X}=0.31085, p>.05$ ), frequently ( $\bar{X}=-0.08333, p>.05$ ). In knowledge of brand association, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand association those people rarely visit Tiffany Facebook fan page ( $\bar{X}=-0.37429, p<.05$ ), sometimes ( $\bar{X}=-0.46603, p<.05$ ), frequently ( $\bar{X}=-0.84105, p<.05$ ), most frequently ( $\bar{X}=-1.02000, p<.05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand association from those never visit Tiffany Facebook fan page ( $\bar{X}=0.37429, p<.05$ ), sometimes ( $\bar{X}=-0.09175, p>.05$ ), frequently ( $\bar{X}=-0.46677, p<.05$ ), and most frequently ( $\bar{X}=-0.6457, p<.05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in knowledge of brand association those people never visit Tiffany Facebook fan page ( $\bar{X}=0.46603, p<.05$ ), rarely ( $\bar{X}=0.09175, p>.05$ ), frequently ( $\bar{X}=-0.37502, p<.05$ ), most frequently ( $\bar{X}=-0.55397, p>.05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand association those people never visit Tiffany Facebook fan page ( $\bar{X}=0.84105, p<.05$ ), rarely ( $\bar{X}=0.4667, p<.05$ ), sometimes ( $\bar{X}=0.37502, p<.05$ ), most frequently ( $\bar{X}=-0.17895, p>.05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand

awareness those people never visit Tiffany Facebook fan page ( $\bar{X} = 1.02000$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.64571$ ,  $p < .05$ ), sometimes ( $\bar{X} = 0.55397$ ,  $p > .05$ ), frequently ( $\bar{X} = 0.17895$ ,  $p > .05$ ). In knowledge of perceived quality, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of perceived quality those people rarely visit Tiffany Facebook fan page ( $\bar{X} = -0.33333$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.36402$ ,  $p < .05$ ), frequently ( $\bar{X} = -0.62105$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.95000$ ,  $p < .05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand association from those never visit Tiffany Facebook fan page ( $\bar{X} = 0.33333$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.03069$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.28772$ ,  $p < .05$ ), and most frequently ( $\bar{X} = -0.61667$ ,  $p > .05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in knowledge of brand association those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.36402$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.03069$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.25703$ ,  $p > .05$ ), most frequently ( $\bar{X} = -.58598$ ,  $p > .05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page in a month had significant difference in knowledge of brand association those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.62105$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.28772$ ,  $p < .05$ ), sometimes ( $\bar{X} = 0.25703$ ,  $p > .05$ ), most frequently ( $\bar{X} = -0.32895$ ,  $p > .05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page in a month had significant difference in knowledge of brand awareness those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.95000$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.61667$ ,  $p > .05$ ), sometimes ( $\bar{X} = 0.58598$ ,  $p > .05$ ), frequently ( $\bar{X} = 0.32895$ ,  $p > .05$ ). In knowledge of brand

loyalty, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand loyalty those people rarely visit Tiffany Facebook fan page ( $\bar{X} = -0.34476$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.51090$ ,  $p < .05$ ), frequently ( $\bar{X} = -0.96982$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.79000$ ,  $p < .05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand loyalty from those never visit Tiffany Facebook fan page ( $\bar{X} = 0.34476$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.16614$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.62506$ ,  $p < .05$ ), and most frequently ( $\bar{X} = -0.44524$ ,  $p > .05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in knowledge of brand loyalty those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.51090$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.16614$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.45893$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.27910$ ,  $p > .05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand loyalty those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.96982$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.62506$ ,  $p < .05$ ), sometimes ( $\bar{X} = 0.45893$ ,  $p < .05$ ), most frequently ( $\bar{X} = 0.17982$ ,  $p > .05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand loyalty those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.79000$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.44524$ ,  $p > .05$ ), sometimes ( $\bar{X} = 0.27910$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.17982$ ,  $p > .05$ ). In knowledge of brand image, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand image those people rarely visit Tiffany



Facebook fan page ( $\bar{X} = -0.62500$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.68730$ ,  $p < .05$ ), frequently ( $\bar{X} = -0.09342$ ,  $p < .05$ ), most frequently ( $\bar{X} = -1.10000$ ,  $p < .05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand image from those never visit Tiffany Facebook fan page ( $\bar{X} = 0.62500$ ,  $p < .05$ ), sometimes ( $\bar{X} = -0.06230$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.46842$ ,  $p < .05$ ), and most frequently ( $\bar{X} = -0.47500$ ,  $p > .05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in knowledge of brand image those people never visit Tiffany Facebook fan page ( $\bar{X} = 0.68730$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.06230$ ,  $p > .05$ ), frequently ( $\bar{X} = -0.40612$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.41270$ ,  $p > .05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand image those people never visit Tiffany Facebook fan page ( $\bar{X} = 1.09342$ ,  $p < .05$ ), rarely ( $\bar{X} = 0.46842$ ,  $p < .05$ ), sometimes ( $\bar{X} = 0.40612$ ,  $p < .05$ ), most frequently ( $\bar{X} = -0.00658$ ,  $p > .05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand image those people never visit Tiffany Facebook fan page ( $\bar{X} = 1.10000$ ,  $p < .05$ ), but non-significant difference in knowledge of brand image those people rarely visit Tiffany Facebook fan page rarely ( $\bar{X} = 0.47500$ ,  $p > .05$ ), sometimes ( $\bar{X} = 0.41270$ ,  $p > .05$ ), frequently ( $\bar{X} = 0.00658$ ,  $p > .05$ ).

Table 4.6: The between-subject effects of social media engagement difference towards on brand equity, brand awareness, brand association, perceived quality, brand loyalty and brand image

	(I) Facebook Usage	(J) Facebook Usage	(I-J) Mean Difference	Std. Error	Sig
Brand Equity	Never	Rarely	-.38748*	.13703	.005
		Sometimes	-.47215*	.13902	.001
		Frequently	-.85040*	.15146	.000
		Most frequently	-.90067*	.31673	.005
	Rarely	Never	.38748*	.13703	.005
		Sometimes	-.08467	.10214	.408
		Frequently	-.46293*	.11851	.000
		Most frequently	-.51319	.30236	.091
	Sometimes	Never	.47215*	.13902	.001
		Rarely	.08467	.10214	.408
		Frequently	-.37826*	.12081	.002
		Most frequently	-.42852	.30327	.159
	Frequently	Never	.85040*	.15146	.000
		Rarely	.46293*	.11851	.000
		Sometimes	.37826*	.12081	.002
		Most frequently	-.05026	.30917	.871
Most frequently	Never	.90067*	.31673	.005	
	Rarely	.51319	.30236	.091	
	Sometimes	.42852	.30327	.159	
	Frequently	.05026	.30917	.871	
Brand Awareness	Never	Rarely	-.26000	.14878	.082
		Sometimes	-.33249*	.15094	.029
		Frequently	-.72667*	.16444	.000
		Most frequently	-.64333	.34388	.063
	Rarely	Never	.26000	.14878	.082
		Sometimes	-.07249	.11090	.514
		Frequently	-.46667*	.12867	.000
		Most frequently	-.38333	.32828	.244
	Sometimes	Never	.33249*	.15094	.029
		Rarely	.07249	.11090	.514
		Frequently	-.39418*	.13116	.003
		Most frequently	-.31085	.32927	.346

(Continued)

Table 4.6 (Continued): The between-subject effects of social media engagement difference towards on brand equity, brand awareness, brand association, perceived quality, brand loyalty and brand image

	Frequently	Never	.72667*	.16444	.000
		Rarely	.46667*	.12867	.000
		Sometimes	.39418*	.13116	.003
		Most frequently	.08333	.33567	.804
	Most frequently	Never	.64333	.34388	.063
		Rarely	.38333	.32828	.244
		Sometimes	.31085	.32927	.346
		Frequently	-.08333	.33567	.804
Brand Association	Never	Rarely	-.37429*	.14729	.012
		Sometimes	-.46603*	.14943	.002
		Frequently	-.84105*	.16280	.000
		Most frequently	-1.02000*	.34044	.003
	Rarely	Never	.37429*	.14729	.012
		Sometimes	-.09175	.10979	.404
		Frequently	-.46677*	.12738	.000
		Most frequently	-.64571*	.32500	.048
	Sometimes	Never	.46603*	.14943	.002
		Rarely	.09175	.10979	.404
		Frequently	-.37502*	.12985	.004
		Most frequently	-.55397	.32597	.091
	Frequently	Never	.84105*	.16280	.000
		Rarely	.46677*	.12738	.000
		Sometimes	.37502*	.12985	.004
		Most frequently	-.17895	.33231	.591
	Most frequently	Never	1.02000*	.34044	.003
		Rarely	.64571*	.32500	.048
		Sometimes	.55397	.32597	.091
		Frequently	.17895	.33231	.591
Never	Rarely	-.33333*	.14847	.026	
	Sometimes	-.36402*	.15063	.017	
	Frequently	-.62105*	.16410	.000	

(Continued)

Table 4.6 (Continued) The between-subject effects of social media engagement difference towards on brand equity, brand awareness, brand association, perceived quality, brand loyalty and brand image

		Most frequently	-.95000*	.34317	.006
	Rarely	Never	.33333*	.14847	.026
		Sometimes	-.03069	.11067	.782
		Frequently	-.28772*	.12840	.026
		Most frequently	-.61667	.32760	.061
	Sometimes	Never	.36402*	.15063	.017
		Rarely	.03069	.11067	.782
		Frequently	-.25703	.13089	.051
		Most frequently	-.58598	.32858	.076
	Frequently	Never	.62105*	.16410	.000
		Rarely	.28772*	.12840	.026
		Sometimes	.25703	.13089	.051
		Most frequently	-.32895	.33497	.327
	Most frequently	Never	.95000*	.34317	.006
		Rarely	.61667	.32760	.061
		Sometimes	.58598	.32858	.076
		Frequently	.32895	.33497	.327
Brand Loyalty	Never	Rarely	-.34476*	.16428	.037
		Sometimes	-.51090*	.16666	.002
		Frequently	-.96982*	.18157	.000
		Most frequently	-.79000*	.37969	.039
	Rarely	Never	.34476*	.16428	.037
		Sometimes	-.16614	.12245	.176
		Frequently	-.62506*	.14207	.000
		Most frequently	-.44524	.36247	.221
	Sometimes	Never	.51090*	.16666	.002
		Rarely	.16614	.12245	.176
		Frequently	-.45893*	.14482	.002
		Most frequently	-.27910	.36356	.444
		Never	.96982*	.18157	.000

(Continued)

Table 4.6 (Continued) The between-subject effects of social media engagement difference towards on brand equity, brand awareness, brand association, perceived quality, brand loyalty and brand image

	Frequently	Rarely	.62506*	.14207	.000
		Sometimes	.45893*	.14482	.002
		Most frequently	.17982	.37063	.628
	Most frequently	Never	.79000*	.37969	.039
		Rarely	.44524	.36247	.221
		Sometimes	.27910	.36356	.444
		Frequently	-.17982	.37063	.628
Brand Image	Never	Rarely	-.62500*	.15881	.000
		Sometimes	-.68730*	.16112	.000
		Frequently	-1.09342*	.17553	.000
		Most frequently	-1.10000*	.36707	.003
	Rarely	Never	.62500*	.15881	.000
		Sometimes	-.06230	.11837	.599
		Frequently	-.46842*	.13735	.001
		Most frequently	-.47500	.35041	.177
	Sometimes	Never	.68730*	.16112	.000
		Rarely	.06230	.11837	.599
		Frequently	-.40612*	.14001	.004
		Most frequently	-.41270	.35147	.242
	Frequently	Never	1.09342*	.17553	.000
		Rarely	.46842*	.13735	.001
		Sometimes	.40612*	.14001	.004
		Most frequently	-.00658	.35830	.985
	Most frequently	Never	1.10000*	.36707	.003
		Rarely	.47500	.35041	.177
		Sometimes	.41270	.35147	.242
		Frequently	.00658	.35830	.985

Note:  $p < 0.05^*$  (Sig.)

**H2: A variation in customers' satisfaction was significantly associated with their frequency of social media engagement.**

As shown in Table 4.7, the analysis of One-Way ANOVA revealed that samples social media engagement had significant association with customer's satisfaction ( $F_{(4)}=5.282, p <.05$ ). The findings revealed that samples' difference in social engagement was significantly associated with customers' satisfaction.

Table 4.7: The result of One-way ANOVA analysis of social media engagement differences towards customers' satisfaction on Tiffany jewelry

	Sum of Squares	df	Mean Square	F	Sig.
<b>Customers' satisfaction</b>	8.348	4	2.087	5.282	.000

Note:  $p < 0.05^*$  (Sig.)

As shown in Table 4.8, the level of customers' satisfaction, the LSD analysis revealed that (1) the samples whose never visit Tiffany Facebook fan page per month had significant difference in level of satisfaction those people rarely visit Tiffany Facebook fan page (Mean=-0.30980,  $p <.05$ ), sometimes (Mean=-0.37215,  $p <.05$ ), frequently (Mean=-0.67714,  $p <.05$ ), most frequently (Mean=-0.89143,  $p <.05$ ); (2) the samples whose rarely visit Tiffany Facebook fan page had significant difference in level of satisfaction from those never visit Tiffany Facebook fan page (Mean=0.30980,  $p <.05$ ), sometimes (Mean=-0.06236,  $p >.05$ ), frequently (Mean=-0.36735,  $p <.05$ ), and most frequently (Mean=-0.58163,  $p >.05$ ); (3) the samples whose sometimes visit Tiffany Facebook fan page per month had significant difference in level of satisfaction those people never visit Tiffany Facebook fan page (Mean=0.37215,  $p <.05$ ), rarely (Mean=0.06236,  $p >.05$ ), frequently (Mean=-0.30499,  $p <.05$ ), most frequently (Mean=-0.51927,  $p >.05$ ); (4) the samples whose frequently visit Tiffany Facebook fan page per

month had significant difference in level of satisfaction those people never visit Tiffany Facebook fan page (Mean=0.67714,  $p<.05$ ), rarely (Mean=0.36735,  $p<.05$ ), sometimes (Mean=0.30499,  $p<.05$ ), most frequently (Mean=-0.21429,  $p>.05$ ); (5) the samples whose most frequently visit Tiffany Facebook fan page per month had significant difference in level of satisfaction those people never visit Tiffany Facebook fan page (Mean=0.89143,  $p<.05$ ), rarely (Mean=0.58163,  $p>.05$ ), sometimes (Mean=0.51927,  $p>.05$ ), frequently (Mean=0.21429,  $p>.05$ ).

Table 4.8: LSD analysis for testing the between-subject effects for social media engagement difference toward customers' satisfaction

		Sum of Squares	df	Mean Square	F	Sig
Between Group		8.348	4	2.087	5.282	.000
Never	Rarely	-.30980*	.14645	.036	-.5986	-.0210
	Sometimes	-.37215*	.14858	.013	-.6652	-.0791
	Frequently	-.67714*	.16187	.000	-.9964	-.3579
	Most frequently	-.89143*	.33850	.009	-1.5590	-.2238
Rarely	Never	.30980*	.14645	.036	.0210	.5986
	Sometimes	-.06236	.10916	.568	-.2776	.1529
	Frequently	-.36735*	.12666	.004	-.6171	-.1176
	Most frequently	-.58163	.32315	.073	-1.2189	.0557
Sometimes	Never	.37215*	.14858	.013	.0791	.6652
	Rarely	.06236	.10916	.568	-.1529	.2776
	Frequently	-.30499*	.12911	.019	-.5596	-.0504
	Most frequently	-.51927	.32411	.111	-1.1585	.1199
	Never	.67714*	.16187	.000	.3579	.9964
	Rarely	.36735*	.12666	.004	.1176	.6171

(Continued)

Table 4.8 (Continued): LSD analysis for testing the between-subject effects for social media engagement difference toward customers' satisfaction

	Sometimes	.30499*	.12911	.019	.0504	.5596
	Most frequently	-.21429	.33042	.517	-.8659	.4374
Most frequently	Never	.89143*	.33850	.009	.2238	1.5590
	Rarely	.58163	.32315	.073	-.0557	1.2189
	Sometimes	.51927	.32411	.111	-.1199	1.1585
	Frequently	.21429	.33042	.517	-.4374	.8659

Note:  $p < 0.05^*$  (Sig.)

**H3: Customers' brand equity (brand awareness, brand association, perceived quality, and brand loyalty) is positively correlated with their satisfaction toward Tiffany brand.**

According to Table 4.9, a strongly positive correlation was found between customers' satisfaction and brand equity ( $r=0.785$ ,  $p < .01$ ).

In detail, a positive correlation was found between customers' satisfaction and brand awareness ( $r=0.536$ ,  $p < .01$ ). That is, the higher customers' satisfaction the higher brand awareness they will have. While, 3 strongly positive correlation were found among customers' satisfaction, brand association ( $r=0.734$ ,  $p < .01$ ), perceived quality ( $r=0.736$ ,  $p < .01$ ), brand loyalty ( $r=0.749$ ,  $p < .01$ ) and brand image ( $r=0.727$ ,  $p < .01$ ). Which indicate that the higher customers' satisfaction the higher brand association, perceived quality, brand loyalty and brand image they will received.



Table 4.9: The relationship between brand equity and customers' satisfaction

	Brand Equity	Satisfaction
Brand Equity	1.000	.785**
Customers' Satisfaction	.785**	1.000

\*\*Correlation is significant at the 0.01 level (2-tailed)

Table 4.10: Spearman correlation of Brand equity and Customers' satisfaction toward Tiffany

	Brand Awareness	Brand Association	Perceived Quality	Brand Loyalty	Brand Image	Customers' Satisfaction
Brand Awareness	1.000	.743**	.584**	.636**	.597**	.536**
Brand Association	.743**	1.000	.739**	.790**	.660**	.734**
Perceived Quality	.584**	.739**	1.000	.737**	.706**	.736**
Brand Loyalty	.636**	.790**	.737**	1.000	.756**	.749**
Brand Image	.597**	.660**	.706**	.756**	1.000	.727**
Customers' Satisfaction	.536**	.734**	.736**	.749**	.727**	1.000

\*\*Correlation is significant at the 0.01 level (2-tailed)

**H4: Customers' brand equity and customer satisfaction towards Tiffany are significant predictors of customer decision to purchase the Tiffany jewelry.**

In the Table 4.11, the result from Model Summary Table indicated that the correlation coefficient (R) is equal to 0.758, it means that Customer satisfaction and Brand Equity has a strong statistical significant influence on the customer decision to purchase. For the coefficient of determination ( $R^2$ ) is equal to 0.574, which means that if

the level of customer satisfaction and brand equity increase or decrease, it will effect on customer decision to purchase increase or decrease 57.4%.

The result from ANOVA (Analysis of Variance) table indicated that the significant is equal to 0.000, which is less than 0.05 ( $0.000 < 0.05$ ). It means that null hypothesis was support. Therefore, customer satisfaction and brand equity significantly influence customer satisfaction at the 0.05 significant levels.

Based on Table 4.11, the result from t-statistic table indicated that the significant is equal to 0.000, which is less than 0.05 ( $0.000 < 0.05$ ). It means that null hypothesis was supported. Hence, trust significant influence on customer decision at the 0.05 significant levels. The in-standardized coefficient (Beta) of brand equity and customer satisfaction are equal to 0.808 and  $9.801E-5$  respectively, and the standardized coefficient are 0.758 and .000 respectively.

Table 4.11 Multiple Regression Analysis of brand equity and customer satisfaction predict the influence of customer decision to purchase

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.758 <sup>a</sup>	0.574	0.57	0.4432	0.574	132.935	2	197	0

a. Predicators: (Constant), Satisfaction, Brand equity

## ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.219	2	26.110	132.935	.000a

Predictors: (Constant). Total means satisfaction, Total mean Brand Equity

Dependent Variable: Mean Decision to purchase

## Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.606	.212		2.855	.005	.187	1.024
Totally Mean of Brand Equity	.808	.113	.758	7.162	.000	.586	1.030
Totally Mean of Customers' Satisfaction	9.801E-5	.109	.000	.001	.999	-.215	.215

a. Dependent Variable: Mean Decision to purchase

Table 4.12, three strongly positive correlation were found among customers' satisfaction, decision to purchase( $r=.681$ ,  $p<.01$ ), brand awareness( $r=.702$ ), brand association( $r=.850$ ), perceived quality( $r=.861$ ,  $p<.01$ ), brand loyalty( $r=.845$ ,  $p<.01$ ) and brand image( $r=.795$ ,  $p<.01$ ). Which indicate that the higher customers' satisfaction the higher decision to purchase, brand awareness, brand association, perceived quality, brand loyalty and brand image they will have.

Table 4.12 The Correlations different variables of Brand Equity and customers'

Satisfaction

	Decision to Purchase	Brand Awareness	Brand Association	Perceived Quality	Brand Loyalty	Brand Image	Customers' Satisfaction
Decision to Purchase	1.000	.555	.652	.664	.724	.803	.681
Brand Awareness	.555	1.000	.800	.721	.729	.665	.702
Brand Association	.652	.800	1.000	.831	.855	.735	.850
Perceived Quality	.664	.721	.831	1.000	.820	.754	.861
Brand Loyalty	.724	.729	.855	.820	1.000	.806	.845
Brand Image	.803	.665	.735	.754	.806	1.000	.795
Customers' Satisfaction	.681	.702	.850	.861	.845	.795	1.000

As indicated in Table 4.13, the result Model Summary Table showed that the correlation coefficient (R) is equal to 0.815, it means that brand awareness, brand image, perceived quality, brand loyalty and brand association towards customer satisfaction has a strong statistical significant influence on the purchase decision making. For the coefficient of determination ( $R^2$ ) is equal to 0.665, which means that if brand awareness, brand image, perceived quality, brand loyalty and brand association towards customer satisfaction is accountable for 66.5% of customer purchase decision.

The result from ANOVA (Analysis of Variance) table 4.13 indicated that the significant is equal to 0.000, which is less than 0.05 ( $0.000 < 0.05$ ). It means that null hypothesis was supported. Hence, brand awareness, brand image, perceived quality, brand loyalty and brand association significantly influence on customer decision at the

0.05 significant levels. The unstandardized coefficient (Beta) of brand awareness, brand association, perceived quality, brand loyalty, brand image and customer satisfaction are equal to -.077, 0.054, .0071, .190, .578 and -0.056 respectively, and the standardized coefficient are -0.076, 0.054, 0.069, 0.212, .634 and -0.055 respectively.

Table 4.13: The correlation among brand equity, satisfaction and intension to purchase

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.815 <sup>a</sup>	.665	.654	.39749	.665	63.735	6	193	.000
a. Predictors: (Constant), Satisfaction, Mean Brand Awareness, Mean Brand Image, Mean									
b. Perceived Quality, Mean Brand Loyalty, Mean Brand Association									

#### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	60.419	6	10.070	63.735	.000a

c. Predictors: (Constant), Satisfaction, Mean Brand Awareness, Mean Brand Image

d. Perceived Quality, Mean Brand Loyalty, Mean Brand Association

e. Dependent Variable: Mean Decision to purchase

## Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Brand Awareness	-.077	.072	-.076	-1.061	.290	-.219	.066
Brand Association	.054	.104	.054	.521	.603	-.150	.258
Perceived Quality	.071	.093	.069	.759	.449	-.113	.255
Brand Loyalty	.190	.087	.212	2.179	.031	.018	.362
Brand Image	.578	.070	.634	8.284	.000	.440	.715
Customers' Satisfaction	-.056	.105	-.055	-.540	.590	-.263	.150

a. Dependent Variable: Mean Decision to purchase

## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Introduction**

This chapter summarizes the key findings and analyzes the findings that were collected from Tiffany's buyers. And 200 valid questionnaires has been processed for data analysis to summarize and discuss the quantitative findings of hypothesis 1, hypothesis 2, hypothesis 3 and hypothesis 4, also so to inferential analysis that involved in hypothesis testing result.

##### **5.1.1 Summary of the Descriptive Findings and Discussion**

Fifty-eight percent of customers engaged in social engagement in Tiffany Fanpage at the frequency of "sometimes" per month. They perceived the brand equity positively, and they have high satisfaction toward Tiffany jewelry. Customers have high intention to purchase Tiffany jewelry. What is more, the research also finds that brand awareness leave at 4.45 plays the most important role in brand equity which means they know Tiffany brand quite well, but also need to increase perceived quality, brand association, brand loyalty and Brand Image in customers' mind.

The study also point that, the higher engagement in Tiffany Fanpage has a positively correlations on customers satisfaction towards on Tiffany brand, especially in "providing a good after-sales service", but received a low score on "The price is reasonable", which means Tiffany can adjust the price to increase their satisfaction.

The result shows that brand equity and satisfaction can positively affect the customers' decision to purchase which just support the Theory of Reasoned Action (TRA) that before customers have the intention to purchase they will have a high brand equity and satisfaction of Tiffany which will transfer a good intention that Tiffany is deserve to buy in their mind, that is the result that people who choose “ I will consider to purchase Tiffany jewelry when special occasion or moment comes (Birthday, proposal, etc.)” in the survey research.

And four hypothesis in this study all was supported, According to the data analysis, it indicated that whoever purchase Tiffany the female customer is double number of male customers, the customer who ever purchase Tiffany are mainly age between 21-42, the numbers of customer who is single and married are nearly equal, they are high educational, most of them are employees of private enterprises and foreign entrepreneurs.

### **5.1.2 Hypotheses Summary and Discussion**

The examples who ever consumed Tiffany jewelry characterized by demographic difference in respect to gender, age, nationality, occupation, income, education will have significantly different social media engagement, which affect all key constructs of brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, and significantly influences customers' satisfaction and intention to purchase. The survey instrument tested four major hypotheses which are all supported:



**Hypothesis 1: A variation in customers' perceived brand equity was significantly associated with their frequency of social media engagement.**

The findings analyzed by One-Way ANOVA revealed that the samples' social media engagement (Facebook) is associated with their perceived brand equity of Tiffany including brand image ( $F(4) = 10.186, p < 0.05$ ), brand loyalty ( $F(4) = 8.349, p < 0.05$ ), brand awareness ( $F(4) = 5.752, p < 0.05$ ), and perceived quality ( $F(4) = 4.469, p < 0.05$ ), respectively. Thus, this hypothesis was supported.

As shown in Table 4.6, the results of LSD analysis of social media usage difference in terms of customers' perceived brand equity found samples whose never visit Tiffany Facebook fan page per month had significant difference in knowledge of brand equity those people frequently visit Tiffany Facebook fan page ( $\bar{X} = -.85040, p < 0.05$ ). The samples whose rarely visit Tiffany Facebook fan page had significant difference in knowledge of brand equity from those frequently ( $\bar{X} = -.46293, p < 0.05$ ). The samples whose frequently visit Tiffany Facebook fan page per month had significant difference in knowledge of brand equity those people rarely visit Tiffany Facebook fan page ( $\bar{X} = .46293, p < 0.05$ ).

The findings coincided with the previous research of the relationship between social media exposure and perceived brand equity positively (Xie & Young-Jin, 2015), which found that exposures of advertising content are more likely to effect the on consumer purchase decision. The findings confirmed that the more social media

engagement trigger to a higher brand equity. As the same, Kim and Ko (2010) found that social media create a great impact on a brand's reputation.

**H2: A variation in customers' satisfaction was significantly associated with their frequency of social media engagement.**

The findings analyzed by One-Way ANOVA showed that the samples' satisfaction towards on Tiffany is significantly correlated with their frequency of social media engagement (Facebook) that ( $F_{(4)} = 5.282, p < 0.05$ ). Hypothesis 2 was fully supported.

The advantages of using social media in business are heavily documented (Safko, 2010). Several of the benefits include customer relationship management, customer engagement, branding opportunities, and market intelligence. The researcher conducted by Pinto (2015) found proved that social media increasing patient satisfaction with health care delivery. The result shows that path model to assess general online usage and its impact on both PCM and Patient Satisfaction.

**H3: Customers' brand equity (brand awareness, brand association, perceived quality, brand image, and brand loyalty is positively correlated with their satisfaction toward Tiffany brand.**

The findings analyzed by Spearman correlation indicated that brand equity is positively correlated with their satisfaction toward Tiffany brand at the statistical significance of .05 ( $F_{(6)} = 5.282, p < 0.05$ ). Hypothesis 3 was fully supported.

The results showed that customer satisfaction and brand equity positively interact with each other. According to the past study, brand equity measures can include customer mind-set, as well as product market and financial market outputs related to brands (Anna, Josep, 2011). The two dimensions of brand equity and customer satisfaction can both enhance consumer brand resonance for the product, and the effect of customer satisfaction on brand resonance is greater than that of brand equity. As my suggestion for Tiffany is create value for their own customers in order to developing customer's satisfaction to maintain the connections with customers and stay with them loyally through a good management skill on their social media, specially to build up an efficiency communication model on their Facebook Fan Page.

**H4: Customers' brand equity and customer satisfaction towards Tiffany are significant predictors of customer decision to purchase the Tiffany jewelry.**

The findings analyzed by Multiple Regression displayed that brand equity and customer satisfaction can significantly predict consumers' purchase decision at the statistical significance of 0.05. In the Table 4.11, the result from Model Summary Table indicated that the correlation coefficient (R) is equal to 0.758, it means that customer satisfaction and brand equity has a strong statistical significant influence on the customer decision to purchase. For the coefficient of determination ( $R^2$ ) is equal to 0.574, which means that if the level of customer satisfaction and brand equity increase or decrease, it will effect on customer decision to purchase increase or decrease 57.4%. The results

show that brand equity,  $B$  equal to .808 has a higher influence on customers' purchase than customer satisfaction,  $B$  equal to 9.801E-5.

Hypothesis 4 was supported. Brand resonance has a partial mediating effect in the influence of brand equity on repurchase intention, and brand resonance has a complete mediating effect on the influence of customer satisfaction on repurchase intention (Chun-Chen., Szu-Wei., Cheng-Yi., & Te-Pei, 2014).

## 5.2 Conclusion of the Research

Theory of Reasoned Action (TRA) approach was designed to enable researchers to understand and predict behavior. Customer purchase intention refers to the tendency of consumer buying behavior. Because the behavior intention is play an important role in the behavior prediction, it is very important for analysis and explaining the formation mechanism of consumers' online shopping intention. 1975, Fishbein and Ajzen proposed The Theory of Reasoned Action (TRA) which is completely explains the four hypotheses of my study that if individual considers one action is positive and other considers the important for them, then, he or she has higher behavioral intentions and is more likely to do. TRA explained the relationship between attitudes and behaviors within human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

Connecting TRA with the study, people who visit FACEBOOK more, who will revived higher brand equity and satisfaction, but these high brand equity stimulate them to pay for the luxury jewelry in order to gain a sense of superiority in their peers, especially jewelry is a product fully express interprets both personal taste and social values. In the questionnaire, the question related to brand equity people considering what they get more worth than they pay for the brand, they are proud to own this brand, they will buy this brand to enhance my own personality, and they are willing to pay for it as a gift. So that the brand equity of Tiffany jewelry can match with customers' inner demand and satisfaction from both society and themselves, they will consider purchasing jewelry is a must-do behavior. And the finding of hypothesis 3 and 4 support The Theory of Reasoned Action (TRA). Anyhow, before the customers make the decision to purchase, they will collect the information on line as soon as possible from the internet, so, how to make customer to have a higher brand equity and intention to purchase is a lesson for Tiffany to think.

Xie and Lee (2015) found that social media create a two-way communication platform for both customer and luxury brand to know each other without any restriction in time, place, and medium so that one-way communication already old fashioned. On the other hand, the two-way communication of social media provides an opportunity for both sides to express their ideas in order to reduce the misunderstanding between each other which is benefit for both side. So this study sought to contribute to the luxury brand to offer a guidebook for the operator to make a better communication strategy on social media. This study is mainly focus on Asia customers, aged 18 years old until 48 years

old, most of them in a relationship with another. According to SPSS analysis the results indicated that four hypotheses are supported, based on this we know the whole process from the beginning

### **5.3 Limitations of the Study**

Despite the contributions that the present study provides, the researcher need to discuss some research limitations, these are some recommendations for the future research and study as follows:

5.3.1 This kind of research can be implemented in other social media like Tweeter and Instagram, rather than Facebook only. The more social media platform means more diversity channel, the more accurate result will receive. Therefore, the outcome will be more argumentatively.

5.3.2 This kind of research requires more time in order to collect the customer's data properly because some of respondents are not in the ready condition to fulfill the questionnaire with high number of questions.

5.3.3 This kind of research can be conducting in other countries which have a lot of demand for luxury product.

### **5.4 Recommendation for Future Application**

5.4.1 Findings for Hypothesis 1 revealed that a variation in customers' perceived brand equity was significantly associated with their frequency of social media engagement. The result (Table 4.6) show that the more social media users visit Tiffany

fan page the lower brand equity they have, which mean Tiffany marketing strategy on Facebook need to be adjusted. According to the study from Zhang, 2014, she discovered the major point as following:

1. The service concept should shift from passive to active, customers who accept passive service will think the service provider in a high position, do not really care about them and their needs, so when they received a service with low satisfaction. To the contrary, now, the Internet times, it provides a platform that built a closer relationship with customer.

2. Establishing a customer information system, keep following customer's status and trends, and keep updating the latest news of the company, while well managing customer resource.

Combining with the previous study (Zhang, 2014) and the Theory of Reasoned Action (TRA), the researcher believe that the company should create social media management plan that would tailor toward a specific needs of customers to create an intention that customer need to purchase because of its brand equity and satisfaction in order to push in final behavior. There is only pictures and videos of Tiffany jewelry without any detail information, for example price, size, weight and etc. which could not provide enough information for potential customer to know, then trigger a low brand equity in users' mind. When facing such a competitive luxury jewelry market, Tiffany cannot just rely on celebrity endorsements for publicity, the company should organize more interesting activities to attract public attention as well as exposure on social media

in order to have a higher brand awareness, perceived quality, brand loyalty, and brand image. In another word, a good communication with high quality product could attract customer attention in long term, pictures and videos is not enough for customer information demand.

5.4.2 Findings for Hypothesis 2 revealed that a variation in customers' satisfaction was significantly associated with their frequency of social media engagement. The results revealed that people who visit Tiffany's Facebook fan page more frequently who will have a higher satisfaction. The greatest advantage of the network or social media is the provision of comprehensive product information. The main purpose of customer visiting a website is to gain a deep understanding of the company's products and services. We would recommend Tiffany to display their product descriptions and pictures, even multimedia information flexibly to users, not only upload some simple products pictures without description, but also publish the corporate news, product information, promotional information, bidding information, cooperation information which are beneficial to the company's image, customer service and sales volume. In real operation, the automatic service system based on customer needs can be established to provide a quality services timely. The system can make the information from Tiffany delivery to consumers on time, to build up a real-time communication, to strengthen the consumers' communication in culturally and emotionally, while, collecting and analyzing consumer opinions and suggestions.



5.4.3 Findings for Hypothesis 3 revealed that customers' brand equity (brand awareness, brand association, perceived quality, and brand loyalty) is positively correlated with their satisfaction toward Tiffany brand. The operator should keep this advantage and combine with customer equity and satisfaction together to running social media communication. On the other hand, Tiffany should increase the training of the training of their sales to become more professional, in order to make customer feel the service they offer are reliable, then will receive a higher satisfaction from customers.

5.4.4 Findings for Hypothesis 4 customers' brand equity and customer satisfaction towards Tiffany are significant predictor of customer decision to purchase the Tiffany jewelry. To get know that what is the factor to make customers' intention to purchase and the relative consumption habits in order to find out the most suitable communication strategy and marketing strategy, to increase the sale volume in final.

## **5.5 Recommendation for Future Research**

Despite the contributions that the present study provides, the researcher need to discuss some research limitations, these are some recommendations for the future research and study as follows:

5.5.1 This kind of research can be implemented in other social media rather than Facebook only. The more social media platform means more diversity channel, the more accurate result will be received. Therefore, the outcome will be more argumentatively.

5.5.2 This kind of research requires more time in order to collect the customer's data properly because some of respondents are not in the ready condition to fulfill the questionnaire with high number of questions.

5.5.3 This kind of research can be conducting in other countries which have a lot of demand for luxury product.



## BIBLIOGRAPHY

- Aaker, D. A. (1991). *Managing Brand Equity*. New York: Free.
- Anna T, & Josep A. T. (2011). *Customer satisfaction and brand equity*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0148296310002560#bb0010>
- Angella Jiyoung Kim & Eunju Ko.(2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing* ,1(3), 164-171.
- ASQ the Global voice of Quality. (2013), Retrieved from [https://en.wikipedia.org/wiki/Service\\_quality](https://en.wikipedia.org/wiki/Service_quality)
- Argenti, P.A., Howell, R. A., & Beck, K.A. (2005). The strategic communication imperative. *MIT Sloan Management Review*, 46, 83-89.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Berthon, P., Pitt, L., Parent, M., & Berthon, J. P. (2009). Aesthetics and Ephemerality. *California Management Review*, 52 (1), 45-66.
- Bernoff, J., Pflaum, C. N., & Bowen, E. (2008, October). *The growth of social technology Adoption*. Retrieved from <https://www.forrester.com/The+Growth+Of+Social+Technology+Adoption/fulltext/-/E-RES44907>
- Blackwell, R., Miniard, P. & Engel, J. (2001). *Consumer behavior* (9<sup>th</sup> ed.). NY: Harcourt Inc.
- Cadotte, E., Woodruff, R., & Jenkins, R. (1987). Expectations and Norms in Models of Consumer Satisfaction. *Journal of marketing Research*, 20(3), 296-304.
- Cohen, Patricia. Tiffany and\_Co. (2017). *The New York Times*. Retrieved from <http://www.nytimes.com/topic/company/tiffany-company>.
- Cornelissen, J. (2008). *Corporate Communication: A guide to theory and practice*. London, England: Sage.

- Chao-Sen, W. (2015). A study on consumers' attitude towards brand image, athletes' endorsement, and purchase Intention. *International Journal of Organizational Innovation*, 8(2), 233-253.
- Chang, C., & Tu. (2005). Exploring Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarke Industry. *Journal of American Academy of Business*, 7(2), 197-202.
- Chantal, R., & Niole, C. (2016). The Impact of Social Media on Customer Satisfaction and Retention in the Banking Industry: Views of Clients and Managers. *Proceeding of the 28<sup>th</sup> annual conference of the Southern African Institute of Management Scientists*, ISBN: 978-0-620-71797-7.
- Chen, C. H. (2009). *People-Driven Processes in Customer Relationship Management*. Retrieved from <http://nccur.lib.nccu.edu.tw/handle/140.119/35247>
- Chun-Chen, H., Szu-Wei, Y., Cheng-Yi, L., & Te-Pei, C. (2014). The Relationship Among Brand Equity, Customer Satisfaction, And Brand Resonance To Repurchase Intention Of Culture And Creative Industries In Taiwan. *International Journal Of Organizational Innovation*, 6(3), 106-120.
- Churchill, G., & Surorenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19, 491-504.
- Chu, S., & Keh, H.T. (2006). Brand value creation: analysis of the Interbrand-Business Week brand value rankings. *Marketing Letters*, 17, 323-331.
- Christodoulides, G., & Chernatony, L. (2010). Consumer-based brand equity conceptualisation and measurement: a literature review. *International Journal of Market Research*, 52 (1), 43-66.
- Csilla Horváth, Marcel van Birgelen, (2015) The role of brands in the behavior and purchase decisions of compulsive versus noncompulsive buyers. *European Journal of Marketing*, Vol. 49 Issue: 1/2, p.2-21. Retrieved Feb 23, 2017 from <https://doi.org/10.1108/EJM-10-2012-0627>
- David, Aaker. (2016). Brand Equity vs. Retrieved from <https://www.linkedin.com/pulse/brand-equity-vs-value-david-aaker>
- Dong, P. (2007). A study on the development of jewelry design concept. *Electronic edition of Trade magazine*, 192, 1.

- Goldsmith, R. E. (2002) Explaining and predicting consumer intension to purchase over the internet: An exploratory study. *Journal of Marketing Theory and Practice* 10(2), 22-28.
- Tiffany & Co. (2015). *Tiffany & Co. SWOT Analysis*. Retrieved from <http://eds.a.ebscohost.com/eds/detail/detail?vid=1&sid=8200b1e7-f0c5-4e72a1d48a58d7d68155%40sessionmgr4005&hid=4205&bdata=JnNpdGU9ZWZWRzLWxpdmU%3d#AN=102106650&db=bth>
- Tiffany & Co. (2016). *SWOT Analysis*, 1-8, Retrieved from <http://eds.b.ebscohost.com/eds/detail/detail?vid=2&sid=7ec7baf8-efef-40f3-97522e8916ced3c3%40sessionmgr102&bdata=JnNpdGU9ZWZWRzLWxpdmU%3d#AN=113940319&db=bth>
- Tiffany & Co. (2013). *Brand Positioning – Competitor Analysis*. Retrieved from <https://brandtiffanyandco.wordpress.com/brand-positioning/#comments>.
- Tiffany & Company. (2016). *New York Times*. Retrieved from <http://www.nytimes.com/topic/company/tiffany-company>
- Tomi, J. (2016). *Branding in Social Media and the impact of social media on brand image*. Master's thesis, Seinäjoki University of Applied Sciences, Seinäjoki.
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus Traditional marketing: Findings from an Internet social networking site. *Journal of Marketing*, 73(5), 90–102.
- Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968). *Consumer Behavior*. NY: Holt, Rinehart and Winston.
- Facebook Inc. SWOT Analysis. (2015). *Facebook Inc. SWOT Analysis*, 1-10. Retrieved from [http://store.marketline.com/Product/facebook\\_inc?productid=679613FB-9911-4907-8C86-9902F9D5BEF4](http://store.marketline.com/Product/facebook_inc?productid=679613FB-9911-4907-8C86-9902F9D5BEF4)
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior*. Reading, MA: Addison-Wesley.
- Guo, T. (2010). A Research on Relationships among Brand Image, Service Quality and Customer Satisfaction: a Case of a Taiwan Jewelry Company. *Yu Da Academic Journal*, 25, 57-78.

- Hague, P., & Hague, N. (n.d.). *Customer Satisfaction Surveys & Research: How to Measure CSAT. B2B market research specialists*. Retrieved from <https://www.b2binternational.com/publications/customer-satisfaction-survey/>
- Hamilton, M., Rohm, A. J., & Kaltcheva, V. D. (2016). Social Media and Customer Value Creation. *Society For Marketing Advances Proceedings*, 36,365-367.
- Howard, J., & Sheth, J. (1969). *The Theory of Buyer behavior*. NY: John Wiley and Sons.
- Hui, Z., Chang-hong, B., & Chu-feng, L. (2010). China Soft Science. *Study on Consumers' Online Purchasing Intention*, 25, 130.
- Karen, X., & Young-Jin, L. (2015). Social Media and Brand Purchase: Quantifying the Effects of Exposures to Earned and Owned Social Media Activities in a Two-Stage Decision Making Model. *Journal of Management Information Systems*, 3(2), 204-238.
- Kapferer, J. (1992). *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity*. NY: The Free.
- Keller, K. L. (1993). Conceptualizing, measuring, managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kusum L. Ailawadi, Donald R. Lehmann, Scott A. Neslin (2003) Revenue Premium as an Outcome Measure of Brand Equity. *Journal of Marketing: October 2003*, 67, 1-17, Retrieved from <http://www.sciencedirect.com/science/article/pii/S0148296310002560>
- Kumar, V., Lemon, K. N., & Parasuraman, A. (2006). Managing customers for value: an overview and research agenda. *Journal of Service Research*, 9(2), 87-94.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control*. NY: Prentice-Hall.
- Krauss, C. (2009). *Strength by luxury goods shoppers in Asia and online bring glimmers of hope to beleaguered industry*. NY: Bain & Company Annual worldwide market study.
- Lai, F., Griffin, M., & Babin, B. (2009). How Quality, Value, Image, and Satisfaction Create Loyalty at a Chinese Telecom. *Journal of Business Research*, 62, 980-986.

- Leonard, L. B., G. Lynn, Shostack., & Gregory, D. U. (1983). *Emerging Perspectives in Services Marketing*. Chicago: American Marketing Association.
- María-Victoria Zunzunegui., Beatriz E. Alvarado., Teodoro Del Ser., & Angel Otero (2003). Social Networks, *Social Integration, and Social Engagement Determine Cognitive Decline in Community-Dwelling Spanish Older Adults*. Retrieved from <https://academic.oup.com/psychsocgerontology/article-lookup/doi/10.1093/geronb/58.2.S93>
- Market Business News. (2015). *What is brand loyalty*. Retrieved from <http://marketbusinessnews.com/financial-glossary/brand-loyalty/>
- Mary B., Pinto. (2015). *Social media's contribution to customer satisfaction with services*, 35, 573-590.
- Management study guide. (2008). *Brand Association*. Retrieved from <http://www.managementstudyguide.com/brand-association.htm>
- Management study guide. (2008). *Brand Loyalty*. Retrieved from <http://www.managementstudyguide.com/brand-loyalty.htm>
- Mao, Y., Zhu, J. X., & Sang, Y. (2014). Customer Purchase Intention Research Based on Social Media Marketing. *International Journal Of Business and Social Science*, 5(1),10.
- Mbaskool. (2011). *Perceived Quality*. Retrieved from <http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/13570-perceived-quality.html>
- Nehme, M. A., Lindos, E. D., & Charbel, M. E. K. (2013). University Image and its Relationship to Student Satisfaction: Case of the Holy Spirit University of Kaslik, Lebanon, *Journal of Executive Education*, 12(1), 4-6.
- Karen, X. Young-Jin, L. (2015). Social media and brand purchase:quantifying the effects of exposures to earned and owned social media activities in a two-stage decision making model. *Journal of Management Information System*, 32, 2014-238.
- Kumar, V., Katherine N. Lemon., & A. Parasuraman (2006). Managing Customer for Value: An Overview and Research Agenda. *Journal of Service Research*, 9(2), 88

- Olbrich, R., & Holsing, C. (2011). Modeling consumer purchasing behavior in social shopping communities with clickstream data. *International Journal of Electronic Commerce*, 16(2), 15–40.
- Oliver, R. (1981). Measurement and Evaluation of Satisfaction Process in Retail Settings, *Journal of Retailing*, 57, 25-48.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4), 135-145.
- Philip, K. (2013). Marketing Mangement, Millenium Edition. *Pearson Customer Publishing, 1*, 4-18.
- Pinto, M. B. (2015). *Social media's contribution to customer satisfaction with services*, 35, 438-451.
- Roth, M. S. (1995). Effects of Global Market Conditions on Brand Image Customization and Brand Performance. *Journal of Advertising*, 24, 55-75.
- Romero, J., & Yagüe, M. J. (2015). Relating brand equity and customer equity. *International Journal Of Market Research*, 57(4), 631-651.  
doi:10.2501/IJMR-2015-050
- Safko, L. (2010). *The social media bible: Tactics, tools, and strategies for business success*. Hoboken, NK: John Wiley.
- Srinivasan, S., Rutz, O., Pauwels, K., & Pauwels, K. (2015). *Paths to and of purchase : Quantifying the impact of traditional marketing and online consumer activity* Retrieved from [http://www.academia.edu/21525122/Paths\\_to\\_and\\_of\\_f\\_purchase\\_quantifying\\_the\\_impact\\_of\\_traditional\\_marketing\\_and\\_online\\_consumer\\_activity](http://www.academia.edu/21525122/Paths_to_and_of_f_purchase_quantifying_the_impact_of_traditional_marketing_and_online_consumer_activity)
- Stephen, A.T., & Galak, J. (2012). The effects of traditional and social earned media on sales: A study of a microlending marketplace. *Journal of Marketing Research*, 49(5), 624–639.
- Susan, G. (2012). *Brand Equity Basics – Part 1: What Is Brand Equity?*  
Retrieved from  
<https://aytm.com/blogresearch-junction/brand-equity-basics-1/>
- Josh, C. (2015). *Facebook Beats Estimates in Q4 With \$3.85B Revenue, User Growth Up To 3.2% QOQ to Hit 1.39B*. Retrieved from  
<http://techcrunch.com/2015/01/28/facebook-q4-2014/>



- Romero, J., & Yagüe, M. J. (2015). Relating brand equity and customer equity. *International Journal of Market Research*, 57(4), 631-651.  
doi:10.2501/IJMR-2015-050
- Van Riel Cees, B. S., & Fombrun, C. J. (2007). *Essential of corporate communications*. New York: Routledge.
- Wang, C., Hsu, L., & Fang, S. (2009) Constructing a relationship-based brand equity model. *Service Business*, 3, 275-292.
- Xie, K., & Lee, Y. (2015). Social Media and Brand Purchase: Quantifying the Effects of Exposures to Earned and Owned Social Media Activities in a Two-Stage. *Journal of Management Information Systems*, 32, 204-238.
- Ya-Hsin, H., Ya-hei, H., Suh-Yueh, C., & Wenchang, F. (2014). Is Brand Awareness a Marketing Placebo. *International Journal Of Business & Information* 9(1), 29-60.
- Yun, Z. (2014). *How to improve customer satisfaction in network marketing*. Retrieved from <http://abc.wm23.com/zhangyunyun/312577.html>.



## QUESTIONNAIRE

This questionnaire investigates the relationship among customers' frequency in social engagement on Facebook, their perceived brand equity, and customer satisfaction toward Tiffany & Co and their purchase decision. Please answer the following questions that can best represent your opinion. There is no right or wrong answers, so please respond as honestly as possible. Your responses will remain anonymous. The questionnaire is divided into 5 parts as follows:

Section I: Demographic Information of Facebook users

Section II: Social media (Facebook) Usage

Section III: Customers' perception of Tiffany's brand equity

Section IV: Customers' satisfaction towards the brand

Section V: Customer's' intention to purchase Tiffany jewelry

Appreciate much for your genuine cooperation!

Ms. Wei Dai

Date: 27 Feb 2017

Email:ivysc16@126.com

**Section I:** Demographic Information

**Direction:** This part of questionnaire would like to ask about your personal information. Please put a cross mark (✓) next the appropriate answer that can best represent your demographic profile.

1. Have you ever bought Tiffany products?

- 1) Yes, I did.  2) Never, I have never bought Tiffany products.

2. Gender of respondent

- 1) Male  2) Female

3. Age of respondent

- 1) 18-22 years old  2) 23-27 years old  3) 28-32 years old  
 4) 33-37 years old  5) 38-42 years old  6) 43-47 years old  
 7) 48 years old and above

4. Your marriage status

- 1) Single  2) involved in a relationship  
 3) Married  4) Divorced  5) Others (please specify):.....

5. Level of Education

- 1) High School  2) Bachelor degree  
 3) Master degree  4) Doctoral degree

6. What is your current occupation?

- 1) Student  2) Government officer  
 3) Employees of private enterprises  4) Foreign enterprise  
 5) Freelance and entrepreneurs  6) Others (please specify):.....

## 7. Monthly income

- 1) Less than 20,000 Baht                       2) 25,005 - 75,000 Baht  
 3) 75, 0005 - 150,000 Baht                       4) 150,005 - 250,000 Baht  
 5) More than 250,005 Baht

**Section II:** Social media (Facebook) Usage

## 8. How often do you check Tiffany fans page on Facebook per month?

- 1) Never (0 time per month)                       2) Rarely (once per month)  
 3) Sometimes (twice per month)                       4) Frequently (3 times per month)  
 5) Most frequently (4-5 times per month or more)

**Section III:** This part of questionnaire would like to ask you about your perceived Tiffany's' brand equity. By measuring brand awareness, brand association, perceived quality, brand loyalty and brand image toward the Tiffany.

1. Direction: These index can be survey by adopting Likert 5 point scale to measure people's attitude, with highly agree, agree, neutral (i.e., not supporting any options of agree and disagree), disagree and strongly disagree, the scores are 5, 4, 3, 2, 1 , respectively. The higher the score, the more agreed to the evaluation criteria.

	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
<b>Brand Awareness (BW)</b>					
1. Tiffany is a well-known jewelry brand in my mind.					

2. I can recognize this brand among competing brands.					
3. Tiffany is the brand that I can recall when I need to make a purchase decision for jewelry products.					
<b>Brand Association (BA)</b>					
4. This brand matches my personality.					
5. I can quickly recall the logo and color of this brand.					
6. During use, the brand is highly unlikely to be defective.					
7. I am proud to own a product of this brand.					
8. Considering what I pay for the brand, I get much more than my money's worth.					
<b>Perceived Quality (PQ)</b>					
9. I can expect the superior performance of this brand.					
10. This brand is very reliable.					
11. This brand is better as compared to other brand(s) of the product in terms of the design/packaging.					
<b>Brand Loyalty (BL)</b>					
12. After using the brand, I					

love it a lot.					
13. I will definitely buy this brand of product again.					
14. I will not buy other brands if the product is jewelry.					
<b>Brand Image (BI)</b>					
15. I will purchase Tiffany jewelry for future wedding.					
16. Tiffany brand is a good choice to give it as a gift for festive celebration.					
17. I think collecting Tiffany is good for investment and up-valuation.					
18. I will buy it to enhance my own personality.					

**Section IV:** This part of questionnaire would like to ask you about your satisfaction towards Tiffany.

Direction: This section test customer satisfaction towards on Tiffany brand. Please choose the highly agree, agree, neutral (i.e., not supporting any options of agree and disagree), disagree and strongly disagree, the scores are 5, 4, 3, 2, 1 respectively, which is the most appropriate response according to your personal judgment.

	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
--	-------------------------------	----------------------	------------------------	-------------------------	----------------------------------

1. I am satisfied with the quality.					
2. I think Tiffany has a good packaging.					
3. The price is reasonable.					
4. I think Tiffany is a brand has a good reputation.					
5. The staff of Tiffany is friendly and professional.					
6 Tiffany provides a good after-sales service.					
7. Overall, I am satisfied with Tiffany brand.					

**Section V:** This part of questionnaire would like to examine your intension to purchase after you saw the Tiffany advertisement.

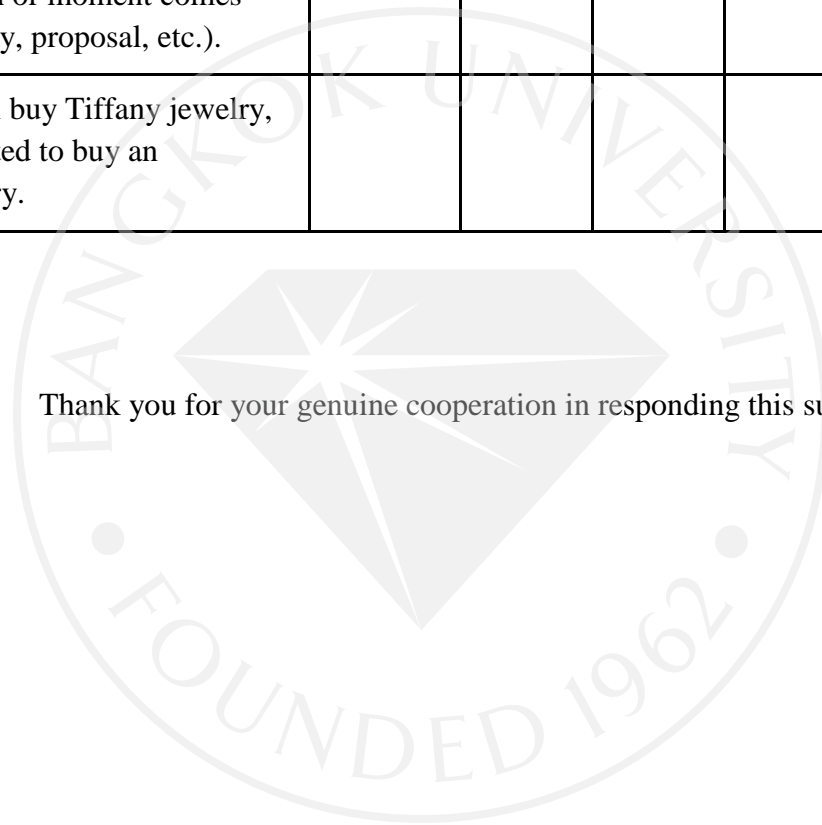
Direction: Please choose the highly agree, agree, neutral, disagree and strongly disagree, the scores are 5, 4, 3, 2, 1 respectively, which is the most appropriate response according to your personal judgment.

	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
1. I am satisfied with the Tiffany Jewelry rather than other jewelry brands.					
2. I will consider purchasing Tiffany jewelry even if there is					



no promotion.					
3. I will consider purchasing Tiffany jewelry only when there is a promotion.					
4. I will consider purchasing Tiffany jewelry when special occasion or moment comes (Birthday, proposal, etc.).					
5. I will buy Tiffany jewelry, if I wanted to buy an accessory.					

Thank you for your genuine cooperation in responding this survey!



**BIODATA**

Name – Surname: Wei Dai

Address: 4004/28 Rama4 Road, Phra Khanong Klongtoey Bangkok 10110

Contact Number: 09-4148-5289

E-mail: wei.dai@bumail.net

Educational Background: Master of Arts, Bangkok University, Bangkok, Thailand.  
Major: Global Communication.

Work Experience:

June 2012- April2013

Chengdu Huaying Consulting and Service Co., Limited, study tour consultant.

May 2013-February 2014

International Chinese Language Teachers Association, Chinese teacher.

June.2014-June 2015

PANYAPIWAT Institute of Management, Officer, Office of International Relations;  
To welcome international

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 10 Month October Year 2017

Mr./ Mrs./ Ms Wei Dai now living at Lumpini place  
Soi \_\_\_\_\_ Street Rama 4 Road  
Sub-district - District Klong Toei  
Province Bangkok Postal Code 10110 being a Bangkok  
University student, student ID 7580300965

Degree level  Bachelor  Master  Doctorate

Program M. Com. Arts Department - School Graduate School  
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

The relationship among Customers' Social engagement in Facebook, brand equity, customer satisfaction, and their intention to purchase Tiffany Jewelry

submitted in partial fulfillment of the requirement for M. Com. Arts.

of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

\_\_\_\_\_  
Licensor

( \_\_\_\_\_ )

\_\_\_\_\_  
Licensee  
(Director, Library and Learning Center)

\_\_\_\_\_  
Witness  
(Dean, Graduate School)

\_\_\_\_\_  
Witness  
(Program Director)

