

FACTORS THAT IMPACT ON BRAND LOYALTY IN TOP THREE BANKS
(SIAM COMMERICAL BANK, KASIKORN BANK, BANGKOK BANK), IN
BANGKOK



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This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

2017



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

Title: FACTORS THAT IMPACT ON BRAND LOYALTY IN TOP THREE BANKS
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December 14, 2017

Queni, H. M.B.A., Mar 2017, Graduate School, Bangkok University.

Factors that impact on brand loyalty in Top Three Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok (75 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

In this research, the researchers focus that the relationship between Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements and brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok. The researchers targeted the customers having experience with the banking industry of Thailand. According to this study, researcher have decided to use primary data collected through self-administered questionnaires which distribute to customers of Thai Bank in Bangkok. The results of this study shows that advantageous banks on banking industry are the most significant drivers of brand loyalty followed by Commitment, Switching cost, Payroll service variables.

Keywords: banks, brand loyalty, top three

ACKNOWLEDGEMENT

To the preceding dedications, I wish to thank the following persons for their help and encouragement during this research: Dr. Sumas Wongsunopparat. My advisor who I thank him heartily for his support of me and my work. My parents and my friends, I truly thank them for their love and unconditional support.

To the School of Management, the Bangkok University for identifying my potential, providing me with education, and an environment that fosters research. My time at the Bangkok University has been the most productive to date in terms of my research publications thanks to the strong research intensive culture that exists.

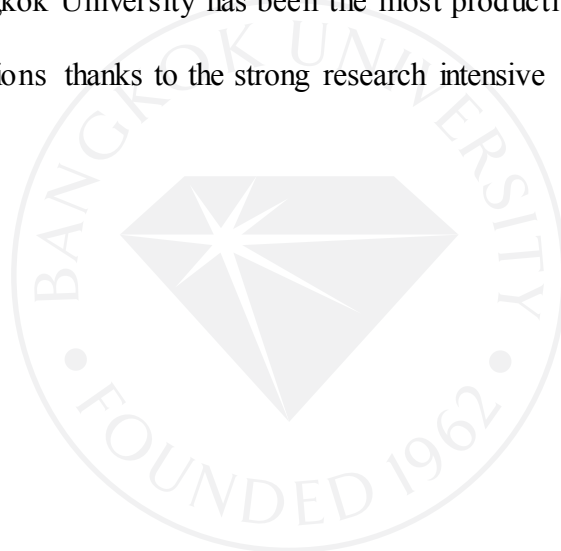


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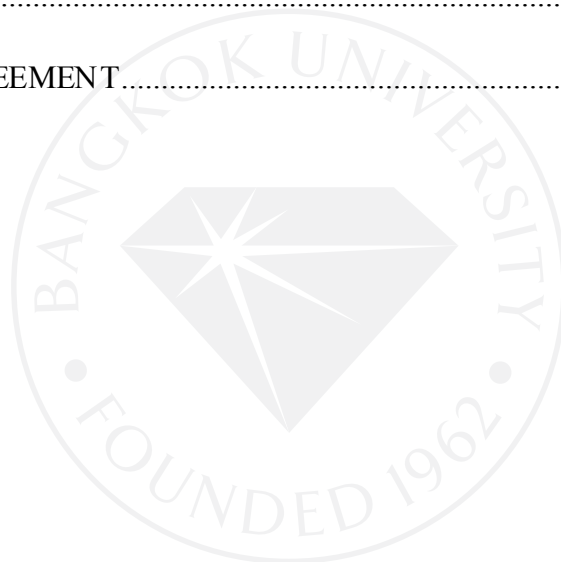
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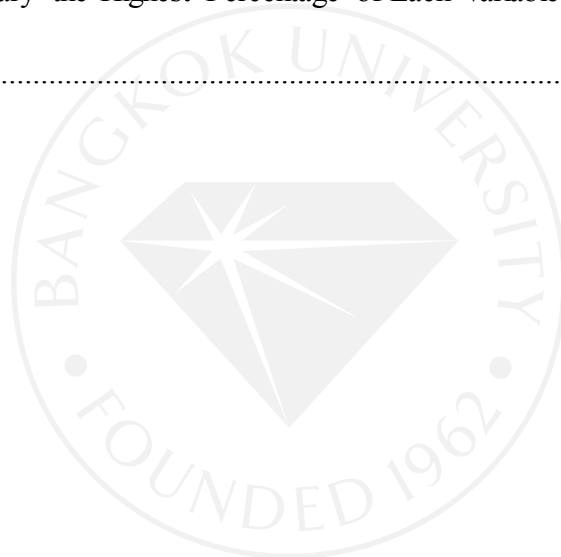


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CHAPTER 1

INTRODUCTION

Factors that impact on brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok will be mainly introduced in this chapter. First all, the whole study will be introduced by researcher, concentrate by bank customers in Bangkok, and then, followed by the statement of problem and research objectives. At finally, researcher will discuss about the scope and the limitation of this study.

1.1 Background

In the more demanding market of the banking industry these days, banks can hardly survive with the old way of product orientation. They are supposed to be market driven by forming a long-term relationship with their customers. A stable customer base is a core business asset. The essence and nature of relationships and their business value are encapsulated in the concept of customer loyalty. The significance of brand loyalty is manifold. There are important dimensions that supported the strength of relationship marketing that can lead to brand loyalty. In relation, Brand loyalty refers to the favorable attitude towards a brand in addition to purchasing it repeatedly by the customer. The customer tend to be loyal since there is relationship marketing between them and the organization.

Developing and maintaining long-term relationships with customers are important concerns to marketing managers. In this context, brand loyalty helps with a better understanding of the link between consumers and brands. Brand loyalty is a strategic

objective in marketing management especially for consumer goods. As a matter of fact, conquering a new customer becomes more and more problematic and costly (Maznah and Mohd, 2010), and it is often the loyal customers that assure the growth and the survival of the brand for the years to come. Henceforth, it is important to define and better understand brand loyalty. Today's, organizations aim is not only sell their products or services, but also make relationship to customers that lead to customer loyalty in happen during the process that consist introduce products to customer, knowing it, and then selecting it. If there process was customers, knowing it, and then selecting it. If this process was passed successfully, customer will be loyal to brands (Maznah and Mohd, 2010).

Customer awareness has been favored by the globalization of competition, saturation of markets, and information technological development. This has consequently resulted to large-scale competition in the banking industry. In this phenomenon, businesses have to build their success on a long-term customer relationship rather than through optimized product price and qualities. The increase and retention of loyal customers has become a key factor for long-term success of the businesses. Thus, brand loyalty, is an important aspect and marketers have to create marketing strategies that will appeal to the consumers at an individual level. Brand loyalty play a great role and has become of great interest for researchers, business managers/owners and academicians. Customer loyalty determines how much of the product is bought, how often and the repeat purchases made based in its features.

Thailand's financial system, which is dominated by the banking sector, remained robust in 2008 despite the economic slowdown due to the global financial crisis which began in the summer of 2007. The performances of Thai authorities in managing its money and banking affairs in 1960s and 1970s were impressive, partly due to successful development and diversification of its financial institutions. "However, economic imbalances in the early 1980s and the rising tendency of government intervention put the financial sector under stress, thus reducing its efficiency in resource mobilization and allocation (U.S. Library of Congress)." During the 1980s and early 1990s the Thai financial institutions particularly under the supervision of the Bank of Thailand, the Central Bank, had been under the process of financial liberalization that includes deregulation of international capital flows, a movement toward a more flexible exchange rate system, and financial innovation. In order to reach the ambitious goal of turning Bangkok to be a regional financial center, the Bangkok International Banking Facilities, BIBFs, was established in 1993 which eventually led to the East Asian Financial Crisis in 1997. The purpose of this paper is to explore the development of Thailand's financial and banking systems. The current situations of Thailand's financial and banking systems are also discussed. In addition, the paper covers the recent financial reforms and the weaknesses in the financial sector as well. This paper is organized as follows.

Commercial banks in Thailand are allowed to undertake universal banking. Banks can offer a wide range of financial services in both traditional and investment banking. Between 2004 and 2008, the local banks were focused primarily on commercial banking, with interest income accounting for about 80 percent of total income. Currently, banks

turn from traditional corporate banking to retail banking and SME businesses because they offered better diversification and enhance profit. Facing with intense competition in the banking sector, “banks implemented competitive strategy including modernizing their services, expanding their networks, and differentiating themselves by offering more financial products such as short-term bills of exchange (B/E), special deposits, and cross-selling of products such as by acting as broker for life insurance and selling of mutual fund products (Bank of Thailand, Supervision Report 2007: 13).” Before the financial crisis in 1997, Thailand’s financial system can be described as ‘bank-based’, with commercial banks dominating the landscape. However, after the crisis, the role of the banking sector becomes less prominent, the banking sector still had the largest share of the whole financial system. However, the stock market and the bond market have more important presence.

Siam Commercial Bank

Siam Commercial Bank is the first bank of Thailand, informally established in 1904 as Book Club, and today it is a universal banking group in Thailand with Doctor Vichit as the Chairman of the executive committee. Established by Royal Charter in 1907, Siam Commercial Bank PCL (SCB) was Thailand's first bank. At the time of its establishment, the only banks in the country (then known as Siam) were branch offices of foreign banks. SCB currently provides a comprehensive range of financial products and services through its branch, exchange booth, ATM network, and Business Relationship Centers (BRC) nationwide. At the end of December 2014, SCB's market capitalization stood at 618

billion baht, the highest among Thailand's financial institutions, with total assets around 2.7 trillion baht. SCB's branch, foreign exchange kiosks, and ATM networks totaled 1,173, 108, and 9,142 units respectively, the highest in the banking sector.

Kasikorn Bank

Kasikorn bank formerly known as the Thai Farmers Bank is a leading banking group in Thailand. KBank was established on 8 June 1945 (2488 BE) by Choti Lamsam, with registered capital of five million baht. It has been listed on the Stock Exchange of Thailand since 1976. The current chairman and CEO is Bantoon Lamsam, the grandson of the founder. In 2003, Thai Farmers Bank changed its name to KASIKORNBANK or KBank.

As of December 2015 KBank was the fourth largest commercial bank in Thailand as measured by total assets, loans, and deposits, with the market shares of 14.5%, 14.6% and 15.3% respectively. Kasikornbank has a registered capital of 30.5 billion baht with paid up capital of 23.9 billion baht and market capitalization of 360 billion baht (second largest in the banking sector on the Stock Exchange of Thailand). KBank has total assets of 2.555 trillion baht, total deposits of 1.705 trillion baht and total loans (to customers less deferred revenue) outstanding of 1.610 trillion baht. The bank offers consumer banking such as credit card services, and mortgage lending, wealth management, corporate banking services including cash management, international trade financing, lending, deposit-taking, supply chain financing, Bancassurance, FX and derivatives,

investment banking, custodian services, asset management, securities service, and factoring.

Bangkok Bank

Bangkok Bank Public Company Limited, is one of the largest commercial banks in Thailand. Its branch network includes over 1,200 branches within Thailand, with 32 international branches in 15 economies, including wholly owned subsidiaries in Malaysia and China. Bangkok Bank has branches in London and New York to complement its extensive network in Southeast Asia. Bangkok Bank currently has the largest overseas branch network of any Thai bank with 32 international branches in 15 economies, including wholly owned subsidiaries in Malaysia and China. The international branch network is concentrated in Southeast Asia, China, Hong Kong, Taiwan and Japan; and the bank also has branches in London and New York. Bangkok Bank is the only Thai bank with a local bank in China with its head office in Shanghai and six branches. The China branches are in Shanghai, Beijing, Shenzhen, Chongqing, Xiamen, and the Shanghai Free Trade Zone. Bangkok Bank has 16 international branches in ASEAN countries which form the ASEAN Economic Community (AEC). Bangkok Bank is the only Thai bank to have a branch in Myanmar where its Yangon Branch opened on 2 June 2015 of December 31, 2015 Bangkok Bank had over 1,200 branches in its domestic network, including self-service outlets, covering all 77 provinces in Thailand. The branch network is one of the largest branch networks among Thai banks. In 2015 the bank also had 112 business centers, 129 business desks and 68 trade finance centers. Bangkok Bank

has a full range of business, investment banking and personal banking services. It is one of the most active global traders of Thai baht and baht-denominated bonds. The bank trades in all major currencies as well as a large number of regional currencies. Other services include same day transactions in import and export bills, inward and outward remittances, swaps, options, and forward contracts trading in the primary and secondary markets for government bonds and corporate debentures.

1.2. Statement of Problem

Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time (Mohammad, et al., 2013). Brand loyalty can be conceptualized as the final dimension of consumer brand resonance symbolizing the consumer's ultimate relationship and level of identification with a brand (Mourad and Azza, 2009). As brands gain exclusive, positive, and prominent meaning in the minds of a large number of consumers, they become irresistible and irreplaceable, and win the loyalty of the consumers. Brand loyalty, in return, brings sales revenues, market share, profitability to the firms, and help them grow or at least maintain themselves in the marketplace (Chun and Hahn, 2007).

This study focuses on how brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok that shaped by Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

1.3. Intention and Reason for Study

In the fierce competition among the banking market, according to the desire of consumer changing constantly, how banking industry of Thailand can retain their customers' loyalty. The currently intention of study is how banking industry of Thailand to influence the customer brand loyalty through Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

1.4. Research Objectives

The purpose of this independent study is mainly emphasizes on how brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok is supported by other factors and why they are important for brand loyalty.

1.5. Major Research Question

How do the costumer who has the brand loyalty through bank industry of Thailand which Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

1.6. Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

1. The research assume that customers have the experiences that brand loyalty of banking industry in Thailand
2. All the feelings that customer perceived about the product and services are reliable.
3. And the answer of questionnaire from respondents are exactly same with their thoughts.
4. The data from questionnaires that researcher conduct is only valid for this study.

1.7. Scope of research

In this research, the researchers focus that the relationship between Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements and brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok. The researchers targeted the customers having experience with the banking industry of Thailand. This paper describes thirteen independent variables which are Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

1.8. Benefits of Research

The benefits of this study are to understand the customers brand loyalty through of banking industry of Thailand. The banking industry of Thailand can use the information from this study to improve its financial market to complete with competitors, and to understand the main problems related to customer brand loyalty. According to this research, the business owner can decide which market strategy they need to maintain or not to maintain that to increase brand loyalty.

1.9. Limitations of Research

The researchers chose to emphasize on banking industry of Thailand. And only thirteen variables that are Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

CHAPTER 2

LITERATURE REVIEW

2.1 Previous Study

Irem and Mesut (2012) studied that the impact of social media marketing on brand loyalty. Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing. The aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.

Maznah and Mohd (2010) made research about Brand Loyalty and Relationship Marketing in Islamic Banking System. Islamic banks ability to withstand the global downturn has fuelled an expansion of Islamic finance around the world. Islamic banks

have learned that customer loyalty and brand loyalty must be earned. Brand loyalty and relationship marketing among banking consumers particularly in the Islamic banking system in Malaysia has captured great interest among the Malaysian public as a whole (i.e. relationship between employees and customers). Relationship marketing is not more than just getting the customers but it is also how to maintain the existing customers as much as possible. There are important dimensions that supported the strength of relationship marketing that can lead to brand loyalty. In relation, brand loyalty refers to the favorable attitude towards a brand in addition to purchasing it repeatedly by the customer. The customer tend to be loyal since there is relationship marketing between them and the organization. This study will show the influence of relationship marketing through Bank Islam employees in Malaysia on Brand Loyalty. The data for this study will be acquired from 3 Bank Islam business premises in Pulau Pinang, Kedah, and Perlis which represent the northern states of Peninsular Malaysia. Various data-analytic tools will be used to analyze the data such as test of differences, reliability analysis, factor analysis, and multiple regression analysis. The study tries to determine how relationship marketing which is measured through three dimensions, that is Customer trust on Bank Islam staff, Bank Islam Staff commitment during the service delivery, and the communication skills among Bank Islam Staff can have an influence on Brand Loyalty among Bank Islam customers.

Rebekah et al, (2007) explained that Involvement, satisfaction, and brand loyalty in a small business services setting. Considerable resources are expended annually on building business brands, yet the literature is virtually silent on brand loyalty in a

business setting. This study examines the relationship between attitudinal loyalty and behavioral loyalty in a business services context, and attempts to identify two key antecedents of loyalty in this context. In particular, little is known about small businesses as customers, despite their significant contribution to the economies of developed nations. A longitudinal design is implemented, and data are captured on both attitudinal loyalty and subsequent loyalty behaviours (i.e., actual purchase behaviour). The findings demonstrate the value of conceptualizing and measuring both attitudinal and behavioural components of brand loyalty. Specifically, the results indicate that attitudinal loyalty mediates the effects of the antecedents studied (category involvement and purchase satisfaction) on behavioural loyalty. Implications for marketing theory and practitioners are discussed, and possible directions for future research are sketched.

Orose and Boonchai (2010) studied that The Determinants of Brand Loyalty in the Online and Offline Banking Sectors. This study adopts a comprehensive customer value approach in determining brand loyalty. Multiple regression results reveal that online customers' loyalty is driven positively by the functional value of service variety, the functional value of convenience, the functional value of the internet, the emotional value of trust, and the corporate value of reputation, whereas the negative driver is the functional value of price. The positive determinants of brand loyalty for offline customers are the functional value of quality, the corporate value of reputation, and switching cost, while the negative determinant is the functional value of establishment. Societal value works positively for referral and against repurchase for offline customers.

Mohammad et al. (2013) claimed that Factors and elements influencing brand

loyalty: A case study in customers of Khazar gaz in Mazandaran. Brand is one of the important concepts and is valuable asset for brand. So, marketer consider powerful brand as a competitive advantage, and brand loyalty is challengeable issue for firm's managers. The aim of this project is an investigation to some factors that influence on brand loyalty of Khazar Gaz cooker at Mazandaran provenience. These factors are divided on 5 categories that are: quality, availability, advertising, brand awareness and brand image. Statistical society is people who bought Khazar Gaz during last year. Sample was figure 282 and questioner was distributed among them. Data was analyzed by Spearman correlation. Results indicated that all of factors have significant relationship with brand loyalty in which brand awareness impact more than others.

Razieh et al. (2011) studied that studying the effect of brand loyalty on customer service in Kerman Asia insurance company. Despite of remarkable interests in the nature and role of marketing application from servicing perspective, there are limited researches on service branding. By describing four major aspects of service branding, present study studies these aspects and their impacts on service conceived quality and finally it investigates the impact of service conceived quality on customer loyalty. Represented model includes the impact of brand traditional image along with other three impacts, that is, company image, employees' confidence and company's confidence. By using a 104-subject sample of Asia Insurance Company's customers, the analyses show that brand image and company's image have direct and positive impact on service conceived quality while a significant relationship is not seen between company's confidence and employees' confidence with service quality. Finally, the aspects of service brand impacts indirectly on

customers' loyalty via impacting on service conceived quality.

Lydia et al. (2012) studied that factors influencing brand loyalty in sportswear among Kenyan University students: the case of swimmers. The increase and retention of loyal customers has become a factor for long-term success of enterprises. However, the major emphasis is shifting from increasing the number of customers to retention of the same. Sports cannot be as a strategic and an important market segment in the Kenya's clothing industry. With brands being an important source of competitive advantage, knowledge of factors influencing brand loyalty in sportswear is needed in order for a business to strategize on how to remain competitive in the market. However, very little research has focused on the brand loyalty of the sports clothing. This study focuses on the factors influencing the brand loyalty of swimwear among Kenyan University students. The paper also sought to identify the most used brands among the sports students. The sample comprised of students who participated in Kenyan University Sports (Swimming) competitions held in 2009 at the University of Nairobi. The study design used was ex-post-facto and the data collected using a questionnaire. Factor analysis was conducted to reduce the variables into fewer components. Pearson correlation was used to test the hypothesis that the Price and Variety; Uniqueness of Brand; Attractiveness; Ads and Product Quality; Size and Brand Reputation have no relationship with brand loyalty of swimwear among Kenyan university swimmers. The results indicate Price and Variety; Attractiveness; and Size and Brand Reputation as factors with a significant relationship with brand loyalty, while Speedo was the most preferred brand. There is need for dealers in swimwear to focus on prices, provide a variety of designs, be keen on attractiveness

and size as well as invest more in ways to increase brand reputation.

Mourad and Azza (2009) studied that Brand Loyalty: Impact of Cognitive and Affective Variables. Studies on brand loyalty typically focus on the behavioral side of brand loyalty or on the attitudinal side. Rare are the studies that examine simultaneously both components of brand loyalty. The present study was performed to describe the conjoint contribution of cognitive and affective variables in the formation of brand loyalty. A questionnaire was administered to 400 shampoo users. A confirmatory analysis was performed to test the conceptual model presented. The results provide a better knowledge about the role played by each factor in brand loyalty formation and emphasizes the major role played by affective factors.

2.2 Theory and relationship of factors

Service quality

Supplying higher quality services and providing customer with continuous and excellent services lead into competitive advantages for service organizations. Most important competitive advantages include competitive barriers, supplying outstanding products, mitigating marketing costs and customers' loyalty (Dickinger, et al. 2008). Reviewing relevant literature indicate that major concerns on service quality can be divided into two parts: recognizing quality aspects and developing tools to measure service quality in researchers' future efforts. Then, an operational plan on service quality is rapidly increased by testing such results as attaining the customers, attracting new customers from face-to-face advertisements, rising the productivity, improving market

share, reducing employees' repetitive efforts, mitigating operational costs and enhancing profit making (Joe, et al. 2010). In present paper, service conceived quality defined as customers' judgments on an advantage compared to considered quality. According to Zhang and Bloemer, (2008), conceived quality is a type of relevant but unparalleled to satisfaction attitude as well as the results of comparing expectations to performance conceptions. According to studies by Zhou (2011) to distinguish services as similar as goods, one should not only distinguish them in terms of name or logo but also in terms of a set of customers' conceptions that are defined well. To achieve such aim, Park and Jang (2012) suggests controlling all aspects of interactions between brand and target market. Similarly, Wu, et al. (2011) agree that branding gives a name to products (goods or services). Ball, et al. (2004) believe that branding is on determining a target market and then to develop a product and brand character.

Empathy

Empathy is the capacity to understand or feel what another person is experiencing from within the other being's frame of reference, i.e., the capacity to place oneself in another's position. Empathy is seeing with the eyes of another, listening with the ears of another and feelings with the heart of another (Faircloth, et al., 2001). There are many definitions for empathy which encompass a broad range of emotional states. Types of empathy include cognitive empathy, emotional empathy, and somatic empathy. In the development of human empathy, individual differences appear, ranging from no apparent empathic ability, or empathy which is harmful to self or others, to well-balanced empathy,

including the ability to distinguish between self and other.

E-bank

E-banking, also known as internet banking, online banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website (Irem and Mesut, 2012). The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services. To access a financial institution's online banking facility, a customer with internet access would need to register with the institution for the service, and set up a password and other credentials for customer verification. The credentials for online banking is normally not the same as for telephone or mobile banking. Financial institutions now routinely allocate customer numbers, whether or not customers have indicated an intention to access their online banking facility. Customer numbers are normally not the same as account numbers, because a number of customer accounts can be linked to the one customer number. Technically, the customer number can be linked to any account with the financial institution that the customer controls, though the financial institution may limit the range of accounts that may be accessed to, say, cheque, savings, loan, credit card and similar accounts (Mohammad, et al., 2013). The customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously set up. The types of financial transactions which a customer may transact

through online banking are determined by the financial institution, but usually includes obtaining account balances, a list of the recent transactions, electronic bill payments and funds transfers between a customer's or another's accounts. Most banks also enable a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software (Gholamreza, et al., 2011). The facility may also enable the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advice change of address and other routine actions.

Personnel

Personnel can be defined as obtaining, using and maintaining a satisfied workforce. It is a significant part of management concerned with employees at work and with their relationship within the organization. Personnel is the effective marketing strategy to make specially connection with client in bank systems.

Commitment

The integration of commitment in the brand loyalty literature contributes to a better understanding of this phenomenon and spreads its definition beyond its behavioral aspect (Yorick, et al., 2001). Commitment has generally been conceptualized as an intention and a desire of continuity in the relationship. Mourad and Azza (2009) defines it as “the link that exists between an individual and his acts.” Ball, et al. (2004) has conceptualized

commitment as “the extent to which an action is dedicated to the completion of a line of action.” Hence, committed consumers are ready to undergo several change costs and sacrifices to maintain the relationship with the brand. Researchers in the consumer behavior area have adopted this concept to explain the stability of the preferences and the resistance to the persuasive communication (Ball, et al., 2004). In the brand context, commitment is defined as the consumer’s strong willingness to maintain a durable relationship with the brand (Chen, 2007). More recently, Chun and Hahn, (2007) defined this concept as follows: “commitment from the consumer standpoint is defined as the implicit or explicit intention to maintain a durable relationship.”

Societal value

The societal value is a marketing concept that holds that a company should make marketing decisions by considering consumers' wants, the company's requirements, and society's long-term interests. The social value concept holds that the organization's task is to determine the needs, wants, and interests of a target market and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being (Joe, et al. 2010). Therefore, marketers must endeavor to satisfy the needs and wants of their target markets in ways that preserve and enhance the well-being of consumers and society as a whole. It is closely linked with the principles of corporate social responsibility and of sustainable development.

Switching cost

The definition of switching costs is quite broad. Bayraktar, et al. (2012) defines switching costs as "the costs associated with switching supplier", while Park and Jang (2012) write that "a consumer faces a switching cost between sellers when an investment specific to his current seller must be duplicated for a new seller". As these definitions indicate, switching costs can arise for several reasons.

Types of switching costs include exit fees, search costs, learning costs, cognitive effort, emotional costs, equipment costs, installation and start-up costs, financial risk, psychological risk, and social risk. In the marketing literature, customers face three types of switching costs: (1) financial switching costs (e.g., fees to break contract, lost reward points); (2) procedural switching costs (time, effort, and uncertainty in locating, adopting, and using a new brand/provider); and (3) relational switching costs (personal relationships and identification with brand and employees).

Some of these costs are easy to estimate. Exit fees include contractual obligations that must be paid to the current supplier and compensatory damages that may be awarded for breach of contract. Often, vendors combine sign-up incentives with penalties for early cancellation. Careful buyers who read the fine print should not be surprised by exit fees. Search costs and learning costs, the effort and expense required to find an alternative supplier and learn how to use the new product, are also usually expected.

Payroll service

A bank's payroll service is just as good as a specialist's. A large firm that offers

payroll services and bank have a major similarity; neither has its full attention upon payroll, but both have enough resources to do it correctly. Smaller services that specialize only in payroll solutions may not have the resources to avoid dropping the ball now and then (Wu, et al. 2011). Payroll automation refers to the use of computers to produce paychecks and manage benefit payments for a company or community. Often, payroll automation is integrated into the company's enterprise resource planning system that provides an overall view of the company's or community's finances; in addition to payroll, it can manage customer relationships, production, personnel resources, invoicing and accounting.

Credit card benefits

Credit cards are the no-fuss cash alternative. They're also a helpful tool when it comes to emergencies—but the advantages of credit cards go far beyond mere convenience. One of the main advantages of having a credit card is that it can have a positive effect on credit score when use it wisely (Ball, et al., 2004). By using credit card regularly and making monthly payments on time, client can build a solid credit history that tells potential lenders client can be trusted. When client consistently pay bill on time, it can improve credit score. With a higher credit score, client may qualify for low-interest rates on mortgages, cars and other big-ticket items down the road, which could save you money.

Bank Financial Products

Financial products provide convenience to customer's everyday lives, such as having a bank account to manage customers' money. Other products like insurance provide financial coverage against a range of events (Holverson and Revaz, 2006). Investment products may help customers grow the money customer have for purposes such as retirement.

Brand image

Faircloth, et al., (2001) explains that brand image can be a thought of natural traits and it has a special relation to brand identity concept. Aaker defines the brand identity as a set of human traits weaved in a brand. Personality stimulation assessments explain why a consumer may keep emotional dependency to a brand but not to another one (Faircloth, et al., 2001).

Convenience

Service conveniences are those that save customers' time or effort, and includes variables such as credit availability and extended store hours. Service conveniences pertains to the facilitation of selling both goods and services, and combinations of the two. Convenience goods are widely distributed products that "require minimal time and physical and mental effort to purchase.

Technological advancements

Technological advancements have helped businesses and organizations save time and cost of production, which has been an advantage to all business, they manage these advancements to gain competitive advantage (Rebekah, et al., 2007). Technology is the collection of techniques, skills, methods and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation.

Technology can be the knowledge of techniques, processes, and the like, or it can be embedded in machines, computers, devices, and factories, which can be operated by individuals without detailed knowledge of the workings of such things.

Brand loyalty

As early as the 1960s, definitions of brand loyalty incorporated both attitudinal and behavioral concepts, yet few empirical studies have incorporated both dimensions. Instead, research in this area appears to have fragmented into two distinct traditions, with behavioral researchers focusing on the observable actions of loyal customers (Mohammad, et al., 2013) and attitudinal researchers investigating commitment to brands and repurchase intentions (Gholamreza, et al., 2011). Research in these traditions has produced studies of the level of commitment consumers' display towards a brand, how decisions taken at one moment affect subsequent purchases, and consumers' relative expenditure on brands in a category. Despite the view that brand loyalty be conceptualized broadly and be reflected by both attitudinal and behavioral measures (Lydia, et al., 2012), few studies in either the consumer marketing or business marketing

literatures have incorporated both dimensions of brand loyalty.

One of the first definitions of brand loyalty was given by Lydia, et al., (2012): “the biased (i.e., non-random) behavioral response (i.e., purchase) expressed over time by some decision making unit with respect with one or more alternative brands out of a set of such brands, and is a function of psychological (decision-making, evaluative) process”. This definition is one that is broadly shared across the literature (Lydia, et al., 2012). It insists that consumers have the choice between several alternatives. It also emphasizes the fact that, beyond the behavioral aspects, the psychological dimension of brand loyalty is crucial. Hereunder, a presentation of the three major approaches of brand loyalty is presented. Next, the central role of brand commitment is discussed.

Brand Choice Theory

The choice has been defined by different researchers in varied aspects, (Mourad and Azza, 2009). viewed the choice with supporting example by saying, that" the person walking down a road who hesitates at a fork in the road before choosing which route to take classically illustrates choice". To choose a brand among from available brands of low involvement product category in a situation where consumer does not know about the brands under consideration seems very critical, because the most theories of consumer behavior support the awareness as a dominant factor in consumer choice. On the other hand it was also assumed that excess of everything is dangerous, likely it can be

guessed that more information may confuse the consumer about the brand to be selected. Mourad and Azza, (2009) are of the opinion that "Consumers actually make poorer purchase decisions with more information".

The theory of brand choice is one of the fundamental elements of marketing science. Virtually all decisions made by marketing managers involve assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) impact these decisions. Brand choice models rest upon key assumptions about how consumers make purchase decisions.

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category. In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies. Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely the consumer is to make that particular band choice. Product attributes are important to marketers in order to differentiate products from their competitors.

Consumers often analyses the reasons for their brand preferences, either willfully or as a consequence of marketer tactics. For example, some advertisement encourages

consumers to think of the reasons they would prefer a particular brand. Several streams of research imply that thinking about attitude should increase the strength of the attitude behavior link. For example, research based on dual-process models of persuasion indicates that greater cognitive processing of attitude relevant information increases the accessibility of this information, as well as of the attitude itself, which thus increases the possibility that these attitudes will guide behavior. Another stream of research based on the effects of accountability suggests that justifying attitudes increases the evaluative consistency of underlying cognitions, which thus bolsters the attitude and the link to subsequent behavior. Brand equity is the value consumers assign to a brand above and beyond the functional characteristics of the product. Brand equity is nearly synonymous with the reputation of the brand. Brand equity is fragile because it is founded in consumer's beliefs and can be prone to large and sudden shifts outside of management's control because of consumer's exposure to information among other factors. Customer-based brand equity, which is defined as "the differential effect that brand knowledge has on consumer response to the marketing of that brand". Although little research directly examines the impact on brand equity, some financial studies show that firms suffer large drops in stock price because of product recalls, including damage to brand equity.

Utility Maximization Theory

Definition of utility maximization is that: in the economics concept that, when making a purchase decision, a consumer attempts to get the greatest value possible from expenditure of least amount of money. His or her objective is to maximize the total value

derived from the available money. Utility maximization is the guiding notion underlying consumer choices analyzed with consumer demand theory and utility analysis. It makes sense to think that people are generally motivated to do what is best for them, to purchase the most satisfying goods, to make the decisions that do more good than harm, to improve their overall living standards and well-being, that is, to maximize their utility.

To maximize utility, given a fixed amount of income to spend, an individual will buy those quantities of goods that exhaust his or her total income and for which the psychic rate of trade-off between any two goods (the MRS) is equal to the rate at which the goods can be traded one for the other in the marketplace. That spending all one's income is required for utility maximization is obvious. Because extra goods provide extra utility (there is no satiation) and because there is no other use for income, to leave any unspent would be to fail to maximize utility. Throwing money away is not a utility-maximizing activity. The condition specifying equality of trade-off rates requires a bit more explanation. Because the rate at which one good can be traded for another in the market is given by the ratio of their prices, this result can be restated to say that the individual will equate the MRS (of x for y) to the ratio of the price of x to the price of y (p_x/p_y). This equating of a personal trade-off rate to a market-determined trade-off rate is a result common to all individual utility-maximization problems (and too many other types of maximization problems).

2.3 Hypotheses

H1_o: Service Quality does not influence brand loyalty in Top 3 Banks (Siam

Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H1a: Service Quality influences brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H2o: Empathy does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H2a: Empathy influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H3o: E-bank does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H3a: E-bank influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H4o: Commitment does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H4a: Commitment influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H5o: Societal value does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H5a: Societal value influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H6o: Switching cost does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H6a: Switching cost influence brand loyalty in Top 3 Banks (Siam Commercial Bank,

Kasikorn Bank, Bangkok Bank) in Bangkok

H7_o: Payroll service does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H7_a: Payroll service influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H8_o: Credit card benefits does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H8_a: Credit card benefits influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H9_o: Bank Financial Products does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H9_a: Bank Financial Products influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H10_o: Personnel does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H10_a: Personnel influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H11_o: Brand image does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H11_a: Brand image influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H12_o: Convenience does not influence brand loyalty in Top 3 Banks (Siam Commercial

Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H12a: Convenience influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H13_o: Technological advancements does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H13_a: Technological advancements influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok



2.4. Research Framework

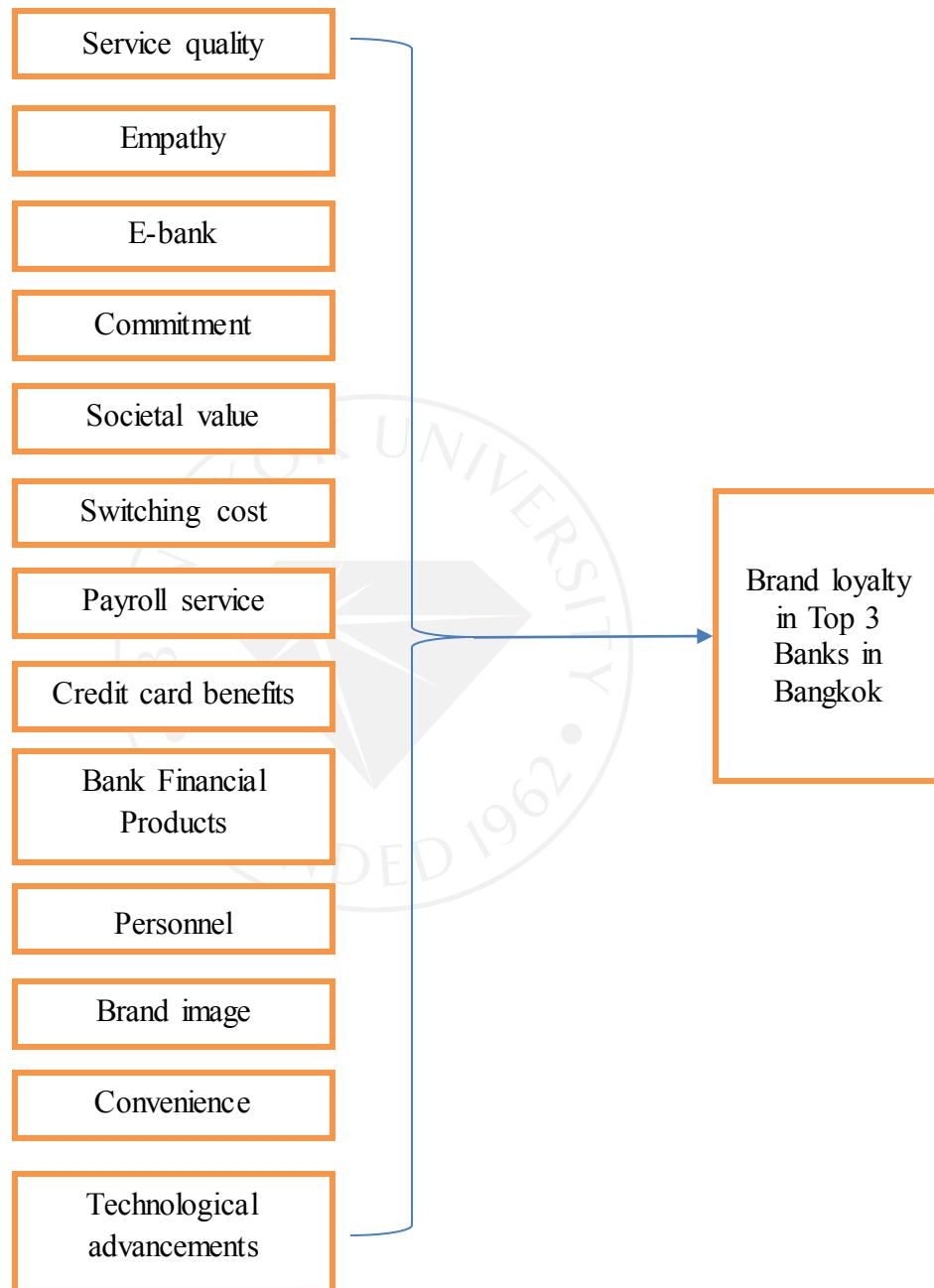


Figure 2.1: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Research Strategy

Zikmund (2003) stated that descriptive research is created to explain the characteristics of a population or incident. Descriptive research is the process to define the answers for who, what, where, when, and how questions. In The SPSS process, there are 2 most appropriate factors for descriptive research, the first one is frequencies, and the second one is means, this was stated by Ticehurst *et al.* (2003). The descriptive research is used to test the relationship between brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok and the factors that may affect it. The factors include are Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

Zikmund (2003) explained that the representative of population which is not a sample could be stated as biased. The procedures of selecting sample aimed to minimize bias which is in the sample.

The researcher used the sample survey method as the data collection process and preceded into the statistical test steps. And also used the survey method to distribute the composition of questionnaires to collect the information from the respondents. Zikmund (2003) stated that a survey is a technique of conducting

research which could gather information from a sample of people by using questionnaires as a tool to collect information.

3.2 Sampling Design

3.2.1 Target Population

The researcher wanted to study how banking industry of Thailand to influence the customer brand loyalty through Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

The researchers select both male and female and who have experiences in bank service as the target population.

3.2.2 Sample Unit

The questionnaires are distributed to customers who have experiences in bank service as the target sample unit in Bangkok.

3.2.3 Sample Size

According to business research evaluation, the first question that the researcher face which is “How large of the sample size?” Instinctively, the bigger size of sample is more correct research. Statistical phase, error of random sampling is fluctuated with sample size differential. Enlarge of sample size reduce wideness of reliance at a given the reliance level and error. It is not essential to select all components of the population to direct the precision research (Zikmund, 2003).

The researcher will determine sample size by applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

In the study, researcher decide to use 400 questionnaire in Central World bank area in Bangkok Thailand.

3.2.4 Sampling Procedure

The study, the researchers applied both probability and non-probability to find sampling unit. Zikmund (2003) stated that probability samples is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the

researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by Zikmund (2003).

The researchers conducted sampling procedure which is convenience sampling. The details was stated by Zikmund (2003) which will be as the followings:

Convenience Sampling

Convenience sampling, this kind of sampling which from people who are convenient or available to answers questions from researchers. The researchers distributed questionnaires to 400 respondents.

3.3 Variables

The study is to determine the relationship between brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok and the factors that may affect it. The factors include are Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements.

3.4 Research Instrument

In the research, the questionnaire has been used to collect data for the following SPSS analysis.

Part1. Comprise of demographic and general information

Part 2, all items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement “Strongly Disagree” to number 5 with the statement “Strongly Agree”. The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Somewhat Agree = 4 points

Neutral = 3 points

Somewhat Disagree = 2 points

Strongly Disagree = 1 point

3.5 Collection of Data

According to this study, researcher have decided to use primary data collected through self-administered questionnaires which distribute to customers of Thai Bank in Bangkok. Survey is a mean of using an appropriated questionnaire to gather information for a sample of population (Zikmund, 2003). Before interviewees do the questionnaires, the researcher asked them whether they are Honda’s customer. The survey questionnaires are distributed during first and second week of Oct 2016, at Central World Bank area.

3.6 Reliability Analysis of Research Instrument

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach’s alpha coefficient.

Table 3.1: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.2: Reliability Test Summary

Variables	Alpha (α -test)	Number of item
Service quality	.780	3
Empathy	.764	3
E-bank	.747	4
Commitment	.795	4
Societal value	.730	4
Switching cost	.779	3
Payroll service	.692	3
Credit card benefits	.737	2
Bank Financial Products	.719	3
Personnel	.873	3
Brand image	.610	2
Convenience	.898	2
Technological advancements	.749	2

3.7 Statistical Treatment of Data

After the researchers have collected all the data, the researchers used the Statistical Package for the Social Sciences (SPSS) to analyze and summarize the data collected in data interpretation and hypothesis testing forms. There are 2 data analysis techniques applied in this study, which are Descriptive statistics and Pearson Correlation.

The descriptive analysis including frequency and percentage, were used in transforming the demographic profiles of respondents of term of 9 variables which are product quality, better fuel economy, after sale service, battery safety record, promotion, location, brand image and product design, customers' purchase decision, all the data were summarized and presented into the understandable format.

The researchers also applied Pearson Correlation for the hypothesis testing in this study. Pearson Correlation technique is a parametric technique that helps researchers to find the relationship between variables (Simon, 2005). The Pearson Correlation gives a measurement for the strength of association between 2 variables. The correlation coefficient (r-value) is in a range of +1.0 to -1.0. There is a perfect positive linear association or negative linear association respectively. The level of strength of association between variables is shown in Table 3.2.

Table 3.3: R-value and Measure the Strength of Association

Correlation(r)	Interpretation
0	No linear association
1	Perfect positive linear association
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.40 to 0.69	Medium positive correlation
0 to 0.39	Low positive correlation
-1	Perfect negative linear association
0 to -0.39	Low negative correlation
-0.40 to -0.69	Medium negative correlation
-0.70 to -0.89	High negative correlation
-0.90 to -0.99	Very high negative correlation

Multinomial Logistic Regression

Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes. That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.).

Multinomial logistic regression is known by a variety of other names, including polytomous LR, multiclass LR, softmax regression, multinomial logit, maximum entropy (MaxEnt) classifier, and conditional maximum entropy model.

Multinomial logistic regression is used to predict categorical placement in or the probability of category membership on a dependent variable based on multiple independent variables. The independent variables can be either dichotomous (i.e., binary) or continuous (i.e., interval or ratio in scale). Multinomial logistic regression is a simple extension of binary logistic regression that allows for more than two categories of the dependent or outcome variable. Like binary logistic regression, multinomial logistic regression uses maximum likelihood estimation to evaluate the probability of categorical membership. Multinomial logistic regression does necessitate careful consideration of the sample size and examination for outlying cases. Like other data analysis procedures, initial data analysis should be thorough and include careful univariate, bivariate, and multivariate assessment. Specifically, multicollinearity should be evaluated with simple correlations among the independent variables. Also, multivariate diagnostics (i.e. standard multiple regression) can be used to assess for multivariate outliers and for the exclusion of outliers or influential cases.

Sample size guidelines for multinomial logistic regression indicate a minimum of 10 cases per independent variable. Multinomial logistic regression is often considered an attractive analysis because; it does not assume normality, linearity, or homoscedasticity. A more powerful alternative to multinomial logistic regression is discriminant function analysis which requires these assumptions are met. Indeed, multinomial logistic

regression is used more frequently than discriminant function analysis because the analysis does not have such assumptions. Multinomial logistic regression does have assumptions, such as the assumption of independence among the dependent variable choices. This assumption states that the choice of or membership in one category is not related to the choice or membership of another category (i.e., the dependent variable). The assumption of independence can be tested with the Housman-McFadden test. Furthermore, multinomial logistic regression also assumes non-perfect separation. If the groups of the outcome variable are perfectly separated by the predictor(s), then unrealistic coefficients will be estimated and effect sizes will be greatly exaggerated.

3.8 Content Validity

The questions from questionnaires had been review by the 5 qualified experts in the field of bank industry and researcher can get the content validity from the questionnaire. The five qualified experts are Ms. Kae Thanawan, working at Bank of China (Thailand); Mrs. Mr. Chatpimuk Ariyanontaka, working at Bank of China (Thailand); Ms. Kingkanok Vongchaveng, working at Bank of China (Thailand); Ms. Sutthichar Luangamornlert, working at ICBC Bank (Thailand); Ms. Kooka Jutharat working at ICBC Bank (Thailand).

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\sum R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

ΣR = Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the questionnaire.

- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

Table 3.4: IOC Summary

No.	Expert1			Expert2			Expert3			Expert4			Expert5			ΣR	IOC	Data analysis	
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1				
SQ1	Y			Y				Y			Y			Y			3	0.6	Accepted
SQ2		Y		Y			Y			Y			Y				4	0.8	Accepted
SQ3			Y	Y			Y			Y			Y				3	0.6	Accepted
EM1	Y			Y			Y			Y			Y				5	1	Accepted
EM2	Y				Y			Y		Y			Y				4	0.8	Accepted
EM3	Y			Y				Y		Y				Y			3	0.6	Accepted
EB1		Y		Y			Y			Y			Y				4	0.8	Accepted
EB2	Y			Y				Y		Y				Y			3	0.6	Accepted
EB3		Y		Y			Y			Y			Y				4	0.8	Accepted
EB4			Y	Y			Y			Y			Y				3	0.6	Accepted

(Continued)

Table 3.4(Continued): IOC Summary

CO1	Y		Y		Y		Y		Y		5	1	Accepted	
CO2	Y			Y		Y		Y		Y		4	0.8	Accepted
CO3	Y		Y		Y			Y		Y		4	0.6	Accepted
CO4	Y		Y			Y		Y		Y		3	0.6	Accepted
SV1	Y		Y			Y		Y		Y		3	0.6	Accepted
SV2		Y		Y		Y		Y		Y		4	0.8	Accepted
SV3			Y	Y		Y		Y		Y		3	0.6	Accepted
SV4	Y		Y		Y		Y		Y		5	1	Accepted	
SC1	Y		Y			Y		Y		Y		3	0.6	Accepted
SC2		Y		Y		Y		Y		Y		4	0.8	Accepted
SC3			Y	Y		Y		Y		Y		3	0.6	Accepted
PS1	Y		Y		Y		Y		Y		5	1	Accepted	
PS2	Y			Y		Y		Y		Y		4	0.8	Accepted
PS3	Y		Y		Y			Y		Y		4	0.6	Accepted
CB1	Y		Y			Y		Y		Y		3	0.6	Accepted
CB2	Y		Y			Y		Y		Y		3	0.6	Accepted
BF1	Y		Y			Y		Y		Y		3	0.6	Accepted
BF2	Y		Y			Y		Y		Y		3	0.6	Accepted
BF3		Y		Y		Y		Y		Y		4	0.8	Accepted
PA1	Y		Y			Y		Y		Y		3	0.6	Accepted
PA2		Y		Y		Y		Y		Y		4	0.8	Accepted
PA3			Y	Y		Y		Y		Y		3	0.6	Accepted
BI1		Y		Y		Y		Y		Y		4	0.8	Accepted
BI2			Y	Y		Y		Y		Y		3	0.6	Accepted
CV1	Y		Y		Y		Y		Y		5	1	Accepted	
CV2	Y		Y			Y		Y		Y		3	0.6	Accepted
TA1		Y		Y		Y		Y		Y		4	0.8	Accepted
TA2			Y	Y		Y		Y		Y		3	0.6	Accepted
BL1	Y		Y		Y		Y		Y		5	1	Accepted	
BL2	Y		Y		Y		Y		Y		5	1	Accepted	
BL3	Y			Y		Y		Y		Y		4	0.8	Accepted
BL4	Y		Y		Y			Y		Y		4	0.6	Accepted

Therefore,

$$\text{IOC} = 156 / 210$$

$$= 0.7423$$

The index of item objective congruence (IOC) of this questionnaire is 0.7423 which is more than 0.5; it means that the questions are all acceptable



CHAPTER 4
DATA ANALYSIS

4.1 Descriptive Analysis

Descriptive analysis is to examine the variable basic information, include frequency, total number of data, mean, and standard deviation.

The SPSS descriptive analysis as below:

From table 4.1, there are 400 (100%) respondents use service of Bank in Thailand

Table 4.1: Descriptive Analysis of Intention to Use Service of Bank in Thailand

		intention			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	400	100.0	100.0	100.0

From table 4.2, the majority of gender is male which 228 (57%) respondents, then, followed by 172 (43%) of female respondents.

Table 4.2: Descriptive Analysis of Gender

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	172	43.0	43.0	43.0
	male	228	57.0	57.0	100.0
	Total	400	100.0	100.0	

From table 4.3, the majority of age is 26-35 which has 139 (34.8%) respondents, then, followed by 118 (29.5%) of age is 36-45 respondents. Then, age is 14-25 has 55

(13.8%) respondents, age is 46-55 has 49 (12.3%) respondents. The minority of age is 55 up which has 39 (9.8%) of respondents.

Table 4.3: Descriptive Analysis of Age

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14-25	55	13.8	13.8	13.8
	26-35	139	34.8	34.8	48.5
	36-45	118	29.5	29.5	78.0
	46-55	49	12.3	12.3	90.3
	55+	39	9.8	9.8	100.0
	Total	400	100.0	100.0	

From table 4.4, the majority of education level is bachelor degree which has 167 (41.8%) respondents, then, followed by 109 (27.3%) of education level of high school respondents. Then, the education level above bachelor degree has 97 (24.3%) respondents. The minority of education level is under high school which has 27 (6.8%) of respondents.

Table 4.4: Descriptive Analysis of Education Level

		education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under High School	27	6.8	6.8	6.8
	High school	109	27.3	27.3	34.0
	Bachelor Degree	167	41.8	41.8	75.8
	Above Bachelor Degree	97	24.3	24.3	100.0
	Total	400	100.0	100.0	

From table 4.5, the majority of occupation is Government Officers/employees of state enterprise which has 178 (44.5%) respondents, then, followed by 127 (31.8%) of Individual companies respondents. Then, Business owner are 50 respondents which has 12.5%. The minority of occupation is student which has 45 (11.3%) of respondents.

Table 4.5: Descriptive Analysis of Occupation

		occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	45	11.3	11.3	11.3
	Government Officers/employees of state enterprise	178	44.5	44.5	55.8
	Individual companies	127	31.8	31.8	87.5
	Business owner	50	12.5	12.5	100.0
	Total	400	100.0	100.0	

From table 4.6, the majority of marital status is single which has 201 (50.3%) respondents, then, followed by 134 (33.52%) of marital status of married respondents. The minority of marital status is divorced which has 65 (16.2%) of respondents.

Table 4.6: Descriptive Analysis of Marital Status

		marital			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	134	33.5	33.5	33.5
	Single	201	50.3	50.3	83.8
	Divorced	65	16.2	16.2	100.0
	Total	400	100.0	100.0	

From table 4.7, the majority of time period in Bangkok is more than 10 years which has 147 (36.8%) respondents, then, followed by 106 (26.5%) of 1-6 years respondents. Then, there are 5-10 years period of 83 (20.8%) respondent. The minority of period less than 1 year which has 64 (16.0%) of respondents.

Table 4.7: Descriptive Analysis of How Long to Living in Bangkok

		living			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	64	16.0	16.0	16.0
	1-5 years	106	26.5	26.5	42.5
	5-10 years	83	20.8	20.8	63.3
	More than 10 years	147	36.8	36.8	100.0
	Total	400	100.0	100.0	

From table 4.8, the majority of income status is 10,001-35,000 bath which has 174 (43.5%) respondents, then, followed by 147 (36.8%) of 35,001-50,000 income respondents. Then, the income more than 50,000+ has 52 (13%) respondents. The minority of income is less than 10,000 Bath which has 27 (6.8%) of respondents.

Table 4.8: Descriptive Analysis of Income Status

		income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Bath	27	6.8	6.8	6.8
	10,001 – 35,000 Bath	174	43.5	43.5	50.3
	35,001-50,000	147	36.8	36.8	87.0
	50,000+	52	13.0	13.0	100.0
	Total	400	100.0	100.0	

4.2 Mean, Standard Deviation and Respondents Perception

The result of influencing factors would be shown in Table 4.9 next page. As this survey adopt Linker scale 5 point questions, the average level of influencing factors will be defined as following:

1.00 – 1.80 = Very low

1.81 – 2.60 = Low

2.61 – 3.40 = Medium

3.41 – 4.20 = High

4.21 – 5.00 = Very High

Table 4.9: Mean, Standard Deviation and Respondents Perception of Service Quality.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Service quality					
1. The service as a whole is good	400	2	5	3.76	.762
2. The quality has been maintained all of the time.	400	1	5	4.15	.851
3. The level of quality is acceptable in comparison with other banks.	400	2	5	4.08	.691
Empathy					
1. The bank is able to provide the operating hours convenient to all their customers.	400	2	5	3.71	.657
2. The bank is willing to give customer's best interests.	400	2	5	3.76	.762
3. The employees of the bank understand the needs of customers.	400	1	5	4.15	.851
E-bank					
1. Availability of information	400	2	5	4.08	.691
2. Easy to use	400	3	5	4.02	.577
3. Secure	400	2	5	3.92	.708
4. Error-free transactions	400	2	5	3.76	.762
Commitment					
1. Although bank's products are similar, I still prefer to use the service from this bank.	400	2	5	3.48	.749
2. I am proud to tell others that I use the service from this bank and would like to recommend this bank to others.	400	2	5	3.71	.657
3. This bank is the best alternative.	400	2	5	3.76	.762
4. I expect to stay with this bank for a long period of time.	400	1	5	4.15	.851
Societal value					
1. The bank helps with environmental conservation.	400	2	5	4.08	.691
2. The bank takes part in creating well-being for the society.	400	3	5	4.02	.577

(Continued)

Table 4.9 (Continued): Mean, Standard Deviation and Respondents Perception of Service

Quality.

3. The bank generates benefits for the society.	400	2	5	3.71	.657
4. The bank treats the customers fairly.	400	2	5	3.76	.762
Switching cost					
1. I have no time or I am not willing to purchase services provided by another bank.	400	1	5	4.15	.851
2. I believe that in case I switched to another bank, it would be unpleasant or difficult to get used to or to adapt to the services provided by it.	400	2	5	4.08	.691
3. I am not willing to pay for the costs associated with changing banks.	400	1	5	3.51	.772
Payroll service					
1. My company pay salary for me through the bank	400	3	5	4.02	.577
2. Its convenience every month that when salary coming in the bank account	400	2	5	3.92	.708
3. I can easily manage my salary through the bank account	400	1	5	3.36	.961
Credit card benefits					
1. I can get discount when I use credit card to shopping	400	2	5	3.76	.762
2. The credit card of the bank can meet my needs	400	1	5	4.15	.851
Bank Financial Products					
1. I am very satisfy with my investment in the bank financial products	400	2	5	4.08	.691
2. The bonds of bank can bring me more profit	400	3	5	4.02	.577
3. I am very interesting in the services and products of investment and finance in bank	400	2	5	3.71	.657
Contact personnel					
1. The personnel provide fast service.	400	2	5	4.31	.951
2. The information provided by the personnel has always been very valuable to me.	400	2	5	4.21	.955
3. The personnel have knowledge of all of the services offered by the bank.	400	2	5	3.92	.953
Brand image					
1. I have a clear understanding on the brand of SCB/KASRIKORN BANK/BANGKOK BANK	400	2	5	3.87	.933

(Continued)

Table 4.9 (Continued): Mean, Standard Deviation and Respondents Perception of Service

Quality.

2. SCB/KASRIKORN BANK/BANGKOK BANK comes to my mind at first when mentions bank industry.	400	2	5	3.95	.942
Convenience					
1. I can easily find SCB/KASRIKORN BANK/BANGKOK BANK when I need.	400	1	5	4.01	1.237
2. SCB/KASRIKORN BANK/BANGKOK BANK is very close to my home.	400	1	5	4.05	1.196
Technological advancements					
1. SCB/KASRIKORN BANK/BANGKOK BANK has very high technological advancements.	400	1	5	4.05	1.110
2. The technological advancements of SCB/KASRIKORN BANK/BANGKOK BANK are better than other banks	400	2	5	4.26	.941
Brand loyalty					
1. I do not want to change to another bank because this selected bank is valued for me	400	2	5	3.76	.762
2.I would always recommend this bank to somebody who asks for my advice	400	1	5	4.15	.851
3.I would invest more money/ more business transaction through this bank in the future	400	2	5	4.08	.691
4.The chances of me being in the relationship with this bank are very good	400	3	5	4.02	.577

4.3 Findings of Hypotheses Testing.

To test all the hypothesis in the study, a likelihood Ratio Tests has been used.

From table 4.10, service quality of SCB much better than K bank.

Table 4.10: Likelihood Ratio Tests

Effect	Likelihood Ratio Tests			
	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
CO1	36.499 ^b	36.499	6	.000
SC3	31.851 ^b	31.851	4	.000
PS1	.000 ^a	.000	0	.
PS2	.000 ^a	.000	0	.
PS3	25.789 ^b	25.789	8	.001

From table 4.11, the CO1, SC3, PS3 of p-value is lower than 0.05, which is significant for the hypothesis. It means that commitment, switching cost and payroll service significantly impact brand loyalty of Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H1: The null hypothesis $H1_0$ cannot be rejected at a 5% level of significance, therefore Service Quality does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H2: The null hypothesis $H2_0$ cannot be rejected at a 5% level of significance, therefore Empathy does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H3: The null hypothesis $H3_0$ cannot be rejected at a 5% level of significance, therefore E-bank does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H4: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, the null hypothesis $H4_0$ can be rejected at a 5% level of significance. Therefore we can accept $H4_0$ and conclude that Commitment influences brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H5: The null hypothesis H_{5_0} cannot be rejected at a 5% level of significance, therefore Societal value does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H6: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, the null hypothesis H_{6_0} can be rejected at a 5% level of significance. Therefore we can accept H_{6_0} and conclude that Switching cost influences brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H7: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, the null hypothesis H_{7_0} can be rejected at a 5% level of significance. Therefore we can accept H_{7_0} and conclude that Payroll service influences brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H8: The null hypothesis H_{8_0} cannot be rejected at a 5% level of significance, therefore Credit card benefits does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H9: The null hypothesis H_{9_0} cannot be rejected at a 5% level of significance, therefore Bank Financial Products does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H10: The null hypothesis H_{10_0} cannot be rejected at a 5% level of significance, therefore Personnel does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H11: The null hypothesis H_{11_0} cannot be rejected at a 5% level of significance, therefore Brand image does not influence brand loyalty in Top 3 Banks (Siam

Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H12: The null hypothesis H_{12_0} cannot be rejected at a 5% level of significance, therefore Convenience does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H13: The null hypothesis H_{13_0} cannot be rejected at a 5% level of significance, therefore Technological advancements does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

Table 4.11: Parameter Estimates

		Parameter Estimates					95% Confidence Interval for Exp(B)		
most ^a		B	Std. Error	Wald	df	Sig.	Exp(B)	Lower Bound	Upper Bound
SCB	[SQ=0]	-.907	.259	12.298	1	.000	.404	.243	.670
	[SQ=1]	.405	.275	2.170	1	.141	1.500	.875	2.573
	[SQ=3]	.375	.392	.915	1	.339	1.455	.675	3.134
	[SQ=5]	-.724	.305	5.647	1	.017	.485	.267	.881
	[SQ=7]	-.363	.326	1.243	1	.265	.696	.368	1.317
KASRIKORN BANK	[SQ=0]	-.860	.254	11.439	1	.001	.423	.257	.696
	[SQ=1]	-.258	.323	.637	1	.425	.773	.410	1.455
	[SQ=3]	1.822	.325	31.419	1	.000	6.182	3.270	11.688
	[SQ=5]	-.031	.248	.015	1	.901	.970	.596	1.577
	[SQ=7]	-.245	.315	.607	1	.436	.783	.422	1.450

a. The reference category is: BANGKOK BANK.

b. This parameter is set to zero because it is redundant.

Table 4.11 shows that service quality significantly effects brand choice of customers who are loyal to SCB compared to those loyal to Bangkok Bank. In other words, service quality of SCB is perceived as better than BB which results in higher brand loyalty.

4.4 Cross Table Analysis

Cross table analysis help to summarize the independent variable with relationship towards the demographic information of respondents.

From table 4.12. The majority of respondent are male to slightly agree that they have brand loyalty towards bank in Bangkok.

Table 4.12: Crosstabulation of Brand Loyalty and Gender

BL1 * gender Crosstabulation

Count

		gender		Total
		female	male	
BL1	Slightly Disagree	10	0	10
	Moderate	59	87	146
	Slightly agree	56	119	175
	Strongly agree	47	22	69
Total		172	228	400

From table 4.13: The majority of respondent are respondents who living in Bangkok 1-5years to strongly agree that they have brand loyalty towards bank in Bangkok.

Table 4.13: Crosstabulation of Brand Loyalty and Living Period

BL1 * living Crosstabulation

Count

		living				Total
		Less than 1 year	1-5 years	5-10 years	More than 10 years	
BL1	Slightly Disagree	0	0	10	0	10
	Moderate	19	22	46	59	146
	Slightly agree	23	37	27	88	175
	Strongly agree	22	47	0	0	69
Total		64	106	83	147	400

From table 4.14 The majority of respondent are respondents who 26-35 years to strongly agree that they have brand loyalty towards bank in Bangkok.

Table 4.14: Crosstabulation of Brand Loyalty and Age

BL1 * age Crosstabulation

Count

		age					Total
		14-25	26-35	36-45	46-55	55+	
BL1	Slightly Disagree	0	0	0	0	10	10
	Moderate	0	38	68	22	18	146
	Slightly agree	44	65	28	27	11	175
	Strongly agree	11	36	22	0	0	69
Total		55	139	118	49	39	400

From table 4.15 The majority of respondent are respondents who is single to strongly agree that they have brand loyalty towards bank in Bangkok.

Table 4.15: Crosstabulation of Brand Loyalty and Marital Status

BL1 * marital Crosstabulation

Count

		marital			Total
		Married	Single	Divorced	
BL1	Slightly Disagree	0	0	10	10
	Moderate	29	54	13	96
	Slightly agree	66	28	31	125
	Strongly agree	39	119	11	269
Total		134	201	65	400

From table 4.16 The majority of respondent are respondents who are government officers/employees of state enterprise to slightly agree that they have brand loyalty towards bank in Bangkok.

Table 4.16: Crosstabulation of Brand Loyalty and Occupation

BL1 * occupation Crosstabulation

Count		occupation				Total
		student	Government Officers/employees of state enterprise	Individual companies	Business owner	
BL1	Slightly Disagree	0	10	0	0	10
	Moderate	29	38	79	0	146
	Slightly agree	16	94	37	28	175
	Strongly agree	0	36	11	22	69
	Total	45	178	127	50	400

From table 4.17 the majority of respondent are respondents who are bachelor degree to slightly agree that they have brand loyalty towards bank in Bangkok.

Table 4.17: Crosstabulation of Brand Loyalty and Education Level

BL1 * education Crosstabulation

Count		education				Total
		under High School	High school	Bachelor Degree	Above Bachelor Degree	
BL1	Slightly Disagree	0	0	0	10	10
	Moderate	11	53	49	33	146
	Slightly agree	16	34	71	54	175
	Strongly agree	0	22	47	0	69
	Total	27	109	167	97	400

From table 4.18 the majority of respondent are respondents who are income at 10,001 – 35,000 Bath to slightly agree that they have brand loyalty towards bank in Bangkok.

Table 4.18: Crosstabulation of Brand Loyalty and Income Status

BL1 * income Crosstabulation

Count

		income				Total
		Less than 10,000 Bath	10,001 – 35,000 Bath	35,001-50,000	50,000+	
BL1	Slightly Disagree	0	10	0	0	10
	Moderate	11	37	71	27	146
	Slightly agree	16	77	76	6	175
	Strongly agree	0	50	0	19	69
Total		27	174	147	52	400



CHAPTER 5

CONCLUSIONS AND SUGGESTION

5.1 Introduction

the researchers focus that the relationship between Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements and brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

5.2 Summary Demographic Factors

Table 5.1: Summary the Highest Percentage of Each Variable of Demographic Factor

Demographic factor	Characteristic	Frequency (<i>f</i>)	Percentage (%)
Gender	male	228	57.0
Age	26-35	139	34.8
education	Bachelor Degree	167	41.8
occupation	Government Officers/employees of state enterprise	178	44.5
marital	Single	201	50.3
how long to living in Bangkok	More than 10 years	147	36.8
income	10,001 – 35,000 Bath	174	43.5

From table 5.1, the majority of respondent in this questionnaire are single of male, at age of 26-35 years old, and education level is bachelor degree, with occupation of government officers/employees of state enterprise, and stay in Thailand for more than 10 years old with income status of 10,001 – 35,000 Bath.

5.3 Summary of Hypothesis Testing

H1: $H1_0$ cannot be rejected. Therefore Service Quality does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H2: $H2_0$ cannot be rejected. Therefore Empathy does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H3: $H3_0$ cannot be rejected. Therefore E-bank does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H4: we can reject $H4_0$. Therefore Commitment can influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H5: $H5_0$ cannot be rejected. Therefore Societal value does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H6: We can reject $H6_0$. Therefore Switching cost can influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok

H7: We can reject $H7_0$. Therefore Payroll service can influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H8: H_{80} cannot be rejected. Therefore Credit card benefits does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H9: H_{90} cannot be rejected. Therefore Bank Financial Products does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H10: H_{100} cannot be rejected. Therefore Personnel does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H11: H_{110} cannot be rejected. Therefore Brand image does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H12: H_{120} cannot be rejected. Therefore Convenience does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

H13: H_{130} cannot be rejected. Therefore Technological advancements does not influence brand loyalty in Top 3 Banks (Siam Commercial Bank, Kasikorn Bank, Bangkok Bank) in Bangkok.

5.4 Discussion

The currently intention of study is how banking industry of Thailand to influence the customer brand loyalty through Service quality, Empathy, E-bank, Personnel, Commitment, Societal value, Switching cost, Payroll service, Credit card benefits, Bank Financial Products, Brand image, Convenience, Technological advancements. After cross analysis of independent variable with relationship towards the demographic information

of respondents, researcher found that the majority of respondent are male, government officers/employees of state enterprise, bachelor degree, income at 10,001 – 35,000 Bath to slightly agree that they have brand loyalty towards bank in Bangkok, and who living in Bangkok 1-5years with age of 26-35 years single of marital status to strongly agree that they have brand loyalty towards bank in Bangkok.

The results of this study shows that advantageous banks on banking industry are the most significant drivers of brand loyalty followed by Commitment, Switching cost, Payroll service variables. To ensure success, it is recommended that Bank in Thailand follows the suggested model above to ensure that they significantly improved their overall brand management particularly building up Brand loyalty among their customers, without losing a large part of their uniqueness, independence and management control. The essence of Bank in Thailand management is to be able to relate relationship marketing through their employee, customer overall satisfaction, and Brand loyalty as part of their property management. To do so it requires the management of Bank in Thailand to spend time, effort and commitment, as well as to put in some financial resources, blended with management experience and knowledge of market plus courage to take risks. This venture is achievable and can be used as a strategy to speed up corporate growth and success of Bank in Thailand. The value of this study lies in the fact that it places the role of brand management firmly in Bank in Thailand. The employees of Bank in Thailand play a key role in enhancing good relationship with Bank in Thailand customers and exert considerable influence on the structure and culture of a company.

Thus, marketing managers should play an increasing role in creating corporate reputation along with other managers in the organization.

5.5 Limitation and Suggestion for Future Study

One limitation for the recent study is the sample. The data were collected in several days. The result might be more accurate if survey lasted a long term and age distributed more reasonable. Second, because the questionnaire was sent in English, the consumer were demand to have ability to read English, the sample might concentrate the consumer well educated and that might affects the truthful answers of participants because of the language understanding problem.

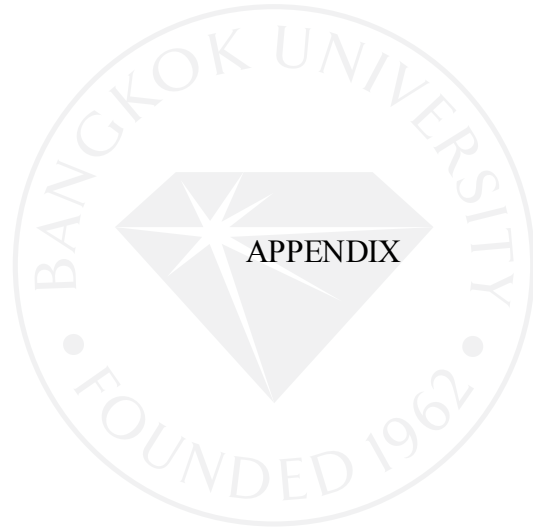
For the further study, can focus on other categories, such as focusing on the customer satisfaction or loyalty to relate with bank services. So owner or managers of bank can better know how to retain more customers and how to upgrade customer satisfaction in the whole process of marketing service.

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Questionnaire

Part 1. Bank Choice questions

1. What's the bank you are most loyal to?

A.SCB B. KASRIKORN BANK C.BANGKOK BANK

2. Please rank these factors that are influencing on brand loyalty for banking according to these scales: 0=no effect, 1=slightly influence, 2=somewhat influence, 3=neutral, 5=influence, 6=very influence, 7=strongly influence

	0	1	2	3	4	5	6	7
Service quality								
Empathy								
E-bank								
Commitment								
Societal value								
Switching cost								
Payroll service								
Credit card benefits								
Bank Financial Products								
Personnel								
Brand image								
Convenience								
Technological advancements								

Part 2. Measuring Independent Variables

Please mark \surd within the level from (1) *strongly disagree* (5) *strongly agree* in the table

below, according to your favorite bank: SCB/KASRIKORN BANK/BANGKOK BANK

Variable	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
	1	2	3	4	5
Service quality					
1. The service as a whole is good	1	2	3	4	5
2. The quality has been maintained all of the time.	1	2	3	4	5
3. The level of quality is acceptable in comparison with other banks.	1	2	3	4	5
Empathy					
1. The bank is able to provide the operating hours convenient to all their customers.	1	2	3	4	5
2. The bank is willing to give customer's best interests.	1	2	3	4	5
3. The employees of the bank understand the needs of customers.	1	2	3	4	5
E-bank					
1. Availability of information	1	2	3	4	5
2. Easy to use	1	2	3	4	5
3. Secure	1	2	3	4	5
4. Error-free transactions	1	2	3	4	5
Commitment					
1. Although bank's products are similar, I still prefer to use the service from this bank.	1	2	3	4	5
2. I am proud to tell others that I use the service from this bank and would like to recommend this bank to others.	1	2	3	4	5
3. This bank is the best alternative.	1	2	3	4	5
4. I expect to stay with this bank for a long period of time.	1	2	3	4	5
Societal value					
1. The bank helps with environmental conservation.	1	2	3	4	5
2. The bank takes part in creating well-being for the society.	1	2	3	4	5
3. The bank generates benefits for the society.	1	2	3	4	5
4. The bank treats the customers fairly.	1	2	3	4	5

Switching cost					
1. I have no time or I am not willing to purchase services provided by another bank.	1	2	3	4	5
2. I believe that in case I switched to another bank, it would be unpleasant or difficult to get used to or to adapt to the services provided by it.	1	2	3	4	5
3. I am not willing to pay for the costs associated with changing banks.	1	2	3	4	5
Payroll service					
1. My company pay salary for me through the bank	1	2	3	4	5
2. Its convenience every month that when salary coming in the bank account	1	2	3	4	5
3. I can easily manage my salary through the bank account	1	2	3	4	5
Credit card benefits					
1. I can get discount when I use credit card to shopping	1	2	3	4	5
2. The credit card of the bank can meet my needs	1	2	3	4	5
Bank Financial Products					
1. I am very satisfy with my investment in the bank financial products	1	2	3	4	5
2. The bonds of bank can bring me more profit	1	2	3	4	5
3. I am very interesting in the services and products of investment and finance in bank	1	2	3	4	5
Contact personnel					
1. The personnel provide fast service.	1	2	3	4	5
2. The information provided by the personnel has always been very valuable to me.	1	2	3	4	5
3. The personnel have knowledge of all of the services offered by the bank.	1	2	3	4	5
Brand image					
1. I have a clear understanding on the brand of SCB/KASRIKORN BANK/BANGKOK BANK	1	2	3	4	5
2. SCB/KASRIKORN BANK/BANGKOK BANK comes to my mind at first when mentions bank industry.	1	2	3	4	5
Convenience					
1. I can easily find SCB/KASRIKORN BANK/BANGKOK BANK when I need.	1	2	3	4	5

2. SCB/KASRIKORN BANK/BANGKOK BANK is very close to my home.	1	2	3	4	5
Technological advancements					
1. SCB/KASRIKORN BANK/BANGKOK BANK has very high technological advancements.	1	2	3	4	5
2. The technological advancements of SCB/KASRIKORN BANK/BANGKOK BANK are better than other banks	1	2	3	4	5
Brand loyalty					
1. I do not want to change to another bank because this selected bank is valued for me	1	2	3	4	5
2.I would always recommend this bank to somebody who asks for my advice	1	2	3	4	5
3.I would invest more money/ more business transaction through this bank in the future	1	2	3	4	5
4.The chances of me being in the relationship with this bank are very good	1	2	3	4	5

Part 3. Demographic factors

1. Do you use the three of following bank: SCB. K bank. BBL

A. yes B.no

2. What's your gender?

A. Male B. Female

3. How long are you living in Bangkok?

A. Less than 1 year B. 1-5 years C. 5-10 years D. More than 10 years

4. What is your age range?

A. 14-25 B 26-35 C. 36-45 D.46-55 E. 55+

5. What is your marital status?

A. Single B. Divorced C. Married D. Widowed

6. What is your current occupation?

A. student B. Government Officers/employees of state enterprise

C. Individual companies D. Business owner

7. What is your highest education level?

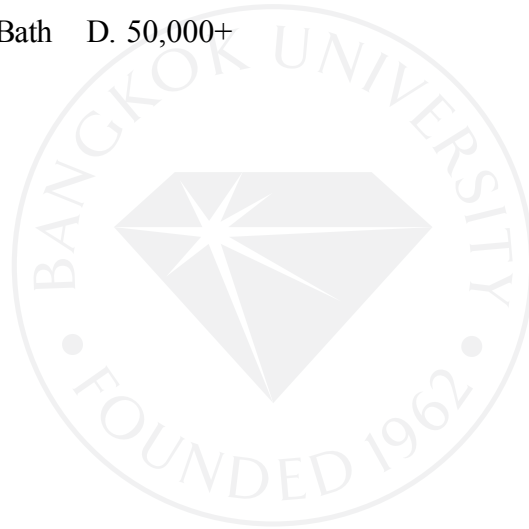
A. under High School B. High school C. Bachelor Degree

D. Above Bachelor Degree

8. How much your monthly income?

A. Less than 10,000 Bath B. 10,001 – 35,000 Bath

C. 35,001-50,000 Bath D. 50,000+



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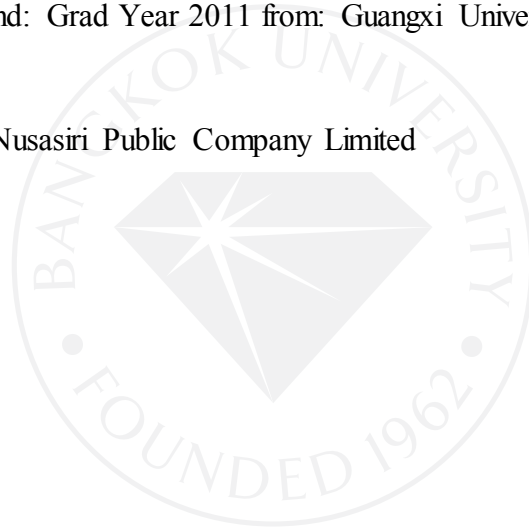
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Factors that impact on brand loyalty in top three banks
(Siam Commercial Bank, Kasikorn Bank, Bangkok Bank), in Bangkok.

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